

The purpose of this study are (1) to analyze the influence of marketing factors (product, price and place) and environmental social factors (family and reference group) to purchase cake at Mino Bakery & Cake, (2) to describe cake that will be bought by customer at Mino Bakery & Cake. This research uses case study method. Sample methods using is accidental sampling. Method of determining location using a purposive sampling. Methods of data analysis is descriptive and multiple linear regression analysis method. Working methods of data analysis using SPSS 17.0 from windows. Results of research showed marketing factors (product, price and place) and social factors (family and reference group) influence 61,1% to purchase cake at Mino Bakery & Cake Yogyakarta. Results of research descriptive majority of customer 30% prefer of the tapioka cake to purchase to cake.

Keywords : Marketing factors, social factors, purchase, cake, preferences and customers