WINDA RAHMALIA. Attitudes Toward Marketing Mix and Consumer Decision Making Process in Daebak Fan Cafe, Depok, West Java. Supervised by DEDI BUDIMAN HAKIM and RICO RIZAL BUDIDARMO.

Consumer decision-making process is the basic concept of consumer’s mind that can be used by marketers or manager to define the products and strategies of goods and services to be sold. The stages that make up the decision making process are need recognition, search of information, pre-purchase evaluation of alternatives, purchase, consumption, post-consumption evaluation, divestment.

Daebak Fan Cafe as a restaurant with Korean popular culture theme that combines modern kpop style and traditional Korean atmosphere. It can be said that the owner of the restaurant made a market grouping for those who like the pop culture. There are mix attitude toward popular culture and to understand the basic concepts of consumer behavior, those are as a basis for conducting a study on consumer decision-making process, as well as consumer attitudes toward marketing mix in Daebak Fan Cafe.

The sampling technique using a systematic technique with Slovin approach. The analytical method used method of descriptive analysis, cross-tabulation and chi-square analysis. Data processing results show that the decision-making process of consumers to come to Daebak, most of visitors come because they want to feel Korean cuisine while enjoying the new atmosphere, relaxing, and feel fun of Korean popular culture. Consumers usually visit with friends, so that the most source of information obtained from their own friends. Most visitors planned their visiting and the majority of them come on holiday in the afternoon to early evening.

Results of cross-tabulation and chi-square between the three characteristic of demographic, that the age, employment status and income toward marketing mix variables in Daebak known that the employment status and marketing mix did not show a relationship with one another. While the character’s age and income toward Korean culture variable (social-group), product and promotion indicated a relationship or mutually dependent. It can be said that the spot price and place do not affect the respondent to come to Daebak. Respondent were more interested in the concept, product, and promotion.

Managerial implications that can be used as input by the restaurants are to diversity the product and make it have a character that can be remembered and loved by consumers. Another thing can do are give other promotions, such as giving rewards to consumers who always buy drinks menu idol that record on the purchase card and to strengthen the the concept of Korean popular culture so that consumers can feel more satisfied about that Korean popular culture in there.

Keywords: consumers, consumer attitudes, decision-making, demography, marketing mix