ABSTRACT

This research aims to find out the influence of marketing mix services towards customer satisfaction. The object of this research study is the Liquid bar in Bandung. As for the dimensions of the marketing mix consists of 7P IE: product (X 1), price (X 2), promotion (X 3), the place/location (X 4), people/participants (X 5), process (X 6), physical evidence (X 7).

This includes research into the descriptive research with quantitative approach that involves 100 consumer Liquid bar Bandung as the respondent. The techniques used in this research is a technique of non probability sampling with type incidental sampling data analysis techniques used multiple linear regression analysis, namely that previously tested with classical assumptions of normality test IE, test multikolineritas test heteroskedestisitas test, F test, correlation coefficient-t, the coefficient of determination.

From the results it can be concluded that the free variables which consists of product (X 1), price (X 2), promotion (X 3), the place/location (X 4), people (X 5), process (X 6), physical evidence (X 7) contributed jointly against variables bound customer satisfaction of $R^2 = 89.11\%$ while the rest 10.886% is a variable other than the model that is examined.

Key words: Customer satisfaction, Marketing mix services