

## ANALISIS PENGARUH SERVICE MARKETING MIX TERHADAP KEPUASAN PELANGGAN APARTEMEN LENNA RESIDENCE

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The purpose of this study is identifying the services marketing mix (7Ps-product/service, place, promotion, price, people, processes and physical evidence) decisions of an apartment. The significance of services marketing mix on creating a customer satisfaction has received big attention in the literature. In this paper, the case of a local brand, Lenna Residence is presented. This study takes an object of research on customers of Lenna Residence with a sample of 210 respondents. Lenna Residence has an occupancy problem, the level of customer occupancy is lower than industrial average. Case study was conducted by using primary data obtained from Lenna Residence's customer questionnaire and the analysis used Multiple Linear Regression to search for the significance between Service Marketing Mix and Customer Satisfaction. The conclusion of this research is that six aspect (Product, Price, Place, Promotion, People, Process) significant at significance level = 0,05. If those variable is increasing or change, example about a unit change. customer satisfaction will increase. Physical Evidence Aspect is insignificant at significance level 0,05.

Keywords: Services marketing mix; Customer Satisfaction, Lenna Residence, Apartment, Marketing Mix, 7P