

**THE ANALYSIS OF THE EFFECT OF PERCEIVED  
MARKETING MIX AND STP STRATEGIES ON  
CUSTOMER SATISFACTION: A CASE STUDY OF  
HEYTEA IN CHINA**

**THESIS**

by

**LU AO**

**ID 2429131109**



**MANAGEMENT SCIENCE STUDY PROGRAM**

**POSTGRADUATE PROGRAM**

**UNIVERSITAS PENDIDIKAN GANESHA**

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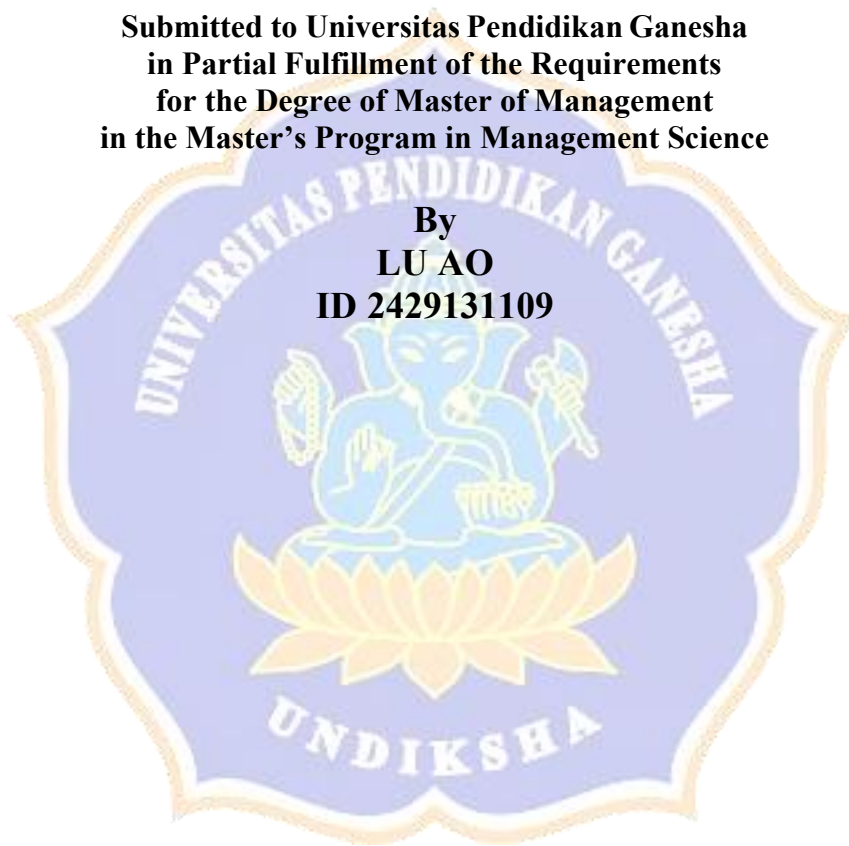


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**THESIS**

**Submitted to Universitas Pendidikan Ganesha  
in Partial Fulfillment of the Requirements  
for the Degree of Master of Management  
in the Master's Program in Management Science**

**By  
LU AO  
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**MANAGEMENT SCIENCE STUDY PROGRAM  
POSTGRADUATE PROGRAM  
UNIVERSITAS PENDIDIKAN GANESHA**

**2026**

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## DECLARATION OF ORIGINALITY

I hereby declare that the thesis I have prepared as a requirement to obtain the Master of Management degree from the Graduate Program of Universitas Pendidikan Ganesha is entirely my own original work. Certain parts of the thesis that cite the works of others have been clearly referenced in accordance with academic norms, principles, and ethics.

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Singaraja, February 2026

Stated by,



甘傲  
LU AO

## PREFACE

The author prays praise and gratitude to God Almighty for His grace, so that the thesis entitled: "**THE ANALYSIS OF THE EFFECT OF PERCEIVED MARKETING MIX AND STP STRATEGIES ON CUSTOMER SATISFACTION: A CASE STUDY OF HEYTEA IN CHINA**", can be completed as planned.

This thesis was written to fulfil one of the requirements for obtaining a Master of Management degree in the Management Science Study Program at Universitas Pendidikan Ganesha.

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This journey has not always been easy, but with all of you by my side, it has been truly meaningful. The author realizes that this thesis is not perfect. However, its presence in the constellation of the academic community will add to the treasury of knowledge in the development of science. Hopefully this thesis will be useful for the academic community, especially those who claim to be sheltered under the great banner of education.

Singaraja, February 2026

Lu Ao

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