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The Influence Of Marketing Mix On Consumer Satisfaction At Jeruk. In Teluk Betung

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Abstract

The purpose of this study is to ascertain how the marketing mix affects customer satisfaction in Teluk Betung. The target audience for this study is consumers in Jeruk.in Teluk Betung, and the sample size for this study is 50 individuals. employing multiple linear regression analysis as a method of analysis. According to the study's findings, the marketing mix as a whole had a confirmed and verifiable positive and considerable impact on Jeruk.in Teluk Betung's consumer happiness. It is intended that Jeruk.in Teluk Betung can increase customer satisfaction by using the study to maintain the stability of a suitable marketing mix for clients.

Keywords: Marketing Mix and Consumer Satisfaction.

INTRODUCTION

As societal demands grew, so did the emergence of commercial organizations to meet those needs while generating profits. The definition of business given above emphasizes activities that seek to make money by creating goods and services that meet client demand (Alma, 2014). As humans, we want challenging work, job fulfillment, and future possibilities. This kind of opportunity is endlessly offered by businesses and targets energetic young people (Alma, 2014).

The corporate sector increasingly faces fierce competition from both domestic and foreign markets as time goes by. Currently, the trend for both goods and services is increasingly developing with the tendency for producers to compete with each other to satisfy consumer desires through a good and quality marketing mix. The main goal of a business is to make customers feel satisfied, and the steps taken to do this are to offer excellent customer service and high-quality goods effectively and efficiently so that the goods can be sold and enjoyed by customers.

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In today's business, fashion, culinary and other sectors, customer happiness is a key performance indicator. Product quality determines consumer satisfaction, so the company's main goal in increasing its competitiveness is to provide this guarantee. They will be satisfied if the quality of the product is pleasing to the eye; conversely, if the product quality is poor in their eyes, customers will feel dissatisfied. Customers who are happy with a company's products will remain loyal to them for a long time, and they will be interested and buy again when the company releases new products or improves existing products.

In marketing science, the idea of consumer satisfaction is not new. The level of competition in business has increased drastically, consumer attitudes and behavior are changing, and information technology is developing rapidly, causing business organizations to place more emphasis on customer satisfaction to ensure business growth (Caroline and Yulianto, 2016).

Every company tries to ensure that the things it produces meet customer expectations. Marketing mix is a tactic to overcome commercial competition. Companies can utilize a marketing mix that outlines how to manage goods, prices, strategic location placement, and the use of promotions to introduce the resulting commodities to the market (Caroline and Yulianto, 2016)

As intended, if marketing provides a product, then consumers will feel satisfied with their needs, if marketing carries out promotions, then consumers will learn more, if marketing sets prices, then consumers will determine reasonable prices, and if marketing places means, then consumers will have access to reach marketers (Asnawi, 2017).

One of the stalls selling MSME drinks is Jeruk. In Betung Bay which is located in Betung Bay. This orange juice company has been operating since July 12 2018, and has been running for almost two years. Price used personal funds to launch Jeruk.in Drink Stand. Many customers come to the Jeruk.in stand thanks to its prime position, excellent service and consistent taste quality. Every day from 09.00 to 18.00 WIB, Jeruk.in is open. Both hot and cold Jeruk.in items cost the same, between Rp. 12,000.00 and Rp. 15,000.00. To get a general idea of Jeruk.sales In's objectives, see the table below, which details the company's sales in Teluk Betung.

Table 1. Sales Data at Jeruk.In Teluk Betung

Month	Sales target	Sales achievement	Percentage of achievement	Percentage of development
January	35,000,000	28,000,000	80%	
February	35,000,000	25,000,000	71%	-9%
March	35,000,000	32,000,000	91%	20%
May	35,000,000	30,000,000	86%	-6%
June	35,000,000	34,000,000	97%	11%

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July	35,000,000	35,000,000	100%	3%
August	35,000,000	32,000,000	91%	-9%
September	35,000,000	29,500,000	84%	-7%
October	35,000,000	27,000,000	77%	-7%
November	35,000,000	32,000,000	91%	14%
December	35,000,000	36,500,000	104%	13%
Average	35,000,000	31,000,000	89%	2%

Source: Jeruk.In Teluk Betung, 2022.

Based on table 1.1, it can be seen that sales for the 2021 period experienced fluctuations and only reached the target in July and December, sales development increased by an average of 2%. This indication that sales were not achieved was caused by the implementation of the 4P marketing mix at Jeruk.In Betung Bay which was not optimal.

Literature review

Kotler and Keller (2012) argue about management marketing by implementing, analyzing and monitoring several programs aimed at engaging target markets with the aim of achieving organizational goals.

According to Kotler and Armstrong (2012) "Product quality is the value that the product produces in order to achieve consumer needs, this quality can be: strength, function, how long it lasts and its efficiency ”

According to research by Barusman (2019) entitled The Impact of 7p's (Marketing Mix) on Student Parents Decision at School for Disabled Students with Special Needs states that price (price) is the only one element service in mix marketing that produces results income temporary component mix marketing other incur costs. Everything is included exchange to acquire goods or services.

According to Martin L. Bell in Swastha and Irawan (2016) promotion is everything type activity marketing aimed at encouraging request.

According to Swastha (2016), location is where something business or activity effort is made.

According to Kotler in the book Sunyoto (2013), "consumer satisfaction is the feeling of pleasure that consumers feel when they find out the goods he buys produce such benefits Lots."

RESEARCH METHODS

Analysis uses a numerical method approach or what can be known as a quantitative method with statistical analysis. According to Creswell (2012), analysis using quantitative methods is demanding author to explain how one variable provides impact from other variables. The analysis of this research is included in the experimental

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category. According to (Sugiyono, 2017), this research uses research methods that try to see the impact of a particular variable on other variables.

The sum of all possible values, calculated and measured is the meaning or explanation of population. Quantitative characteristics are more than definite. Another way to understand it is that population is group object, be it a person, symptom, test result, object, or event. In the above interpretation, subject This analysis identified the number of samples amounting to 50 respondents.

Quantitative data is a research or data analysis that is used as a form of data in the form of numbers that can be measured or calculated. The purpose of this analytical research is to see dam sir from quantitative data from one variable to another. This analysis uses statistical calculations sake makes it easier testing for data analysis, therefore the above analysis uses the SPSS 2 5 application tool.

This research uses multiple linear regression analysis or testing which is a mutual relationship linkages between 2 or more of (X1, X2,... Xn) with (Y). useful for predictions impact of independent variables on dependent variable.. The t test is added to prove a impact variables independent on dependent variable make assumptions still. The F test is useful as a way to see big impact variables independently together on the dependent variable. Blessing simultaneous analysis, one can see how much impact these variables have on each other by looking coefficient determination (R2).

RESULTS AND DISCUSSION

Multiple Linear Regression

Inferential Analysis is used or useful as pngsee how much big n yes d impact from variable X to variable Y used multiple linear regression analysis as the analysis. Processing of data analysis using the *SPSS version 2 5 program* The results of multiple regression analysis tests include the following:

Table 3. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,829	4,403		1,551	.128
	Product quality	,343	,096	.211	2,497	.041
	Price	,357	,160	,054	2,360	,020
	Promotion	,252	.073	.102	2,719	,046
	Location	,337	.137	,367	2,471	.017

a. Dependent Variable: Consumer Satisfaction

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There is a multiple linear regression analysis equation has been stated above can be given an interpretation per test as follows :

1. Based on the results stated above, it can be done formed in Eq that is Y = 6.829 + 0.343X $_1$ + 0.357X $_2$ which is explained among them i.e., indicated k e coefficient The price variable (0.357) is smaller than the variable coefficient value Product Quality (0.343).
2. Product Quality (X $_1$) has a coefficient amounting to 0.343, which means that there is a positive impact between the Product Quality variable (X $_1$) and the Consumer Satisfaction variable (Y), with (X $_1$) increasing by 1% and Price, promotion and a fixed location, Consumer Satisfaction increases by 3.43 %
3. Variable Price (X $_2$) has mark coefficient of 0.357 means there is an impact good (+) at the level of the Price variable (X $_2$) on the Consumer Satisfaction variable (Y), if (X 2) increases by 1% and Product Quality, promotion and location are considered constant then Consumer Satisfaction increases by 3.57 %.
4. Promotion (X $_3$) has a coefficient of 0.252 which means that there is a positive impact between the Promotion variable (X $_3$) and the Consumer Satisfaction variable (Y), with (X $_3$) increasing by 1% and product quality, price and a fixed location, Consumer Satisfaction increases by 2.52 %
5. Location variable (X $_4$) has mark coefficient of 0.3 37 means there is an impact good (+) for the Location variable (X 4) on the Consumer Satisfaction variable (Y), if (X $_4$) increases by 1% and for Product Quality, price, and If the promotion is considered constant then Consumer Satisfaction increases by 3.37 %.
6. So, you can concluded that the two variables above showed There is between Positive customer satisfaction has an impact bigger Price rather than product quality.

Coefficient of determination (R ^{2})

Table 4. Determination Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.401 [a]	,461	,386	1,568

a. Predictors: (Constant), Location, Product Quality, Promotion, Price

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As a result of The test calculation above can be seen from (R *Square*) which is 0.461. Means that 46.1 % success trader martabak d i impact by the factors Product Quality, Price, Promotion and Location for the remaining results, namely 53.9 %, have an impact on variables that are not used.

T test or Partial Hypothesis Test

The analysis below using hypotheses per variable or partial can be carried out regarding the impact of each variable, such as sig. has a value < 0.05, then the hypothesis is that Ho is rejected and Ha is accepted.

Table 3. Hypothesis Test Results t

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,829	4,403		1,551	.128
	Product quality	,343	,096	.211	2,497	.041
	Price	,357	,160	,054	2,360	,020
	Promotion	,252	.073	.102	2,719	,046
	Location	,337	.137	,367	2,471	.017

a. Dependent Variable: Consumer Satisfaction

1. Product Quality Variable or which can be set as (X_1) in Consumer Satisfaction (Y) Product Quality variable is obtained result of The $_{calculated}$ t value is 2,497 > t $_{table\ value}$ 2.011 or t $_{calculated}$ > t $_{table,}$ for *significance* the result obtained is 0.0 41, < the specified α which is 0.05 which can be said to be *significant.* Therefore, Ho with this determination is rejected and Ha is accepted,

   H1: Product Quality has a significant positive impact on Consumer Satisfaction at Jeruk.in Teluk Betung, proven and acceptable for its truth.
2. Price Variable (X_2) on Consumer Satisfaction (Y) The price variable obtained a $_{calculated}$ t value of 2,360 > ttable value 2.011 or tcount> ttable, for significance obtained it is 0.0 20, < α specified which is 0.05 which can be said to be significant. Therefore, Ho with this determination is rejected and Ha is accepted,

   Hypothesis 2: Price has an impact good or positive and significant to Jeruk.in Teluk Consumer Satisfaction Betung, proven and acceptable for its truth.
3. Promotion Variables or which can be set as (X_3) in the Consumer Satisfaction (Y) Promotion variable obtained result of The $_{calculated}$ t value is 2,719 > t $_{table}$ value 2.011

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or t calculated > t table, for *significance* it is found to be 0.0 46, < the specified α which is 0.05 which can be said to be *significant.* Therefore, Ho with this determination is rejected and Ha is accepted,

H 3 : Promotion has a significant positive impact on Jeruk.in Teluk Consumer Satisfaction Betung, proven and acceptable for its truth.

4. Location Variable (X 3) on Consumer Satisfaction (Y) The location variable obtained a calculated t value of 2.471 > ttable value 2.011 or tcount> ttable, for significance obtained as much as 0.01 7, < α specified which is 0.05 which can be said to be significant. Therefore, Ho with this determination is rejected and Ha is accepted,

Hypothesis 4 : Location has an impact good or positive and significant to Jeruk.in Teluk Consumer Satisfaction Betung, proven and acceptable for its truth.

Test or Hypothesis Test Anova (Simultaneous)

Table 4. Anova Hypothesis Test (F Test)

ANOVA [b]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	21,184	4	5,296	12,155	,030 [a]
Residual	110,596	45	2,458		
Total	131,780	49			

a. Predictors: (Constant), Location, Product Quality, Promotion, Price

b. Dependent Variable: Consumer Satisfaction

For overall testing The calculated F is obtained with a value of (12,155) with a significance value (sig.) 0.000 < α 0.05, meaning that overall for the two dependent variables Product Quality, Price, Promotion and Location together have an influence on Consumer Satisfaction on Orange.in Teluk Betung. Third hypothesis: Product Quality, Price, Promotion and Location overall have a significant positive impact on Jeruk.in Teluk Betung, proven and acceptable to be true.

CONCLUSION

On the impact of the final results of the discussion above, there are conclusions among them that is :

1. Product quality impact in a positive and significant direction on Jeruk.in Teluk Consumer Satisfaction Betung.

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2. Price variables have an impact in direction positive and significant on Jeruk.in Teluk Consumer Satisfaction Betung.
3. Promotion impact in a positive and significant direction on Jeruk.in Teluk Consumer Satisfaction Betung.
4. Location impacts direction positive and significant on Jeruk.in Teluk Consumer Satisfaction Betung.
5. Product Quality, Price, Promotion and Location overall have a significant and positive impact on Consumer Satisfaction at Jeruk.in Teluk Betung

SUGGESTION

Some suggestions for research analysis include:

1. It is hoped that Jeruk.in can make it A characteristic typical on offer at each the drink
2. It is hoped that Jeruk.in will pay attention prices so that the products offered by Jeruk.in are affordable for consumers.
3. hoped that Jeruk.in can promote its products through advertising, so it can be interesting consumer interest.
4. It is hoped that Jeruk.in can consider the location of Jeruk.in so that it is close to Jaan kingdom as well as create banners so that consumers can easily recognize them
5. It is hoped that Jeruk.in can improve it existing services so that consumer satisfaction can increase.

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