

ABSTRACT

The development of the f&b industry continues to increase so that it requires a company to be able to create satisfaction and loyalty to its consumers, the way that can be done is to apply Marketing Mix 4Ps. Therefore, the purpose of this study is to analyze the effect of Marketing Mix 4P on Customer Loyalty with Customer Satisfaction as a variable intervening at Mixue Ice Cream & Tea Company in Bandung City.

The study used a quantitative approach with descriptive analysis. The sampling technique used is non-probability sampling with a total of 400 people, and uses the Likert scale. Data analysis using the Partial Least Square method with SmartPLS 3.0.

The results of this study are Product variables have a significant but negative effect on Customer Loyalty through Customer Satisfaction, but Promotion, Place, and Price have a significant and positive effect on Customer Loyalty through Customer Satisfaction, and Customer Satisfaction significant and positive influence on Customer Loyalty. Product, Promotion, Place, Price and Customer Satisfaction influence Customer Loyalty about 67.5%

Keywords: Marketing Mix, Product, Promotion, Place, Price, Customer Satisfaction, Customer Loyalty.