

**THE INFLUENCE OF MARKETING MIX AND SERVICE QUALITY ON
THE BUYING DECISION AT RESTO WARUNG EMPAT MATA,
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ABSTRACT

In the current era, there is a lot of competition in business, one of which is business in the culinary field. Currently, there are many restaurant businesses in the Jember area. One of the growing restaurants is Warung Empat Mata which was founded for about 12 years. This study aims to determine and analyze the effect of marketing mix and service quality on buying decision for Kabuli rice at Resto Warung Empat Mata Jember simultaneously and partially. Based on the results of the analysis and discussion that has been carried out, it can be concluded that: (1) the decision to buy Kabuli rice Resto Warung Empat Mata Jember was caused by 66.4% Product, Price, Distribution Channels, Promotion, and Service Quality while the remaining 33.6% caused by other factors not examined in this study. (2) Products, prices, distribution channels, promotions and service quality simultaneously have a significant effect on buying decision (3) there are 2 variables (X) that partially have a significant effect on buying decision, namely Promotion and Service Quality. (4) Service Quality has a dominant effect on Buying Decision.

Keywords : *Product, Price, Distribution Channels, Promotion, Service Quality, and Buying Decisions.*