The Role of Marketing-Mix Feed Back Results in Customer-Orientation; A study of the Food and Beverage Industry within Jakarta area

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Abstract: Examined the importance of the marketing mix roles as a key influential factor to determine customer’s preference and loyalty in the food and beverage industry within Jakarta area.

Objective: Identify customer preference through the marketing mix; discover significant association between customer’s demographic profile and their consumption behavior.

Method: The research is a replication of the original journal “Optimising customer orientation through marketing-mix feedback results.” The quantitative method used was regression, ANOVA and compared means.

Results: Customer orientation did influence customer decision process. Promotion and Price were the most influential factors.

Conclusion: Customer Orientation positively influences Restaurant business performance through strategic balance of the marketing mix.

Key Words: Marketing mix, customer’s orientation, and customer perceived value.