



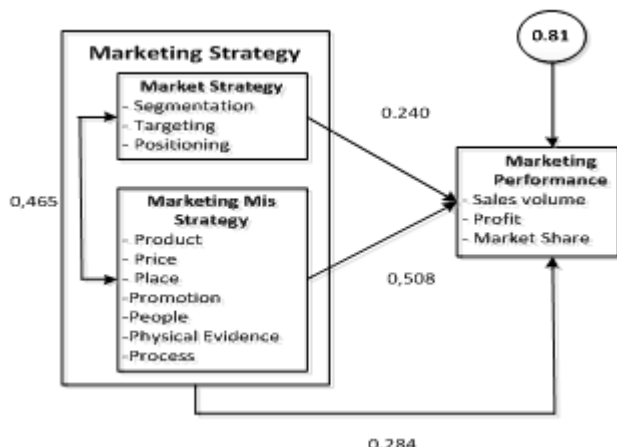






**Table 2: Path Output**

Path	Standardized Coefficient $\beta$	Std. Error of the Estimate	t-value	p	R Square
Market strategy → marketing performance	.240	.310	2.844	.000	.213
Marketing mix strategy → marketing performance	.508	.084	4.420	.000	.228
Market strategy → marketing mix strategy	.465	.217	1.673	.000	.494
Market strategy and marketing mix strategy → marketing performance	.284	.115	2.239	.000	.344



**Figure 3: The Path Output**

From research that has been done obtained that:

1. Market strategy will be positively related (0.240) to marketing performance
2. Marketing mix strategy will be positively related (0.361) to marketing performance
3. Market strategy will be positively related (0.444) to marketing mix strategy
4. Market strategy and marketing mix strategy simultaneously positively related (0.294) to marketing performance

The research which was done in be the result of the third side variables that are market strategy and marketing mix strategy, which directly give the impact on marketing performance to use the Indonesian Classification Society at 34.4%. Variable market strategy gives the impact on marketing performance at 21.3%. Variable marketing mix strategy gives the impact on marketing performance at 22.8%. Variable market strategy gives the impact on marketing mix strategy at 49.4%. Therefore, it is very important for the parties to pay attention to the development of the two variables to marketing performance of Indonesian Classification Society. The value of the increase in the market strategy and marketing mix strategy, which will have to improve marketing performance.

#### 4. Conclusion

The marketing strategies consist of market strategy and marketing strategy which directly affect the marketing performance partially and simultaneously at Indonesian Classification Society's customers. The market strategy gives the impact on marketing mix strategy.

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