

## **ABSTRACT**

*In running their business make various effort to strengthen marketing efforts and strengthen customer loyalty, one of which is the La Buana Café in Makassar To realize this, La Buana Café uses the Marketing Mix marketing strategy.*

*In this study, the author uses the concept of marketing strategy, the concept of marketing mix and the concept of customer loyalty. The type of research used is descriptive qualitative research methodology using observation, interview, documentation, and triangulation techniques.*

*The results of the research conducted related to the effectiveness of the marketing strategy through the marketing mix (Marketing Mix) of La Buana Cafe Makassar on customer loyalty was deemed ineffective because there were aspects in the marketing mix (Marketing Mix) that were not maximized, namely the promotion aspect (Promotion) so that it had an impact on customer loyalty. the weak (Inertia Loyalty).*

*Keyword : Marketing Management, Marketing Mix, Customer Loyalty*