

ABSTRAK

Muliya Sari. 231105010314. *Analisis Marketing Mix 4P pada Bengkel Muliya Service Kabupaten Tanah Bumbu.* Pembimbing: Muhammad Rizali, S.HI., M.H. dan Rohana Faridah, S.E., M.M. Skripsi, Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam. 2026.

Kata Kunci: *Marketing Mix 4P*, Strategi Pemasaran, Bengkel Muliya Service

Bengkel Muliya Service merupakan salah satu usaha jasa perbaikan kendaraan yang beroperasi di Kabupaten Tanah Bumbu dan menghadapi persaingan yang semakin ketat dengan hadirnya berbagai bengkel serupa. Kondisi tersebut menuntut perusahaan untuk menerapkan strategi pemasaran yang tepat, salah satunya melalui *marketing mix 4P* yang meliputi *product*, *price*, *place*, dan *promotion*. Penelitian ini dilakukan untuk mengetahui bagaimana penerapan *marketing mix 4P* pada bengkel Muliya Service dalam upaya memenuhi kebutuhan dan meningkatkan kepuasan pelanggan.

Penelitian ini menerapkan pendekatan kualitatif deskriptif. Informasi penelitian dikumpulkan melalui pengamatan secara langsung di lapangan, wawancara dengan pemilik usaha dan konsumen, serta pengumpulan dokumen yang berkaitan dengan kegiatan operasional bengkel. Data yang terkumpul selanjutnya diolah melalui tahapan penyederhanaan data, penyusunan dan penyajian data, hingga proses penarikan simpulan, sehingga dapat memberikan gambaran menyeluruh mengenai pelaksanaan strategi pemasaran yang diterapkan oleh bengkel tersebut.

Hasil penelitian menunjukkan bahwa bengkel Muliya Service telah menerapkan *marketing mix 4P* secara cukup baik. Dari aspek produk, bengkel menyediakan berbagai layanan perawatan dan perbaikan kendaraan dengan kualitas yang dinilai memuaskan. Dari sisi harga, penetapan biaya servis bersifat fleksibel dan dianggap wajar oleh pelanggan. Lokasi bengkel yang strategis di pinggir jalan utama menjadi keunggulan dalam aspek *place*. Namun, pada aspek promosi, bengkel masih mengandalkan promosi dari mulut ke mulut dan belum memaksimalkan penggunaan media digital. Secara keseluruhan, penerapan *marketing mix 4P* berjalan cukup efektif, tetapi masih memerlukan perbaikan terutama dalam fasilitas pendukung dan strategi promosi.

ABSTRACT

Muliya Sari. 231105010314. *Analysis of the 4P Marketing Mix at Muliya Service Workshop in Tanah Bumbu Regency. Supervisors: Muhammad Rizali, S.HI., M.H. and Rohana Faridah, S.E., M.M. Thesis, Islamic Economics Study Program, Faculty of Islamic Economics and Business. 2026.*

Keywords: 4P Marketing Mix, Marketing Strategy, Muliya Service Workshop

Muliya Service Workshop is a vehicle repair service business operating in Tanah Bumbu Regency and facing increasingly intense competition due to the emergence of various similar workshops. This condition requires the company to implement appropriate marketing strategies, one of which is the 4P marketing mix consisting of product, price, place, and promotion. This study aims to identify how the 4P marketing mix is applied at Muliya Service Workshop in an effort to meet customer needs and enhance customer satisfaction.

This study applies a descriptive qualitative approach. Research information was collected through direct observation in the field, interviews with business owners and consumers, and the collection of documents related to workshop operations. The collected data was then processed through the stages of data simplification, data compilation and presentation, and conclusion drawing, in order to provide a comprehensive picture of the marketing strategies implemented by the workshop.

The results of the study indicate that Muliya Service Workshop has implemented the 4P marketing mix reasonably well. In terms of product, the workshop offers various vehicle maintenance and repair services with quality considered satisfactory by customers. In terms of price, service fees are set flexibly and perceived as fair. The workshop's strategic location along a main road serves as an advantage in the place aspect. However, in the promotion aspect, the workshop still relies primarily on word-of-mouth promotion and has not yet maximized the use of digital media. Overall, the implementation of the 4P marketing mix is fairly effective, although improvements are still needed, particularly in supporting facilities and promotional strategies.