

ABSTRACT

The development of the internet and the growing volume of shopping in e-commerce in Indonesia which continues to increase has had a big influence on business, especially in the field of shipping/logistics services, one of the companies affected is JNE. JNE, as a company operating in the delivery service sector, had the highest sales in 2020 after one of its similar business competitors, namely J&T.

So this requires companies to be able to create satisfaction and loyalty for their consumers, one way that can be done is implementing the 4P Marketing Mix. Therefore, the aim of this research is to analyze the influence of JNE's 4P Marketing Mix on JNE Customer Loyalty through JNE Customer Satisfaction as an Intervening Variable. The research uses a quantitative approach with descriptive analysis. The sampling technique used was non-probability sampling with a total of 404 people, and used a Likert scale. Data analysis uses the Partial Least Square method with SmartPLS.

The results of this research are that Marketing Mix 4P has a positive and significant effect on Customer Satisfaction, Customer Satisfaction has a positive and significant effect on Customer Loyalty, Marketing Mix 4P has a significant positive effect on Customer Loyalty, and finally Marketing Mix 4P has a positive and significant effect on Customer Loyalty. through Customer Satisfaction as an Intervening variable.

Keywords: *Marketing Mix 4P, Customer Satisfaction, Customer Loyalty*