

Abstract

"The effect of the marketing mix on customer satisfaction in the cake shop Palembang Fang's cake" (Under the guidance of Mrs M.J.Tyra, SE., MM)

The era of globalization and world trade growth has led to increasing competition in the business world in an attempt to penetrate the wider market, each company must pay attention to customer satisfaction by providing the best service. Cake Shop Fang's cake is a business that offers a wide range of products and sell cakes, the Fang's cake need improvement and develop modeling of the variables which are significant to enhance customer satisfaction with the company focuses on marketing through-factor pemasaran a mix of factors from the perspective of the customer. to that seen from the simultaneous measurement model that starts from the marketing mix, so that these efforts will be further developed because customers will be more satisfied and loyal to the Fang's cake's . the study of how the influence of marketing mix on customer satisfaction in the cake shop Palembang Fang's cake is summarized as follows: the variable product, price, distribution, and effect on customer satisfaction in the cake shop Fang's cake. while the variable does not affect the promotion of customer satisfaction in the cake shop Fang's cake.

keywords: marketing mix, customer satisfaction