From year to year, number of customer served in Nissan Jemursari Surabaya Workshop continues to increase. However, the survey result indicate that the percentage level of customer satisfaction index decrease from year to year. So to be able to increase the customer satisfaction and loyalty, research is needed to determine which factors of marketing mix strategic that will be the most influence.

This research used Structural Equation Modeling (SEM) method. SEM method is a method connect regression analysis, path analysis, and factor analysis. Pairwise comparation is used in the next analysis step. Pairwise analysis or Analytical Hierarchy Method (AHP) was used to determine the priority of marketing mix strategies that could be applied by the Nissan Jemursari Surabaya workshop. In this case, the respondent is the marketing manager of Nissan Jemursari workshop.

Based on the result of this research, it was conclude that service quality has positive and significant effect on customer loyalty, marketing mix has positive and significant effect on customer loyalty as well. Based on weightening result using AHP, the most important strategy undertaken by the company is the service quality with weight 0.435; then facility with weight 0.398; location with weight 0.091 and price with 0.076.