

Risti Reza Radhana. 2024. *Analysis of the Effect of Marketing Mix on Customer Loyalty Through Customer Satisfaction of Fruit Tea Products at Wedrink Sagan Yogyakarta.* Under direction by Dr. Ir. Budiarto, MP.

ABSTRACT

This study aims to: 1) Describe the value categories of product variables, price, promotion, place, people, physical evidence, process, customer satisfaction, and customer loyalty. 2) Analyze the effect of the marketing mix consisting of product, price, place, promotion, people, physical evidence, and process directly and indirectly through customer satisfaction on customer loyalty at Wedrink Sagan Yogyakarta. The research method used is descriptive analysis with a survey approach. The method of taking respondents was carried out using an incidental sampling technique approach with a total of 96 respondents. The respondent criteria used are 1) Have purchased fruit tea at Wedrink Sagan Yogyakarta at least twice. 2) Aged over 17 years. The techniques used in collecting data are interviews, observations, questionnaires, and documentation. The data analysis techniques used include descriptive analysis, path analysis, and sobel test. The results showed that: 1) Product, price, place, promotion, people, physical evidence, process and customer loyalty variables fall into the good category. While the customer satisfaction variable falls into the very good category. 2) Product, price, people, and process have a positive effect on customer loyalty. Place, promotion, and physical evidence have a negative effect on customer loyalty. Product, price, place, promotion, people, physical evidence have a negative effect on customer loyalty.

Keywords: *Customer Satisfaction, Customer Loyalty, Marketing Mix*

Risti Reza Radhana. 2024. Analisis Pengaruh Bauran Pemasaran (*Marketing Mix*) Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Produk Teh Buah Di Wedrink Sagan Yogyakarta. Di bawah arahan Dr. Ir. Budiarto, MP.

ABSTRAK

Penelitian ini bertujuan untuk: 1) Mendeskripsikan kategori nilai dari variabel produk, harga, promosi, tempat, orang, bukti fisik, proses, kepuasan pelanggan, dan loyalitas pelanggan. 2) Menganalisis pengaruh bauran pemasaran yang terdiri dari produk, harga, tempat, promosi, orang, bukti fisik, dan proses secara langsung dan secara tidak langsung melalui kepuasan pelanggan terhadap loyalitas pelanggan di Wedrink Sagan Yogyakarta. Metode penelitian yang digunakan adalah metode kuantitatif. Metode pengambilan responden dilakukan dengan menggunakan pendekatan teknik *sampling incidental* dengan jumlah responden sebanyak 96 responden. Kriteria responden yang digunakan yaitu 1) Sudah pernah melakukan pembelian teh buah di Wedrink Sagan Yogyakarta minimal dua kali. 2) Berumur diatas 17 tahun. Teknik yang digunakan dalam mengumpulkan data yaitu dengan wawancara, observasi, kuesioner, dan dokumentasi. Teknik analisis data yang digunakan meliputi analisis deskriptif dan analisis jalur (*path analysis*). Hasil penelitian menunjukkan bahwa: 1) Variabel produk, harga, tempat, promosi, orang, bukti fisik, proses dan loyalitas pelanggan termasuk ke dalam kategori baik. Sedangkan variabel kepuasan pelanggan masuk kedalam kategori sangat baik. 2) Produk, harga, orang, dan proses berpengaruh positif terhadap loyalitas pelanggan. Tempat, promosi, dan bukti fisik berpengaruh negatif terhadap loyalitas pelanggan. Produk, harga, tempat, promosi, orang, bukti fisik dan proses melalui kepuasan pelanggan mempengaruhi loyalitas pelanggan.

Kata Kunci: Bauran Pemasaran, Kepuasan Pelanggan, Loyalitas Pelanggan