



## The Effect of Service Marketing Mix (7P) on Consumer Satisfaction at 86 Mart Minimarket

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### ABSTRACT

This study aims to determine (1) the effect of product on consumer satisfaction at 86 mart, (2) the effect of Price on consumer satisfaction at 86 mart (3) the effect of Place, on consumer satisfaction at 86 mart, (4) the effect of Promotion, on consumer satisfaction at 86 mart, (5) the effect of People on consumer satisfaction at 86 mart, (6) the effect of Process on consumer satisfaction at 86 mart, (7) the effect of Physical evidence on consumer satisfaction at 86 mart. This study is a quantitative study. The population in this study were people who had shopped at 86 Mart. Purposive sampling, a non-probability sampling method, was employed in the sample procedure. with an 80-person sample size . The data collection technique used online and offline questionnaires that had been tested for validity and reliability. Data collection used online and offline questionnaires that had been tested for validity and reliability. The analysis method used multiple linear regression. The results of this study indicate that (1) there is a significant influence on the product variable (X1) on consumer satisfaction at 86 mart, (2) There is a significant influence on the price variable (X2) on consumer satisfaction at 86 mart, (3) There is an insignificant influence on the place variable (X3) on consumer satisfaction at 86 mart, (4) There is a significant influence on the Promotion variable (X4) on consumer satisfaction at mega mart, (5) There is a significant influence on the people variable (X5) on consumer satisfaction at mega mart, (6) At Mega Mart, the process variable (X6) has a major impact on customer satisfaction. , (7) there is a significant influence on the physical evidence variable (X7) on consumer satisfaction at the 86 mart minimarket

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## **INTRODUCTION**

The development of the modern era today, human needs and desires are increasingly diverse. (Dover, 2013; Mcleod, 2025) Human life has become more practical, fast, and economical thanks to the modern era. Along with technological advances, the contemporary era can change the way rural communities shop to be more modern. Because of the practicality and speed offered (Barnett & Sergi, 2022; Nguyen et al., 2019) by modern retailers such as minimarkets rather than traditional markets, people are starting to prefer shopping at modern retailers. Today's rural consumers increasingly want things like shopping convenience, price certainty, satisfactory service, availability of quality products, strategic locations, and attractive promotions (Budiadi & Rahmawati, 2022). Consumer Behavior is the process through which individuals search for, purchase, use, and evaluate products or services to meet their needs and wants (Ardiyanti et al., 2023; Fadhli et al, 2023) This involves a series of actions and decisions influenced by various factors, ranging from psychological aspects such as motivation and perception, to social factors such as family, friends, and culture. Consumer behavior is also influenced by economic factors, such as income and price, as well as situational factors such as time and environment (Adam et al., 2023; Selang et al., 2023)

Marketing in general (Kotler, 2009) is a social and managerial process that allows people or organizations to create and exchange value with others in order to get what they need and want. In a more focused company setting, marketing entails developing lucrative, value-rich consumer exchange connections. The process by which businesses add value for clients and cultivate enduring relationships with them in order to obtain value from them in return is known as marketing.. Currently, more and more minimarkets are located in various locations both in cities and villages, one of which is Sansarino Village in Ampana District, Tojo Una-Una Regency. The existence of minimarkets is a lifestyle necessity for the community. Conditions like this show that people are becoming more critical when choosing a place to shop. People want the most complete goods possible, high-quality products, services, and satisfactory facilities that are all in one store, namely supermarkets, are one of these critical characteristics (Chaffey & Smith, 2017; Kilay et al., 2022) In increasingly fierce competition where more and more producers are involved in meeting consumer needs and desires, every company must put customer satisfaction as the main goal. Mini market 86 mart was established on February 20, 2021 under the auspices of CV Lesehan Group, mini market 86 mart is selective in supplying each item so that only halal goods can be sold. Haram goods such as liquor and the like are rejected for sale.

Minimarket 86 Mart faces significant challenges after stopping selling Unilever products. This decision has a direct impact on the competitiveness and attractiveness of the store to consumers. Unilever is one of the largest consumer goods manufacturers in the world, with products that are very well-known and used daily by the public, such as soap, shampoo, detergent, to food and beverages. The results of the interview with Mr. Aldi as the Admin of the 86 Mart mini market located on Jalan Hibrida No. 110, Sansarino Village, Ampana Kota District, he explained that the 86 Mart mini market experienced a decrease in income related to the boycott of Unilever products because the owner of the 86 Mart mini market no longer wanted to produce these products. However, he wants to improve his marketing strategy again in order to achieve the expected sales volume. The minimarket is always optimistic about taking advantage of business opportunities according to the Admin of the 86 Mart mini market. The results of the interview and accurate data with Mr. Aldi as the admin of the 86 Mart mini market located on Jalan Hibrida RT 03 No. 110 Sansarino Village, Ampana City District, then he explained that the 86 mart mini market wanted to improve its marketing strategy, especially in the service marketing mix consisting of product, price, place, promotion people, and physical evidence. Based on the background and phenomena described above, the author is interested in conducting research with the title

The Influence of Service Marketing Mix (7P) on Consumer Satisfaction at the 86 Mart Minimarket."

The purpose of the research is to find out and analyze:

1. To ascertain the noteworthy impact of the service marketing mix consisting of product, price, place, promotion, people, process, and physical evidence on consumer satisfaction at the 86 mart minimarket.
2. To ascertain the noteworthy impact of product on consumer satisfaction at the 86 mart minimarket.
3. To ascertain the noteworthy impact of price on consumer satisfaction at the 86 mart minimarket.
1. 4 To ascertain the noteworthy impact of place on consumer satisfaction at the 86 mart minimarket.
4. To ascertain the noteworthy impact of promotion on consumer satisfaction at the 86 mart minimarket.
5. To ascertain the noteworthy impact of people on consumer satisfaction at the 86 mart minimarket.
6. To ascertain the noteworthy impact of process on consumer satisfaction at the 86 mart minimarket.
7. To ascertain the noteworthy impact of physical evidence on consumer satisfaction at the 86 mart minimarket.

## LITERATURE REVIEW

### Marketing Mix

"A marketing mix is a set of marketing tools used by a company to pursue its corporate goals" is the definition of a service marketing mix. Therefore, it can be said that a service marketing mix is a collection of elements that will define the degree of marketing success and are all intended to elicit the desired response from the target market. These elements include product, pricing, promotion, and place. (Kotler and Keller, 2007)

#### Product

Because product adaptation can increase the local market base and be tailored to specific local preferences, the level of market competition drives businesses to aim for high product adaptation in order to gain a competitive advantage over rivals. (Alamgir et al., 2020; Selang et al., 2023). The indicators for the product are:

1. The product packaging is dust-free and neat
2. All required products are available except Unilever products
3. The products provided are complete
4. The products sold are in good condition, not damaged, not expired, and the packaging is intact

#### Price

Price is defined as the sum of money (plus a number of products) required to acquire a set of goods and services. The aforementioned definition makes it clear that the buyer's price includes the seller's services. (Selang et al., 2023).

The indicators for price are:

1. Affordable product prices
2. The labeled price is appropriate if paid to the cashier
3. The price of the product at the 86 mart minimarket is cheaper
4. Competitive prices

#### Place/Location

The degree to which a business can adapt to shifts in the economy is determined by its location.

(Selang et al., 2023).

The indicators of the location are:

1. Easily accessible location
2. The location is in a safe and comfortable environment for 86 mart minimarket customers
3. The location of the 86 mart minimarket is close to residential areas
4. The location of the 86 mart minimarket has its own advantages so that it can attract customers

#### Promotion/Promotion

Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence/persuade or increase the target market for the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned (Selang et al., 2023; Yulida et al., 2023).

The indicators for promotion are:

1. The 86 mart minimarket billboard is attractive
2. Getting information from friends
3. 86 mart uses social media in the form of Facebook and uploads products to attract many customers
4. Attractive promotion quality

### **People**

There are four criteria for the role or influence of the people aspect that influences customers, namely the role: Contractors: people here interact directly with consumers in a fairly frequent frequency and greatly influence consumer decisions to buy (Erfina Miftahul Jannah et al., 2023; Selang et al., 2023).

The indicators for promotion are:

1. Fast employee service
2. Employees who are friendly to consumers
3. Employees are polite to customers
4. Employee cooperation that is always compact

### **Process**

The procedure illustrates how every component of the marketing mix is synchronized to guarantee the caliber and reliability of services given to clients. (Selang et al., 2023).

The indicators for the process are:

1. Easy payment process
2. Good product arrangement process
3. Good service process to customers
4. The process of improving products, and better service

### **Physical evidence**

Three methods are employed by the company's marketing team to handle strategic physical proof, specifically: A media that attracts attention. To draw clients from their target market, service businesses set themselves apart from rivals and create visually appealing physical spaces. As a message-creating medium.

1. Comfortable 86 mart minimarket space when shopping
2. Adequate facilities, large parking area
3. Neatness of the room
4. Supporting facilities

### **Consumer Satisfaction**

According to (Meriana et al., 2023) consumer satisfaction is the most determining concept in marketing thinking and consumer research. In theory, consumers who are satisfied with a product, service, or brand tend to continue to buy it and tell others about it. If not satisfied, consumers tend to switch products or brands and complain to product manufacturers, retailers, and other consumers. The indicators of consumer satisfaction are:

Kotler et al., (2020:15) state that customer satisfaction depends on the perceived product performance relative to the buyer's expectations. If product performance does not meet expectations, customers are dissatisfied. If

performance meets expectations, customers are satisfied. If performance exceeds expectations, customers are very satisfied or happy.

According to (Fadhli et al, 2023) consumer satisfaction is the reason consumers decide where they will shop. If consumers feel satisfied with the products they want, then consumers will buy repeatedly and will use them and provide information to others about their experience in using or consuming the product.

The indicators of consumer satisfaction are:

1. Satisfied with the products available at the 86 mart minimarket
2. Satisfied with employee service at the 86 mart minimarket
3. Satisfied with the facilities available at the 86 mart minimarket
4. Satisfied with the prices determined at the 86 mart minimarket

### Theoretical Framework

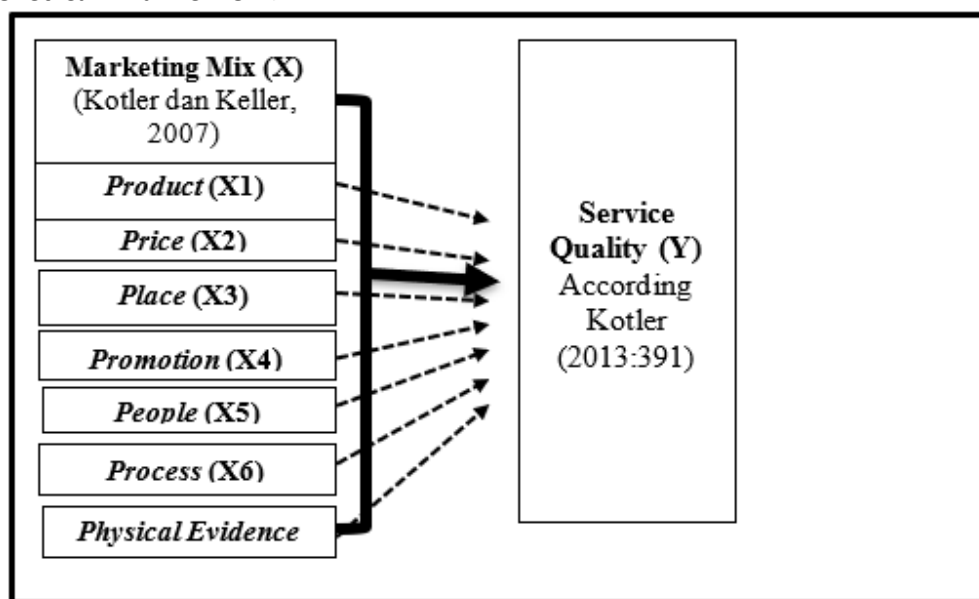


Figure 1. Framework of Thought

### Hypothesis

The hypothesis is compiled based on the theory and framework of thought that has been described previously, then from the theory and framework of thought above, several hypotheses can be compiled as follows:

1. The marketing mix of services consisting of Product, Price, Place, Promotion, People, Process, and Physical evidence simultaneously has a significant effect on consumer satisfaction at Minimarket 86 Mart.
2. Product has a significant effect on consumer satisfaction at Minimarket 86 Mart.
3. Price has a significant effect on consumer satisfaction at Minimarket 86 Mart.
4. Place has a significant effect on consumer satisfaction at Minimarket 86 Mart.
5. Promotion has a significant effect on consumer satisfaction at Minimarket 86 Mart.

6. People have a significant effect on consumer satisfaction at Minimarket 86 Mart.
7. Process has a significant effect on consumer satisfaction at Minimarket 86 Mart.
8. Physical evidence has a significant effect on consumer satisfaction at Minimarket 86 Mart.

## **METHODOLOGY**

Based on the classification of its objectives, this study is included in the type of quantitative descriptive causal and survey approach. The researcher conducted a survey to collect data in the field. Data collection techniques with observations (interviews or questionnaires) that are not in-depth, and the results of the study tend to be generalized. The variables in this study are:

### **1. Independent Variables**

- A. The independent variables (X) in this study are product, price, place, promotion, people, process and physical evidence. Measurement of these variables is measured by 4 indicators, namely Product (X1) Product packaging is not dusty, and neat, all required products are available except Unilever products, the products provided are complete, and the products sold are in good condition, not damaged, not expired, and intact packaging.
- B. Price (X2) Affordable product prices, labeled prices are appropriate if paid to the cashier, product prices at the 86 mart minimarket are cheaper, and competitive prices.
- C. Place (X3) Easily accessible location, the location is in a safe and comfortable environment for 86 mart minimarket customers, the location of the 86 mart minimarket is close to a residential area, and the location of the 86 mart minimarket has its own advantages so that it can attract customers.
- D. Promotion (X4) Easily accessible location, The location is in a safe and comfortable environment for 86 mart minimarket customers, The location of the 86 mart minimarket is close to a residential area, The location of the 86 mart minimarket has its own advantages so that it can attract customers.
- E. People (X5) Fast employee service, Employees who are friendly to consumers, Employees who are polite to customers, and Employee cooperation that is always compact.
- F. Process (X6) Easy payment process, Good product arrangement process, Good service process to customers, and the process of improving products and better services.
- G. Physical evidence (X7), Comfortable 86 mart minimarket room when shopping, Adequate facilities, large parking area, and Neatness of the room and supporting facilities.

### **Dependent Variable**

The dependent variable (Y) in this study is Customer Satisfaction at 86 Mart which consists of several indicators, namely: Satisfied with the products available at the 86 Mart minimarket, Satisfied with employee service at the 86 Mart minimarket, Satisfied with the facilities available at the 86 Mart minimarket, Satisfied with the prices determined at the 86 Mart minimarket

### **Population and Sample**

The population of this study is the population that is the object of this study is all consumers (Banerjee & Chaudhury, 2010; Willie, 2024) who have shopped at the 86 Mart Minimarket whose number is not known with certainty. The sampling technique to determine the sample to be used in this study uses a non-probability sampling technique, namely purposive sampling.

According to (Munir, 2022) a sample is part of the number and characteristics possessed by the population. This study uses a sample of 8 Variables (Independent + Dependent)  $\times 10 = 80$  research samples. This is in accordance with the method of determining sample size according to Rescoe in (Sugiyono, 2019) which specifies that the sample size must be at least ten times the number of variables being researched if the study will use a multivariate analysis (correlation or multiple linear regression, for instance). This study uses the SPSS 27 (Statistical Program for Social Science) software application which is used to analyze the service marketing mix variables (independent) against the consumer satisfaction variables (dependent). (Erfina Miftahul Jannah et al., 2023; Hu et al., 2024) The data analysis technique used in this study, namely the multiple linear regression analysis technique, this study was carried out using the formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e$$

## **RESULTS**

### **Multiple Linear Regression Analysis**

The purpose of regression analysis is to express the dependent variable as a function of the independent variables. The duality of fit and accuracy of conclusions depends on the data used. Therefore, unrepresentative or improperly compiled data results in poor fit and conclusions. So, for effective use of regression analysis, one must go through the following steps:

- 1) Investigate the data collection process,
- 2) Find limitations in the collected data
- 3) Limit appropriate conclusions

Multiple linear regression tests include regression models, model fit tests (F Test), hypothesis tests (T Test), and coefficients of determination.

#### **A. Model Fit Test (F Test)**

Model fit test (F Test) is a test to determine whether the independent variables have a simultaneous (together) effect on the dependent variable. In addition, it is also to determine whether the regression model used is fit (appropriate) or not.

B. Hypothesis Test (T Test)

Hypothesis TEST (t Test) is a test to determine the effect of each independent variable on the dependent variable. The t-test is used to show support for the research hypothesis. The basis for decision making in the t-test is:

- a) If the Sig value > 0.05 and the t-count value > t-table, it can be concluded that H1 is rejected, meaning that there is no individual influence of the independent variable on the dependent variable.
- b) If the Sig value < 0.05 and the t-count value < t-table, it can be concluded that H2 is accepted, meaning that there is an individual influence of the independent variable on the dependent variable.

Table 1. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	.698	.417		1.673	.099
<i>Product (X1)</i>	-.135	.028	-.174	-4.752	.000
(Erfina Miftahul Jannah et al., 2023) <i>Price (X2)</i>	.166	.031	.208	5.267	.000
<i>Place (X3)</i>	-.006	.038	-.008	-.170	.866
<i>Promotion (X4)</i>	.380	.033	.395	11.485	.000
<i>People (X5)</i>	.490	.040	.612	12.322	.000
<i>Process (X6)</i>	-.197	.040	-.220	-4.928	.000
<i>Physical evidence (X7)</i>	.262	.042	.249	6.315	.000
R=0,982		Sig F=0,000			
R Square= 0,964		α=0,05			
Adjusted R Square=0,961					

From the calculation of the results of multiple linear regression analysis with the help of the SPSS program, the following equation function can be compiled:

$$Y = 2,698 + 0,135 + 0,166 + 0,06 + 0,380 + 0,490 + 0,192 + 0,262 + e$$

**DISCUSSION**

- 1) The value of the constant of consumer satisfaction (Y) is 2.698 which states if the variables X1,X2,X3,X4 are equal to zero i.e. product, price, place, and promotion, then consumer satisfaction is 2.698.
- 2) The coefficient of X1 by 0.135 means that whenever there is an increase in variable X1 (Product) by 1% then consumer satisfaction increases by 0.135 (13.5) or vice versa whenever there is a decrease in variable X1 (Product) by 1% then consumer satisfaction decreases by 0.135 (13.5).
- 3) The coefficient of X2 by 0.166 means that whenever The number of variables has increased X2 (Price) by 1% then consumer satisfaction increases by 0.166 (16.6) or vice versa whenever there is a decrease in variable X2 (Product) by 1% then consumer satisfaction decreases by 0.166 (16.6).

- 4) The coefficient of X3 by 0.06 means that whenever The number of variables has increased X3 (Place) by 1% then consumer satisfaction increases by 0.06 (06) or vice versa whenever there is a decrease in variable X3 (Place) by 1% then consumer satisfaction decreases by 0.06 (06).
- 5) The coefficient of X4 by 0.380 means that whenever The number of variables has increased X4 (Promotion) by 1% then consumer satisfaction increases by 0.380 (38.0) or vice versa whenever there is a decrease in variable X3 (Promotion) by 1% then consumer satisfaction decreases by 0.380 (38.00).
- 6) The coefficient of X5 by 0.380 means that whenever The number of variables has increased X5 (People) by 1% then consumer satisfaction increases by 0.490 (49.0) or vice versa whenever there is a decrease in variable X5 (People) by 1% then consumer satisfaction decreases by 0.490 (49.00).
- 7) The coefficient of X6 by 0.192 means that whenever The number of variables has increased X6 (Process) by 1% then consumer satisfaction increases by 0.192 (19.2) or vice versa whenever there is a decrease in variable X6 (Process) by 1% then the purchase decision decreases by 0.192 (19.2).
- 8) The coefficient of X7 by 0.262 means that whenever The number of variables has increased X7 (Process) by 1% then consumer satisfaction increases by 0.262 (26.2) or vice versa whenever there is a decrease in variable X7 (Process) by 1% then the purchase decision decreases by 0.262 (26.2).

## CONCLUSIONS

- 1) Service Marketing Mix consisting of Product, Price, Place, Promotion, People, Process, and Physical evidence simultaneously has a significant influence on consumer satisfaction on minimarket 86 mart
- 2) Product has significant influence on consumer satisfaction in minimarket 86 mart
- 3) Price has a significant effect on consumer satisfaction in minimarkets 86 mart
- 4) Place has no significant effect on consumer satisfaction in minimarket 86 mart
- 5) Promotion has a significant effect on consumer satisfaction in minimarkets 86 mart
- 6) People have significant influence on consumer satisfaction in minimarket 86 mart
- 7) Process has significant influence on consumer satisfaction in minimarkets 86 mart
- 8) Physical evidence has a significant effect on consumer satisfaction in minimarkets 86 mart

## RECOMMENDATIONS

Based on the Results of the study, discussion and conclusions obtained then the researcher gives some suggestions as follows:

1. The researcher suggested on the results of the study, the variables namely: Product, Price, Promotion, People, Process, and Physical Evidence have a significant influence on consumer satisfaction. Therefore, marketing strategies should be more focused on strengthening product quality, improving service, as well as arranging the store environment to further support customer comfort and satisfaction.

2. The researcher also suggests conducting further research to explore more deeply consumers' perceptions of Place aspects, considering mediating or moderating variables such as age, mobility, or shopping habits. Further research can also use a qualitative approach in order to gain more contextual and in-depth insights regarding the role of location in influencing consumer behavior.

### **FURTHER STUDY**

This research still has limitations so further research is needed on the topic of The Effect of Service Marketing Mix (7P) on Consumer Satisfaction at 86 Mart Minimarket in order to perfect this research and increase insight for readers and writers.

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