SUMMARY

CHRISTIAN ARIANTO RAHARDJO. The Effect of Marketing Mix on Customer Satisfaction and Loyalty for Salad Dressing “Mayumi”. Supervised by HARIANTO dan HENY K. SUWARSINAH

"Mayumi" as a salad dressing product, can help customers to prepare meals in a short time. In Indonesia, growth for salad dressing products every year is quite high, which is an increase of 120% every year. The market share of salad dressings is also getting bigger with the addition of new players and the addition of new variants. As a producer of "Mayumi", PT Ajinomoto Indonesia needs to know the attributes that affect satisfaction and how the level of customer satisfaction is. The attributes used in this study are related to the marketing mix. Customer loyalty is also important so that "Mayumi" can compete in various business needs. Purpose of this study are to analyze factor of marketing mix that affect customer satisfaction and loyalty of Mayumi, identify and analyze degree of customer satisfaction and loyalty of Mayumi, and to give idea and suggestion to increase customer satisfaction and loyalty for Mayumi.

This study uses a quantitative descriptive method by conducting a survey of customers of "Mayumi" salad dressings made online and interviews directly in shopping center. Respondents were female respondents who were more than 18 years old and lived in the Greater Jakarta (Jabodetabek) area. Data processing and analysis techniques in this study are quantitative descriptive analysis. Analysis tools that use Structural Equation Modeling (SEM) using LISREL software version 8.7.

Based on the results of research and evaluation on respondents, it can be concluded that the marketing mix that has a significant effect on customer satisfaction is product, price, and place. Meanwhile promotion has no significant influence on customer satisfaction. Customer satisfaction has a significant effect on customer loyalty. The customer satisfaction index is in the very satisfied category, while the customer loyalty index is in the loyal category.

Suggestions that can be used to increase customer satisfaction and loyalty "Mayumi" is to sell products that meet with customer tastes and maintain product quality. The placement of Mayumi products in the shopping center must also be lit so that they are always easy to find and product must be always available on the market. This can increase customer satisfaction and lead to increased of customer loyalty.

Keywords: marketing mix, customer satisfaction, customer loyalty, salad dressing, SEM