

ABSTRACT

The current study examines the implementation of a marketing mix (7P) toward customer repurchase intention. The main objective of this study is to investigate the implementation of a hiring marketing mix (7P) as a marketing strategy that influences competitive advantages and profitability.

This study deployed non-purposive sampling with a purposive sampling method. The data was collected in the Yogyakarta region with the store manager and customer administrated as informants. The data used is analyzed thus data reductions, data display, and conclusion drawing.

The results showed that in Sunyi Coffee and Brewery, implementing the marketing mix already had a positive effect on customer repurchase intention. Moreover, it had a negative effect on the profitability of Sunyi Coffee and Brewery in terms of sales targets.

Keywords: Marketing Mix, Customer Repurchase Intention, Marketing Strategy, Profitability