ABSTARCT

Shenny Sanastasya, Implementation Analysis Retail Mix In Restaurant BMC (bandoengsche central Melk) Outlet Aceh Bandung, under the guidance of Zulfikar Rizki SE., M. Si

In conducting sales activities, retailers pursuing a strategy oriented to the needs of consumers, which reflected the marketing strategy of a program known as the term mix of retail (retailing mix). Implementation of a good retail mix and the right is expected to make consumers will have a positive attitude towards the behavior of restaurant where customers come back to Aceh Bandung Restaurant BMC outlets.

The study was conducted to determine the implementation of the mix of retail (retailing mix) on BMC Outlet Restaurant Aceh Bandung, as well as the responses of respondents toward the implementation of the mix of retail (retailing mix) on BMC's Outlet Restaurant Aceh Bandung.

The method used in this research is descriptive research that aims to gain an overview of the implementation of the mix of retail (retailing mix) Restaurant BMC Outlet Aceh Bandung. Population were visitors Bandung Restaurant BMC Outlet Aceh who number as many as 100 people sampled, using random sampling techniques. While the analysis used is descriptive analysis used a table in the form of numbers and percentages.

These results indicate that the respondents to the retail mix at BMC Outlet Aceh Bandung Restaurant category quite well with a total score of 3838 or 63.96%

Key words: Mix of Retail Execution (Retailing Mix)