

ANALISIS PENGARUH BAURAN PEMASARAN TERHADAP KEPUASAN PELANGGAN RESTORAN BUKIT RANDU TANGERANG

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This study aims to determine the analysis of effect marketing mix on customer satisfaction restaurant Bukit Randu Tangerang. This research was conducted by distributing questionnaires to customer Bukit Randu who are in the area of Tangerang. The results using multiple regression indicate that marketing mix have a significant on customer satisfaction Bukit Randu Tangerang.

Keywords.- Marketing mix, customer satisfaction