

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh faktor-faktor marketing mix terhadap kesetiaan pelanggan di Klub Ade Rai Jogja, dan untuk mengetahui pengaruh marketing mix secara serentak terhadap kesetiaan pelanggan.

Pengujian dilakukan atas semua faktor marketing mix yang terdiri dari: Produk (Product), Harga (Price), Tempat (Place), Promosi (Promotion), Orang (People), Proses (Process), dan Bukti Fisik (Physical Evidence).

Sampel dari penelitian ini terdiri dari 120 responden dengan teknik pengambilan sampel menggunakan metode convenience sampling yaitu teknik pengambilan sampel dimana yang dijadikan sampel adalah responden yang ditemui di lokasi penelitian.

Hasil penelitian menunjukkan bahwa faktor produk, tempat, promosi, orang, dan proses berpengaruh positif dan signifikan, sedangkan faktor harga dan bukti fisik berpengaruh negatif dan signifikan terhadap kesetiaan pelanggan, dan secara serentak marketing mix berpengaruh terhadap kesetiaan pelanggan.

Kata kunci: marketing mix

ABSTRACT

This research discussed about analyse the influence of factors marketing mix to loyalty of customer in Klub Ade Rai Jogja, and to know the influence of marketing mix at a time to loyalty.

The examination done for all factor of marketing mix consisted of the: Product, Price, Place, Promotion, People, Process, and Physical Evidence.

Sampel from this research is consisted of 120 responder with the technique of took the sampel use the method of convinience sampling that technique of ~~take the sampel~~ where taken as sampel is responder met at the research location.

Result of the research show that product factor, place, promotion, people, and process have positive correlate and significantly, while factor of price and physical evidence have the negative correlate and significantly to customer loyalty, and at a time is marketing mix have an effect on to customer loyalty.

Keyword: *marketing mix.*