Marketing Mix: Tools for Raising Consumer Satisfaction

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Abstract

The development of the current fashion industry has increased significantly in the last decade. The high competition in this industry requires companies to be able to improve their marketing strategies and it is necessary to study how product quality can increase customer satisfaction. This study was proposed to find out how the marketing mix variables consisting of product, price, place and promotion affect consumer satisfaction on TwoSeason products in the city of Bandung. The sample was selected as many as 200 respondents from TwoSeason visitors in the city of Bandung. This study uses a quantitative approach using the explanatory method by distributing questionnaires. The results Research results with the equation $Y = 6.046 + 0.208X_1 + 0.182X_2 + 0.218X_3 + 0.225X_4$, prove that the marketing mix variable consisting of product, price, place and promotion has a partial and simultaneous effect on consumer satisfaction. The results of testing the coefficient of determination obtained 76 % which results are included in the high category. This shows that these four variables provide a fairly high contribution in explaining consumer satisfaction in the city of Bandung. This research is also expected to contribute to the company, especially in the marketing strategy to always maintain product quality and other variables in the marketing mix so that an advantage is obtained for the company.

Keywords: Product, Price, Place, Promotion, Consumer Satisfaction

Introduction

Understanding consumer behavior and reactions to a product or service is very important for organizations to improve marketing strategies. Companies or organizations need to study how product attributes affect customer satisfaction. The development of the fashion industry has given very significant changes to aspects of life. Today's dress culture has become a marker of how high a person's social status is. According to Riza Juliyana, (2020) the fashion industry is at a high percentage among other industries.

Table 1. *Types of Industry*

Fashion	62%
tourism	60%
Printing, music and IT	50%

Source: Central of Statistics (2022)

The development of the Fashion Industry in Indonesia, especially in the city of Bandung, has been heavily influenced by the incoming cultures, so there are many brands with quality products. According to research conducted by brand finance, there are 5 dominant fashion brands in 2020-2022, namely as follows:

Table 2. *Fashion Brands*

1	Nike	$ 32,421 M
2	Zara	$ 18,424 M
3	Adidas	$ 16, 669 M
4	Cartier	$ 13, 642 M
5	TwoSeason	$ 11, 991 M

Source: Source: Central of Statistics (2022); Riza Juliyana, (2020)

The growth of the fashion industry in the city of Bandung is growing and there are many clothing outlets, one of which is TwoSeason product outlets. TwoSeason products is a multinational brand that provides products for men, women, teenagers and children. TwoSeason products always control the quality and marketing mix to match the growing trend and meet its customer satisfaction. Marketing mix instruments as a factor in increasing consumer satisfaction, in general, look for and buy what are considered better and provide satisfaction in the marketing mix instrument (Brkanli, S (2020), Nurbani Aep. (2019). Very competitive clothing industry products, especially in the aspect of product attributes are in great demand from year to year and requires companies to reformulate their strategies, one of which is through brand competition (Triantafillidou, 2017).

According to Kotler (2017; 2016) product attributes are important elements that are considered by consumers in making purchases that can lead to satisfaction. Previous research stated that the marketing mix mainly partially and simultaneously influences the decision-making process with the price variable being the most dominant (Y. Wang, 2018). However, the results of this study do not explain how product attributes affect consumer satisfaction. Kim, (2020) stated that consumers who have a positive image of the brand will be more likely to repurchase because of the satisfaction they receive. Based on this phenomenon, this research is proposed to examine how much influence the marketing mix consisting of product, price, place and promotion has on consumer satisfaction of TwoSeason products in Bandung. This research is also expected to provide further references regarding the factors that can affect consumer satisfaction as well as become reading material for practitioners to reformulate the strategies to be adopted as well as academics

Literature Review and Hypotheses Development

Marketing Mix

The marketing mix in business organizations has a very important role in influencing consumers to buy the products or services offered (Hilal, 2019). Madeira, (2019) defines that the marketing mix is a set of marketing tools that the company combines to produce the desired response in the target market. According to , the marketing mix is a set of tools that marketers can use to shape the characteristics of the services offered to customers. These tools can be used for long-term strategy as well as for designing short-term tactical programs. The marketing mix is the 4Ps (product, price, place, promotion) and then added with the 3Ps of service, namely people, physical evidence and process. The marketing mix consists of everything an organization can do to engage consumers and deliver customer value.

Product concept

Kotler (2019) defines a product as a combination of goods and services offered by a

company or organization in the target market. More fully, Datta, (2017) states that product is everything that includes physical objects, services, places, etc. that are offered to consumers. Products can be tangible or intangible. According to H. Wang, (2020) product is an important element for organizations to support the marketing mix which includes product quality, product design, and product features. Salehzadeh, (2019) states that products are goods, services, or ideas with tangible and intangible attributes that collectively create value for buyers or users. Attributes of a product can be assessed in terms of physical, such as weight, dimensions, or materials used. Intangible product attributes, including status related to product selection, manufacturer's service commitment, and overall brand reputation, are also important. The quality of products that are in great demand by consumers can be seen from several factors including packaging, price, quality, and the benefits obtained by consumers. With good product quality, it will have an impact on consumer loyalty and increase income for producers. Puluhulawa, (2018) Product is a producer's subjective understanding of the goods/services offered in an effort to achieve organizational goals (profits) through fulfilling consumer needs and activities in accordance with consumer purchasing power and organizational capacity. Previous research has said that product attributes have an influence on consumer satisfaction (Kazibudzki, 2020).

H1. *Products have a positive effect on consumer satisfaction*

Price Concept

Price is the amount of money that customers have to pay to get a product or service. Price is a very important part of the buying process and determines the selection of markets and the profitability of the organization. According to Brkanlić, (2020) price is the amount of money that customers have to pay to get the product, which means the price is the amount of money that the customer has to pay to get the product. It is also a very important component of a marketing plan as price can determine the profitability and viability of the business. Othman, (2021) states that the price variable has several elements consisting of price levels, discounts, and payment periods. When a company or organization sets a price, it is necessary to consider the affordability of consumers to pay, the suitability of the price with the quality of the product, the suitability of the benefits, and competitiveness. Previous research stated that the price given by the organization can provide satisfaction to consumers.

This shows that the most important thing in pricing must be adjusted to the ability of consumers to buy. Based on this, the second hypothesis is proposed as follows:

H2. *Price has a significant effect on consumer satisfaction*

Place Concept

Place includes company activities that make products or services available to consumers. According to Cavallone, (2017) states that place includes the activities of companies or organizations that make products available to consumers. And it can be interpreted that the place includes the company's activities to provide products to target consumers. Santana, (2021) Place is a combination of location and distribution channel decisions (related to strategic location and how to match customer service). In service companies, place is a combination of distribution channel decisions and location, in this case how to provide services to customers and determine a very strategic location. Location or place is closely related to where the organization must be headquartered and operate to carry out its activities. Currently, many companies are transforming places into digital or platforms considering that the intensity of internet use is increasing (Jedin, 2021). Rucika's research (2021) states that the place variable has an influence on consumer satisfaction. This shows

that apart from product and price, place is also a variable in explaining satisfaction.

H3. *Place has a significant influence on customer satisfaction.*

Promotion Concept

Promotion refers to activities in communicating product advantages and persuading customers to buy products or services (Kusumawati, 2021). According to Rengthian, (2021) promotion is one that can support the success of an organization's sales. Promotion is useful as a tool that can inform the benefits of a product. According to Yuliasih, (2021) promotion has five very important functions for an organization or company, namely providing information, reminding, adding value, and accompanying other efforts of the company. According to Noorhanphd, (2021) in the promotion variable there are several elements consisting of advertising, personal selling and public relations. Munawar's research (2021) states that promotions that are carried out by companies well can have an influence on consumer satisfaction. This shows that an effective marketing program must combine the elements of the marketing mix and provide value to consumers so that consumers are satisfied with what they buy, both products or services. Based on this, the fourth hypothesis is proposed as follows:

H4. *Promotion has an influence on consumer satisfaction*

Consumer Satisfaction

Various studies show that the cost of acquiring new customers is five times the cost of retaining current customers (Daragahi, 2017). The concept of customer satisfaction means that they are satisfied with how the organization behaves and provides products and services. In other words, the organization must succeed in attracting and retaining customers. Satisfied customers naturally expect higher quality in services and products as much as they spend more time and money (Dvorakova, 2016). Generally, customer satisfaction is considered as one of the most important factors influencing the formation of customer's purchase intention in the future. Customers must be able to achieve satisfaction through the quality and value of the products provided by the organization. In fact, satisfaction results from a customer's assessment of how well a product or service feature meets customer expectations. This definition highlights the evaluative nature of satisfaction where customers determine whether a product, trademark or store can meet expectations (Davies & Jamal, 2005).
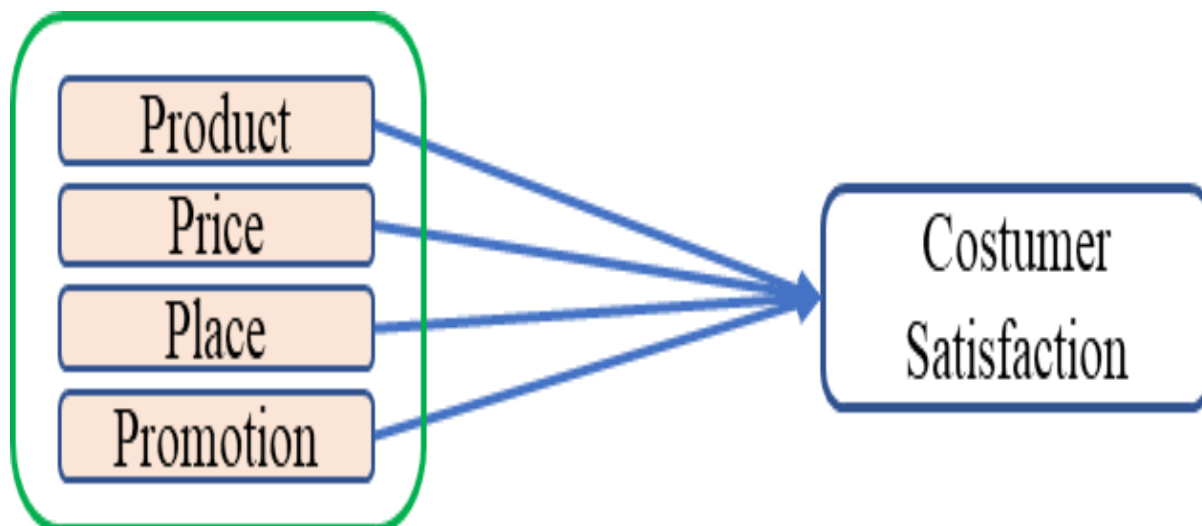
Conceptual Framework

Figure 1. Conceptual Framework

Research Methods

In this study, researchers intend to investigate the effect of marketing mix variables which include product, price, place and promotion on consumer satisfaction in purchasing TwoSeason products in the city of Bandung. This type of research is descriptive verificationto test the hypothesis by using statistical calculations. The research method used is the explanatory method. According to Sugiyono (2012) Explanatory research is a research method that intends to explain the position of the variables studied and have a causal relationship between one variable and another. In this research, the researcher distributes a questionnaire that will direct the object towards several questionnaire questions. Next, the researchers selected respondents who used TwoSeason products. The population was selected as many as 400 people and selected incidentally who had met the criteria. Then thesample was selected using the Slovin formula so that 200 respondents were obtained. Data collection methods used in this study were observation, interviews and questionnaires usinga Likert scale of 1 to 5. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something to be measured. Data analysis was performed using multiple linear regression with the equation $Y = a+b_1X_1+b_2X_2+b_3X_3+ b_4X_4$ using SPSS 26 software.

Results And Discussion

Based on the results of data acquisition in this study, the following results were obtained:

Table. 3. *Respondent Profile*

Respondent Profile		Percentage
Gender	Male	44%
	Female	57%
Age	17 – 22 year	86%
	23 - 28 year	13%
	29 - 34 year	1%
	35 - 40 year	1%
Job	Student/Student	85%
	Businessman	3%
	Private employees	12%
	Civil Servant/BUMN	1%
Level of education	Senior high school	29%
	Diploma	5%
	Bachelor	66%
	Postgraduate	1%
	Doctoral	0%
TwoSeason users	Ya	80%
	Tidak	20%
Spending money per month	< Rp 2.000.000	72%
	Rp 2.000.000 s/d 5.000.000	25%
	Rp 5.000.000 s/d Rp 8.000.000	4%

Source: Processed data 2022

Data from the responses of 200 respondents showed that 57% were women and 44% were men. This shows that the majority of respondents are female. The largest number of respondents in this study were respondents aged 17-22 years and the least respondents were aged 29-40 years. The level of education is dominated by respondents with an undergraduate education background. The results of the descriptive analysis test of respondents' responses to the product, price, place, promotion and consumer satisfaction variables can be seen in the

table below:

Table 4. *Hasil analisis deskriptif*

No	Variable	Average Score	Standard Deviation	Interpretation
1	Product	3,9	0,2363	Good
2	Price	4,0	0,1674	Good
3	Place	3,7	0,2032	Good
4	Promotion	3,9	0,1622	Good
5	Customer Satisfaction	4,1	0,3351	Good

Source**:** Processed data 2022

In table 4, the results show that the respondents' responses to each variable indicate that theresults of the descriptive analysis are in the good category.

Validity and Reliability Test

Based on a questionnaire consisting of Product Attributes, Brand Image, Sales Promotion and Purchase Decision variables, the average value of the validity test is above 0.3. If the standard value of validity is obtained more than 0.3, then the question can be said to be valid.The reliability testing is as follows:

Table 5. *Reliability Test*

Variable	Reliability value	r-kritis	Information
Produk	0,781	0,6	Reliable
Price	0,816	0,6	Reliable
Place	0,762	0,6	Reliable
Promotion	0,851	0,6	Reliable
Customer Satisfaction	0,631	0,6	Reliable

Source: Processed data (2022)

Based on the recapitulation results presented in the table above, it can be seen that all variables show reliable results, where the reliability coefficient value of each variable is greater than the critical r of 0.6. Thus, all research variables have good reliability and can be used for further analysis.

Data Normality Test

Normality test is a test carried out with the aim of assessing the distribution of data on a group of variables whether the distribution of the data is normally distributed or not. The results ofthe normality test are as follows:

Table 6. *uji one-sample kolmogorov-smirnov*

		Unstandardiz ed Residual
N		200
Normal Parameters [a,b]	Mean	0,0000000
	Std. Deviation	2,01047937
Most Extreme	Absolute	0,073
Differences	Positive	0,047
	Negative	-0,073
Test Statistic		0,073
Asymp. Sig (2-tailed)		0,073

a Test distribution is Normal
b. Calculated from data Source: Output SPSS (2022)

Based on the table above, it can be seen that the magnitude of the Asymp value. Sig (2- tailed) is 0.073. Due to the Asymp value. Sig (2-tailed) is greater than the specified significance level (0.073 > 0.05), it can be concluded that the unstandardized residual datahas a normal distribution.

Uji Multikolinearitas

According to Ghozali (2016) multicollinearity testing aims to find out whether the regression model found any intercorrelation or collinearity between variables. The tests are as follows:

Table 7. *Multikolinearity test*

		Collinearity Statistics	
	Model	Tolerance	VIF
1	Product	.594	1,682
	Price Place	.682 .771	1,466 1,297
	Promotion	.627	1,218

Dependent Variable: Customer satisfaction
Source**:** Processed data **(**2022**)**

From the results of the table above, three independent variables, namely product, price, place and promotion, have a tolerance value of 0.594; 0.682 and 0.771 with a VIF value of 1.682, respectively; 1.466 and 1.297 and 1.218. These results can be interpreted that there is no multicollinearity between the independent variables and meets the requirements of the classical assumption of multicollinearity because the tolerance is greater than 0.10, while the VIF is less than 10.00.

Multiple Linear Regression Test

Multiple regression analysis is used to determine how much influence the product, price, place and promotion have on consumer satisfaction. The processing results are as follows:

Table 8. *Regresion test*

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig.
	B	Std. Error	Beta		
1 (Constant)	6,046	1,497		4,038	0,000
Product	0,208	0,064	0,250	3,234	0,001
Price	0,182	0,073	0,179	2,480	0,014
Place	0,218	0,057	0,261	3,850	0,000
Promotion	0,225	0,071	0,332	3,671	0,031

Dependent Variable : Consumer satisfaction
Source: Output SPSS (2022)

Looking at the results of the above equation, the intercept value and the regression coefficient, a multiple linear regression equation is formed as follows:

$Y = 6.046 + 0.208X_1 + 0.182X_2 + 0.218X_3 + 0.225X_4$

The above formula has the following meaning:
a = 6.046 means that if the variables are product, price, location and promotion is zero, then customer satisfaction will be worth 6.046 units, so that it can be seen that the regression line intersects the Y axis at point 6.046.
b_1 = 0.208 means that if the product variable increases by one unit and the other variables remain constant, then customer satisfaction will increase by 0.208 units. b_2 = 0.182 means that if the price variable increases by one unit and the other variables remain constant, then consumer satisfaction will increase by 0.182 units.
b_3 = 0.218 means that if the place variable is increased by one unit and the other variables are fixed, then customer satisfaction will increase by 0.218 units.
b_4 = 0.225 means that if the promotion variable increases by one unit and the other variables remain constant, then consumer satisfaction will increase by 0.225 units

Simultaneous Hypothesis Test

The F-test was conducted to show how far the influence of the explanatory or independent variables together in explaining the variation of the dependent variable. The testresults are as follows:

Table 9. *Simultaneous test*

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	352,657	3	117,552		
	Residual	804,363	196	4,104	28,644	0,000[b]
	Total	1157,020	199			

a. Predictor: (Constant), promotion, place, price, product
b. Dependent Variable: Customer satisfaction
Source: Output SPSS (2022)

As the table above shows. Based on the ANOVA test, the calculated F value is 28.644 with a significant value of 0.000. From the calculation of the F table, namely at thelevel of = 0.05, df1 = k – 1 = 4 – 1 = 3, and df2 = n - k = 200 - 4 = 196, the F table is 2.65.So when compared, F count > F table, which is 28.644 > 2.65, so it can be concluded that product, price, place and promotion variables simultaneously affect consumer satisfaction in using TwoSeason products.

Partial hypothesis test

The t-test was conducted to show how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable. The results of the test are as follows:

Table 10. *Partial hypothesis test*

	Model	Unstandardized Coefficients		Standardized Coefficients	t	sig.
		B	Std. Error	Beta		
1	(Constant)	6,046	1,497		4,038	0,000
	Product	0,208	0,064	0,250	3,234	0,001
	Price	0,182	0,073	0,179	2,480	0,014
	Place	0,218	0,057	0,261	3,850	0,000
	Promotion	0,225	0,071	0,332	3,671	0,031

Dependent Variable : Consumer satisfaction
Source**:** Output SPSS (2022)

From the values above, it can be seen that the t-count value obtained by the Product variable is 3.234 > t table (1.97214), in accordance with the hypothesis testing criteria thatHo is rejected and Ha is accepted. This means that partially, the product variable has a significant effect on consumer satisfaction. The variable price obtained is 2.480 > t table (1.97214), in accordance with the criteria for testing the hypothesis that Ho is rejected andHa is accepted. This means that partially, the price variable has a significant effect on consumer satisfaction. The place variable was obtained at 3.850 > t table (1.97214), in accordance with the criteria for testing the hypothesis that Ho was rejected and Ha was accepted. This means that partially, the place variable has a significant effect on consumer satisfaction. And the last is the promotion variable.

Coefficient of Determination test

According to Sekaran (2019) The coefficient of determinant (R^2) is a tool to measure how far the model's ability to explain the variation of the dependent variable.

Table 11. *Uji koefisien determinasi*

Model	R	R Square	Adjusted RSquare	Std. Error of theEstimate
1	.890[a]	.792	.760	4.94065

a. Predictors: (Constant), promotion, place, price, product

b.   Dependent Variable: Costumer satisfaction
Source**:** Output SPSS (2022)

Model Summary

From the results of the table above, the coefficient of determination is 0.76, which means that the influence of the four independent variables on the dependent variable is 76%. Meanwhile, 24% or the rest is influenced by other variables not examined.

Discussion

The Effect of Products on consumer satisfaction on the purchase of TwoSeason products

In this study, responses to questions regarding product variables were in the agree category. Seen from the results of the calculation of respondents' responses that have been described previously, each of the indicators proposed is included in the category of agree. Based on the results of partial hypothesis testing or the t-test that has been carried out, it can be concluded that the product variables and their attributes indicate that H0 is rejected and H1 is accepted, meaning that TwoSeason products have maintained product attributes well so that they can have an influence on consumer satisfaction. These results are also in line with research conducted by that a good product can have an effect on consumer satisfaction.

The Effect of Price on consumer satisfaction on TwoSeason products

In this study, the response to the price or price is included in the very good category. It can be seen from the results of the calculation of respondents' responses that have been described previously, each of the indicators proposed is included in the very good category. Based on the results of partial hypothesis testing or the t-test that has been carried out, it can be concluded that the price variable shows that H0 is rejected and H1 is accepted.

The influence of place on consumer satisfaction on TwoSeason products

In this study, responses regarding place were included in the good category. It can be seen from the results of the calculation of respondents' responses that have been described previously, each of the indicators proposed is included in the good category. Based on the results of partial hypothesis testing or the t-test that has been carried out, it can be concluded that the place variable indicates that H0 is rejected and H1 is accepted. This is in accordance with research conducted by Cavallone, M. (2017) that a place can provide satisfaction to consumers, especially when the place itself has a good feel.

The effect of promotion on consumer satisfaction on TwoSeason products

In this study, responses regarding promotion are in the good category. It can be seen from the results of the calculation of respondents' responses that have been described previously, each of the indicators proposed is included in the good category. Based on the results of partial hypothesis testing or the t-test that has been carried out, it can be concluded that the place variable indicates that H0 is rejected and H1 is accepted. This is in accordance with research conducted by Cavallone, M. (2017) that promotion can provide satisfaction to consumers.

Conclusion

Research conducted on consumers of TwoSeason products shows that product, price, place, and promotion affect consumer satisfaction. There are several implications that can be drawn. First, theoretically, this research expands the literature on marketing management, especially related to factors that influence customer satisfaction. Furthermore, this study also

provides some managerial implications. The results of this study reveal that the management of TwoSeason products must pay attention to consumer satisfaction, which can be influenced by various aspects, namely product, price, place, and promotion. This is because a good product that can affect or provide satisfaction felt by consumers. Then, the management of TwoSeason products should pay attention to other aspects that must be given to consumers by providing competitive prices with strategic locations. In addition to these two variables, TwoSeason products management should pay attention to how promotion can be carried out optimally in order to expand market share. The findings of this study are very useful implications for every sales outlet, especially TwoSeason products. Future research is recommended to use moderator variables or 7Ps, so as to know under what conditions product, price, place, and promotion affect consumer satisfaction.

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