

## ABSTRAK

Industri kuliner di Bandung berkembang pesat, didukung oleh tingginya minat masyarakat terhadap tempat nongkrong yang menawarkan pengalaman unik, seperti coffee shop. Jardin Café merupakan salah satu kafe yang menghadapi tantangan dalam mempertahankan daya saing di tengah persaingan yang semakin ketat. Meskipun mengusung konsep menarik dan beragam keunggulan, terdapat beberapa aspek layanan yang memerlukan perbaikan untuk meningkatkan *Purchase Intention* pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh *Marketing Mix* dan *Service Quality* terhadap *Purchase Intention* di Jardin Café.

Penelitian ini menggunakan metode deskriptif kuantitatif dengan pendekatan survei. Data dikumpulkan melalui kuesioner kepada konsumen Jardin Café dan dianalisis menggunakan regresi linier berganda. Variabel yang diteliti meliputi karakteristik produk, harga, aksesibilitas, promosi, serta dimensi *Service Quality* seperti reliabilitas, daya tanggap, dan empati. Penelitian ini bertujuan menguji hubungan langsung antara variabel independen dan *Purchase Intention* sebagai variabel dependen.

Hasil penelitian menunjukkan bahwa *Marketing Mix* dan *Service Quality* memiliki pengaruh positif dan signifikan terhadap *Purchase Intention*. Dimensi harga yang terjangkau dan responsivitas layanan menjadi faktor yang paling dominan. Temuan ini mengindikasikan bahwa peningkatan pada aspek kualitas layanan dan strategi pemasaran dapat meningkatkan minat beli pelanggan, yang pada akhirnya memperkuat posisi bisnis Jardin Café di pasar.

**Keywords:** *Marketing Mix, Service Quality, Purchase Intention*

## **ABSTRACT**

*The culinary industry in Bandung is growing rapidly, driven by the high demand for unique hangout spots such as coffee shops. Jardin Café is one of the cafés facing challenges in maintaining competitiveness amidst increasingly fierce competition. Despite offering an attractive concept and various advantages, several aspects of service need improvement to enhance customers' Purchase Intention. This study aims to analyze the influence of Marketing Mix and Service Quality on Purchase Intention at Jardin Café.*

*This research employs a descriptive quantitative method with a survey approach. Data were collected through questionnaires distributed to Jardin Café customers and analyzed using multiple linear regression. The variables examined include product characteristics, pricing, accessibility, promotions, and Service Quality dimensions such as reliability, responsiveness, and empathy. The study seeks to test the direct relationship between independent variables and Purchase Intention as the dependent variable.*

*The results indicate that the Marketing Mix and Service Quality have a positive and significant influence on Purchase Intention. Pricing and service responsiveness emerged as the most dominant factors. These findings suggest that improvements in Service Quality and marketing strategies can enhance customers' Purchase Intention, ultimately strengthening Jardin Café's position in the market.*

**Keywords:** *Marketing Mix, Service Quality, Purchase Intention*