ABSTRACT

The development of the Food and Beverage industry business in Indonesia continues to grow, especially in big cities, one of which is Bandung. This makes business competition between companies and other companies even tighter. One of the companies operating in the Food and Beverage industry is Maresto.id. To meet consumer needs and win competition in the market, Maresto.id continues to innovate and determine its strategy to attract consumers. Maresto.id is currently not only focusing on profits, but also focusing on growing a good brand image in the eyes of the public. with so many similar products, each company implements its own strategy to meet consumer needs. This research aims to determine the significant influence of brand image and marketing mix on the decision to continue using it through customer satisfaction.

This type of research is a qualitative method. In this research, the data collection technique used was Tiangulation, namely a combination of interviews, observation and documentation.

The marketing mix strategy activities carried out by Maresto.id using the 7P marketing mix, namely Product, Price, Place, Promotion, Peapole, Process, Physical Evidence, are considered not yet effective in improving marketing. Through this research, researchers see that there are many marketing mix strategies that are not working. well due to the lack of human resources at maresto.id

Keywords: Marketing Mix, Promotion, Business.