

ABSTRAK

PERUMUSAN STRATEGI BAURAN PEMASARAN 7P BERDASARKAN HASIL *CUSTOMER SATISFACTION INDEX* PADA PT PERKEBUNAN NUSANTARA I REGIONAL 7

Oleh

Andini Putri Zulkarnain

Penelitian ini merumuskan strategi promosi berbasis bauran pemasaran 7P (*Product, Price, Place, Promotion, People, Process, Physical Evidence*) untuk PT Perkebunan Nusantara I Regional 7 dengan menggunakan hasil *Customer Satisfaction Index* (CSI) sebagai dasar prioritas intervensi. Metode yang dipakai bersifat deskriptif kualitatif dengan pengumpulan data melalui survei CSI, observasi, dan dokumentasi perusahaan. Hasil pengukuran menunjukkan CSI total 84,97% (kategori puas); dimensi *People* memperoleh skor tertinggi (88%), sementara Promosi dan Distribusi tercatat paling rendah (78% dan 80%). Dari temuan tersebut dirumuskan strategi 7P yang prioritasnya adalah: memperkuat kualitas dan konsistensi stok (*Product*), menerapkan kebijakan harga yang transparan dan stabil (*Price*), memperbaiki logistik serta memperluas saluran pemasaran (*Place*), mengintensifkan digital marketing dan kerja sama promosi (*Promotion*), mempertahankan dan meningkatkan kompetensi SDM melalui pelatihan (*People*), menyederhanakan proses layanan dan mempercepat penanganan keluhan (*Process*), serta menonjolkan bukti fisik—kemasan, sertifikasi, dokumentasi—sebagai alat promosi (*Physical Evidence*). Implementasi strategi terintegrasi ini diharapkan meningkatkan kepuasan dan loyalitas pelanggan serta memperkuat daya saing perusahaan.

Kata Kunci: Bauran pemasaran 7P, *Customer Satisfaction Index*, strategi promosi, PT Perkebunan Nusantara I Regional 7.

ABSTRACT

FORMULATION OF THE 7P MARKETING MIX STRATEGY BASED ON THE CUSTOMER SATISFACTION INDEX AT PT PERKEBUNAN NUSANTARA I REGIONAL 7

By
Andini Putri Zulkarnain

This study formulates a promotion strategy based on the 7P marketing mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence) for PT Perkebunan Nusantara I Regional 7, using the Customer Satisfaction Index (CSI) results as the foundation for determining priority areas of improvement. The research applies a descriptive qualitative approach, with data collected through CSI surveys, observations, and company documentation. The measurement results show a total CSI score of 84.97% (categorized as satisfied); the *People* dimension achieved the highest score (88%), while *Promotion* and *Place* recorded the lowest (78% and 80%). Based on these findings, the prioritized 7P strategies are as follows: strengthening product quality and stock consistency (*Product*), implementing transparent and stable pricing policies (*Price*), improving logistics and expanding marketing channels (*Place*), intensifying digital marketing and promotional partnerships (*Promotion*), maintaining and enhancing employee competence through training (*People*), simplifying service processes and accelerating complaint handling (*Process*), and emphasizing physical evidence—such as packaging, certifications, and documentation—as promotional tools (*Physical Evidence*). The implementation of this integrated strategy is expected to increase customer satisfaction and loyalty while enhancing the company's competitiveness.

Keywords: 7P marketing mix, Customer Satisfaction Index, promotion strategy, PT Perkebunan Nusantara I Regional 7.