

The Effect of Marketing Mix on Maggi Noodle Customer Loyalty

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ABSTRACT

The use of the marketing mix is growing and has proven important in customer loyalty. To carry out an effective marketing strategy it is very important for marketers to understand the marketing mix that influences consumer behavior to become loyal customers. The aim of this research is to investigate the relationship between marketing mix and customer loyalty in Management and Science University. In addition, it also intends to examine the aspects of the marketing mix needed to increase customer loyalty. A questionnaire survey was conducted for the purposes of collecting research data which was distributed to Management and Science University students through several social media community platforms via Telegram, Instagram, Twitter, Whatsapp, and face to face. The Google form is used as a medium for adopting quantitative survey questions. Marketing mix (Product, Price, place, Promotion) was found to be significantly positive on customer loyalty and the findings of this study can assist decision makers in improving Maggi noodle products to maintain old customer loyalty and arouse the interest of potential new customers. Data collected from 425 respondents from Management and Science University students showed that the marketing mix (Product, Price, Place, Promotion) had a positive effect on customer loyalty. This research is also equipped with discussion, limitations, recommendation, contribution and conclusions.

Keywords: marketing mix, product, price, promotion, place and loyalty