ABSTRACT

The purpose of this study is to find out how customer satisfaction over marketing mix of Mikrosite affects customer loyalty. This study uses Structural Equation Modeling (SEM) analysis to find out how the customer satisfaction affects consumer loyalty. Sampling method is done by using judgmental sampling with the consideration of sample are the people who has visited and purchased the product of Mikrosite. In this study, the seven dimensions affect the loyalty of consumers. However, five dimension has a significant effect on consumer loyalty, which are the product, price, promotion, people, dan physical evidence. In this study, customer satisfaction has an effect of 87.6% on customer loyalty. So, it can be said that the satisfaction has a considerable contribution in shaping consumer loyalty. Thus, Mikrosite should improve the poor indicators in order to increase customer loyalty.

Keywords: marketing mix, customer satisfaction, customer loyalty.