

**MARKETING MIX STRATEGY OF FROZEN YOGURT COMPANY
TOWARDS CONSUMER PURCHASE DECISION: CASE STUDY OF SOUR
SALLY AND TUTTI FRUTTI AT SENAYAN CITY**

By

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A Bachelor's Thesis
Submitted to the Faculty of

BUSINESS ADMINISTRATION

in partial fulfillment of the
requirements for the Degree of

SWISS GERMAN UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION

SWISS GERMAN UNIVERSITY

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January 2010

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, not material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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The purpose of the research is to study the marketing mix strategy of frozen yogurt companies. The author will analyze the different marketing mix implemented by each company and what specific marketing elements that influence the customer purchase decision the most. Qualitative and Quantitative Research method will be applied in this thesis. The information that was gathered consists of primary data and secondary data that collected from interview, questionnaire, internet, and other supporting media. For Sour Sally, the marketing mix strategy elements that mostly attracts the customer is the promotion element, on the other hand for Tutti Frutti, place is the marketing mix elements that influence customer to purchase the most. In conclusion, the percentage of customer who likely to re-purchase the product for Sour Sally is 64% and Tutti Frutti is 59%.

DEDICATION

I dedicate this thesis mainly to My Savior Jesus Christ. Because of his bless, love, guidance, care and warns I could finish this thesis. Also I would like dedicate this thesis to my lovely family, friends, all lecturers and administration staff of Swiss German University for helping me all these years to accomplish this thesis and my Bachelor Degree.



ACKNOWLEDGMENTS

I would like to thank my God, Jesus Christ, with his love and bless I can finish my study. Big thanks also to my advisor Ms. Netta Sjaffei and co-advisor Dr. Linus Pasasa that have helped and guided me to accomplish this thesis. They really have a big contribution to make this thesis finished.

Most of all, I would like to thank P.T. Berjaya Sally Ceria assistant marketing manager and Tutti Frutti store manager who have made this thesis possible. With their patience, input, time, professional advice and all the data that I need, this thesis can be done.

Furthermore, of course I would like to thank my family and friends for their support and love.

Finally, I would like to thank Prof. Dr. rer. nat. Peter Pscheid, Dipl. Phys for his guidance and instruction in making this thesis complete.



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