

ABSTRACT

Along with the development of the world in all areas including transportation resulted in the rapid advancement of economic activities and encourage high people's desire to travel (mobility) either in the ordinary course of business, for family or recreational purposes. Bandung is the city most visited by local tourists, especially from Jakarta, so the development of rail transport business, especially the current increasing level of competition where Argo Parahyangan Railways is one of the demand by consumers.

This research included in the research descriptive with quantitative approach involving 100 users of transport services Railway Argo Parahyangan as respondents, the sampling using incidental sampling.

Data analysis technique used is multiple linear regression analysis were previously tested with classical assumption of normality test, multicollinearity, heteroskedestisitas test, F test, t-test, correlation coefficient, the coefficient of determination.

From the results of this study concluded that the independent variables consist of market strategy and marketing mix to the dependent variable values Railway metered customers Parahyangan 95.6% while the remaining 4.5% is explained by other variables not examined in this study.

Keywords: *Market Strategy, Marketing Mix, Customer Value*