

ABSTRACT

The developments that occur in the business sector encourage companies to continue to create new innovations as a business advantage they have in order to be able to survive in the middle of competition. To create a competitive advantage, organizations need to design strategies, one of which is through the marketing mix which is considered a tactical tool in measuring the expected target market.

This study aims to analyze the influence of the marketing mix which is the competitive advantage of beverage and ice cream Mixue companies in the city of Bandung. The aspects studied in this study include product, price, place, and promotions carried out.

The research method used is descriptive and quantitative research methods and data collection is done by distributing questionnaires. The research sample amounted to 100 respondents and the data analysis technique in this study was the multiple regression analysis technique which was processed using the Statistical Product and Service Solution (SPSS).

The results of this study indicate that the selling price of Mixue products in the eyes of customers, the place in question is the number of outlets owned by Mixue in the city of Bandung, and the promotion of products that Mixue gives to customers for free is a variable that has a significant effect on the competitive advantage of beverage and beverage companies. Mixue ice cream in Bandung City. While the product has no effect on the competitive advantage of beverage and ice cream Mixue companies in Bandung. These findings indicate that Mixue beverage and ice cream companies in Bandung have a competitive advantage in terms of the price set, many places or outlets, and the promotion of the products provided.

The suggestions from the results of this study are expected to be an evaluation for business people in the food and beverage sector, especially Mixue companies in designing and developing strategies through the competitive advantages of the products or services offered. So that by creating a competitive advantage, the company can become a market leader in winning the competition.

Keywords: *Marketing mix, product, price, place, promotion, competitive advantage*