

ABSTRACT

This study aims to determine the level of marketing mix implementation on the TiktokShop platform, determine consumer satisfaction on the TiktokShop platform, and find out how much influence the marketing mix has on customer satisfaction on the TiktokShop platform. Sampling used the non-probability sampling method with the purposive sampling type, processed by 100 respondents from 150 respondents who were distributed for quantitative research, who used services and bought products on the Tiktokshop platform. The data analysis technique used is descriptive analysis and SEM through SmartPLS 3.2.9 (Particle Least Square).

Based on the results of simultaneous hypothesis testing, the marketing mix has a significant effect on customer satisfaction on the TiktokShop platform. This is evidenced by $F_{count} > F_{table}$ ($29.580 > 0.849$) with a significance level of $0.000 < 0.05$. Based on the partial results of hypothesis testing, it was found that the variables product, price, promotion, place, process, people, physical evidence have a significant effect on consumer satisfaction at TiktokShop. Based on the coefficient of determination, it was found that the marketing mix was able to influence consumer satisfaction by 72.1% and the remaining 27.9% was influenced by other variables not examined in this study such as product quality, shopping experience and consumer testimonials.

The marketing mix for consumer satisfaction on the TiktokShop platform is in the good category, but there are several statement items that need to be corrected, namely the marketing mix variables including the required product offers and useful product offers, while the consumer satisfaction variables include a complete product explanation and level reliability in ordering

Keywords: *marketing mix, consumer satisfaction, the tiktokshop platform, in the of bandung*