



The Effect of Service Marketing Mix on Consumer Satisfaction at Mega Mart

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ARTICLE INFO

Keywords: Marketing Mix, Product, Price, Promotion, Location, Process, People, Physical Evidence and Consumer Satisfaction

Received : 2 April

Revised : 20 May

Accepted: 20 June

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ABSTRACT

Research This research aims to determine (1) the effect of products on consumer satisfaction at Mega Mart, (2) the effect of Price on consumer satisfaction at Mega Mart, (3) the effect of Location on consumer satisfaction at Mega Mart, (4) the effect of Promotion on consumer satisfaction at Mega Mart, (5) the effect of Process on consumer satisfaction at Mega Mart, (6) the effect of People on consumer satisfaction at Mega Mart, (7) the impact of tangible proof on Mega Mart customers' contentment. This study is quantitative in nature. The participants in this research were people who had shopped at Mega Mart. The sampling technique used purposive sampling and Accidental with a sample size of 80 people. 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 Mega Mart, (2) There is an insignificant influence on the price variable (X2) on customer satisfaction satisfaction at Mega Mart. (3) There is a big impact on the location variable (X3) on customer satisfaction satisfaction at Mega Mart, (4) There is a big impact on the Promotion variable (X4) on customer satisfaction satisfaction at Mega Mart, (5) There is a significant influence on the process variable (X5) on consumer satisfaction at Mega Mart (6) There is a significant influence on the people variable (X6) on customer satisfaction satisfaction at Mega Mart, (7) There is a big impact on the Physical Evidence variable (X7) on customer satisfaction at Mega Mart

INTRODUCTION

In the current era of globalization, a company, whether large or small, must have a strategy in competition considering the many competitors that have emerged in the era of marketing development (Adam et al., 2023; Shaffer & Okundaye, 2025) Marketing occurs when sellers and buyers exchange to fulfill the desires or needs desired by the community with goods that are valuable to consumers (Idris et al., 2022).

One strategy that can be used in the world of marketing competition is to use a marketing mix strategy consisting of product, place, price, promotion, people, process, and physical evidence (Muzakir et al., 2021; Saputro, 2023) which can make the company more focused on achieving company goals. The marketing mix is a series of marketing tools used by companies to achieve company goals in the target market. (A. Fitriana & Niswardhani, 2024).

A product is a combination of goods or services marketed to a particular market segment to fulfill consumer desires and needs. so the product is very important in fulfilling consumer desires (Fernando et al., 2024).

Price is an element used as a tool or sign to inform the proportion of a product value. Factors that need to be considered include profit, cost, market desire, and policies regarding pricing (Ristanti et al., 2022).

Location or distribution in the context of the marketing mix refers to the way products or services are distributed to end customers. This includes strategies for selecting distribution channels, placing products in the market, and supply chain management to ensure that products can reach consumers efficiently and effectively. (Adam et al., 2023; Agribusiness Study Program, Faculty of Agriculture, Muhammadiyah University of North Sumatra, Jl. Kapten Mukhtar Basri No. 3 Medan 20238, Indonesia & Andriansyah Putra, 2020)

Promotion in the context of the marketing mix refers to all marketing communication efforts used to increase consumer awareness, interest, and purchase intention of a product or service. This includes various communication strategies such as advertising, direct selling, digital marketing, publicity, and other forms of marketing communication (Adam et al., 2023; Purnomo, 2021).

People This element emphasizes the importance of the role of employees, customer service staff, and interpersonal relationships in the customer experience. Focusing on employee training, skills development, and attitudes can have a significant impact on how customers perceive brands and products. (Head (Research) & Senior Lecturer College of Economics and Business Administration University of Technology and Applied Science- Al Musanna Sultanate of Oman et al., 2024)

The process is a combination of all activities. These activities generally consist of procedures, work plans, activities, and routines in which services are provided and delivered to consumers. (PRANATA, 2023).

Physical evidence is physical evidence that is an important aspect of services, because some consumer service products need to be physically present in the service environment. (Ladaniya, 2023; Primadi Candra Susanto et al., 2023) Good service environment quality directly affects consumer satisfaction with the services received. A comfortable service environment that is in accordance with

the target market will also make consumers willing to spend more time or visit service outlets more often (Indik Syahrabanu, 2023)

(Sulistianingsih et al., 2024), In an increasingly competitive business world, companies are required to offer products that are not only of quality but also to provide satisfactory service to consumers. If performance meets expectations, then customers are satisfied. If performance exceeds expectations, then customers are very satisfied and happy.

Consumer satisfaction is very important in a company because with satisfaction, someone feels happy about the performance of a product that is used or felt and is expected to be in accordance with consumer expectations. (Chaffey & Smith, 2017; Heimbach et al., 2015) consumer satisfaction is the consumer's perception that their expectations have been met or exceeded by purchasing or using the product (F. Fitriana & Yosepha, 2023).

The purpose of this study is to find out:

1. to ascertain whether the service marketing mix – which includes people, method, pricing, place, promotion, product, and tangible evidence – has a noteworthy impact on Mega Mart customers' pleasure.
2. To determine the effect of product on consumer satisfaction at Mega Mart?
3. To determine the effect of price on consumer satisfaction at Mega Mart?
4. To determine the effect of place on consumer satisfaction at Mega Mart?
5. To determine the effect of promotion on consumer satisfaction at Mega Mart?
6. To determine the effect of people on consumer satisfaction at Mega Mart?
7. To find out the effect of the process on consumer satisfaction at Mega Mart?
8. To find out the effect of Physical Evidence on consumer satisfaction at Mega Mart

LITERATURE REVIEW

Marketing Mix Services

(Kotler et al., 2020) Service marketing is the process of identifying, creating, communicating, and providing to customers to produce mutually beneficial relationships between organizations and their customers. Service marketing focuses on activities that aim to meet customer needs and wants through quality and satisfying service offerings.

Product (X1)

A product is something that can be sold to the public to fulfill requirements or wants. This include material goods, services, events, locations, properties, organizations, knowledge, and ideas. A service product is something that producers can make available to customers so they can look for, locate, try, buy, or use it to satisfy market demands. (Nurul Izzati & Abdi Triyanto, 2024).

The indicators of the product include:

1. Variety of products
2. Available products
3. Stock of goods
4. Product quality

Price (X2)

Price is defined as the amount of money or compensation that is paid in order to acquire products and services. Price is also used to describe all expenses that customers must pay for goods and services that satisfy their wants and make them happy with their purchases. (Fernando et al., 2024). The indicators of Price include:

1. Price according to product quality
2. Price according to label
3. Cheaper product price
4. There are discounts
5. Price according to product quality

Location (X3)

Place is one of the marketing mix factors that is very important in a company for its success. Because the choice of place is also related to customer satisfaction for shopping. Determining the location in a company is very important because with a location that is easily accessible to consumers, it will be easy to find the address (Ristanti & Kuswanto, 2022). The indicators of location include:

1. Easily accessible location
2. Guaranteed security location
3. Location close to other shopping centers
4. Location close to residence

Promotion (X4)

Promotion is a face-to-face merging of consumers with sellers. Promotion carried out by companies through advertising. Promotion is carried out in order to establish relationships between the community and publicity to achieve its marketing goals (Indriani et al., 2024). The indicators of promotion include:

1. Attractive billboards
2. Information from friends
3. Social media advertising/information
4. Promotion Quality

People (X5)

People are the process of selecting, training and motivating employees who can later be used as differentiators in a company to meet consumer satisfaction (Idris et al., 2022). The indicators of people include:

1. Fast employee service
2. Employees who are friendly to customers
3. Employees are polite to customers
4. Individual and team performance

Process (X6)

The process in question involves a series of actions designed to provide products or services to consumers. This process can reflect the overall reliability, compliance with regulations, and implementation of activities that can make the company more organized. states that this process reflects all creativity, discipline, and marketing management structure (Dwinanda & Yuswari, 2020). The indicators of the process include:

1. Easy payment process
2. Product arrangement process
3. Service process
4. Innovation and sustainability improvement

Physical Evidence (X7)

Explains that physical evidence includes all visible items and conveys information about the company, including brochures, business cards, nameplates, and equipment used (Ristanti & Kuswanto, 2022). The indicators of physical evidence include:

1. Comfortable room
2. Adequate facilities (Tools, Parking, Toilets)
3. Layout and character design
4. Service aids

Consumer Satisfaction (Y)

(Kotler et al., 2020) Customer satisfaction depends on the perceived performance of the product/service compared to the performance of the buyer's expectations. If the performance of the product/service is far from expectations, the customer is not satisfied. If the performance is as expected, the customer will be satisfied. If the performance exceeds expectations, the customer is very satisfied or happy.

Consumer satisfaction is a measure distributed for a product or service or the product itself which represents the level of consumer satisfaction in meeting their consumption needs (Ismayani et al., 2023)

According to Kotler (2020) there are four key factors that must occur to see consumer satisfaction, namely Product Quality, Service Quality, Consumer Emotions and Product Prices that offer quality comparable to price. Indicators of consumer satisfaction include:

1. Satisfied with facilities
2. Satisfied with service
3. Satisfied with employee performance
4. Satisfied with the product

Thinking Framework

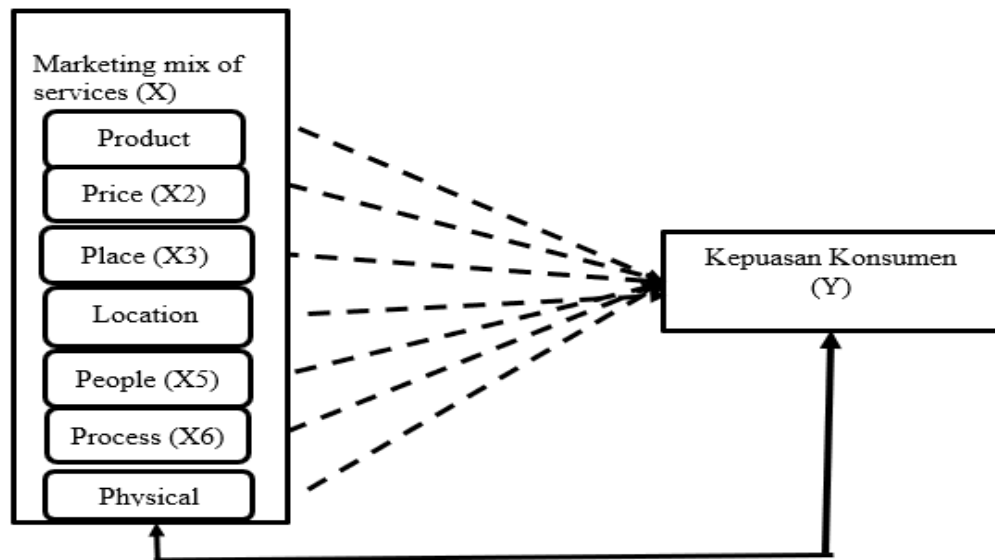


Figure 1 Framework of Thought

Hypothesis

- 1) 1At Mega Mart, factors including product, pricing, location, marketing, personnel, procedure, and tangible proof all have a big impact on customer satisfaction.
- 2) 2. At Mega Mart, product has a big impact on customer happiness.
- 3) 3. At Mega Mart, price has a big impact on customer happiness.
- 4) At Mega Mart, location has a big impact on customer happiness. 5. At Mega Mart, promotions have a big impact on customer happiness.
- 5) At Mega Mart, people have a big impact on customer satisfaction.
- 6) At Mega Mart, process has a big impact on customer satisfaction.
- 7) At Mega Mart, tangible proof significantly influences customer satisfaction

METHODOLOGY

The research used in this study is a quantitative method. with an approach through a survey, the survey method is a research method that uses a questionnaire as the main tool for collecting data. questionnaire is a sheet containing questions with a standard structure (Syahrizal & Jailani, 2023)

1. Independent Variables (Independent Variables)

Products, expenses, locations, sales, protocols, staff, and concrete evidence constitute the study's independent variables (X). Four indicators are used to measure these variables: products (X1) Variety of products, Available products, Stock of goods, Product quality, Price (X2) Price according to product quality, Price according to label, Cheaper product price, There are discounts, Price according to product quality, location (X3) Easy to reach location, Guaranteed security location, Location close to other shopping centers, Location close to residence, Promotion (X4) Attractive billboards, Information from friends, Social media advertisements/information, Promotion quality. People (X5) Fast

employee service, Friendly employees to customers, Polite employees to customers, Individual and team performance, Process (X6) Easy payment process, Product arrangement process, Service process, Innovation and sustainability improvement, Physical evidence (X7) Comfortable room, Adequate facilities (Tools, Parking, Toilet), Layout and character design, Service aids.

2. Dependent Variable

The dependent variable in this study is Consumer Satisfaction (Y) the measurement of this variable is measured by 4 indicators, namely: Satisfied with facilities, Satisfied with service, Satisfied with employee performance Satisfied with the product.

Population and Sample

The population that is the object of this study is all consumers who have ever come to shop at the Mega Mart supermarket whose number is not known with certainty ((Sugiyono, 2018).

A sample is part of the number and characteristics possessed by the population ((Sugiyono, 2018). As a rule, the number of respondents or samples is 10 times the number of variables.

The number of variables in this study is 8 variables, namely the service marketing mix variable (X) consisting of product, price, place, promotion, people, process, and physical evidence and the consumer satisfaction variable (Y). The researcher determined the number of samples with the provision of 10 then (10x8) which is 80 respondents, thus the number of respondents in this study is 80 respondents.

Data Analysis Tools

This study uses the SPSS 27 (Statistical program for social scanel) version 27 software application which is used to analyze the influence simultaneously and partially. The data analysis technique used in this study is the Multiple linear regression analysis technique of this study done by 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 Analysis

The linear berganda regression model, the kelayakan model (Uji F), the hypothesis (Uji T), and the coefficient of determination are all included..

1. Model Feasibility Test (F Test)

The F test, also known as the model feasibility test, is used to assess whether the independent factors affect the dependent variable simultaneously. Additionally, it is to ascertain whether or not the regression model being utilized is adequate or fit.

2. Hypothesis Test (T Test)

The purpose of the hypothesis test (t test) is to ascertain how each independent variable affects the dependent variable. Support for the research hypothesis is demonstrated using the t test. The t test's decision-making framework is based on:

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

Table 1. Test Results Table 1 Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-.999	.382	.184	-2.617	.011
Product(X1)	.184	.020	.028	9.254	.000
Price(X2)	.022	.018	.112	1.222	.226
Location(X3)	.090	.020	-.030	4.565	.000
Promotion(X4)	-.021	.016	-.157	-1.275	.207
Process(X5)	-.148	.024	.429	-6.150	.000
People(X6)	.335	.019	.721	17.373	.000
Physical Evidence(X7)	.601	.020	.721	29.688	.000
R=993		Sig F=0,000			
R Square= 985		α =0,05			
Adjusted R Square=984					

From the calculation of the results of multiple linear regression analysis with the help of SPSS 27, the following equation function can be compiled:

$$Y = 0,999 + 0,184 + 0,022 + 0,090 + 0,021 + 0,148 + 0,335 + 0,601 + e$$

DISCUSSION

- 1) Consumer Satisfaction Constant Value Y = 0.999 This indicates that there is a performance dependent variable (Y) of 0.999 before there are product variables (X1), price (X2), location (X3), promotion (X4), process (X5), people (X6), and physical evidence (X7).
- 2) A 0.184 Product Regression Coefficient (X1) This implies that the consumer satisfaction variable will rise in tandem with an increase in Product (X1).
- 3) 0.022 for the Price Regression Coefficient (X2) This implies that the consumer satisfaction variable will rise in tandem with an increase in price (X2).
- 4) 0.090 for the Location Regression Coefficient (X3) This implies that the consumer happiness variable will rise in tandem with an increase in Location (X3).
- 5) 0.021 is the Promotion Regression Coefficient (X4). This implies that the consumer satisfaction variable will rise in tandem with an increase in promotion (X4).
- 6) The coefficient of process regression (X5) is 0.148. This implies that the consumer satisfaction variable will rise in tandem with an increase in the process (X5).

- 7) 0.335 is the Person Regression Coefficient (X6). This implies that the consumer happiness variable will rise in tandem with an increase in Person (X6).
- 8) There is a 99.3% link between the independent and dependent variables, according to the correlation coefficient (Multiple R) of 0.993. Based on these numbers, it can be said that the independent and dependent variables have a substantial relationship.

CONCLUSIONS

Based on the results of the research and discussion, the following conclusions can be drawn:

1. Simultaneously, the variables (product, location, process, people and physical evidence) have a significant effect on customer satisfaction at Mega Mart. This means that the marketing mix strategy implemented by Mega Mart is able to form a positive perception that can influence the level of consumer satisfaction.
2. Partially, It has been demonstrated that the following factors significantly impact customer satisfaction: product (X1), location (X3), people (X5), procedure (X6), and tangible proof (X7). This indicates that the physical appearance of the figure, the ease of entry to the store during shopping, the high caliber of the products offered, the staff's excellent service, and the seamless customer service procedures all contribute significantly to the customers' positive shopping experiences.
3. In addition, the variables of price (X2) and promotion (X4) do not have a significant effect on consumer satisfaction. This shows that Mega Mart consumers tend not to be too concerned about prices and promotions as long as the main service and comfort aspects are still met.
4. When viewed from the whole, Mega Mart has been able to provide good service, especially in terms of product provision, location convenience, staff service, and cleanliness and neatness of the store.

RECOMMENDATIONS

Based on the research results, discussions and conclusions obtained, the suggestions that can be given are as follows:

1. Maintain and improve variables that have a significant influence, especially in terms of providing quality products, easy-to-reach product placement, friendly and fast service, good transaction processes, and shopping comfort and store cleanliness.
2. Review the pricing policy, although not significant, but still need to ensure that the prices offered are competitive and comparable to the quality of the products and services provided.
3. Conduct a large-scale consumer satisfaction survey to monitor changes in consumer preferences and perceptions of the marketing mix of services applied so that Mega Mart can continue to innovate and adapt.

FURTHER STUDY

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

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