

## ***ABSTRACT***

The marketing mix is a set consisting of product, price, promotion, and distribution, which will determine the level of marketing success, and all of that is aimed at getting the desired response from the target market. Customer loyalty is a customer's commitment to a brand, company, or supplier based on positive traits in long-term purchases. In short, satisfaction is obtained because of a combination of satisfaction and complaints, while customer satisfaction comes from how much the company's performance is to generate that satisfaction by minimizing the number of complaints. This research uses quantitative methods. Quantitative research is a type of research that produces findings that can be obtained using methods related to statistics or other methods of quantification. The results showed that partially product, price, place, and promotion which constitute the marketing mix have a significant effect on loyalty. Simultaneously product, price, promotion, and place have a significant effect on consumer loyalty. With this influence, it can be suggested that management pay attention to and increase the role of product, price, place, and promotion in the company's marketing plan.

***Keywords: marketing mix, customer loyalty***