SUMMARY

NURDIN NURHAYADI KOSASIH. Analysis of the Effect of Marketing Mix Satisfaction and Customer Loyalty Warung Nasi Ampera in Jakarta. Supervised by RITA NURMALINA and RETNANINGSIH.

The population of jakarta grows from year to year, when viewed from the side of the "bright-side", that was a market with huge potential in business development. The increasing number of city dwellers during the day of course lead to increased demand for basic needs, especially food. The need for food was seen as a business opportunity for investors to make the restaurant business.

Warung Nasi Ampera is one of the many restaurants that have stood in Jakarta. Currently accounting for 16 outlets in various areas in Jakarta. Warung Nasi Ampera own a restaurant that was originally located in Bandung, precisely in the area Kebon Kalapa. Restaurant business which has been run by the management Warung Nasi Ampera Jakarta region from 2003 until 2012 to see the problem. The problem is indicated by the closure of two outlets namely in 2005 and in 2009. Competition in the restaurant business is also increasing. Competitors of the restaurant Warung Nasi Ampera include Bumbu Desa, Bale Sunda, Saung Kabayan Restaurant, Eating Cibiuk, and others. Motivated by the close of the second outlet, the marketing mix strategies that have been implemented 7Ps evaluated deemed necessary. Evaluation is done is an approach in finding the cause of the problems that have occurred so that future problems do not reoccur. The approach taken is to measure the level of satisfaction and loyalty as well as what factors influence it.

The purpose of this research were to analyze 7Ps marketing mix factors most affect customer satisfaction with the restaurant Warung Nasi Ampera, analyzing customer satisfaction with the services provided by the restaurant Warung Nasi Ampera, analyze customer loyalty to the restaurant Warung Nasi Ampera, and formulate implications which can be applied in managerial Nasi Warung Ampera for business continuity in the future.

This study used structural equation modeling (SEM) to determine the effect of factors such the price (price), where (place), menu (product), process (process), physical evidence (physical evidence), promotion (promotion), and employees (people) on satisfaction and customer loyalty. The sample in this study was the visitors who visit the outlet, as object of research. This study used a quota sampling technique which belong to the purposive sampling.

Based on the results of a descriptive analysis of the demographic characteristics of the respondents, it is generally the customer who visited the restaurant Warung Nasi Ampera is a married woman. They were in the age range 30-39, have education level S1, worked as private employees, with revenues of Rp. 3.000.001 - Rp. 4.000.000, and has a level of spending Rp. 200.001 - Rp. 300.000 for a single visit.

SEM analysis of the results of the seven marketing mix, which most significantly affect customer satisfaction is the price mix factors. The results of SEM analysis showed the presence of two significant variables in shaping customer satisfaction. Variables are variables and variables where the employee.
Variable even where it actually gives a decrease to customer satisfaction.

Customer Satisfaction Index (CSI) is used to measure the level of customer satisfaction. Based on the analysis of CSI, customer satisfaction restaurant Warung Nasi Ampera is in the category of satisfied. Customer Loyalty Index (CLI) is used to measure the level of customer loyalty. CLI analysis results indicate that customer loyalty restaurant Warung Nasi Ampera is in the loyal category.

Keywords: marketing mix 7Ps, Satisfaction, Loyalty