SUMMARY

AISATUL MUSTAQIMAH. Effects of Marketing Mix towards Customer Satisfaction and Loyalty of Cold-Pressed Rejuve. Supervised by HARTOYO and RITA NURMALINA.

Marketing mix is one the marketing strategic to increase selling. Consumer satisfaction is one of parameters which can be measured by consumer expectation, towards product, price, promotion, and place, so that the effects of marketing mix towards customer satisfaction can be observed. Besides that, customer satisfaction can be one of the factors which forms customer loyalty. This research’s objective is to observe the affecting factors of the marketing mix (4P) on the cold-pressed Rejuve drinks consumer satisfaction and loyalty. PT Sewu Segar Primatama is a pioneer company in producing coldpress products in Indonesia.

For the past few years, Rejuve outlets have been growing. On the other hand, it is seen that there is a number of visitors gap of each outlet. Besides, Instagram which impacting the product promotion activity, is not effective. This happens because only a few followers are active in giving likes or comments on the Rejuve product promotion feed. These case is suspected to impact the declining trend in consumer satisfaction to rejuve coldpress drinks. This research uses SEM analysis and Lisrel software to analyze the result of questionnaire given to 190 respondents in order to determine the impact of marketing mix to Rejuve cold-pressed consumer satisfaction and loyalty. Data analysis result indicates that production, price, and promotion factors affect consumer satisfaction significantly. Location factor doesn’t significantly affect consumer satisfaction.

The created managerial implication can be applied as a strategy to increase Rejuve cold-pressed consumer satisfaction and loyalty. The strategy is done by making product education concerning benefit of being healthy. This is done by exhibiting product benefit according to its classification, such as body weight-loss, treating acnes, keeping blood cholesterol level, taking care of stamina, curing ulcer, etc. Increasing product existence such as sponsoring sport event, art, and exhibition in mall can also be done in order to get the better reputation of product. Stabilize the determined price in competitive level with another cold-pressed product. Promotion via website and Instagram can be made more attractive, informative, and communicative.

Keyword: SEM analysis, price, place, product, promotion, strategic.