

## **ABSTRACT**

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# **THE EFFECT OF MARKETING MIX TOWARDS CUSTOMER LOYALTY AT THE TRADERS CAFÉ, RESTAURANT AND BAR MEDAN**

(ix + 106 pages; 5 figures; 38 tables; 6 appendices)

The Traders Café, Restaurant and Bar is one of the long-established cafes and restaurants that has opened for more than 20 years in Medan. Since there are a lot of newly established cafes in Medan, the long-established cafes should compete with the newly established ones. One way to compete with the new-established cafes is to maintain the customer loyalty since it will increase the reputation of the organizations. One way to obtain customer loyalty is through one of marketing tactics which is marketing mix. During the writer's observation, there are some problem occurs, which are related to People, Promotion and Physical Evidence elements in marketing mix. Therefore, this research is conducted with the purpose to find out the effect of Marketing Mix towards customer loyalty at The Traders Café, Restaurant and Bar. The research is conducted by using the quantitative approach and the data is gathered using the convenient sampling method by distributing the questionnaires to 60 respondents who have ever visited the Traders Café, Restaurant and Bar since 2016. The result of hypothesis test shows that the alternate hypothesis (HA) which is "The marketing mix has an effect towards the customer loyalty at The Traders Café, Restaurant and Bar" is accepted. The result of coefficient determination is the marketing mix affects the customer loyalty by 58.8% which shows a quite significant effect of marketing mix elements. The management of The Traders Café, Restaurant and Bar should look for the rest of 41.2% of other factors that affect the customer loyalty in order to keep their customers loyal.

**Keywords:** **Marketing Mix, Customer Loyalty, Restaurant, The Traders Café, Restaurant and Bar.**

References: 66 (2015 – 2020)

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### **THE EFFECT OF MARKETING MIX TOWARDS CUSTOMER LOYALTY AT THE TRADERS CAFÉ, RESTAURANT AND BAR MEDAN**

(ix + 106 halaman; 5 gambar; 38 tabel; 6 lampiran)

The Traders Café, Restaurant and Bar adalah salah satu café lama di Medan yang telah didirikan selama 20 tahun. Dengan didirikannya banyak cafe baru di Medan, café-café lama harus bersaing dengan café-café yang baru dibuka. Salah satu cara untuk bersaing dengan café-café yang baru adalah dengan mempertahankan loyalitas pelanggan yang bisa meningkatkan reputasi dari café tersebut. Salah satu cara untuk mendapatkan loyalitas pelanggan adalah dengan salah satu Teknik marketing yaitu Marketing Mix. Selama observasi yang dilakukan oleh penulis, penulis menemukan bahwa ada beberapa masalah terkait dengan elemen “People, Promotion dan Physical Evidence” yang ada dalam Marketing Mix. Sehingga, Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh dari Marketing Mix terhadap Loyalitas Pelanggan di The Traders Café, Restaurant and Bar. Penelitian ini menggunakan metode penelitian kuantitatif dan data penelitian dikumpulkan dengan menggunakan metode convenient sampling dengan menyebarluaskan kuesioner ke 60 responden yang pernah mengunjungi The Traders Café, Restaurant and Bar sejak tahun 2016. Hasil dari uji hipotesis menunjukkan bahwa hipotesis alternatif ( $H_A$ ) “Marketing Mix memiliki pengaruh terhadap Loyalitas Pelanggan di The Traders Café, Restaurant and Bar” diterima. Hasil dari koefisien determinasi menunjukkan bahwa marketing mix mempengaruhi loyalitas pelanggan sebesar 58.8% dimana menunjukkan efek yang cukup signifikan dari elemen marketing mix. Managemen The Traders perlu mencari sisanya, yaitu 41.2% dari faktor-faktor lain yang bisa mempengaruhi loyalitas pelanggan untuk menjaga kesetiaan pelanggan.

**Kata Kunci:** Marketing Mix, Customer Loyalty, Restaurant, The Traders Café, Restaurant and Bar.

Referensi: 66 (2015 – 2020)