



**THE EFFECT OF 4P MARKETING MIX ON CUSTOMER
SATISFACTION OF THE BYD ELECTRIC CAR BRAND IN
INDONESIA**

THESIS

**Submitted as one of the requirements to obtain a degree in
Magister Manajemen Teknologi**

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ABSTRACT

This research aims to examine the impact of the 4P marketing mix (Product, Price, Place, Promotion) on customer satisfaction with the BYD electric car brand in Indonesia. The study seeks to provide valuable insights into the factors influencing consumer satisfaction in the emerging electric vehicle market in Indonesia. A quantitative research approach was used to collect data via a structured online questionnaire distributed through social media platforms such as WhatsApp, Instagram, and Facebook. The study gathered responses from 100 valid respondents, who were assessed using a five-point Likert scale. Data analysis was performed using SmartPLS software, which included reliability tests, validity assessments, and hypothesis testing.

Keywords: 4P Marketing Mix, Customer Satisfaction, BYD Electric Car, Indonesia.

ABSTRAK

Penelitian ini bertujuan untuk mengkaji dampak dari mix pemasaran 4P (Produk, Harga, Tempat, Promosi) terhadap kepuasan pelanggan dengan merek mobil listrik BYD di Indonesia. Studi ini bertujuan untuk memberikan wawasan berharga tentang faktor-faktor yang mempengaruhi kepuasan konsumen di pasar kendaraan listrik yang berkembang di Indonesia. Pendekatan penelitian kuantitatif digunakan untuk mengumpulkan data melalui kuesioner online terstruktur yang didistribusikan melalui platform media sosial seperti WhatsApp, Instagram, dan Facebook. Penelitian ini mengumpulkan tanggapan dari 100 responden yang valid, yang dinilai menggunakan skala Likert lima poin. Analisis data dilakukan menggunakan perangkat lunak SmartPLS, yang mencakup uji reliabilitas, penilaian validitas, dan pengujian hipotesis.

Kata Kunci: 4P Mix Pemasaran, Kepuasan Pelanggan, Mobil Listrik BYD, Indonesia.

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