

The Effect of Marketing Mix on Customer Satisfaction at Sinar Terang Elektrik Stores in Medan City

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ABSTRACT

This study aims to determine the effect of product, price, promotion, and location on consumer satisfaction. All data in this study were obtained from research using questionnaires in Medan. The analysis technique in this study used multiple regression analysis using the Statistical Package for the Social Sciences (SPSS). The population of this study were consumers of Sinar Terang Elektrik Stores, with a sample of 96 respondents based on random sampling. The results showed that the influence of the marketing mix simultaneously and partially had a significant effect on customer satisfaction. However, only product and price significantly affect customer satisfaction, while promotion and location do not.

INTRODUCTION

In the current era of disruption, concern for customer satisfaction or customer dissatisfaction is getting bigger. Increasingly massive competition, especially in the marketing field, where many producers are involved in fulfilling the needs and wants of consumers, causes every company to place customer satisfaction as the main goal and is believed to be a milestone to winning the competition.

The increasing human needs in meeting their daily needs, one of which is to meet their clothing needs, to get satisfaction for the activities carried out. The things that will be offered pay attention not only in the form of goods but must have positive advantages compared to other marketing business offers so that customers remain loyal. In retaining customers, companies must be able to provide maximum satisfaction in satisfying their customers. Customer satisfaction can occur if expectations materialise and vice versa. If customers are satisfied, they will return to buy our products and talk about it to other people profitably. The key to a company's success can survive amid competition and environmental change, namely how far the company can meet the needs and satisfy the desires of consumers as its target market (Ishak, 2005).

Customer satisfaction results from the accumulation of consumers or customers using products or services. Every new transaction or experience will impact customer satisfaction (Wahyuddin, 2022). Satisfied consumers will repeatedly buy and use the product when needed. Consumer satisfaction or dissatisfaction with a product is a difference between reality and expectations. It produces an impression of feeling happy and disappointed about the product's performance that they have felt (Japlani et al., 2019). Consumer satisfaction can be created by implementing the marketing mix as a company's business strategy. Of course, many companies have widely used this (Tejantara & Sukmawati, 2018). Efforts to create consumer satisfaction through applying the marketing mix as a company's business strategy are considered to help the company increase sales and company profits (Meilda et al., 2022).

Sinar Terang Elektrik, as one of the businesses that provide goods for electrical needs, tries to present things that are the needs of its consumers, including offering good quality products. This allows for a struggle to maintain its existence from the many similar businesses in Medan.

Sinar Terang Electric is on Jalan H. A. Manaf Lubis, East Helvetia Village, Medan Helvetia District. Sinar Terang Electric has many electrical equipment and supplies available. One of the reasons the researcher wanted to do research in this place was because this shop was visited by many customers from other areas in the surrounding environment, and the researcher also wanted to know whether there was an effect of the marketing mix on customer satisfaction at Sinar Terang Elektrik. The marketing mix is also essential to apply to stores of this kind so that shop owners can run this business well and manage the business as well as possible to avoid losses. The owner of Sinar Terang Elektrik always tries to increase customer satisfaction. This is intended so that customers desire to repeat purchases and are happy to invite their friends or relatives to shop, which can benefit a particular store. Good service is a quality service,

namely an action or good deed, which can be offered by another party and is intangible and does not result in the ownership of anything. As for price discounts, namely price reductions for purchases with a minimum number of items. Thus, product quality, service quality, and price can be used as a business to increase customer satisfaction. The advantages of the products marketed at this store can be known when customer satisfaction occurs. Shop owners do marketing by promoting social media and evaluating their products from friends to friends. This store's weaknesses include the storage space being still cramped, hot, and not yet organised.

The following is the sales turnover owned by Sinar Terang Elektrik Store for the last three years:

Table 1. Turnover of Sinar Terang Elektrik Store Sales

Year	Customers/Year	Sales Turnover
2018	3.761	243.000.000
2019	703	33.000.000
2020	2.797	166.000.000
2021	2.857	160.000.000
2022	2.560	158.800.000

Sales turnover based on the last five years experienced fluctuations that tended to decrease. Sales Turnover is the accumulation of the total income derived from the sale of a product or service, which is calculated over a certain period continuously or in one accounting process. If allowed to continue, it is unsuitable for the company's sustainability. Since 2018 the number of customers has decreased, and in the last year's report, namely 2022, it has not even been able to match the number of customers in 2018. After conducting interviews with the owner, it was found that the buyers who came only bought items whose retail prices were relatively lower than the previous year, then the owner also stated that because in 2018 the sales turnover was 243,000,000 rupiah, the owner is targeting a turnover in the following year of 300,000,000 rupiah and customers to increase by 100 people. Based on the target set by the owner and looking at the data in the table, it can be concluded that the target was not achieved.

The problem with this Sinar Terang Electric Store lies in its location, which is not very visible and is still not attractive and intensive in its promotion. Then, the owner never conducted a poll or opened criticism and suggestions to consumers. The products offered are still relatively minimal for similar stores, with only 217 items, starting from lights, cables, plugs, and others.

From the above, the researcher only knows that the Sinar Terang Elektrik Store has implemented a marketing mix even though it is not yet optimal and does not know whether consumers are satisfied with the things offered and also does not know the extent of consumer satisfaction with the marketing carried out. In this case, satisfaction does not only belong to consumers, but the company is also satisfied with the things offered. With consumers satisfied with the marketing offered, companies can maintain these achievements or develop marketing mixes with innovations based on consumer inputs.

The research problem that focuses researchers is to find out how far the factors of product diversity, price, promotion, and place (location) determine customer satisfaction at Sinar Terang Elektrik Store so that it can provide added value and can provide information needs that reflect product continuity and can meet company needs in improving the quality of the products offered by the company, and the number of existing customers. The thing that is of concern in this study is the extent to which marketing mix factors, namely the variety of products, services, prices, promotions, and places/locations, determine consumer satisfaction.

Based on the gap seen in 2021, where customer volume has increased but is not accompanied by an increase in turnover, the researchers conducted a pre-survey. Researchers surveyed 30 respondents. These respondents are consumers who have purchased in the last 3 (three) months, from November 2022 to January 2023. This pre-survey was conducted for four days via telephone from 23 February 2023 to 26 February 2023. The results of the pre-survey conducted can be seen in Table 2.

Table 2. Pre-Survey Questionnaire Results

No	Question	Satisfied	Not Satisfied
1	The choice of products available at the Sinar Terang Electric Store is very diverse	11	19
2	The product prices set/offered at the Sinar Terang Elektrik Store are affordable compared to similar companies	7	23
3	The location of the Sinar Terang Elektrik Store can be seen immediately with a glance	8	22
4	Sinar Terang Elektrik Store promotional activities make you (consumers) interested in making visits and purchases	10	20
5	The services provided by Sinar Terang Elektrik Store will make you feel satisfied	6	24

Source: Data processed 2023

Based on the results of the pre-survey, it was found that 19 people, or 63.3%, chose not to be satisfied with the questions for various product choices. It indicates that the Sinar Terang Elektrik Store does not yet have a complete product diversity. Regarding price, 23 people stated they were unsatisfied with the Sinar Terang Elektronik Store prices. Location and place are problems that must be taken action immediately because of the 30 respondents. Twenty-two people were dissatisfied with the statement, "The location of the Sinar Terang Elektrik Store can be known immediately by looking at it at a glance". Customers who were satisfied with the promotion carried out by the Sinar Terang Elektronik Store saw only ten people expressing satisfaction. As many as 24 people were unsatisfied with the services the Sinar Terang Elektrik Store provided.

LITERATURE REVIEWS

Customer Satisfaction

Customer satisfaction is the level of a person's feeling state, which results from comparing performance appraisals or final product results regarding customer expectations (Kotler & Keller, 2013). According to (Irawan, 2021), customer satisfaction is a customer's response to the goods or services consumed. Furthermore, customer satisfaction is like a feeling that appears to be the output of an assessment of the experience of using a product or service (Tjiptono, 2014).

Marketing Mix

The marketing mix is a set of marketing tools that companies use to continuously achieve their company's goals in the target market (Kotler & Keller, 2013). Furthermore, the marketing mix can be a strategy to mix marketing activities to generate sufficient income (Alma, 2013).

Product

According to (Kotler & Keller, 2013) product is defined as everything that can be offered to the market. The product is expected to attract attention, acquisition, use, or consumption that can satisfy a want and needs of consumers. The products available in the market are very diverse. Each product has its characteristics, making it look unique and different. Products can be divided into several groups based on their form, aspects of product durability, and uses.

Price

Price is the amount that customers must pay for a product. Price is the amount of value that consumers exchange for some benefits by owning or using an item or service (Kotler & Keller, 2013). Price is the only element of the marketing mix that generates sales revenue. In contrast, the other elements are only cost elements. Price fixing is always a problem for every company because this price fixing is not an absolute power or authority of a businessman. By setting prices, companies can generate sales revenue from the products they produce and market.

Promotion

According to (Kotler & Armstrong, 2016), promotion is an activity that communicates product superiority and persuades target customers to buy it. Meanwhile, other opinions explain that promotion is a kind of communication that provides explanations that convince potential consumers about goods and services (Alma, 2013). The main purpose of promotion is to provide information, attract attention and then influence increased sales. According to (Schoell, 2016), the promotion aims to get attention, teach, improve, persuade, and convince. If implemented correctly, a promotional activity can influence consumers regarding where and how they spend their income. Promotion can bring benefits to both producers and consumers.

Location

Location is choosing and managing trade channels to distribute products or services and serve target markets (Kotler & Armstrong, 2016). Location is a decision where a company does its business by operating the proper location placement so that consumers have a decision in choosing or buying which will affect the success of a product or service business.

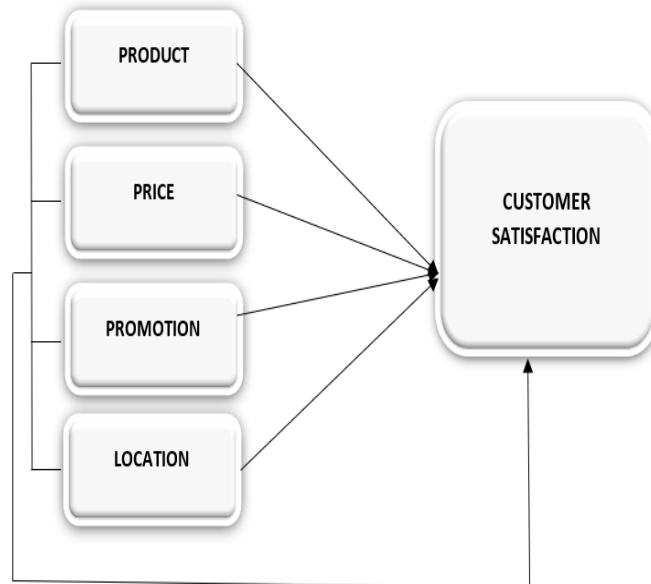


Figure 1. Research Framework

H1: Products have a positive and significant effect on customer satisfaction at the Sinar Terang Elektrik Store

H2: Price has a positive and significant effect on customer satisfaction at the Sinar Terang Elektrik Store

H3: Promotion has a positive and significant effect on customer satisfaction at the Sinar Terang Elektrik Store

H4: Location has a positive and significant effect on customer satisfaction at the Sinar Terang Elektrik Store

H5: Product, Price, Promotion and Location simultaneously affect customer satisfaction

METHODOLOGY

The research design in this study is causal associative, namely research that aims to determine the causal relationship between various variables (Erlina, 2011). This study uses independent variables, namely Product (X1), Price (X2), Promotion (X3), Location (X4) and customer satisfaction as the dependent variable (Y).

A population is a group of objects or subjects with specific qualities and indicators set by researchers to study and then draw conclusions (Sugiyono, 2019). The population in this study are customers of the Sinar Terang Elektrik Store in 2022. The type of sample design used in this study is the random sampling technique, where the sampling method provides equal opportunity for each element of the population. Based on the results of the sample

calculation shows that the number of respondents who will be sampled in this study is 96 respondents.

RESULT
Validity Test

Table 3. Validity Test

	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item- Total Correlations	Cronbach' Alpha If Item Deleted	R Table	Result
X11	84,38	189,311	,760	,951	0,168	VALID
X12	83,99	192,053	,737	,952	0,168	VALID
X13	83,81	194,954	,651	,953	0,168	VALID
X14	83,96	195,114	,693	,952	0,168	VALID
X21	84,39	191,460	,692	,952	0,168	VALID
X22	83,57	197,953	,590	,953	0,168	VALID
X23	83,67	199,235	,516	,954	0,168	VALID
X24	83,67	197,530	,596	,953	0,168	VALID
X31	83,80	194,792	,667	,953	0,168	VALID
X32	83,96	195,114	,693	,952	0,168	VALID
X33	83,97	193,694	,584	,954	0,168	VALID
X34	84,01	192,853	,584	,954	0,168	VALID
X35	84,39	191,397	,761	,951	0,168	VALID
X41	84,33	189,025	,791	,951	0,168	VALID
X42	84,53	189,473	,764	,951	0,168	VALID
X43	84,35	194,210	,642	,953	0,168	VALID
X44	84,02	192,652	,713	,952	0,168	VALID
Y11	84,33	187,867	,790	,951	0,168	VALID
Y12	84,43	190,626	,700	,952	0,168	VALID
Y13	84,48	189,726	,769	,951	0,168	VALID
Y14	84,65	190,168	,657	,953	0,168	VALID
Y15	84,39	193,987	,693	,952	0,168	VALID

Data from Table 3. above shows that each question item has rcount > rtable (0.168) and is positive. So, declared valid.

Reliability Test

Table 4. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.954	22

Source: Data processed 2023

From Table 4. above, the variable has Cronbach's Alpha > 0.60. Thus, the product, promotional price, locations, and consumer satisfaction variables can be said to be reliable.

Normality test

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.46938795
Most Extreme Differences	Absolute	.085
	Positive	.080
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)		.084 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Data processed 2023

Based on the table shows that the results of the Kolmogorov-Smirnov normality test have a significance value resulting in an equation of $0.084 > 0.05$. So, it can be concluded that the data in this study are normal because the resulting value is > 0.05 .

Multicollinearity Test

Table 6. Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.433	1.722		-.252	.802		
	Produk	.500	.132	.367	3.789	.000	.315	3.179
	Harga	-.007	.129	-.004	-.051	.960	.501	1.995
	Promosi	-.164	.137	-.136	-1.201	.233	.232	4.317
	Lokasi	.924	.112	.730	8.259	.000	.378	2.642

a. Dependent Variable: Kepuasan Konsumen

Source: Data processed 2023

The table above shows that the tolerance value of each independent variable is greater than 0.1 and VIF is less than 10, so it can be understood that the regression analysis in this study did not occur in multicollinearity.

Heteroscedasticity

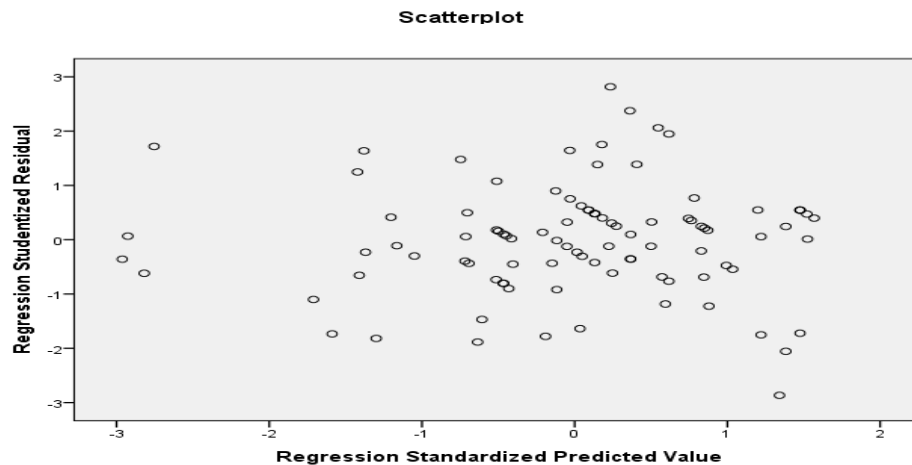


Figure 2. Heteroscedasticity Test Results
 Source: Data processed 2023

The figure shows that the dots do not form a specific pattern and spread above and below the number 0 on the Y axis. Thus, it can be argued that the regression model in this study did not have heteroscedasticity.

Hypothesis Testing

Hypothesis testing in this study was carried out using multiple linear regression analysis.

Table 7. Hypothesis Testing

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.433	1.722		-.252	.802
	Tot_X1	.500	.132	.367	3.789	.000
	Tot_X2	-.007	.129	-.004	-.051	.960
	Tot_X3	-.164	.137	-.136	-1.201	.233
	Tot_X4	.924	.112	.730	8.259	.000

a. Dependent Variable: Tot_Y

Source: Data processed 2023

First Hypothesis Testing

The first hypothesis in this study is: that products affect customer satisfaction at the Sinar Terang Elektrik Store. The hypothesis testing was carried out using the SPSS program with the results of product regression analysis on consumer satisfaction. The calculation results in the table are used to test the first hypothesis with the following steps:

The t-test was conducted to determine whether there is or is not a significant influence between the independent variable attitude towards the

dependent variable consumer behaviour. Tests were carried out using a significance level of 0.05. From the output, it is known that the t count is 3.789. At the same time, the t table is equal to 0.677. It is known that the t count is greater than the t table, so the hypothesis is accepted. If significance > 0.05 , then the hypothesis is accepted. If the significance < 0.05 , then the hypothesis is rejected. The significance table value is 0.000 ($0.000 < 0.05$), and the hypothesis is accepted. Thus, it can be stated that the product affects customer satisfaction at the Sinar Terang Elektrik Store, and the first hypothesis is accepted.

Second Hypothesis Testing

The second hypothesis in this study is: that price affects customer satisfaction at the Sinar Terang Elektrik Store. The hypothesis testing was carried out using the SPSS program with the results of product regression analysis on consumer satisfaction. The calculation results in the table are used to test the first hypothesis with the following steps:

The t-test was conducted to determine whether there is or is not a significant influence between the independent variable attitude towards the dependent variable consumer behaviour. Tests were carried out using a significance level of 0.05. From the output, it is known that the t count is -0.051. At the same time, the t table is equal to 0.677. It is known that the t count is smaller than the t table, so the hypothesis is rejected. If significance > 0.05 , then the hypothesis is accepted. If the significance < 0.05 , then the hypothesis is rejected. The significance table value is 0.960 ($0.960 > 0.05$), and the hypothesis is rejected. Thus, the price does not affect customer satisfaction at the Sinar Terang Elektrik Store, and the second hypothesis is rejected.

Third Hypothesis Testing

The first hypothesis in this study is: that promotions affect customer satisfaction at Sinar Terang Elektrik Stores. The hypothesis testing was carried out using the SPSS program with the results of product regression analysis on consumer satisfaction. The calculation results in the table are used to test the first hypothesis with the following steps:

The t-test was conducted to determine whether there is or is not a significant influence between the independent variable attitude towards the dependent variable consumer behaviour. Tests were carried out using a significance level of 0.05. From the output, it is known that the t count is -1.201. At the same time, the t table is equal to 0.677. It is known that the t count is smaller than the t table, so the hypothesis is rejected. If significance > 0.05 , then the hypothesis is accepted. If the significance < 0.05 , then the hypothesis is rejected. The significance table value is 0.233 ($0.233 > 0.05$), and the hypothesis is rejected. Thus, it can be argued that promotion does not affect customer satisfaction at the Sinar Terang Elektrik Store, and the third hypothesis is rejected.

Fourth Hypothesis Testing

The first hypothesis in this study is: that products affect customer satisfaction at the Sinar Terang Elektrik Store. The hypothesis testing was

carried out using the SPSS program with the results of product regression analysis on consumer satisfaction. The calculation results in the table are used to test the first hypothesis with the following steps:

The t-test was conducted to determine whether there is or is not a significant influence between the independent variable attitude towards the dependent variable consumer behaviour. Tests were carried out using a significance level of 0.05. From the output, it is known that the t count is 8.259. At the same time, the t table is equal to 0.677. It is known that the t count is greater than the t table, so the hypothesis is accepted. If significance > 0.05, then the hypothesis is accepted. If the significance < 0.05, then the hypothesis is rejected. The significance table value is 0.000 (0.000 < 0.05), and the hypothesis is accepted. Thus, location affects customer satisfaction at the Sinar Terang Elektrik Store, and the fourth hypothesis is accepted.

Fifth Hypothesis Testing

Table 8. ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1243.779	4	310.945	61.774	.000 ^b
	Residual	458.054	91	5.034		
	Total	1701.833	95			

a. Dependent Variable: Tot_Y

b. Predictors: (Constant), Tot_X4, Tot_X2, Tot_X1, Tot_X3

Based on the following ANOVA table, it is known that the F count is 61.774, and it is known that the number of respondents is 96, and the variables are 5, so the t table is 2.311. So, 61.774 > 2.311 proves that the fifth hypothesis influences customer satisfaction: product, price, promotions, and location. The significance value is 0.000, meaning that the independent variable significantly affects the dependent variable.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research and discussion that has been done in the previous chapter, several conclusions can be drawn from this study as follows:

1. Based on the validity test results, it has a positive value of $r_{count} > r_{table}$ (0.168). So declared valid.
2. The reliability test results show that the variable has Cronbach's Alpha > 0.60 . Thus, the product, promotional price, locations, and consumer satisfaction variables can be said to be reliable.
3. Based on the Kolmogorov-Smirnov normality test results, it has a significance value resulting in an equation of $0.014 > 0.05$. So that the data in this study is normal because the resulting value is > 0.05 .
4. Based on the results of the multicollinearity test, the tolerance value for each independent variable is greater than 0.1, and VIF is less than 10, so it can be understood that the regression analysis in this study did not occur in multicollinearity.
5. Based on the results of the heteroscedasticity test that the dots do not form a specific pattern and spread above and below the number 0 on the Y axis. Thus, it can be stated that the regression model in this study did not occur heteroscedasticity
6. Based on the results of simultaneous multiple regression tests, the results of the F test show that the marketing mix affects consumer satisfaction. The value of F count evidences this $> F$ table, meaning that simultaneously or jointly, the independent variables (product, price, promotions, and location) have a significant effect on the dependent variable (customer satisfaction) at the Sinar Terang Elektrik Store.
7. Based on partial multiple regression tests (t-test) results, two variables affect consumer satisfaction: products and prices. Moreover, two other variables, promotions, and price, do not affect consumer satisfaction.

Based on the research above, several suggestions can be made, namely as follows:

1. For every company to continuously improve all aspects of its marketing mix. Do not focus on just one aspect because a well-processed marketing mix will create satisfaction for its consumers.
2. For students who will conduct similar research. It would be better to pay attention to the indicators for each question that will be presented in the questionnaire in advance. So that respondents can better understand the questions given and reduce respondents to answer haphazardly. Then when obtaining results from data that has been processed, it will be easier to describe or interpret them.

FURTHER STUDY

Future researchers are expected to be able to develop factors that can influence customer satisfaction and different research objects to obtain varied research results.

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