

ABSTRACT

Traveling is now a lifestyle and has been considered a necessity by modern travel agencies because there are many OTAs (Online Travel agencies) to help the community meet the needs of travel. The many interests of travelers cause many OTA companies to race to provide maximum satisfaction for each user.

The aim of this study is to understand the impact of the 7 Ps of the marketing mix (product, price, place, promotion, process, people, and physical evidence) on consumer satisfaction. This research is a type of descriptive research in the form of causal relationships using quantitative methods.

The study was conducted using IBM SPSS version 22.0. The population used is Traveloka users, with the sample criteria being that they have made transactions using Traveloka as many as three times. The study was conducted using non-probability sampling. The data used in this study was obtained from the distribution of the questionnaire to 100 respondents who are users of Traveloka.

The results of the research showed that in part, the marketing mix product, price, promotion, process, and people dimensions do not significantly influence consumer satisfaction in Traveloka users, but the market mix place and physical evidence dimensions have a significant impact on customer satisfaction in Traveloka customers. The results also showed that the 7P marketing mix simultaneously affects consumer satisfaction among Traveloka users.

From the results of this research, Traveloka is also expected to be able to develop more useful features ahead of time, maintain the quality of its existing features, and provide a system for adjusting the availability of consumer budgets and tariffs.

Keywords: *7P Marketing Mix, Costumer Satisfaction, Non-Probability Sampling*