



ABSTRACT

Rindo Erlangga, *The Influence of Marketing Mix On Costumer Loyalty Throughh Costumer Satisfaction of McDonald's Case Studies in Cipondoh, Tangerang. (Supervised By Rojuaniah).*

This study aims to determine the effect of product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), and Physical Evidence (X7) on Costumer Loyalty (Y) through Costumer Satisfaction (Z) at McDonald's outlet in Cipondoh. The research method used in the sampling adjusted the number of statement items used in the questionnaire where the respondents and the number of respondents of this were 100 respondents. The respondents of this study were people who had bought and consumed McDonald's products. Data analysis techniques used in this study are Path Analysis.

The results show, product, price, place, employees, process and physical evidence affect customer satisfaction, customer satisfaction to customer loyalty. Further product, price, place and process of reproduction to direct customer loyalty. products, prices, places, employees, processes and physical evidence of customer loyalty through customer satisfaction. Another case with the promotion that has no effect on customer satisfaction or customer loyalty directly or indirectly.

Keyword : Marketing Mix, Product, Price, Place, Promotion, Consumer Satisfaction and Loyalty

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