

ABSTRACT

This research used to determine the impact of marketing mix (4p) toward consumer loyalty at Suis Butcher Steak House Bandung. Independent variable in this research is Marketing Mix with sub variable product, price, place, promotion, and consumer loyalty as a dependent variable.

The data in this research collected from 100 questionnaire which distributed to consumers of Suis Butcher as the samples. This research is classified into types of quantitative descriptive research.

Data analysis methods used in this study is a simple linear regression analysis. The result showed that Marketing mix significantly influence the consumer loyalty cafe suis butcher steak house of 60,3% and the remaining 39,7% is not described in this study

Keywords: Marketing mix, Customer loyalty