

ABSTRACT

Customers in the service industry expect to get quality services and satisfying. On the other hand, service providers also have quality standards in providing services. Such as in AutoBridal Priority 5 Buah Batu Bandung, which is a service company, customer as the customer has expectations on the quality of services that may be different with other providers. The purpose of this research are: 1) To determine the application of Market Strategy in AutoBridal Priority 5 Buahbatu Bandung, 2) To determine the application of marketing mix has done in AutoBridal Priority 5 Buahbatu Bandung, and 3) To determine the condition of Customer Value in AutoBridal Priority 5 Buahbatu Bandung.

The research method used in this research is a descriptive study, with analyzes appropriate presentation description that explains the problem. The unit in this research are customers of Auto Bridal with a total sample of 76 customers. Data obtained during this study will be processed, analyzed and processed further with the basic theory that has been studied, in order to obtain some clarity on the object under study.

Based on the analysis we can found conclusions: 1) Market Strategies in AutoBridal Priority 5 Buahbatu Bandung are meet the criteria, 2) Marketing Mix performed in AutoBridal Priority 5 Buahbatu are meet the criteria, and 3) Customer Value in AutoBridal Priority 5 Buahbatu Bandung are meet criteria.

Keywords: Market Strategy, Marketing Mix, Customer Value, Descriptive