

ABSTRACT

The Coffee Shop business has grown and developed rapidly in the last few years in Indonesia, especially in Tembalang, Semarang City. This is also supported by the data that Indonesia is in the top 6 countries with the largest coffee consumption in the world. However, the increase in the number of Coffee Shop's is inversely proportional to the data on the decline of national coffee consumption growth for 3 consecutive years. So that Coffee Shop owners need to prepare strategies to deal with this phenomenon in the future.

This research was conducted with the aims to find out and analyze the influence of the marketing mix 4p strategy (product, price, place, and promotion) on customer loyalty through Coffee Shop customer satisfaction in Tembalang, Semarang City. This study used a sample with a purposive sampling technique to obtain 120 respondents. This study uses Structural Equation Modeling (SEM) analysis with AMOS 24.0 analysis tools.

The processing results of SEM analysis in this study show that the strategy of marketing mix 4p (product, price, place, and promotion) has a positive and significant effect on customer satisfaction. And, customer satisfaction has a positive and effect on customer loyalty.

Keywords: *Marketing Mix 4P, Product, Price, Place, Promotion, Customer Satisfaction, Customer Loyalty.*