

Abstract

Marvel is an entertainment company founded in the late 1930s by Martin Goodman, over the years they have been releasing numerous comics and movies. In recent times, movies produced by Marvel have not performed according to Marvel's expectations, the highest-grossing Marvel film is Avengers: End Game. After End Game, Marvel has been struggling to reach the amount of revenue gathered from their movies, their recent movie, which is Doctor Strange in The Multiverse of Madness. The trend shows a decreasing number of viewers.

This research aims to analyze this downward trend of Marvel's movie revenue, from the perspective of Marketing Mix, and how it affected Customer Satisfaction and Customer Loyalty by the viewers.

There are two variables used for this research, Independent (Marketing Mix), and Dependent (Customer Satisfaction and Customer Loyalty). The method used is Quantitative Method, with Description Analyze to find the result of the phenomena on this research.

This research shows that Marketing Mix has an impact on Customer Satisfaction and Customer Loyalty. However, in Marvel's case these three aspects of strategy fall into a Neutral category. The result of research can be used as a benchmark to what aspects should they fix to meet their desired level of Customer Loyalty and Customer Satisfaction.

The outcome of this research could be used by Marvel as an idea also an evaluation for the creation of a new marketing strategy. Furthermore, the result of this research could also be seen by Marvel as a way for them to engage with their audience, with the suggested face to face event that could be used to build a more meaningful room for interacting with their audiences, and a way to promote their current and upcoming movies.

Keywords: *Customer Satisfaction, Customer Loyalty, Marketing Mix, Marvel Entertainment*