

THE EFFECT OF MARKETING MIX (LOCATION, PROMOTIONAL PRICE) ON CUSTOMER SATISFACTION MEDIATED BY SERVICE QUALITY IN LAMONGAN TROOPERS CLEAN SHOES" SHOE CARE AND WASHING SERVICE

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ABSTRACT

This study aims to determine the influence of marketing mix (location, price, promotion) on customer satisfaction, with service quality as a mediating variable in shoe care and hygiene services at Troopers Clean Shoes in Lamongan. This study uses a quantitative descriptive approach. Data was collected using questionnaires. The respondents in this study are customers of Troopers Clean Shoes Lamongan from July to November 2024. The sampling method used is purposive sampling, a non-probability technique, with the sample size determined using the Slovin formula. A total of 194 valid questionnaires were processed using SmartPLS version 3.29.

The results of this study show that location has a significant positive effect on customer satisfaction but does not have a significant effect on service quality. Pricing and promotions have a positive but not significant effect on customer satisfaction; however, they have a significant effect on the quality of service. The results of the mediation showed that the location had a positive but not significant effect on customer satisfaction through the quality of service. On the other hand, prices and promotions have a significant positive effect on customer satisfaction through the quality of service.

INTRODUCTION

Troopers Clean Shoes Shoe Care and Washing Services is a service that is available to provide convenience for the community in caring for shoes and maintaining foot health and comfort in using shoes for daily activities for people in Lamongan Regency, East Java. Troopers Clean shoes have the task of maintaining, repairing, and maintaining the cleanliness of shoes.

In the development of the business world, we need to respond to these conditions and conditions by adjusting and taking steps so that the business can survive and even grow more and more rapidly. This involves a marketing mix, namely a strategic service business location, the price of the services provided is appropriate, and attractive business promotions according to the service task. As a shoe care and washing service business, Troopers Clean Shoes has its own challenges in reminding the importance of maintaining, repairing, and maintaining shoe cleanliness for the community as consumers.

Marketing mix is a marketing strategy designed to meet consumer needs and desires. Research (Abedian et al, 2022) explains that the Marketing Mix marketing mix is a decision-making tool in the industrial sector to plan and adopt optimal marketing strategies and understand customer preferences. Meanwhile, according to (Kotler and Armstrong, 2021) that the main tools in the marketing mix are classified into four large groups called the 4Ps: product, price, venue, and promotion. To realize the value proposition, companies must create offers that satisfy needs (products), set prices (prices), ensure availability for target consumers (places), and communicate and convince consumers of the benefits of the offer (promotions).

Location is one of the important elements in the marketing mix that has a role in determining where and how services are provided and accessed. Research (Fitriyani et al, 2019) business location is a significant cost driver, business location has the power to make or destroy a business's business strategy, location selection is one of the factors that an entrepreneur needs to consider before opening his business. Choosing the right location often determines the success of a business.

Price is one of the important factors in the marketing mix which refers to the amount of money paid by consumers to acquire a product or service. Research (Purwanto, 2020) that the selling price can be obtained from the cost of production plus the expected profit. In addition, according to (Gunarsih et al, 2021) price is the amount of money needed as a medium of exchange to obtain a number of combinations and products and services.

Promotion is one of the elements that functions to communicate and display information about a product or service to consumers with the aim of influencing customer satisfaction. Research (Lestari and Saifuddin, 2020) Product promotion is one of the ways carried out by companies that aim to break the sales of products that have been produced. According to researchers (Puspitarini and Nuraeni, 2019), the definition of promotion is so that the products marketed are increasingly known to many people. After the product is widely known to people, sales results also increase. The main thing in promotion is to create a persuasive message that is effective to grab the attention of consumers. Meanwhile, according to (Garaika and Feriyan, 2019), promotion is a communication activity between companies and consumers as an effort to commemorate consumers in purchasing activities as desired.

Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the perception of performance or service results with consumer expectations. According to Kotler and Keller in a study (Ezra, G. R., & Irmawati, I, 2024) explains that customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the expected performance of the product against the expected performance. If the performance is below expectations, the customer is not satisfied. If the performance meets expectations, the customer is satisfied. If the performance exceeds expectations, the customer is very happy.

Service quality is the level of excellence of a service provided by service providers to consumers in an effort to meet consumer expectations. According to Kotler in his research (Ezra, G. R., & Irmawati, I, 2024), service quality is a form of customer assessment of the level of service received with the expected level of service. If the service received or felt is as expected, then the quality of service is perceived as good and satisfactory. The satisfaction that has been formed can encourage customers to make a repeat purchase and look forward to becoming loyal customers.

This research has several aspects of variables, among which this study does not only pay attention to one variable, but there are several variables of the Marketing Mix, namely Location, Price, Promotion which affect customer satisfaction mediated by the quality of service using the Partial Least Square – Structural Equation Modeling (PLS-SEM) Method in this study. The relevance of business

development with business development efforts, especially in designing marketing mix strategies that are oriented towards customer satisfaction by service quality. The research location is at the Troopers Clean Shoes Lamongan Shoe Care and Washing Service.

Based on the introduction, the author wants to conduct a study entitled "The Influence of Marketing Mix (Location, Price, Promotion) Mediated by Service Quality on Customer Satisfaction in Troopers Clean Shoes Care and Washing Services in Lamongan Regency with Partial Least Square (PLS) – Structural Equation Modeling (SEM)"

RESEARCH METHODS

The type of research used is descriptive quantitative research. By utilizing primary data sources. Primary data was obtained from the distribution of questionnaires to customers who have used Troopers Clean Shoes Shoe Care and Washing Services. This study aims to determine the influence of each variable and determine whether the direction of the influence is positively significant or not. The population of this study consists of the number of customers who use the Lamongan Troopers Clean Shoes Shoe Care and Washing Service in July – November 2024, with a total of 377 customers.

For the sampling technique used in this study, purposive sampling techniques are used, non-propability. And the research sampling used the slovin formula with a data error percentage of 5%, which resulted in a sample of 197 customers. With the criteria of using Troopers Clean Shoes Shoe Care and Washing Services 2 times. The data used in this study is in the form of subjective data (self-report data), which was obtained through the distribution of questionnaires to Trooper Clean Shoes Lamongan customers. The primary data collected is then converted into quantitative data in the form of numbers for further analysis. The focus of this study is to measure the influence of marketing mix (location, price, promotion) mediated by service quality on customer satisfaction.

RESULTS AND DISCUSSION

Measurement Model (Outer Model)

There are two measurement models in the outer model, namely validity test and reliability test. For the specifications, as follows:

Validity Test

The validity test in this study is used to measure the validity or truth of a questionnaire in the research. The following are the results of the validity test using the Smart PLS 3.29 program, which are as follows:

Convergent Validity

The Convergent Validity test can be seen in the outer loading value must be > 0.7 for confirmatory research and the outer loading value between 0.6-0.7 for exploratory research is still acceptable and the AVE value > 0.5 . (Gabriel Simbolon, 2024). Based on the explanation above, in this study, the initial stage of the development of the measurement scale of the outer loading value of > 0.6 is still considered sufficient (Valid)

Table 1. Convergent Validity Test

Variabel	Indicator	Outer Loading	AVE	Information
Location (X1)	1	0.873	0,787	VALID
	2	0.938		
	3	0.856		
	4	0.880		
Price (X2)	1	0.649	0.520	VALID
	2	0.717		
	3	0.717		
	4	0.793		
Promotion (X3)	1	0.666	0.554	VALID
	2	0.781		
	3	0.766		
	4	0.757		
Quality of Service (Z)	1	0.653	0.502	VALID
	2	0.739		
	3	0.700		
	4	0.671		
	5	0.772		
Customer Satisfaction (Y)	1	0.849	0.546	VALID
	2	0.774		
	3	0.611		
	4	0.701		

Source: SmartPLS Processed Data (2025)

Based on table 1 of the Convergent Validity above, it shows that the AVE values for each of the variables Location (X1), Price (X2), Promotion (X3), Customer Satisfaction (Y) and Service Quality (Z) tested have a value of > 0.5 , and outer loading > 0.6 so that it can be stated that all variables in this study are valid.

Discriminant Validity

According to (Gabriel Simbolon, 2024) Discriminant validity is used to ensure that each concept in a latent variable is not the same as another.

Tabel 2. Cross Loading

	Location	Price	Promotion	Customer Satisfaction	Quality of Service
X1.1	0.873	0.582	0.557	0.579	0.532
X1.2	0.938	0.690	0.689	0.715	0.718
X1.3	0.856	0.644	0.574	0.505	0.556
X1.4	0.880	0.660	0.642	0.567	0.594
X2.1	0.536	0.649	0.408	0.407	0.451
X2.2	0.457	0.717	0.402	0.406	0.482
X2.3	0.540	0.717	0.363	0.413	0.420
X2.4	0.565	0.793	0.538	0.510	0.572
X3.1	0.387	0.349	0.666	0.435	0.404
X3.2	0.570	0.489	0.781	0.448	0.511
X3.3	0.536	0.501	0.766	0.430	0.562
X3.4	0.565	0.438	0.757	0.517	0.544
Y1	0.588	0.557	0.479	0.849	0.608
Y2	0.509	0.445	0.496	0.774	0.503
Y3	0.378	0.349	0.409	0.611	0.364
Y4	0.492	0.415	0.441	0.701	0.594
Z1	0.558	0.497	0.545	0.423	0.653
Z2	0.492	0.467	0.522	0.528	0.739
Z3	0.412	0.484	0.458	0.540	0.700
Z4	0.421	0.428	0.371	0.431	0.671
Z5	0.529	0.505	0.511	0.587	0.772

Source: SmartPLS Processed Data (2025)

Based on the results of table 2. Croos loading indicates that the correlation value of the constructor with the indicator is greater than the correlation value with the other constructors. Thus, all constraints or latent variables already have good discriminative validity, where the indicators in the block of the construct indicator are better than the indicators in other blocks.

Reliability Test

In the reliability test, there are several tests that can be used in the use of the PLS system, including the following:

Tabel 3. Reliability Test

Variabel	Cornbach's Alpha	Composite Reliability	Information
Location	0.691	0.812	RELIABEL
Price	0.719	0.826	
Promotion	0.751	0.834	
Customer Satisfaction	0.910	0.937	
Quality of Service	0.730	0.832	

Source: SmartPLS Processed Data (2025)

Based on table 3. The reliability test was conducted using the composite reliability value. The predetermined value to get the accepted reliability is = 0.6. It can be seen from the results for composite reliability with the provision that = 0.6 so that all variables tested in this study meet the reliability

Model Structural (Inner Model)

An inner model is a model structure used to estimate the cause-and-effect relationship between latent variables.

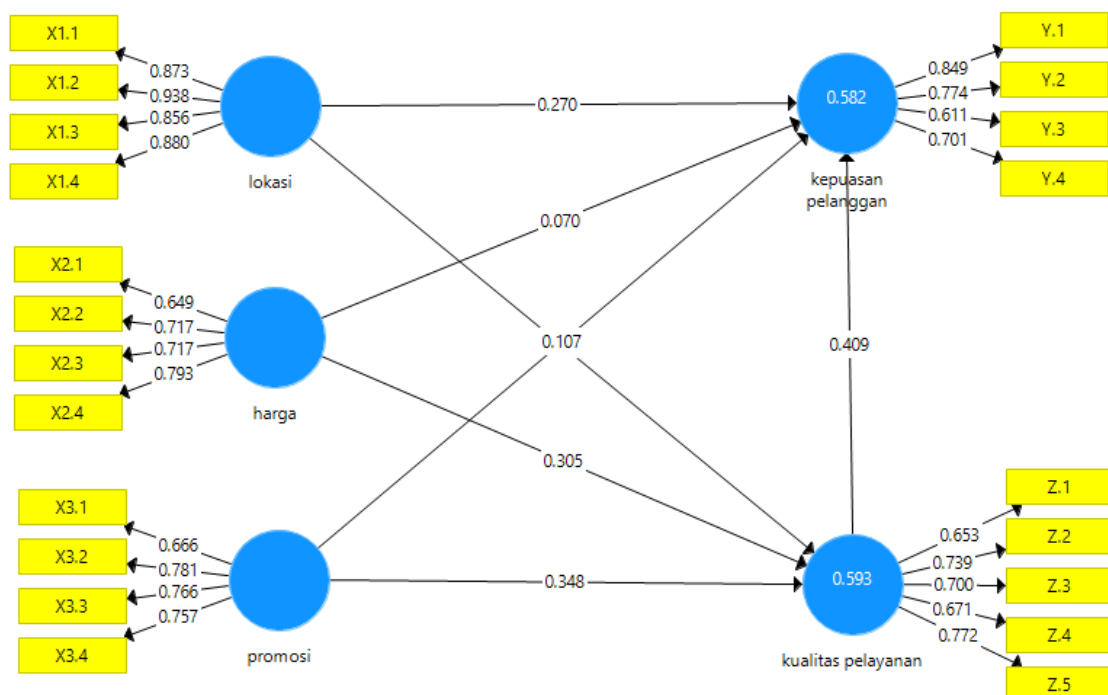


Figure 1. Structural Models
Source: SmartPLS Processed Data (2025)

R-Square

The R-Square value is the coefficient of determination of the endogenous structure used for observation to easily obtain solutions and solutions. According to Ghazali, Imam (2006) in (Dzukirulloh et al., 2022) the R-square *value* of > 0.67 is said to be strong, > 0.33 is said to be moderate and > 0.19 is said to be weak.

Table 4. R-Square Value

Variabel	R-Square	R-Square Adjusted
Customer Satisfaction (Y)	0.582	0.573
Quality of Service (Z)	0.593	0.587

Source: SmartPLS Processed Data (2025)

Based on table 4, it can be seen that the value of the first *R-Square* is 0.582 and the value of the *Adjusted R-square* is 0.573. This means that the Location Variable (X1), Price Variable (X2), Promotion Variable (X3) to the Customer Satisfaction Variable (Y) show that the *value of the first R-Square* is 58.2%, and the *R-Square Adjusted* is 57.3% while the rest is influenced by other variables. So it can be said to be moderate.

Based on table 4, it can be seen that the value of the second *R-Square* is 0.593 and the *value of R-Square Adjusted* is 0.587, meaning that the Location Variable (X1), Price Variable (X2), Promotion Variable (X3), to Service Quality (Z) shows that the value of the second *R-Square* is 59.3% and the *R-Square Adjusted* is 58.7% while the rest is influenced by other variables. So it can be said to be moderate.

Mediation Test

Path Coefficients

Path Coefficients is tested using PLS Bootstrapping by looking at the t-statistical value of independent variables against dependent variables. The results of the path coefficients, namely, the value of the mediation test of this research can be seen in the table below:

Table 5. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values
Location -> Customer Satisfaction	0.270	0.282	0.132	2.036	0.042
Price -> Customer Satisfaction	0.070	0.079	0.118	0.595	0.552
Promotions -> Customer Satisfaction	0.107	0.112	0.102	1.050	0.294
Location -> Quality of Service	0.219	0.209	0.155	1.414	0.158
Price -> Quality of Service	0.305	0.311	0.110	2.762	0.006
Promotion -> Quality of Service	0.348	0.351	0.115	3.026	0.003
Quality of Service -> Customer Satisfaction	0.409	0.387	0.125	3.276	0.001

Source: SmartPLS Processed Data (2025)

Based on table 5. Path Coefficients above, it can be concluded that the Location variable and has a positive and significant relationship with the customer satisfaction variable, with the original sample value above 0.000 and a significant value result (p-value < 0.05). On the other hand, the variables Price and promotion had a positive and insignificant relationship with the customer satisfaction variable, with the original sample value above 0.000 and the result of an insignificant value (p-value > 0.05).

Based on table 5. Path Coefficients above, it can be concluded that the Price and Promotion variables have a positive and significant relationship with the service quality variable, with the original sample value above 0.000 and a significant value result (p-value < .05). on the other hand, the Location variable had a positive and insignificant relationship with the service quality variable, with the original sample value above 0.000 and the result of an insignificant value (p-value > 0.05).

Based on table 5. The total effect above, it can be concluded that the service quality variable has a positive and significant relationship with the customer satisfaction variable, with the original sample result above 0.000 and a significant value result (p-value < 0.05).

Specific Indirect Effect

Specific Indirect Effect was tested to use PLS Bootstrapping by looking at the t-statistics of independent variables against dependent variables. The results of the specific indirect effect, namely, the value of the mediation test of this study can be seen in the table below:

Table 6. Spesific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-Values
Price -> Quality of Service -> Customer Satisfaction	0.125	0.121	0.060	2.064	0.039
Location -> Quality of Service -> Customer Satisfaction	0.089	0.082	0.068	1.318	0.188
Promotion -> Quality of Service -> Customer Satisfaction	0.142	0.134	0.061	2.351	0.019

Source: SmartPLS Processed Data (2025)

Based on table 6. Specifically, Indirect Effect above, it can be concluded that the Price and Promotion variables have a positive and significant relationship with the customer satisfaction variable mediated by the service quality variable with the original sample value above 0.000 and a significant value result (p-value < 0.05). Meanwhile, the Location variable had a positive and insignificant relationship with the customer satisfaction variable mediated by the service quality variable with the original sample value above 0.000 and the result of an insignificant value (p-value > 0.05).

Then for the relationships in table 5. Path Coefficients and Table 6. The specific Indirect Effect to determine the outcome of mediation can be described as follows:

1. In table 5. Path Coefficients of the Location variable to the customer satisfaction variable shows a positive and significant relationship, judging from the results of P-values below < 0.05. While in table 6. Specific Indirect Effect Location variable on customer satisfaction variables mediated by service quality variables shows positive insignificant, judging from the results of P-values above > 0.05. So in this relationship it is called Non mediation

2. In table 5. The path coefficients of the price variable to the customer satisfaction variable showed a negative relationship was not significant, judging from the results of the P-values above > 0.05 . While in table 6. The specific Indirect Effects of the price variable on the customer satisfaction variable mediated by the service quality variable showed a positive and significant relationship, judging from the results of the P-values below < 0.05 . So in this relationship it is called Full Mediation
3. In table 5. The Path Coefficients of the promotion variable to the customer satisfaction variable showed a negative relationship was not significant, judging from the results of the P-values above > 0.05 . While in table 6. The specific Indirect Effects of the promotional variable on the customer satisfaction variable mediated by the service quality variable showed a positive and significant relationship, judging from the results of P-values below < 0.05 . So in this relationship it is called Full Mediation.

Hypothesis Test

The hypothesis test was carried out by comparing the t-table, t-statistical, and p-value values and checking whether the p-values < 0.05 . The results of this hypothesis test are seen from the path coefficients table with the bootstrapping technique. The value of the t-table is determined by the formula that already applies

The Location variable (X1) on Customer Satisfaction (Y) shows that the original value of the sample is $0.270 > 0.000$. T-stats $2.036 > 1.60$. P-value $0.042 < 0.05$. said the variable Location Ho1 rejected Ha1 accepted. This shows that there is a positive and significant relationship.

The Price variable (X2) on Customer Satisfaction (Y) shows that the original value of the sample is $0.070 > 0.000$. T-stats $0.595 < 1.960$. P-value $0.552 > 0.05$. it is said that the price variable Ho1 is accepted Ha1 is rejected. This shows that there is a positive but insignificant relationship.

The Promotion variable (X3) on Customer Satisfaction (Y) shows that the original value of the sample is $0.107 > 0.000$. t-stats $1,050 < 1,960$. P-value $0.294 > 0.05$. it is said that the Ho1 promotion variable is accepted Ha1 is rejected. This shows that there is a positive but insignificant relationship.

The Location variable (X1) to Service Quality (Z) shows that the original value of the sample is $0.219 > 0.000$. T-stats $1,414 < 1,960$. P-value $0.158 > 0.05$. said the variable Location Ho2 is accepted Ha2 is rejected. This shows that there is a positive but insignificant relationship.

The variable Price (X2) to Service Quality (Z) shows that the original value of the sample is $0.305 > 0.000$. T-stats $2,762 > 1,960$. P-value $0.006 < 0.05$. it is said that the price variable Ho2 is rejected Ha2 is accepted. This shows that there is a positive and significant relationship.

The Promotion variable (X3) for Service Quality (Z) shows that the original value of the sample is $0.384 > 0.000$. T-stats $3,026 > 1,960$. P-value $0.003 < 0.05$. it is said that the promotion variable Ho2 is rejected Ha2 is accepted. This shows that there is a positive and significant relationship.

The variable of Service Quality (Y) to Customer Satisfaction (Z) shows that the original value of the sample is $0.409 > 0.000$. T-stats $3,276 > 1,960$. P-value $0.001 < 0.05$. It is said that the Ho3 service quality variable is rejected Ha3 is accepted. This shows that there is a positive and significant relationship.

In this study, the Location variable (X1) to the Customer Satisfaction variable (Y) was mediated by the Service Quality variable (Z) showing that the original sample value was $0.089 > 0.000$. T-stats $1,318 < 1,960$. P-value $0.188 > 0.05$. said the variable Location Ho4 received Ha4 is rejected. This shows that there is a positive but insignificant relationship.

In this study, the variable Price (X2) to the variable Customer Satisfaction (Y) was mediated by the variable Quality of Service (Z) showing that the original value of the sample was $0.125 > 0.000$. t-stats $2,064 < 1,960$. P-value $0.039 < 0.05$. it is said that the price variable Ho4 is rejected Ha4 is accepted. This shows that there is a positive and significant relationship.

In this study, the Promotion variable (X3) to the Customer Satisfaction variable (Y) was mediated by the Service Quality variable (Z) showing that the original sample value was $0.142 > 0.000$. t-stats $2,351 < 1,960$. P-value $0.019 < 0.05$. it is said that the Ho4 promotion variable is rejected Ha4 is accepted. This shows that there is a positive and significant relationship.

DISCUSSION

Influence of location (X1) on customer satisfaction (Y)

This study shows that the effect of positive and significant relationships on customer satisfaction in Troopers Clean Shoes Lamongan Shoe Care and Washing Services. This means that the better the location affects customer satisfaction. Factors such as easy location of public transportation, clearly visible location, spacious parking lots, regulations in regulating business locations. This is supported by research (Putu Diah Arsida, 2021), with the results of the study showing that the business location. It was concluded that it had a significant positive effect on consumer satisfaction.

Effect of Price (X2) on Customer Satisfaction (Y)

This study shows that the effect of the positive relationship of price is not significant on customer satisfaction in Troopers Clean Shoes Lamongan Shoe Care and Washing Services. This means that the factors that affect it where price is not the main factor for customers, the price difference is not too large, market segments, other external factors. However, in some situations the relationship between price and customer satisfaction can be positive and significant. This is different from the results of research conducted by (Dzukurilloh, 2022), with the results of the research there is a significant influence of the 4Ps (product, location, price and promotion) on consumer satisfaction.

The Influence of Promotions (X3) on Customer Satisfaction (Y)

This study shows that the effect of positive relationships of promotion is not significant on customer satisfaction in Troopers Clean Shoes Lamongan Shoe Care and Washing Services. This means that In this case. Attractive promotions should be an important point in customer satisfaction. But in some situations, the relationship between promotions and customer satisfaction can be positive but not significant. This is different from the research conducted by (Haikal Ayasya, 2024), with the results of H1 research accepted. *The 4P Marketing Mix* (Product, Location, Price, Promotion) has a significant positive effect on Customer Satisfaction. This happens because several factors such as promotions carried out emotional and functional needs have not been deeply addressed to customers.

The Influence of Location (X1) on Service Quality (Z)

This study shows that the influence of the positive relationship of location on customer satisfaction at Troopers Clean Shoes Lamongan Shoe Care and Washing Services. This means that better locations tend to be associated with improved service quality, but in some situations the influence of location relationships on service quality is positive but not significant. This is because there are no really strong factors regarding the location that affect the quality of service. This is although no reference was found in previous studies directly stating the influence of location on service quality, but several previous studies have shown a link. Even with different results from the research results (Yogi Sofiyani, 2024), Place has a significant positive effect on repurchase interest, where the better the place, the higher the repurchase interest in Mixue.

The Effect of Price (X2) on Service Quality (Z)

This study shows that the effect of a positive and significant relationship between price and price on service quality in Lamongan Troopers Clean Shoes Shoe Care and Washing Services. This means that the more appropriate or affordable the price offered, the more customers will assess the quality of service as well. Factors such as price affordability, price compatibility with quality, price competitiveness, price compatibility with benefits. However, although there is no reference to previous studies directly stating the influence of price on service quality, several previous studies have shown a linkage. Supported by research (Fifin Anggraini, 2020), with research results that prove that there is a positive and significant influence of price on customer loyalty.

The Effect of Promotion (X3) on Service Quality (Z)

This study shows that the effect of positive relationships and promotion signify on the quality of service in Lamongan Troopers Clean Shoes Shoe Care and Washing Services. This means that the better the promotion strategy carried out by the company, the higher the customer's perception of the quality of the services provided. Factors such as advertising, sales promotions, personal selling, publications (publication relations). However, although there is no reference to previous studies directly stating the influence of price on service quality, several previous studies have shown a linkage. Supported by research (Kuswandi & Nuryanto, 2021) with research results Promotions have a positive and significant effect on customer loyalty.

The Effect of Service Quality (Z) on Customer Satisfaction (Y)

This study shows that the effect of positive and significant relationship between service quality and customer satisfaction in Lamongan Troopers Clean Shoes Care and Washing Services. This means that the higher the quality of service felt by customers, the higher their level of satisfaction with the company. Factors such as physical evidence, reliability, responsiveness, assurance, empathy. This is supported by the results of research (Muhammadiyah et al., 2024), with the results of the research on service quality having a positive and significant effect that service quality is also the key to creating consumer satisfaction after shopping, if the quality of service received by consumers is in accordance with what consumers expect, it can affect consumer satisfaction.

The Influence of Location (X1) on Customer Satisfaction (Y) Mediated by Service Quality (Z)

This study shows that the influence of the insignificant positive relationship of location on customer satisfaction is mediated by the quality of service at Troopers Clean Shoes Lamongan Shoe Care and Washing Services. This means that although a good business location tends to improve the quality of service and ultimately has an impact on customer satisfaction, the influence is not strong enough because there are factors that cause customers to focus more on services than locations, looking at the type of business. Although with different results, this study is supported by the results of the study (Muhammadiyah et al., 2024), with the results of the study that there is a positive and significant influence of location on consumer satisfaction mediated by the quality of service.

The Effect of Price (X2) on Customer Satisfaction (Y) Mediated by Service Quality (Z)

This study shows that the influence of positive and significant price relationships on customer satisfaction is mediated by the quality of service at Troopers Clean Shoes Lamongan Shoe Care and Washing Services. This means that prices that are judged to be appropriate by customers not only contribute directly to satisfaction, but also indirectly increase customer satisfaction through increasing the perception of service quality. Factors such as appropriate prices increase the perception of service, service quality becomes the main influence channel, and value perception. Supported by the results of research from (Muhammadiyah et al., 2024) with the results of research that there is a positive and significant influence of price on consumer satisfaction mediated by service quality.

The Effect of Promotion (X3) on Customer Satisfaction (Y) Mediated by Service Quality (Z)

This study shows that the influence of positive and significant relationships of promotion on customer satisfaction is mediated by the quality of service at Troopers Clean Shoes Lamongan Shoe Care and Washing Services. This means that the promotions carried out are not only directly impacted, but also indirectly increase customer satisfaction by strengthening the perception of service quality. Factors such as promotion build service expectations, promotion supported by good service increases satisfaction, consistency between promotion and service experience. However, although there is no reference to previous studies directly stating the influence of price on service quality, several previous studies have shown a linkage. Supported by the results of research (Ahmad Andika, 2023), that Customer Satisfaction is able to mediate and positively and significantly affect the relationship between promotions and consumer loyalty of GOrental Malang.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of this study and the discussion of tests that have been carried out to prove the truth of the hypothesis in this study, several things can be concluded, as follows, namely: (1) location variables have a positive and significant effect on customer satisfaction variables. So this shows that the location variable is able to increase and affect the customer satisfaction variable. (2) the price variable has a positive effect on the customer satisfaction variable. So this shows that the price variable is able to increase but not significantly affect the customer satisfaction variable. (3) the promotional variable has a positive effect on the customer satisfaction variable. So this shows that the promotion variable is able to increase but not significantly affect the customer satisfaction variable. (4) the location variable has a positive effect on the variable of service quality. This shows that the location variable is able to improve but does not significantly affect the service quality variable. (5) Price variables have a positive and significant effect on the quality of service. So this shows that the price variable is able to increase and affect the service quality variable. (6) Promotion variables have a positive and significant effect on service quality. So this shows that the promotion variable is able to improve and affect the service quality variable. (7) The variable of server quality has a positive and significant effect on the variable of customer satisfaction. So this shows that the service quality variable is able to improve and influence the customer satisfaction variable. (8) the location variable has a positive effect on the customer satisfaction variable mediated by the service quality variable. So this shows that the service quality variable is able to improve but does not mediate the relationship significantly as a mediating variable between the relationship between the location variable and the customer satisfaction variable. (9) The price variable has a positive and significant effect on the customer satisfaction variable mediated by the service quality variable. So this shows that the service quality variable is able to increase and influence as a mediating variable between the relationship of price variables to customer satisfaction variables. (10) Promotion variables have a positive and significant effect on customer satisfaction variables mediated by service quality variables. So this shows that the service quality variable is able to improve and influence as a mediating variable between the relationship of promotional variables to customer satisfaction variables

ADVANCED RESEARCH

Further research is suggested to extend the object of the research to several similar service businesses in different regions in order to see the differences in market characteristics and consumer behavior. In addition, advanced research can add other variables such as product quality, consumer trust, or customer loyalty to provide a more comprehensive picture of customer satisfaction. Furthermore, it is also recommended to use a *mixed methods* approach (quantitative and qualitative) so that the results of the analysis can be more in-depth and comprehensive. In addition, the use of *longitudinal studies* can be helpful in understanding changes in customer perception of the marketing mix and service quality over a longer period of time. For future research, the service quality variable as a mediating variable is still rarely found, thus offering novelty for the next direction of research. Taking into account the existing limitations, it is hoped that future research can produce more broad, accurate, and useful findings for the development of theories and practices in the field of service marketing.

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