ABSTRAK

EKA SERAH WATI. "Analisa Pengaruh *Marketing Mix* (4P) Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan (Studi pada cafe KOI The di Lippo Mall Puri)" – (Dibimbing oleh Ari Anggarani).

Penelitian ini bertujuan untuk mengetahui pengaruh *Marketing Mix* (4P) terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan (Studi pada cafe KOI The di Lippo Mall Puri). Data sampel yang digunakan dalam penelitian ini berjumlah 150 responden yang diperoleh pengambilannya melalui teknik *non-probability sampling* dengan *purposive sampling* dan dianalisis menggunakan *path analysis*. Hasil dan temuan dalam penelitian ini menunjukkan bahwa *Marketing Mix* (4P) berpengaruh signifikan terhadap Kepuasan Pelanggan dan Kepuasan Pelanggan berpengaruh signifikan terhadap Loyalitas Pelanggan, sedangkan *Marketing Mix* (4P) tidak berpengaruh signifikan terhadap loyalitas pelanggan. Dengan demikian *Marketing Mix* (4P) yang diterapkan oleh cafe KOI The di Lippo Mall Puri berpengaruh terhadap loyalitas pelanggan dengan kepuasan sebagai variabel *intervening*.

Hasil penelitian menunjukan bahwa *Marketing Mix* (4P) berpengaruh positif dan signifikan terhadap loyalitas pelanggan, selanjutanya *Marketing Mix* (4P) dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Untuk penelitian ini, variabel kepuasan pelanggan memiliki pengaruh yang lebih besar antara *Marketing Mix* (4P) terhadap loyalitas pelanggan melalui kepuasan pelanggan. Berdasarkan hasil penelitian ini, perusahaan harus meningkatkan *Marketing Mix* (4P) dan kepuasan pelanggan agar dapat membentuk loyalitas pelanggan.

Kata Kunci: *Marketing Mix* **(4P)***, Kepuasan Pelanggan , Loyalitas Pelanggan .*

ABSTRACT

EKA SERAH WATI. "Analysis the Influence of Marketing Mix (4P) on Customer Loyalty with Customer Satisfaction (Study at caffe KOI The di Lippo Mall Puri)" – (Supervisor by Ari Anggarani).

This study aims to determine the influence of Marketing Mix (4P) to customer loyalty and customer satisfaction (Study at caffe KOI The di Lippo Mall Puri). The sample data used in this research were 150 respondents who obtained their extraction through non-probability sampling technique with purposive sampling and analyzed using path analysis. The results and findings in this research showed that Marketing Mix (4P) influence significant impact on customer satisfaction and customer satisfaction significant influence on customer loyalty, while Marketing Mix (4P) did not affect the significant impact on customer loyalty. Thus Marketing Mix (4P) is applied by caffe KOI The di Lippo Mall Puri affect customer loyalty with customer satisfaction as an intervening variable.

The results of study show a positive and significant Marketing Mix (4P) on customer loyalty, Marketing Mix (4P) and significant customer satisfaction significant and significant to customer loyalty. For this study, customer satisfaction variables have greater influence between Marketing Mix (4P) on customer loyalty through customer satisfaction. Based on the results of this study, the company must improve the Marketing Mix (4P) and customer satisfaction in order to form customer loyalty.

Keywords : Marketing Mix (4P), Customer Satisfaction, Customer Loyalty.