

ABSTRACT

Name : Andre Tjoa P.T/Cindy Chen/Michael Widiyanto S.

Study Program : *Hotel Business*

Title :

DAYA TARIK TOKO ROTI SUMBER HIDANGAN DI BRAGA, BANDUNG

The Attraction of Sumber Hidangan Bakery

Sumber Hidangan is one of the legendary culinary tours that has survived for more than 90 years. This is of course due to the existence of a special attraction that makes Sumber Hidangan exists until now. They are implementing the 4C Marketing Mix, which is a marketing method that is created by positioning itself as a consumer. One of them is the Customer Value that is instilled within the customer where Sumber Hidangan still uses the same legendary recipe to keep the taste and the quality of the bread maintained as it was. Sumber Hidangan also used a relatively reasonable price for a legendary bread. They also maintain their buildings to show historical and aesthetic values so that customers can reminisce with the atmosphere of the past. In addition, even though Sumber Hidangan does not keep up with the globalization era, they can still survive by providing the best services and maintaining their communications with their loyal customer for the sake of their relationships. All these attractions make people curious about Sumber Hidangan and moreover keep coming back as their loyal customers that makes them able to survive until now.

Keyword: Attractions, Marketing Mix 4C, Bakery, Sumber Hidangan