

ABSTRACT

Marketing is an art and a science. According to the American Marketing Association, marketing is "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives." Globally, the role of mobile brand in increasingly gaining importance in today's telecom industry.

The aim of this paper is to explore the relationship between Marketing Mix and Customer Satisfaction to using Huawei phone in China. The four dimensions of the Marketing Mix employed in this study are product, price, place, promotion. Telecom Company is seriously considered for these 4Ps activities to ensure that they allocate their resources effectively and efficiently to satisfy the customer. A total of 90 respondents were selected from customers of China who use Huawei phone. The data was input into SPSS and analyzed used an ANOVA Model. ANOVA results indicate that there some hypotheses: results of this study were as follows: H1 show that product and place were significant on Customer satisfaction. In addition, its shows that customer satisfaction mediates the relationship between Marketing Mix.

This paper contributes to the theoretical orientation of marketing strategy and discuss about marketing mix (4ps) and also how the marketing mix strategy satisfied the customer. As a global company, Huawei has sought win-win development with local communities. As a responsible corporate citizen, Huawei has proactively integrated into local communities to support charities, education, environmental protection, health care, and disaster relief efforts. We strive to create value for local communities and help them achieve prosperity and sustainability. They have provided attractive and timely rewards to dedicated employees. As Huawei continues to grow, they have paid more attention to their employees' career development, providing varied career paths to help their diverse range of employees realize their individual value.

The findings of this study indicate that the most important factor in age, career, monthly income, price, prefer type of phone this factor are significant. This factor is affected to the customer. These results support the ideas that despite the usefulness of

the Marketing mix (4Ps) scale as a concept; it should be adapted for the customer environment as well. The marketing mix concept helps to understand the customer demand and also can understand how to capture the customer.

Keywords: Marketing, STP, Marketing Mix (4Ps), Customer Satisfaction