

ABSTRACT

RINI PURWANTI. The effect of the 4P Marketing Mix Strategy Customer Satisfaction And Customer Loyalty Ramayana Department Store Tanjung Duren West Jakarta (Supervised by Abdurrahman).

This studi aims to determine whether the product, price, promotion, site of customer satisfaction and customer loyalty in the Ramayana Department Store Tanjung Duren West Jakarta. The variables examined are product, price, promotion, location, customer satisfaction and loyalty. The methods used in this study is the analysis of the Path (Path Analysis) is used to determine the influence of 4p on the customer satisfaction and the variables which most influence, the influence of 4p on customer satisfaction – either collectively, influence the 4 p and customer satisfaction to customer loyalty, leverage 4p to customer loyalty through customer satisfaction. Then the research results obtained from the magnitude number of the value of X 1 (0.007), x 2 (0,245), X 3 (0.000), X 4 (0,516) to the Y1 and the X 1 (0,004) (0.042), x 2, X 3, X 4 (0,990) (0,421), Y1 (0.000) for Y2.

This research resulted in the conclusion that the only products and promotions that impact customer satisfaction, while the products, prices and customer satisfaction that only have an effect on customer loyalty.

Keywords : Product, Price, Promotion, Location, Customer Satisfaction, Customer Loyalty, Path Analysis