The Influence of Marketing Mix Strategy on Supermarket Customer Satisfaction in Banyuwangi

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Article Info	ABSTRACT
	The purpose of this research is to determine the Marketix Mic strategy for customer satisfaction at Akira Our Shop Banyuwangi. The independent variables in this research include product (X1), place (X2). promotion (X3) price (X4), and while the dependent variable is customer satisfaction (Y). The population in this study were all customers at Akira Our Shop Banyuwangi. The number of samples was determined as 30 respondents. The measurement scale in this study uses five levels in scores from 1-5. Descriptive analysis was carried out to explain respondents and research variables. Analysis of validity tests and reliability tests was carried out to test research measuring instruments. Based on the results of the analysis regarding the influence of the marketing mix which includes product (X1), place (X2). promotion (X3) price (X4), on customer satisfaction at Akira Our Shop Banyuwangi, the results are that product (X1), place (X2) and price (X4) have a significant effect on the level of customer satisfaction. Meanwhile promotion (X3) does not provide customer satisfaction.

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1. INTRODUCTION

As the economy becomes increasingly difficult, there is a lot of competition in various areas of life, including business competition. This makes competition even tighter in the business world. Every company or business in general wants to be successful in running its business. One of the efforts that can be made to achieve company goals is through marketing activities, namely the process by which companies create value for customers and build strong relationships with customers with the aim of capturing value from customers in return. Here the role of a company's marketing really determines its results in achieving a competitive position and is a very important factor in helping the company seize the opportunities that arise, therefore marketing requires a marketing strategy.

Currently, there are more and more supermarket developments, both on a national scale (Indomaret and Alfamart) and on a local scale in each region. With the increasing number of modern supermarkets, the level of competition is also increasing. Therefore, it is important for supermarkets that provide community needs to pay attention to customer satisfaction. Customer satisfaction is a customer's feeling after experiencing an organization's services or products where the customer's expectations exceed the performance of the product or service they consume. [1]. According to [2], Customer satisfaction is a person's feeling of happiness or disappointment as a result of comparing perceived and expected achievements or products. Satisfaction can also be interpreted as the difference between the level of importance and performance of perceived results. Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in question against the performance (expected results)[3]. Marketing mix is a marketing strategy that also has the aim of increasing customer satisfaction.

In increasing customer satisfaction, there are factors that are said to be the marketing mix which includes product, promotion, price, place. Marketing mix is a number of marketing tools used by a company or business to convince the target marketing object or target market [4]. Marketing mix here is considered the most basic and important strategy that a company or business must have in increasing the number of

customers. Determining the right marketing mix will make it easier for businesses to create, build and maintain better marketing activities for products and services.

The first aspect of the marketing mix strategy is product. According to [4], A product is a component of a product starting from planning to development to marketing. The quality of a product describes the extent to which the product can meet consumer needs. The next aspect, namely price, is the nominal amount to be paid for a product with a definite strategy such as discounts, shipping costs, and costs in the process of making the related product. Furthermore, in the location aspect, characteristics of distribution channels or locations determined for processing, which include distribution reach, sales location, transportation, inventory and warehousing. The final aspect, namely promotion, is a factor for informing and persuading the market regarding products marketed through advertising or marketing promotions. Marketing Mix or what is called a marketing mix is a series of marketing tools or means used by a business to achieve marketing goals in the target market. Marketing mix is a policy for business entities to have the ability to market a product in order to gain a profit [5].

Customer satisfaction is an emotional response to experiences related to the product that has been purchased. According to [3], customer satisfaction "A person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to their expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is highly satisfied or delighted." Customer satisfaction depends on the perceptions and expectations of consumers. From several definitions regarding satisfaction, in general satisfaction can be interpreted as a comparison between the service or results received by consumers and consumer expectations. Where the service or results received must at least be the same as consumer expectations, or even exceed them.

Several studies linking the marketing mix with customer satisfaction have been carried out by previous researchers. Research conducted by [6], [7], [8], [9], [10], which states that the product can increase customer satisfaction. There has also been a lot of research on the relationship between product price and customer satisfaction. Research conducted by [11], [12], [13], [14], [15], [16], [17], [18],[19], (Qomariah, 2020), [20], [21], which states that product prices can increase customer satisfaction. There has also been a lot of research on the relationship between promotions and customer satisfaction. Promotions carried out by service providers or those who produce products can increase customer satisfaction, this is in line with the results of research from [22], [12], [23], [19], [24], [25]. Research on the relationship between place and customer satisfaction was conducted, among others, by: [26], [27], [28].

Based on the results of previous research and also related to the theory underlying the relationship between marketing mix and customer satisfaction, this research is important to conduct. This research was conducted at Akira Our Shop Banyuwangi with the aim of finding out the impact of the marketing mix (product, price, promotion) on customer satisfaction.
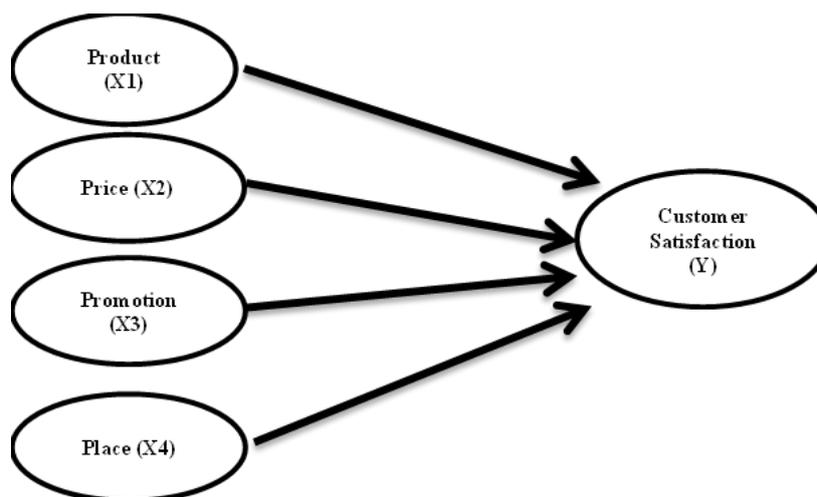
Conceptual Framework and Research Hypotheses

Figure 1. Research Conceptual Framework

H1: Product has a significant positive effect on customer satisfaction Our Shop Banyuwangi
H2: Price has a significant positive effect on customer satisfaction Our Shop Banyuwangi
H3: Promotion has a positive and significant influence on customer satisfaction   Our Shop Banyuwangi
H4: Place has an influence on customer satisfaction Our Shop Banyuwangi

2.　RESEARCH METHOD

This research requires limitations to avoid expanding the discussion of the problem with the aim of making it easier and clearer to discuss the results of the research carried out. The independent variables used in this research are product, price, place, promotion, while the dependent variable is customer satisfaction (Y). This research was carried out on customers who shopped at the Akira Our Shop Banyuwangi shop which is located at Jl Ikan Lumba-lumba Karangrejo, Banyuwangi District, Banyuwangi Regency. Time of research was January 10 2024.

Basically, the research was carried out with the aim of identifying the impact of the marketing mix on customer satisfaction at Akira Our Shop Banyuwangi using quantitative methods. The data collection method used is the questionnaire method. A questionnaire is a data collection technique that is carried out by giving a set of written statements to 30 respondents to be given answers using a measurement scale. To determine the influence of product, place, promotion and price on customer satisfaction at Akira Our Shop in Banyuwangi, multiple linear regression analysis was used. Multiple linear regression analysis is data from observations of the dependent variable (Y) which is influenced by the independent variable (X) with the general formula for multiple linear regression being: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$.

The t test is used to determine the significance of the influence of the independent variable on the dependent variable individually and assuming other dependent variables are constant. The F test is used to determine the joint influence of the independent variables on the dependent variable. In this multiple linear model, we will see the magnitude of the contribution of the independent variables together to the dependent variable by looking at the magnitude of the total coefficient of determination (R^2).

3.　RESULTS AND ANALYSIS

3.1. Validity Test Results

Validity test is a test used to measure the instrument in the questionnaire and can be used to measure what should be measured [29]. The instrument is said to be valid if the correlation coefficient value of the item score with the total score is $r > 0.3$, whereas it is invalid if the correlation coefficient value of the item score with the total score is $r < 0.3$[30]. In this study, a sample of 30 respondents was used to test the validity. The results of the validity test of the statement items are presented in Table 1.

Table 1. Validity Test Results

No.	Variable	Instrument	R count	R table	Information
1		X1-1	0,741	0,361	Valid
2	Product	X1-2	0,609	0,361	Valid
3		X1-3	0,872	0,361	Valid
4		X2-1	0,701	0,361	Valid
5	Place	X2-2	0,521	0,361	Valid
6		X2-3	0,475	0,361	Valid
7		X3-1	0,805	0,361	Valid
8	Promotion	X3-2	0,752	0,361	Valid
9		X3-3	0,648	0,361	Valid
10		X4-1	0,625	0,361	Valid
11		X4-2	0,736	0,361	Valid
12	Price	X4-3	0,732	0,361	Valid
13		Y1	0,775	0,361	Valid
14	Customer Satisfaction	Y2	0,669	0,361	Valid
15		Y3	1	0,361	Valid

The test results show that all question items from the variables product (X1), place (X2), promotion (X3), price (X4), customer satisfaction (Y) have a correlation coefficient > 0.361. Thus it is said to be valid, and can be used to collect the required data.

3.2. Reliability Test Results

Reliability is usually called consistency, dependability, trustworthiness, stability, or regularity [30]. A questionnaire is said to be reliable if the Cronbach alpha value is greater than 0.600[31]. The results of the research reliability test are presented in Table 2.

Table 2. Reliability Test Results

No.	Variable	Instrument	Cronbach's Alpha Value	Information
1		X1-1	0.947	Reliable
2	Product	X1-2	0,950	Reliable
3		X1-3	0,945	Reliable
4		X2-1	0,949	Reliable
5	Place	X2-2	0,956	Reliable
6		X2-3	0,953	Reliable
7		X3-1	0,946	Reliable
8	Promotion	X3-2	0,947	Reliable
9		X3-3	0,954	Reliable
10		X4-1	0,949	Reliable
11		X4-2	0,948	Reliable
12	Price	X4-3	0,947	Reliable
13		Y1	0,946	Reliable
14	Customer Satisfaction	Y2	0,948	Reliable
15		Y3	0,947	Reliable

Based on the data presented in Table 2, it states that the questions on the questionnaire for the variables product (X1), place (X2), promotion (X3), price (X4), customer satisfaction (Y) are rated as reliable because the Cronbach's Alpha value is > 0.600.

3.3. t test (Partial)

The influence of the independent variable on the dependent variable is tested using the t test (partial). The t test results are presented in Table 3.

Table 3. t Test Results

No.	Variable	Coefficient Value	Significance Level
1.	Product	0.352	0.001
2.	Place	0.202	0.001
3.	Promotion	0.056	0.355
4.	Price	0.413	0.001

3.4. Discussion
3.4.1.   The Influence of Products on Customer Satisfaction

The results of the analysis show that the coefficient value of the product variable is 0.352 with a significance level of 0.001. Thus the hypothesis which states that the product variable influences customer satisfaction is accepted (H1 is accepted) and H0 is rejected. Thus, the products provided by Toko Akira Our Shop Banyuwangi can provide customer satisfaction of 35.2%. Therefore, conditions like this must be maintained by the shop so that customers remain satisfied. This research is in line with research conducted by,[12], [15], [17], which states that the product can increase customer satisfaction.

3.4.2.   The Influence of Place on Customer Satisfaction

The results of the analysis show that the coefficient value of the place variable is 0.202 with a significance level of 0.001. Thus, the hypothesis which states that the place variable influences customer satisfaction is accepted (H2 is accepted) and H0 is rejected. Thus, the place provided by Toko Akira Our Shop Banyuwangi can provide customer satisfaction of 20.2%. Therefore, conditions like this must be maintained by the shop so that customers remain satisfied. This research is in line with research conducted by [32], [33], [34], [35], which states that the product can increase customer satisfaction. This research is not in line with research conducted by [36] which states that location has no effect on customer satisfaction.

3.4.3.   The Effect of Promotion on Customer Satisfaction

The results of the analysis show that the coefficient value of the promotion variable is 0.056 with a significance level of 0.355. Thus the hypothesis which states that promotional variables influence customer satisfaction is rejected (H3 is rejected) and H0 is accepted. Thus, the promotion carried out by Toko Akira Our Shop Banyuwangi cannot provide satisfaction. Therefore, Akira Our Shop Banyuwangi must change

policies related to promotions so that customers continue to get satisfaction. The lack of influence on the promotional activities carried out by Akira Our Shop Banyuwangi could be due to the promotional activities being less intense and also the promotional methods used not using online promotions. This research is not in line with research conducted by [22], [12], [24], [25], which states that promotions can increase customer satisfaction.

3.4.4. Effect of Price on Customer Satisfaction

The results of the analysis show that the coefficient value of the price variable is 0.413 with a significance level of 0.001. Thus, the hypothesis states that the price variable influences customer satisfaction (H4 is accepted) and H0 is rejected. Thus, the price set by Toko Akira Our Shop Banyuwangi can provide customer satisfaction of 41.3%. Therefore, conditions like this must be maintained by the shop so that customers remain satisfied. This research is in line with research conducted [12], [15], [17], which states that product price can increase customer satisfaction.

4. CONCLUSION

Based on data analysis, the following conclusions can be drawn:
- a. Product variables influence customer satisfaction at Akira Our Shop Banyuwangi.
- b. The place variable influences customer satisfaction at Akira Our Shop Banyuwangi.
- c. Promotion variables have no effect on customer satisfaction at Akira Our Shop Banyuwangi.
- d. The price variable influences customer satisfaction at Akira Our Shop Banyuwangi.

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