

Mini market size due to the occurrence of public spending patterns shift from traditional markets to modern retail makes makes two main players and Alfamart Indomaret, continues to establish its wings in the business. It is undeniable, and Alfamart Indomaret competition was clearly visible and increasingly fierce when many found their outlets nearby as was the case in Indomaret and Alfamart on Jl. KH. Ghalib Pringsewu.

The problem in this research is competition between Indomaret and Alfamart with stalls - stalls, shops and traditional market nearby. This study aims to find out the influence of retail marketing mix (retail marketing mix applications) on customer satisfaction and Alfamart Indomaret Jl. KH. Ghalib Pringsewu. The sampling method used in this study was accidental sampling. Samples taken in this study were 100 respondents, 50 consumers and 50 consumers Indomaret Alfamart Jl. KH. Ghalib Pringsewu who have visited and make a purchase. Quantitative methods of data analysis using binary logistic regression analysis.

Based on those results Indomaret Jl. KH. Ghalib Pringsewu obtained value of Nagelkerke (R²) of 0.267 means that all retail marketing mix variables (retail marketing mix application) capable of influencing customer satisfaction (Y) equal to 26.7% while the remaining 73.3% were influenced by other variables outside the model so that the hypothesis can be accepted . Results of data analysis shows that the variable customer service (P = 0.002) represents the most significant variable than other variables so it can be concluded that the dominant variables affect customer service to customer satisfaction compared with other variables.

Based on those results Alfamart Jl. KH. Ghalib Pringsewu obtained value of Nagelkerke (R²) of 0.106 means that all retail marketing mix variables (retail marketing mix applications) are able to influence the satisfaction of the customer (Y) equal to 10.6% while the remaining 89.4% were influenced by variables outside the model so that hypothesis can be accepted . Results of data analysis shows that the variable customer service (P = 0.005) represents the most significant variable than other variables, it can be concluded that the dominant variables affect customer service to customer satisfaction compared with other variables.