

ABSTRACT

Moch Budiarto, 2015. Thesis. Title: "*The application of the marketing mix in a car showroom Juanda Malang*"

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Along with the rapid business world, in order to improve services and demand to consumer in certain segments are now more manufacturers starting to design products to run business with marketing varieties principles. Similarly, Car Showroom Juanda Malang initially in auto sales without carrying the concept of marketing, however slowly, from year to year Car Showroom Juanda Malang conduct marketing activities in the business of buying and selling cars. So that this showroom every decade was undergo any significant changes to optimize the marketing strategy through *Marketing Mix*.

The purpose of this study was to determine how the marketing strategy developed Car Showroom Juanda Malang were reviewed through an approach *marketing mix*. This type of research, including qualitative research, the research does not require the figures, but the information, both from interviews, observation or documentation. Informants of the study, was namely *Manager Marketing* of Car Showroom Juanda, *Marketing Office* Showroom Juanda, and visitors. How to obtain the data in this research was by interview, observation and documentation. Then the data analysis method used in this research was descriptive qualitative method.

Results of this study was indicate that outlines *the marketing mix* done by Car Showroom Juanda Malang to develop common values and Islamic esthetical such facilitate religious facilities for employees, not sell stolen goods, flexible pricing, promote ethics, service and good appearance and courteous employees, as well as providing comfort guarantee products purchased by consumers from the showroom, so that consumers feel the self-satisfaction of the products in purchasing.