ABSTRACT

ANALYSIS THE INFLUENCE OF MARKETING MIX OF PREPAID ELECTRICITY
CUSTOMER SATISFACTION
(Case Study : PT PLN (PERSERO) UPJ WAY HALIM)

By

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This study departs from the influence of the marketing mix of prepaid electricity customer satisfaction consists of two variables, namely the marketing mix includes six subvariables there are Product, Price, Place, Promotion, Personal, and Process as a independent variable and customer satisfaction as a dependent variable. The goals are to know how the influence of the marketing mix of prepaid electricity customer satisfaction. In this study, a data analysis technique used is qualitative analysis, multiple linear regression analysis, correlation coefficient analysis, and multiple determination analysis with the respondents is a prepaid electricity customers as much as 100 customers.

Based on results, of the research, it can be noted that simultaneous marketing mix positive and significant effect of the customers satisfaction, in the amount of 22,518 with sig 0,000. And based on the results of the determination coefficient analysis stated that the influence of marketing mix 59,2% concerning customers satisfaction. As for judging influence partially, the promotion features as a variable sub the greatest influence on customers satisfaction in the amount of 55,3% and the lowest influence are personal in the amount of 43,2%.

Keywords: Customers satisfaction of prepaid electricity, Product, Price, Place, Promotion, Personal, and Process