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THE INFLUENCE OF MARKETING MIX ON SATISFACTION CUSTOMERS AT NAFIYAH STORE BOUTIQUE PALU CITY

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ABSTRACT

The purpose of this study was to determine the influence of the marketing mix on customer satisfaction at the Nafiyah Store Boutique in Palu City. The number of samples in this study were 88 respondents. The analytical method used in this research is causal descriptive research. By using multiple regression analysis, which is an analysis to see how far the influence of customer satisfaction at the Nafiyah Store Boutique in Palu City. product, price, promotion and location have a significant effect on customer satisfaction interest at the Nafiyah Store Boutique, Palu City. The product has a significant effect on customer satisfaction interest at the Nafiyah Store Boutique in Palu City. Price has a significant effect on customer satisfaction interest at the Nafiyah Store Boutique in Palu City. Promotion has a significant effect on customer satisfaction interest at the Nafiyah Store Boutique in Palu City. location has a significant effect on customer satisfaction interest at the Nafiyah Store Boutique, Palu City.

Keywords: Marketing Mix, Customer Satisfaction

ABSTRACT

The purpose of this study was to determine the effect of Marketing Mix on Customer Satisfaction at the Nafiyah Store Boutique in Palu City. The number of samples in this study were 88 respondents. The method of analysis used in this research is descriptive causal research. By using multiple regression analysis, namely an analysis to see the extent of the influence of customer satisfaction at the Nafiyah Store Boutique in Palu City. product, price, promotion and location have a significant effect on customer satisfaction interest at the Nafiyah Store Boutique in Palu City. The product has a significant effect on customer satisfaction interest at the Nafiyah Store Boutique in Palu City. Price has a significant effect on customer satisfaction interest at the Nafiyah Store Boutique in Palu City. Promotion has a significant effect on customer satisfaction interest at the Nafiyah Store Boutique in Palu City. location has a significant effect on customer satisfaction interest at the Nafiyah Store Boutique in Palu City.

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INTRODUCTION

The development of communication technology today presents an increasingly varied communication media. In the past, we only knew communication media such as radio, television and print media, so that with the times the human need for information has led to an increasing development of technology in fulfilling the need for information. Due to rapid technological changes, it also has an impact on the behavior of today's society. Needs that were once only secondary or tertiary are now primary needs for certain people, so this creates an opportunity for a company, whether goods or services, to create products that match the wants and needs of customers or customers.

One way to win the competition is to try to retain existing customers, because finding new customers costs more than maintaining existing customers. Customer satisfaction is the result that buyers feel from the company's performance that meets their expectations. This satisfaction can be felt by customers if the service and trust in the goods purchased, the customer will feel comfortable and will not leave easily if these factors do not meet customer needs. If the customer is satisfied with the first purchase, he will buy repeatedly from the company. Customer satisfaction with an item purchased and provides important meaning in its daily use.

In conditions of intense competition, the main thing that must be prioritized is customer satisfaction, which will ultimately attract customers to repurchase a product, so that the company can survive, compete and control market share. Repurchase interest in a product is directly influenced by customer satisfaction with the brand accumulated over time, if the customer is satisfied with the product or service provided, it will lead to customer loyalty so that the customer makes repeat purchases in the future. Marketing mix is one way to maintain and develop market share The strategy that is carried out, namely by expanding *market share*, increasing promotion, expanding product variants. All of this is expected to meet the expectations of customer needs so that the customer feels satisfied. Kotler dan Keller (2016) consumer behavior is the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas, or experiences satisfy their needs and wants.

Consumer behavior is the actions, processes and social relationships carried out by individuals, groups and organizations in obtaining, using a product or other as a result of their experiences with products, services and other sources. (Enggel dan Miniard, 2016). Meanwhile, customer satisfaction is the main goal of every business actor in the service sector, and having loyal customers who are loyal to the service sector. service sector, and having as many loyal customers as possible is the hope of every company including the Nafiyah *Store* Boutique. The more the number of Nafiyah Store Boutique customers, the more it will spur the Nafiyah *Store* Boutique to continue to improve their quality from all aspects. Improving service quality and using the right marketing mix strategy is one way to increase the number of satisfied and loyal customers at the Nafiyah *Store* Boutique.

Kotler dan Keller (2016) Marketing is an organizational function and a series of processes to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and its stakeholders. Daryanto (2016) marketing is a social and managerial process where individuals and groups get their needs and wants by creating, offering and exchanging something of value with each other. Based on several definitions according to the experts above, it can be said that marketing is an activity of individuals, groups, or companies in creating and communicating, as well as offering goods or services to consumers, where these activities can meet consumer needs and satisfaction through the exchange process.

Kotler dan Keller (2016) promotion is a way of communication carried out by companies to consumers or the intended market, with the aim of conveying information about products / companies so that they want to buy. Promotion consists of advertising, direct marketing, personal selling, sales promotion, and public relations. Promotion is a communication from a company that informs, persuades and reminds potential buyers of a product in order to influence their opinion or get a response.

Several forms of promotion, known as the promotion mix, namely advertising, personal selling, sales promotion, public relations, and direct marketing tools that companies use to achieve their advertising and marketing objectives Kotler dan Keller (2016).

Sudaryanto (2017) states that promotion includes the entire system related to business activities, which aim to plan, determine prices, to promote and distribute goods or services that will satisfy the needs of buyers, both accrual and potential. Agus Hermawan (2016) explains that promotion is one of the priorities of several marketing activities that inform consumers that the company is launching a new product that encourages consumers to carry out procurement activities. Tjiptono (2017) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products.

The tighter competition of various companies in producing and selling their products has an influence on the view that companies must notify and introduce their products to the public to be interested in the products offered by the company. Products are everything that producers can offer to be noticed, requested, sought after, purchased, used by the market as a fulfillment of customer needs or desires. Product marketing conditions are very dynamic, making market players and producers compete to win this very tight competition. The products offered are so diverse with quality that also varies greatly. Improving the quality of products and services is an important issue to discuss because with good quality, a product will be able to survive in the face of competition and will be accepted by customers as the product they expect.

Customer satisfaction is a function of the difference obtained from a product with the buyer's expectations. Satisfaction has a very broad meaning depending on what the object of satisfaction is. Satisfaction is the level of a person's feelings after comparing the performance or results he feels with his expectations. However, although many marketing experts have defined customer satisfaction, the concept of customer satisfaction is still abstract. Achieving satisfaction can be a simple but complex and complicated process to better understand the level of consumer satisfaction. Kotler dan Keller (2016).
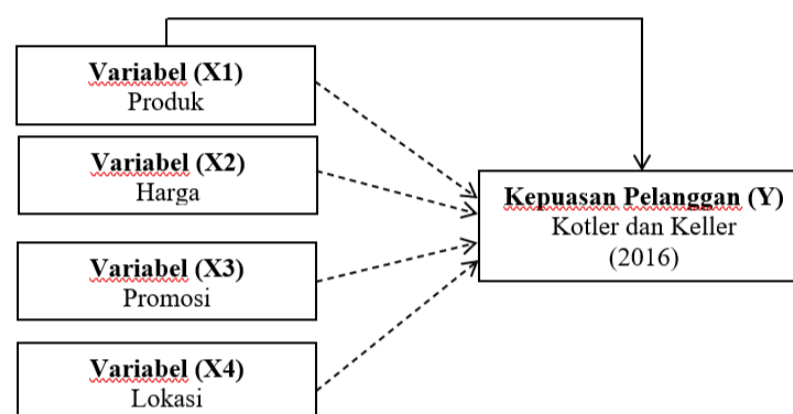
Figure. 1
Framework Thinking

Hypothesis
1. Product, price, promotion, and location simultaneously have a significant effect on customer satisfaction at the Nafiyah Store Boutique in Palu City.
2. Products partially have a significant effect on customer satisfaction at the Nafiyah Store Boutique in Palu City.
3. Price has a significant effect on customer satisfaction at the Nafiyah Store Boutique in Palu City.
4. Promotion has a significant effect on customer satisfaction at the Nafiyah Store Boutique in Palu City.
5. Location has a significant effect on customer satisfaction at Nafiyah Store Boutique, Palu City.

RESEARCH METHODS

This research uses a qualitative approach because this research is expected to can explain and interpret logistics activities at Nafiyah Store Boutique. This research is descriptive causal research. The population in this study is the people of Palu City who have made purchases at the Nafiyah Store Boutique. The population in this study were the people of Palu City who had made purchases at the Nafiyah *Store* Boutique. According to Sugiyono (2017: 80), the population of the generalization area consisting of objects or subjects that have certain qualities and characteristics that are applied by researchers to study and then draw conclusions. The total population is 709 people. The sample selection was carried out using the Slovin Formula so that the number of samples obtained was 88 people. The sampling technique in this study used non-probability sampling techniques namely purporsive sampling. Purposive sampling technique is a sampling technique with certain considerations Martono (2012). The sampling technique, based on Roscoe's opinion, states that if the research will carry out multivariate analysis, then the number of sample members is at least 10 times the number of variables studied.

The types of data in this study consist of qualitative and quantitative data.
1. The data used in this research is obtained directly from informants through observation and interviews. Interviews in this case are conducted in depth and observation is carried out by making direct observations of the data sources to be studied, and can provide a clear picture.
2. Secondary data is supporting data from primary data, namely data in the form of documentation in the form of photos, books, regulations, reports, articles, and notes related to the object of research.

The ways to obtain the data needed in this study are as follows:
1. Observation, is a method carried out through direct observation at the research location. In this case, namely at the Nafiyah Store Boutique in Palu City.
2. Documents, is data collection carried out as a supporting source in the form of references and literature.
3. Questionnaire, is data collection obtained through several lists of statements or questions prepared and submitted to visitors to Nafiyah Store Palu City.
4. Interview, is data collection obtained through an interview process directly both to consumers of Nafiyah Store Boutique Palu City.

The analysis method used in this research is multiple linear regression analysis. The data analysis technique uses multiple linear regression methods.

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e \quad (1)$$

Description:

Y = Customer Satisfaction
a = Constant
b 1 = Product variable regression coefficient
b 2 = Price variable regression coefficient
b 3 = Promotion variable regression coefficient
b 4 = Location variable regression coefficient
X 1 = Product
X 2 = Price
X 3 = Promotion
X 4 = Location
e = Standard Error

RESEARCH RESULTS AND DISCUSSION
Research Results
Normality Test

Figure. 2 Normal P-Plot
Source: Results of SPSS 25 Data Processing, 2022

Based on the normal probability plot graph, it can be seen that the distribution of points spreading around the diagonal line means that the data is normally distributed so that this regression model can be used to predict probabilities based on the input of the dependent variable.
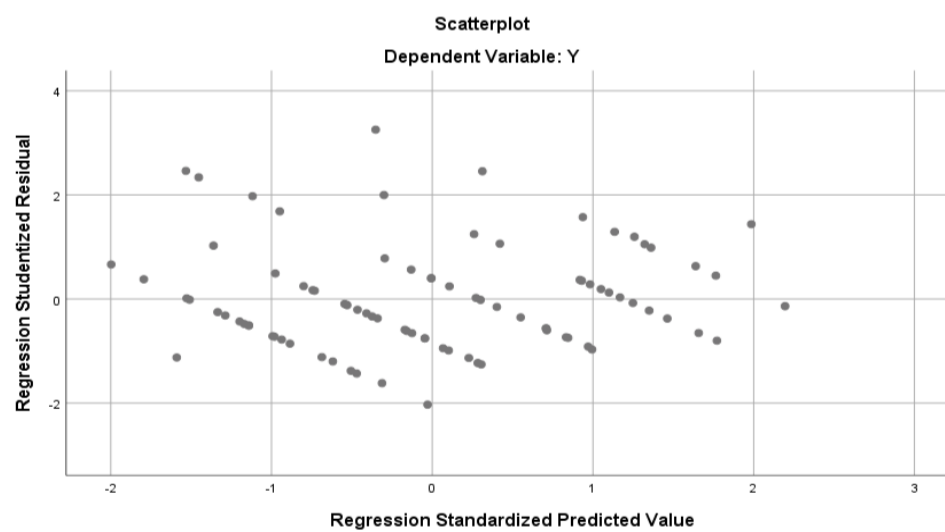
Heteroscedasticity test

Figure. 3 Heteroscedasticity Tes
Source: Results of processed SPSS Data, 2022

From the scatterplot graph, it can be seen that the points spread randomly, do not form a certain clear pattern and are spread both above and below the number 0 (zero) on the Y axis. so it can be concluded that the resulting regression does not contain heteroscedasticity. So it can be concluded that the regression model fulfills the assumption of normality.

Multiple Linear Regression Test

Table. 1
Linear Regression

No.	Variable	Regression Coefficient (Beta)	t	Probability (Sig)	part
1	Constanta	1,583			
2	Products	0,495	6,271	0,000	0,567
3	Price	0,258	2,511	0,001	0,360
4	Promotion	0,153	2,171	0,033	0,232
5	Location	0,162	2,047	0,44	0,219
Multiple R = 0.803			F-count = 37.799		
R. Square = 0.646			F-table = 3.216		
Adjusted R. Square = 0.629			t-table = 2.017		
α = 0,05			Sig.F =0.000		

Source: Data processed, 2022

Based on the table above, the form of the regression equation is as follows:

$$Y= 1.583+0.495+0.258+0.153+0.162 \text{ at a significant level of 5\%.}$$

The regression equation can be explained as follows The above equation can be explained as follows:
1. A constant of 1.583 means that if Product, Price, Location and Promotion are constant, then customer satisfaction at the Nafiyah *Store* boutique is 1.583.
2. The product regression coefficient is 0.495, which means that if there is an increase in the level of promotion by 1, it will affect customer satisfaction at the Nafiyah store boutique by 0.495 with the assumption that price, promotion and location are fixed.
3. The price regression coefficient is 0.258. This means that if there is an increase in price by 1, it will affect the increase in the level of customer satisfaction at the Nafiyah *Store* Boutique by 0.258 assuming that the level of product, price, and promotion remains the same.
4. Promotion Regression Coefficient of 0.153. This means that if there is an increase in the level of promotion by 1, it will affect the increase in customer satisfaction at the Nafiyah *Store* Boutique by 0.153 assuming that the product, price, and promotion are constant.
5. The location regression coefficient is 0.162. This means that if there is an increase in product by 1, it will affect the increase in the level of customer satisfaction at the Nafiyah *Store* Boutique by 0.162 assuming the product, price, and promotion are constant.

In the regression equation, the regression coefficients of all independent variables have a positive effect on customer satisfaction, meaning that if the independent variable increases, the dependent variable also increases and if the independent variable decreases, the dependent variable also decreases. From the results of the regression coefficient obtained, it shows that the marketing mix variable, namely, product ($\beta1 = 0.495$) is the largest marketing mix variable that affects customer satisfaction at the Nafiyah *Store* Boutique, then price ($\beta2 = 0.258$), location ($\beta4 = 0.162$), promotion ($\beta3 = 0.153$) and is the lowest marketing mix variable that affects customer satisfaction at the Nafiyah *Store* Boutique in Palu city.

F Test Results

It is known that the calculated F test value is 37.799> F table 3.216 with a significance value of 0.000 <0.05. Where required the significance value of F is less than 5%. Thus it can be concluded that all the independent variables in this study together (simultaneously) have an effect on customer satisfaction at the Nafiyah *Store* Boutique. This means that if the Product (x1), Price (x2), Location (x3) and Promotion (x4) are increased, customer satisfaction at the Nafiyah *Store Boutique will be* affected.

Results of the t-test

Partial tests are used to show whether the independent variable individually (partially) has an influence on the dependent variable. If t count> t-table and sig value < α then H1 is accepted which means it has an effect and vice versa if t count < t table and sig value> α then H0 is accepted which means it has no effect.
It can be seen that the t value of each independent variable from this value is then compared with the t table value:
1. The effect of products on customer satisfaction at the Nafiyah Store Boutique. The T test results show that the Significant value for the Product variable is 0.000 less than the probability value of 0.05 and the t-count value is 6.271 greater than the t-table value of 2.017, so the Product variable has a significant effect on customer satisfaction at the Nafiyah Store Boutique.
2. The effect of price on customer satisfaction at the Nafiyah Store Boutique. The T test results show that the Significant value for the Price variable is 0.001 less than the probability value of 0.05 and the t-count value is 3.511 greater than the t-table value of 2.017, so the price variable has a significant effect on customer satisfaction at the Nafiyah Store Boutique.
3. The effect of promotion on customer satisfaction at Nafiyah Store Boutique. The T-test results show that the significant value for the promotion variable is 0.232 smaller than the probability value of 0.05 and the t-count value is 2.171 greater than the t-table value of 2.017, so the promotion variable has a significant effect on customer satisfaction at the Nafiyah Store Boutique.
4. The effect of location on customer satisfaction at the Nafiyah Store Boutique. The T-test results show that the Significant value for the Promotion variable is 0.219 smaller than the probability value of 0.05 and the t-count value is 2.047 greater than the t-table value of 2.017, so the location variable has a significant effect on customer satisfaction at Nafiyah Boutique Store.

Test The Coefficient Of Determination (R $^{2)}$)

The analysis of the coefficient of determination aims to determine how far the ability of the independent variables (product, price, location and promotion) together in explaining the dependent variable (nafiyah store boutique customer satisfaction). From the results of the analysis using the SPSS 25.0 program. It is known that the adjusted r square value is 62.9, which means that the marketing mix variables, namely products, promotions, processes, places and people are able to explain the customer satisfaction of the nafiyah store boutique in Palu city by 62.9%, while the remaining (100% -62.9%) 37.1% of customer satisfaction of the nafiyah store boutique in Palu city is explained by other variables not raised in this study.

Discussion

Products to Customer Satisfaction Nafiyah Store Palu City

Quality or quality is a dominant issue in many companies, along with rapid time, flexibility in meeting consumer demand (products made always according to what consumers ask for) and low selling prices, quality is a key and strategic choice. According to Tjiptono (2013), product quality is quality that includes meeting or exceeding customer expectations; quality that includes products, services, people, processes, and the environment; quality is an ever-changing condition (for example, what is considered quality today may be considered less quality in the future). Kotler and Armstrong (2013) argue that the ability of a product to demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes.

Customer satisfaction is explained in the "disconfirmation of expectation" model as a feeling of satisfaction that exists when customers compare the response of output performance with their expectations of the output performance (Fajrianti dan Farrah, 2005; Suryani, 2013). Customers will be satisfied if the responses equal or exceed their expectations. Tjiptono (2013) identifies four methods to measure customer satisfaction, namely: (1) Complaints and Suggestions System; (2) Ghost Shopping (Mystery Shopping); (3) Lost Costumer Analysis; and, (4) Customer Satisfaction Survey (consisting of: directly reported satisfaction, derived satisfaction, problem analysis, and important performance analysis).

Price to Customer Satisfaction at Nafiyah Boutique Store Palu City

Price is a factor that affects the level of customer satisfaction and is also an important factor in sales. According to Lupiyoadi (2013: 136), price plays an important role in the marketing mix, because price determination is directly related to the revenue received by the company. For companies, setting prices must be in accordance with the consumer economy so that consumers can buy these goods. And for consumers, price is a consideration for making decisions to buy an item and is also a perception of the product (Riyanti, 2015).

Zakaria and Astuti (2013) explain that price is the amount of money needed to get a number of combinations of goods and services. Lenzun et al., (2014) explain that price is a statement of the value of a product which is the most flexible element of the marketing mix. According to Manus and Lumanauw (2015), price has an important role in the decision-making process, namely the allocation role of price is to help buyers to obtain products or services with the best benefits based on their purchasing power.

Promotion to Customer Satisfaction at Nafiyah Boutique Store Palu City

Promotion is a core ingredient in a marketing campaign, consisting of a collection of incentive tools, mostly short-term, designed to stimulate greater buyers of certain products or services by consumers or traders (Kotler, 2008, p.219). Then according to Alma (2007, p.179) that Promotion is a type of communication that provides an explanation that convinces potential consumers about goods and services. Furthermore, Swastha (2008, p.349) states that Promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing.

Location to Customer Satisfaction at Nafiyah Boutique Store Palu City

Location is also a factor that determines the success of a business. According to Paul (2011: 125) argues that a good location guarantees the availability of fast access that can attract a large number of consumers and is strong enough to change consumer shopping and purchasing patterns (Fadilah, 2018). Location shows the activities carried out by producers to make the products produced obtainable and available to consumers wherever consumers are. Because this is also a factor in being able to study customer satisfaction (Riyanti, 2015).

CONCLUSION AND SUGGESTION

1. Products have a positive and significant effect on customer satisfaction at Nafiyah *Store* Boutique, Palu City
2. Price has a positive and significant effect on customer satisfaction at Nafiyah *Store* Boutique, Palu City
3. Promotion has a positive and significant effect on customer satisfaction at Nafiyah *Store* Boutique, Palu City
4. Location has a positive and significant effect on customer satisfaction at Nafiyah *Store* Boutique, Palu City

The suggestions that the author can give are:

1. The implementation of the company's marketing mix performance can be done by synergizing the marketing mix indicator factors that have been applied so that it can further increase business customer loyalty. Nafiyah store boutique managers can increase customer satisfaction by increasing the role of product quality, price and location so that customers are increasingly satisfied with the Nafiyah Store Boutique in Palu City.
2. To improve the marketing mix in terms of customer satisfaction, Nafiyah Store Boutique employees should be fast and responsive in providing services.
3. Based on the lowest mean value on the Marketing Mix variable, it is recommended that the Palu City Nafiya Store Boutique provide a safe and comfortable parking lot.
4. The results of this study suggest that the manager of the hammer city nafiyah store boutique provides promotions and prices that are more attractive to attract public sympathy for shopping and listening to all consumer desires and complaints As a form of evaluation of the performance that has been carried out so that if a problem occurs it can be quickly handled so that customers feel cared for and not ignored.
5. For other parties interested in carrying out similar research, it is recommended that they add independent variables or further develop independent variables to further complement this research, because there are still other independent variables outside this study that are considered to affect the dependent variable.

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