

ABSTRACT

In this era of high competitiveness, an adjustment should be made by the company in order to be able to cope with the rapid changes in the industry. In the sea transportation industry competition, PT Mitsui OSK Lines Indonesia has to be able to build its competitiveness continuously to bring the company into the better position.

In the context of the company's strategy i.e. marketing mix, there should be a deeper analysis about the influence of the marketing service mix variables i.e. product, price, place, promotion, people, process and physical evidence to the customer loyalty.

The objectiveness of this research is to have description of customer perception related to marketing service mix, analyzing the influence of marketing service mix, and also how big the importance aspect of marketing service mix against customer loyalty at PT Mitsui OSK lines Indonesia.

This research has been involved 153 respondents received the questioner, to know how far independent variables such as product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7) to dependent variable of customer loyalty by using regression analysis.

The result of the highest remark given to the company that good Container maintenance, easy access of price changes information, easy Booking space, good relationship with the customer, experienced personal, cargo can be received faster by the receiver and in good condition, and also the security guarantee for customer. The lowest remark has been given to the company that provide a good service, price competitiveness, the availability of fleet, good commercial advertisement, good service rendered by the employee, the company has given security guarantee to prospective customer, neat and tidy of office space.

The result shows that coefficient determination (R Square) is 0.801, this means that the changes of loyalty variable, determined by all variable simultaneously 0.801% and the rest, which is 18.19% is determined by other variables that were not researched.

Partially, the process has a significant influence to the loyalty in the amount of 0.235 with P Value is 0.011, Price has significant influence to the loyalty in the amount of 0.173 with P Value is 0.015 and Physically evidence has significant influence to the loyalty in the amount of 0.293 with P Value is 0.197. Place doesn't have significant influence to the loyalty with the P Value is 0.065. People doesn't have significant influence to the loyalty with P Value is 0.840 and Promotion doesn't have significant influence to the loyalty with the P Value is 0.868.

Simultaneously, it can be concluded by the research done using 'The F' test shows that product, price, place, promotion, people, process and physical evidence have positive influence to the customer loyalty in the amount of F change 83.398 with P Value is 0.000

With the research, the writer hopes that it can be a positive input to the management of PT. Mitsui O.S.K Lines Indonesia which able to contribute the growing of transportation business in the future.