THE ANALYSIS OF 7P's OF MARKETING MIX TOWARDS CUSTOMER RETENTION: CASE STUDY OF NAMAAZ DINING

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11403015

BACHELOR'S DEGREE

in

BUSINESS ADMINISTRATION - HOTEL AND TOURISM MANAGEMENT

Concentration

FACULTY OF BUSINESS AND COMMUNICATION

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August 2018

Revision after the thesis defense on 23rd July 2018

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, nor 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

THE ANALYSIS OF 7P's OF MARKETING MIX TOWARDS CUSTOMERS RETENTION: CASE STUDY OF NAMAAZ DINING

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Nowadays, the eating-out habit has been increasing especially in Jakarta, therefore demand for food and beverages are also increasing. That situation supports restaurant industry, hence the number of restaurants is increasing. To survive, it is important to maintain a relationship with customers and retain them. Retaining customers and make them stay afloat on the business is better than gaining new customers. This research aimed to find out the effect of Marketing Mix on customer retention. It is a case study of Namaaz Dining, a molecular gastronomy restaurant in Jakarta. There are 7P's of Marketing Mix that being examined in this research by using multiple regression analysis.

This research is using the quantitative method with a questionnaire as the data collection method. The questionnaire distributed to Namaaz Dining's customers through social media. All data collected were processed using SPSS ver.23. The results show that 7Ps of marketing mix has a positive effect on customer retention, with Process, People and Product as the most significant factors.

Keywords: Marketing Mix, Customer Retention, Restaurant Industry, Molecular Gastronomy.

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DEDICATION

I dedicate this work to my family, friends and to the development of restaurant and hospitality industry.

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ACKNOWLEDGEMENTS

First of all, I would like to express my gratefulness to God, because of His blessings, guidance and love for me, I am able to finish this thesis. I would also like to express my gratitude to everyone involved in completing this research:

1. To my family that has always been there for me, to support and believe in me and for their motivation, helps and the most important is their love for me. Thank you for giving me freedom and opportunity to make my own decision and achieving my dreams.

2. I would like to thank my advisor, sir Yudhistira Pratama,MBA for his guidance, assistance, patient and time during the process of thesis writing. Without his support and trust, I could not have done this perfectly. I am grateful to have him as my advisor.

3. To my best friends, Juan Setiadarma and Christoper Adisurya that basically did nothing but mocked me because I have not finished my thesis yet, for always listening to me while I'm complaining and sometimes crying, always being there for me through ups and downs, and loving me even though sometimes I can be very annoying, stubborn, and have a ton of mood swings.

4. To Namaaz Dining, the owner and all staffs for giving me permission to make Namaaz Dining as my case study of this thesis.

5. To all my fellow HTM 2014 friends, especially Janice, Clarissa, Basu, Gideon, Hendry, Sisca, Vena and Mideki. It has been a blessing to know all of you. We had been through many a lot together for the past 4 years, thank you for all the stories, jokes, stupid conversations and memories.

6. Last but not least, to all HTM lecturers and staffs, especially Mrs. Mumun, Sir Vishnu, Sir Esa, Sir Oqke, Sir Are, Ms. Karin and Mr. Isna. Thank you for your guidance, help, support and knowledge that you shared for the past 4 years. I really appreciate all things that you have done to me.

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