



List of Contents

Boston Consulting Group (BCG'S) Analysis On Powder Coffee 1001 Bengkulu City Dian Safitri, Sulisti Afriani, Eska Prima Monique Damarsiwi	1 - 8
An Analysis of Marketing Strategy of JP. Astor Products in PT. Jasaraharja Putera of Bengkulu City Wahyu Ilahi, Karona Cahya Susena, Eska Prima Monique Damarsiwi	9 - 18
Analysis of Radix Guitar Marketing Strategy on Queen Guitars Gallery, Bengkulu City Yanuardi, Ahmad Soleh, Eska Prima Monique Damarsiwi	19 - 27
The Effect of Price and Design of Honda Beat Motorcycle Products on Purchase Decisions at Honda Dealers PT. PAS Sudirman, Bengkulu City Ditantio Pramana, Oni Yulianti, Zahra Indah Ferina	28 - 37
Community Satisfaction Index at PLN Bintuhan, South Kaur District, Kaur Regency (Implementation of the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia No: 14 Tahun 2017) Suharni Yati, Sulisti Afriani, Nia indiasari	38 - 43