

ABSTRACT

In this era of globalization. The rapid technological development causes the business competition to increase. The development of increasingly sophisticated technology has an impact on all aspects of life including communication. The development of communication technology that can be seen clearly is the development of mobile phones (mobile phones). When viewed from the number of users, will indirectly also affect the development of smartphones. Success in the competition will be achieved if the company can create and retain its customers. Companies must have products that have the advantage of competing with competitors. One of the efforts made by the company, among others, by establishing the identity of the product through the brand with a good marketing mix. Based on this, the researcher wanted to know how Oppo Smartphone user response about the marketing mix and loyalty to Oppo Smartphone and to know how big influence of marketing mix to the loyalty of Oppo Smartphone users either simultaneously or partially.

This research is a quantitative research with descriptive and causal data analysis, the respondents studied in this research are 100 people who have bought and used oppo smartphone with purposive sampling technique. The data collected from 21 questionnaire questions is then processed using IBM SPSS 21 with multiple linear regression data analysis techniques.

Descriptively, the performance of Oppo Smartphone's mixing and user loyalty is good.

The result of multiple regression analysis concludes that the influence of Oppo Smartphone's marketing mix to user loyalty is 73,0%, while sections 27,0% are other factors outside marketing mix variables that are not formulated by the researcher.

Keywords: Marketing Mix, Loyalty