

**MARKETING MIX 7P (PRODUCT, PRICE, PLACE, PROMOTION,
PEOPLE, PROCESS, PHYSICAL EVIDENCE) AT CHORD CAFE JEMBER**

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ABSTRACT

Marketing mix is a tool or way of marketing which is a good set of products, prices, promotions, distribution that are combined to produce the desired response to the target market. Business coffee shop is progressing very rapidly, this is due to a change in lifestyle and trends among the community, namely the trend of gathering and drinking coffee. lifestyle changes and trends among the public, namely the trend of gathering and playing in coffee shops. play in coffee shops. Research conducted to determine the marketing mix (marketing mix) 7P (Product, Price, Place, Promotion, People, Process, Physical Evidence) that applied in Chord Cafe Jember.

in Chord Cafe Jember. This type of research is a descriptive research with ex post facto research design. Population research population is taken from the average consumer Chord Cafe in 1 month as many as 500 people. people. The sample size was taken using the slovin formula. The sample taken as many as 83 respondents. Furthermore, the sample was taken using incidental sampling technique. Data collected by using questionnaires and interviews as support. Research results marketing mix strategy (marketing mix) applied in Chord Cafe is known that: in the aspect of Product with an average of 2.71 in the good category. Aspects of price with an average of 3.11 in good category. In the aspect of Place with aspect with an average of 2.99 in the good category. Promotion aspects enter with average of 2.61 in the good category. People aspects with an average of 2.78 in the good category. Process aspects with an average of 3.02 in good category and the Physical Evidence aspect with an average of 2.93 in the good category.

Keywords: Marketing Mix, Chord Cafe, Respondents.