

ABSTRACT

Nethost is a company in the field of internet service provider, formed in 2011. The team has just marketing Nethost formed in 2015 started establishing marketing strategy, in the year - a year earlier Nethost rely solely on word of mouth marketing. Before determining the strategy used Nethost marketing team wanted to see what affect interest in buying back service Nethost. Nethost revisit the marketing of the company's basic marketing concept that is seen from the company's marketing mix, which may affect the marketing mix buying interest back services presented by Nethost.

The purpose of this study was to determine the factors that affect customers in the re-purchase of services Nethost. In this study, the variables to be studied is the Marketing Mix 7P their Service Product, Promotion, People, Physical Evidance, Place, Price and Process.

This study used a sample of 269 customers Nethost. Probability sampling technique using simple random sampling method. Data were collected through questionnaires directly and questionnaires through communication media such as the internet-based social media. Analyzing data using multiple linear regression.

The study found that the marketing mix has a significant influence on repurchase intention with the percentage of 31%. Where significant influence is variable process, the process variables Nethost need to pay attention because the complaint management process according to process users in response to complaints that give less than satisfactory.

Conclusions on the results of this study are the factors that affect influence buying interest back (repurchase intention) of the marketing mix is a variable process, especially the process in the event of disruption. Advice given to nethost is giving a lot of choice when a disturbance compensation and open more channels to convey complaints from users.

Keywords: marketing mix 7p, repurchase intention, multiple linear regression