

ABSTRACT

Competition in business requires a variety of services have to be satisfactory, a company which can compete in the era of globalization is a company that can offer a satisfactory services to its customer. In this era, every business is required to make improvement and development in providing services to customers, so the company can survive and continue to grow and can satisfy the customer, because customers are the key of a company. With the implementation of laws oil and gas No. 22 year 2001, provides an opportunity for oil and gas companies both domestically and abroad to compete in the market for oil and gas downstream Indonesia, no longer monopolized by Pertamina Ltd., it's normally distributed to customer through retail.

The type of research is descriptive and verificative. Descriptive research is research conducted to determine the proposed image about Product, Price, Promotion, Place and people. Descriptive research aims to obtain description of implementation performance fuel marketing mix of pertamax product in Pertamina Ltd. and how customer loyalty from Pertamina Ltd. The reason of author analyze pertamax product, because it's one of the prominent product Pertamina Ltd. and is a product which compete tightly with another competitor product.

In this research, author restricts the measurement of customer loyalty is emphasized to aspect of repetitive purchases and recommendation product to others, this research concluded that marketing mix elements that have the highest impact on customer loyalty Pertamina Ltd. are people and place.

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