

ABSTRACT

This research was conducted to determine the influence of marketing mix on the customer value of business administration in Bandung. The purpose of this research is to find out and analyze how much the influence of Marketing mix has on the customer value of students of business administration and general in Bandung city both simultaneously and partially. This research uses descriptive-causal research with quantitative research methods, which are obtained using propotional sampling methods. The data obtained were analyzed using multiple regression analysis. The results of this study indicate that there is a simultaneous effect between marketing mix on the customer value of the students of business administration in Bandung city Bandung amounted to 75.5%, while the remaining 24.5% was influenced by factors not examined in this study.

Keywords: marketing mix, customer value, marketing