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THE EFFECT OF MARKETING MIX STRATEGY ON CUSTOMER SATISFACTION CV. NAVASOLUSINDO

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ABSTRACT

This study aims to determine whether there is an influence of each concept of product, price, location and promotion variables on customer satisfaction of CV. Navasolusindo, both simultaneously and partially. The research method applied uses a quantitative method with a descriptive approach involving 349 respondents. Data were collected through questionnaires, and data analysis was carried out using multiple linear regression with the F test to test the simultaneous effect and the t test to test the partial effect. The results of the study showed that each variable has a positive and significant effect on customer satisfaction partially. Simultaneously, each variable also has a significant effect on customer satisfaction. This finding indicates that each variable has a role in customer satisfaction of CV. Navasolusindo

INTRODUCTION

In the world of trade, if a company cannot formulate a proper business strategy and marketing strategy, it will experience defeat in competition, where marketing strategy is one of the main activities carried out by entrepreneurs to maintain their survival, to develop and to make a profit.

According to Ariyanto (2023:2) Marketing is a managerial process that results in individuals or groups who want to get what they need or want, namely by creating, offering and exchanging products that have value to other parties. According to Purba et al., (2020:15) Marketing is communicating the value of a product, service, or brand to customers, for the purpose of promoting or selling the product, service, or brand. Marketing techniques include selecting target markets through market analysis and market segmentation, as well as understanding consumer behavior and advertising the product's value to customers.

Based on the definition of marketing that has been explained, marketing is a social and managerial process that involves individuals or groups who seek to fulfill their needs and wants by creating, offering, and exchanging something of value between one party and another. Marketing also includes several important variables that are the main keys in achieving marketing goals. These variables include: product, price, place, and promotion. These four variables are often referred to as the marketing mix. According to Kotler & Keller (2019:58) Services are activities, benefits, or satisfactions offered to fulfill customer needs or wants, which are intangible and cannot be separated from the service provider. While Non-services are economic activities that produce output in the form of physical products, such as consumer and industrial goods (Kotler & Keller, 2019:56

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Along with the progress of human civilization and continuous environmental changes, this also affects human behavior, both individually and socially. These changes also have an impact on consumer patterns and behavior in choosing goods and places to meet their life needs. With the increasing needs of life, one type of trade business whose existence is greatly needed by society today is a business in the shopping sector.

According to Sunyoto and Saksono (2022:1) defines consumer behavior as a dynamic interaction between influence and cognition, behavior, and events around us where humans carry out aspects of their lives. Consumer behavior is very important in order to attract and maintain the survival of their business, because understanding consumer behavior can provide satisfaction to consumers. This can be done by providing good service to buyers, affordable prices for all levels of society, good product quality, choosing a strategic location, or attractive and trustworthy promotions (not deceiving).

The obstacle faced by store management in designing and implementing its marketing strategy is the lack of accurate information about consumer behavior. Therefore, management needs to find and collect information about consumption patterns in order to attract and retain buyers to continue using the marketed products. Marketing success cannot be separated from mature marketing planning and the use of the right strategy. In terms of strategy, it is not a goal, but a coherent direction in marketing. First, a strategy is said to be coherent if it focuses on the tactics that have been chosen. Second, strategy involves coherent marketing activities, such as product, price, distribution, advertising, and all elements of the marketing mix that must be in line with the chosen tactics. Third, strategy is a coherent marketing direction and once formed, the direction should not be changed.

Table 1.1 Number of Markets, Shops and Traders in Lamongan Regency, 20156 x-

no	Kecamatan/ Subdistrict	Pasar/Market	Toko/Store	Pedagang/ Merchant	Jumlah
1	Babat	7	2836	4193	7036
2	Lamongan	6	1481	3723	5210
3	Paciran	11	2010	2766	4787
4	Sekaran	9	902	1914	2825
5	Sukodadi	2	685	1656	2343
6	Solokuro	9	797	1431	2237
7	Laren	7	911	1301	2219
8	Kedungpring	4	568	1530	2102
9	Mantup	4	359	1722	2085
10	Karanggeneng	8	941	1135	2084
11	Sugio	2	328	1425	1755
12	Kembangbahu	2	433	1265	1700
13	Kalitengah	2	590	1083	1675
14	Modo	3	431	1111	1545
15	Brondong	9	306	1091	1406
16	Glagah	3	171	1181	1355
17	Pucuk	3	225	945	1173
18	Karangbinangun	2	125	988	1115
19	Ngimbang	2	88	1017	1107
20	Maduran	3	157	876	1036
21	Sambeng	2	74	933	1009
22	Turi	3	77	810	890
23	Deket	1	21	740	762
24	Sukorame	1	55	572	628
25	Tikung	2	55	557	614
26	Sarirejo	1	47	529	577
27	Bluluk	2	31	309	342

Sumber : Dinas Koperasi, Perindustrian dan Perdagangan Kab.Lamongan, 2015
Source : Cooperative, Industry and Trade of Lamongan Regency, 2015

From the table above, there are 27 sub-districts in Lamongan Regency showing a fairly large number of markets, shops and traders, one of which is Kembangbahu sub-district which has 2 markets, 433 shops and 1265 traders. With the increasing number of markets, minimarkets and supermarkets in various places, their existence in the midst of society is becoming increasingly important today. This is due to changes in the way consumers shop without looking at specific products or brands in their minds, but simply the desire to get out of the house, look around or spend free time.

CV. Navasolusindo is a minimarket located in Kembangbahu village that provides various kinds of necessities such as food and soft drinks, beauty products, household supplies, baby supplies, school supplies with various brand choices so that buyers can determine and choose the items they like.

CV. Navasolusindo also needs to make improvements and design relevant variable models to improve customer satisfaction. The main focus lies on marketing, considering the elements of the marketing mix from the customer's perspective. By implementing a simultaneous measurement model starting from the marketing mix, it is hoped that this business can develop better, so that customers feel more satisfied and loyal to CV. Navasolusindo.

Formulation of the problem

Based on the background described above, the problems are formulated as follows:

1. Is there any influence of marketing mix including product, price, promotion and location partially on customer satisfaction of CV. Navasolusindo?
2. Is there any influence of marketing mix including product, price, promotion and location simultaneously on customer satisfaction of CV. Navasolusindo?
3. Which variable is dominant in influencing the product, price, location and promotion variables on customer satisfaction of CV. Navasolusindo?

Research purposes

1. To find out whether there is an influence of marketing mix including product, price, promotion and location partially on customer satisfaction of CV. Navasolusindo.
2. To find out whether there is an influence of marketing mix including product, price, promotion and location simultaneously on customer satisfaction of CV. Navasolusindo.
3. To find out which variables are dominant in influencing the product, price, location and promotion variables on customer satisfaction of CV. Navasolusindo.

Benefits of research

This research is expected to provide the following benefits:

Theoretically

Provides information and an overview of the influence of the marketing mix on customer satisfaction and serves as a reference in developing marketing theory.

In Practical Terms

- For Writers: Increase insight and experience in applying the knowledge that has been learned as a graduation requirement.
- For Companies: To be used as a consideration in formulating appropriate marketing strategies to increase customer satisfaction.
- For Universities: As a reference for further research in the field of marketing.

RESEARCH METHODS

Population and Sample

The population in this study were consumers of Cv. Navasolusindo who live in Kembangbahu Village, Kembangbahu District, Lamongan Regency. The research sample was determined using the Slovin formula with the Proportionate Stratified Random Sampling technique. This technique is used to divide the population into subpopulations proportionally and randomly, so that the samples obtained reflect the characteristics of the population more representatively. Based on this method, the number of samples used in the study was 349 respondents.

Data Types and Sources

This study uses a quantitative approach. The data sources used consist of primary data and secondary data. Primary data were obtained through the distribution of questionnaires, where respondents were given a choice of answers that had been determined in advance. Meanwhile, secondary data were obtained through literature studies that included scientific articles in the field of finance as well as relevant sources from the internet that supported the needs of this study.

Data Analysis Techniques

Data analysis in this study includes instrument validity and reliability tests, classical assumption tests to ensure data is worthy of analysis, and multiple linear regression analysis. In addition, multiple correlation tests, t-tests for partial effects, F-tests for simultaneous effects, and coefficient of determination (R^2) tests were conducted to measure the contribution of independent variables to customer satisfaction.

RESULTS AND DISCUSSION

Validity Test

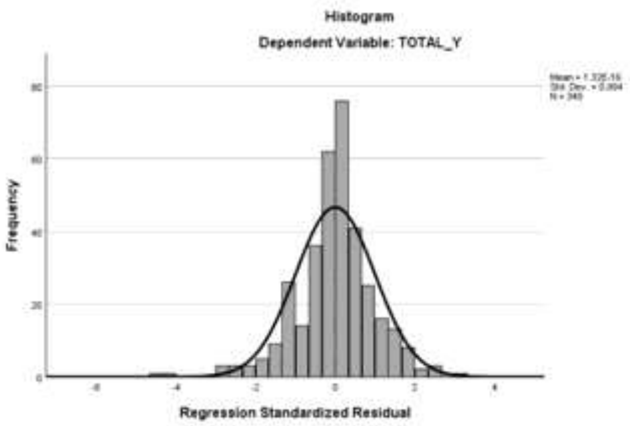
Validity test is done by looking at the correlation between each question item and the total score of its variable. The results of the analysis show that all items in each variable have a significant correlation value (Pearson Correlation) above 0.3 and a significance value (Sig. 2-tailed) <0.01. This shows that all items in the variables Product (X1), Price (X2), Location (X3), Promotion (X4), and Customer Satisfaction (Y) are valid.

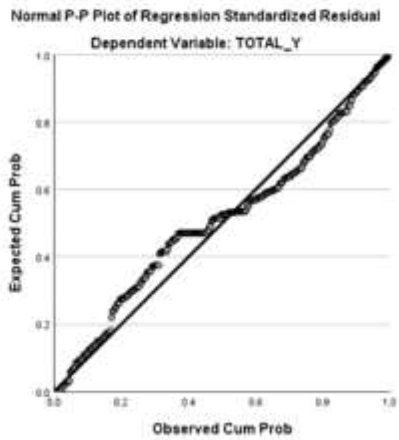
Reliability Test

Reliability is measured using Cronbach's Alpha. The results of the reliability test show that all variables have a Cronbach's Alpha value above 0.70, which means that all instruments in this study are reliable.

Variables	Cronbach's Alpha	Number of Items	Information
Product (X1)	0.855	8	*Reliable*
Price (X2)	0.783	4	*Reliable*
Location (X3)	0.773	4	*Reliable*
Promotion (X4)	0.711	3	*Reliable*
Customer Satisfaction (Y)	0.754	3	*Reliable*

Classical Assumption Test





Normality Test

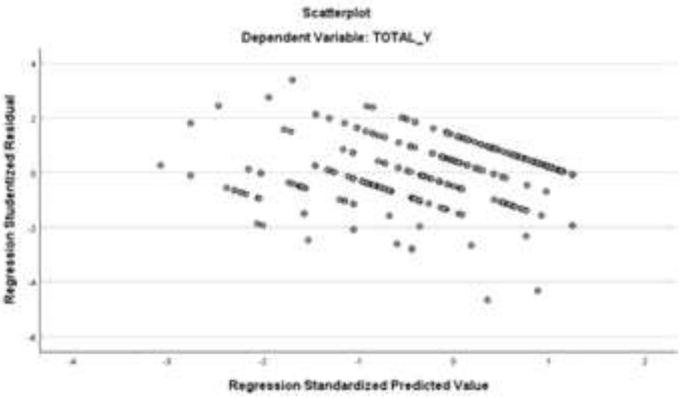
The results of the Kolmogorov-Smirnov test show a significance value of 0.116 > 0.05, which means that the residual data is normally distributed.

Multicollinearity Test

The test results show that all independent variables have a Tolerance value > 0.1 and VIF < 10:

Variables	Tolerance	VIF
Product (X1)	0.359	2,785
Price (X2)	0.502	1,991
Location (X3)	0.400	2,501
Promotion (X4)	0.539	1,856

Heteroscedasticity Test



Autocorrelation Test

The Durbin-Watson value of 1,940 is in the range of 1.5 to 2.5, so there is no autocorrelation.

Multiple Correlation Test

There is a positive and significant relationship between each independent variable (X1, X2, X3, X4) and Customer Satisfaction (Y) with the following correlation values:

Correlation with Y	**Correlation Value**	**Information**
Product (X1)	0.703	*Strong and significant*
Price (X2)	0.632	*Strong and significant*
Location (X3)	0.643	*Strong and significant*
Promotion (X4)	0.585	*Moderate and significant*

Multiple Linear Regression Test

The multiple linear regression model shows that all independent variables have a significant effect on Customer Satisfaction (Y):

Regression equation: $Y = 0.840 + 0.150X1 + 0.166X2 + 0.118X3 + 0.172X4$

t-Test Results

The t-test shows that each independent variable has a significant effect on the dependent variable (Y):

Variables	**t count**	**Sig.**	**Information**
TOTAL_X1	5,586	<0.001	*Significant*
TOTAL_X2	4.715	<0.001	*Significant*
TOTAL_X3	2,751	0.006	*Significant*
TOTAL_X4	3,506	<0.001	*Significant*

F Test Results

The F test produced an F value of 116,252 with a significance of <0.001, which indicates that the variables Product (X1), Price (X2), Location (X3), and Promotion (X4) simultaneously have a significant effect on Customer Satisfaction (Y).

Coefficient of Determination (R^2) Test

The Adjusment R Square value = 0.570 or 57.0%, indicates that 57.0% of the variation in Customer Satisfaction (Y) can be explained by the variables Product, Price, Location, and Promotion. The remaining 43.0% is explained by other factors outside this model.

CONCLUSION

Based on the results of the analysis, it can be concluded that the variables Product, Price, Location, and Promotion have a significant effect on customer satisfaction of CV. Navasolusindo, both partially and simultaneously. Among the four variables, Product has the most dominant effect on customer satisfaction.

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