

**THE EFFECT OF MARKETING MIX ON CONSUMER SATISFACTION
AND ITS IMPACT ON “ROTI MAROS” CONSUMER LOYALTY
IN MAROS DISTRICT**

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Abstract

Considering the rapid competition of the world economy at this time, so the government must really pay attention to policies, climate change, and renewal of the economy, and participate in making economic policies that have a positive impact in the future. One of the micro businesses as a buffer for the national economy is the food industry which has a very large market demand. The purpose of this study was to determine the effect of marketing mix (price, product, promotion, place) on consumer satisfaction Maros bread, to determine the effect of marketing mix on customer loyalty, to determine the effect of customer satisfaction on customer loyalty, and to determine the effect of marketing mix on loyalty consumers through consumer satisfaction Roti Maros in Maros Regency. The sample used is all consumers who buy Maros bread in Kab. Maros numbering as many as 80 people. Data collection techniques through observation, interviews, documentation and questionnaires. The analysis technique uses validity test, reliability test, descriptive analysis, path analysis, hypothesis testing and sobel test analysis. The results found that the marketing mix had a positive and significant effect on customer satisfaction of Roti Maros. The marketing mix has a positive and significant effect on customer loyalty. Customer satisfaction has a positive and significant effect on customer loyalty Roti Maros. The marketing mix has a positive and significant effect on the customer loyalty of Roti Maros if mediated by customer satisfaction.

Keywords: marketing mix, customer satisfaction and customer loyalty

INTRODUCTION

The economy is a key factor in the realization of a sustainable life of an independent community to support the ideals of a country's future. With the life of a country's economy will certainly have a positive impact on the life of a society and the State itself. In this case the government of a country must be truly literate about policy, climate change, and renewal of the economy. Participate in economic policy making that has a positive impact in the future, given the rapid competition in the world economy today.

Activities in the economy are very broad, both in the sector of supply of goods and services. So that we have the responsibility of each to contribute to the State, a State will be said to succeed if the level of business is 2% more than the population of a country. While at present Indonesia is still ranked 1.6% of the population (Source: BPS data).

Looking at the data above, some people are committed to participate in realizing developed countries with an optimistic capital and have a great spirit in accepting risks in commerce, both urban communities, urban and rural buffer zones in order to realize Indonesia towards developed countries. Besides that, micro businesses are a buffer of the national economy, call it the food industry which has a very large market demand so that it seems that over time providers or business people who are targeting this market are always popping up, in this case researchers are targeting several food industry businesses in Maros district.

Based on data obtained that all Maros bread producers in Maros Regency have entered the second generation and some have entered the third generation. The ability to maintain the market is inseparable from the quality of products that have been made for generations. So far, the company has concentrated on the trade, shopping, and distribution of goods and has been working with national bank capital, the bakery that has opened has conducted a taste sampling to get responses that are currently used as tag lines, namely: Fresh From The Oven. The tag line strategy is intended for sustainable brand carrying capacity with levels: brand awareness, brand acquisition, brand equity and finally brand loyalty. The company chooses the low end segment that is realized at low prices, and determines product positioning in the sweet bread market that is termed sweet = good, in the low end segment and product positioning there is a very tight competition in the form of features, advantages, benefits but not at value, so that fresh from the oven is the value chosen by the company as a differentiator with competitors which is intended so that its customers get bread that is served just out of the oven with a different taste. The company intends to make customers become loyal to the brand. Despite the low prices offered, the company still uses quality raw materials.

The strategy chosen by the company is Strategic Competitiveness achieved if a company well formulates and implements a value creation strategy meaning that the company has a sustainable competitive advantage or Sustained or Sustainable Competitive Advantage according to Michael et al (1997: 4); define occurs when a company implements a value creation strategy and a competing company does not continuously implement it, and when other companies are unable to emulate the advantages of that strategy. Continuous competitive advantage produces above average profits (above average profits).

The business owner intends to expand the sales area in stages with the method of personal selling with visits to intensive buyers or customers (intensive calls) as a technique, the thing that management needs to consider is the feasibility of the sales model used, a problem will arise. the feasibility of the method of personal selling with intensive calls, namely the ability to reach certain sales volumes, the ability to get certain profits. According to Malcolm (1992: 1) "need an effective step for the introduction of interconnected companies, namely: auditing, objectives, strategies and plans to implement them. To place the organization in the future in order to achieve growth, maturity and the ability to overcome setbacks".

In terms of the number of sales per day at this time (turnover) is considered to have met the target, in carrying out their duties and activities guided by a qualitative analysis of positions and evaluations. But until now there has never been a measurement of the effectiveness of marketing mix as a process of creating demand so that there is a continuous increase in sales, because after all the purchase (closing) is the result (outcome) for the company. It is important to examine what factors influence purchasing decisions, satisfaction and whether the product strategy, price, distribution, promotion of maros bread is very influential for prospective buyers in determining purchases.

LITERATURE REVIEW

Literature review used is the marketing mix, customer satisfaction and customer loyalty.

A. Definition of Management

Management according to Robbins, S.P. (2009: 8) is the process of coordinating work activities so that they can be completed efficiently and effectively with and through others. Efficiency refers to obtaining the largest output with the smallest input, described as doing everything right. While effectiveness refers to completing activities so that organizational goals can be achieved. According to Horold and Koontz and Cyril O'Donel in Arif SN and Zulkarnain, I. (2008), Management is an effort to achieve a certain goal through the activities of others. Management is a process of planning, organizing, coordinating, and monitoring / control of existing resources in order to achieve goals effectively and efficiently.

B. Definition of Marketing

Marketing can be interpreted as a series of main activities carried out by the company in maintaining its survival and to develop, while increasing profit as much as possible. Therefore, to realize this, the company is required to obtain market share for its products on an ongoing basis to be offered so that the company's goals and targets can be achieved. Suryana (2008: 135) states that marketing is all activities aimed at examining the needs and desires of consumers, producing goods or services, determining prices, promoting, and distributing goods and services owned by a business unit.

C. Marketing Mix

The marketing mix consists of everything a company can do to influence the demand for its products. Kotler (2009) argues that the marketing mix as a set of technical marketing tools that can be controlled, which is integrated by the company to produce the desired response in the target market. The marketing mix is one of the most universal concepts that have been developed in marketing and most of it focuses on four key components, namely: a. Product (Product). According to Kotler and Keller (2007) defines a product is everything that can be offered to the market to be considered, owned, used or consumed so that it can satisfy the needs and desires of consumers, b. Price (Price). Price is the only element of the marketing mix that provides income or income for the company, in addition to that is the marketing mix element is flexible (can be quickly changed). Stanton (1998) defines the price is the amount of money (possibly added by some goods) needed to obtain some combination of a product and the accompanying services. c. Promotion (Promotion) is one of the variables in the marketing mix that is very important to be carried out by companies in marketing their products, d. Location (Place). Kotler (2009) states that location (Place) is a strategy that determines where and how we sell a particular product.

D. Consumer Satisfaction

Customer satisfaction is that customers can experience one meaning of the general level of satisfaction that is if the performance is below expectations, customers will feel disappointed but if the performance is in accordance with customer expectations will feel satisfied if the performance can exceed expectations, customers will feel satisfied and happy ". Keagen in Tjiptono (2004: 24) revealed that there are two things that determine customer

satisfaction, namely complaints and customer expectations for the services they obtain. If the customer gets a very good treatment, as expected and satisfying, the customer will feel fulfilled what he hopes, which is marked by the creation of feelings of pleasure. Meanwhile, if the customer gets bad treatment, is not appropriate, gives a negative and unsatisfactory impression, then the service provided by the company to the customer is not as expected, which causes the customer to complain about the service obtained, where the complaint indicates that the customer feels disappointed and is not satisfied.

E. Consumer Loyalty

Customer loyalty is something that is embedded in the minds or thoughts of customers who have a satisfying relationship with a product or service provider. Customers will remain loyal (loyal) using the products or services provided as long as customers feel satisfied with what is provided by the company. According to Griffin (2002) quoted by Hurriyati (2005: 129) "Loyalty is defined as non-random purchases expressed over by some decision marketing units". Loyalty is more a form of behavior than the decision to make a continuous purchase of goods or services of a company chosen by the customer. Loyal customers are characterized as follows: a. Makes regular repeat purchase. b. Purchase across product and service lines (purchase other product lines from your company), c. Refers others (giving references to others), and d. Demonstrates in immunity to the pull of the competition (showing immunity to the pull of competitors or not easily influenced by competitors' persuasion).

RESEAECH METHOD

Location and Research Design

The object of this research was conducted at several Maros Bakeries located in Maros Regency. The design used in this study is to use a quantitative approach, where the research specifications are systematic, planned, and clearly structured from the beginning to the making of the research design, with a view to knowing the effect of marketing mix on consumer satisfaction and its impact on consumer loyalty in Maros Bread in Maros Regency.

Population and Sample

The population of this research is all consumers who buy Maros bread in Kab. Maros. With this large population, the researcher limits the sample by using a random sampling method, which is the method of withdrawal from a population or universe in a certain way so that each member of the population or universe has the same opportunity to be elected or taken. So the number of samples is determined as many as 80 respondents.

Method of collecting data

In this study, researchers used several data collection methods, among others: Observation, which is a data collection tool that is done by observing and recording systematically the agreed symptoms. Observation or observation is used in order to collect data in a study. Interview is a question and answer process in research that takes place orally in which two or more people face to face listen directly to information or information, interviews are data collection techniques by asking questions to respondents and recording or recording respondents' answers. Documentation is data collection that is not directly aimed at the subject of research, but through documents, as well as questionnaires is a method of data collection that is done by giving questions to respondents with questionnaire guidance.

Data Analysis Method

The analytical method used in this study is path analysis with the following stages of analysis:

- 1) Test validity
To test the validity of testing can be used by looking at the value of the Outer Loading which measures the magnitude of the correlation between constructs and variables. The validity coefficient describes the magnitude of the correlation between each measurement item (indicator) with its construct. According to Uma Sekaran (2010), if $r_{count} > r_{table}$, then the data is valid and feasible to be used in testing the research hypothesis.
- 2) Reliability Test
In PLS, the reliability test is strengthened by the existence of Cronbach alpha where the consistency of each answer is tested. Cronbach alpha is said to be good if $\alpha \geq 0.6$.
- 3) Descriptive Analysis
Descriptive analysis is a description of respondents' responses regarding the marketing mix, customer satisfaction and customer loyalty which consists of the average respondent's response to a variable and its indicators to determine the generalization of the respondent's response.
- 4) Hypothesis Testing
Hypothesis testing is done by looking at the value of the path coefficient and through the t test. If the t-count is greater than 1.96, the influence between the variables is significant. T value is obtained with the help of the SmartPLS 3.2.8 application. through the Bootstrapping report. Specifically for hypotheses that contain mediating variables, the tcount is obtained through the Sobel Test.
- 5) Sobel Test Analysis
Multiple test analysis is performed to test the indirect effect of mediation variables. To test how much influence the satisfaction of consumers in mediating the effect of the marketing mix on consumer loyalty, Sobel test is used that uses the z test.

RESEARCH RESULT

Hypothesis testing

In this study bootstrapping calculations were performed to test the hypothesis using Smart PLS 3.2.8 to see direct and indirect effects (mediation). Hypothesis testing the direct effect of the data processing results can be seen in the following table:

Table 1. Direct Effects

	Original Sample (O)	T Statistics (O /...	P Values
Bauran Pemasaran -> Kepuasan Pelanggan	0.723	17.118	0.000
Bauran Pemasaran -> Loyalitas Pelanggan	0.406	6.245	0.000
Kepuasan Pelanggan -> Loyalitas Pelanggan	0.625	10.707	0.000

Source: Smart PLS (2020)

Based on the data processing table using Smart PLS 3.2.8 software, the results of the direct influence hypothesis test can be described as follows:

Effect of marketing mix on customer satisfaction

Based on the table above, the effect of marketing mix on customer satisfaction shows a coefficient value of 0.723 (positive), a statistical t value of 17,118 which is greater than 1.96 and pvalues ie 0,000 which is smaller than 0.05. It can be said that the marketing mix has a significantly positive effect on customer satisfaction Maros bread so that in this case the research hypothesis is accepted.

Effect of marketing mix on customer loyalty

Based on the table that is the effect of marketing mix on customer loyalty shows a coefficient value of 0.406 (positive), a statistical t value of 6.245 which is greater than 1.96 and P Values of 0.000 which is smaller than 0.05. It can be said that the marketing mix significantly influences the loyalty of Maros bread customers so that in this case the research hypothesis is accepted.

The effect of customer satisfaction on customer loyalty

Based on the table above, the effect of marketing mix on customer loyalty shows a coefficient value of 0.625 (positive), a statistical t value of 10,707 which is greater than 1.96 and P Values of 0.000 which is smaller than 0.05. It can be said that the marketing mix significantly influences the loyalty of Maros bread customers so that in this case the research hypothesis is accepted.

While the indirect effect (mediation) can be seen from the results of bootstrapping calculations in the specific indirect effects section the results can be seen in the following table:

Table 2. Indirect Effects (Mediation)

	Original Sample (O)	T Statistics...	P Values
Bauran Pemasaran -> Kepuasan Pelanggan -> Loyalitas Pelanggan	0.452	7.920	0.000

Source: Smart PLS (2020)

Based on the indirect effect, it can be seen the effect of marketing mix on customer satisfaction and loyalty shows a coefficient value of 0.452 (positive), a statistical value of 7.920 which is greater than 1.96 and P Values which is 0.000 which is smaller than 0.05. It can be said that the marketing mix has a positive and significant effect on loyalty if mediated by customer satisfaction so that in this case the research hypothesis is accepted. From the results of direct and indirect effects (mediation), the results of testing the overall hypothesis can be seen in the following table:

Table 3. Hypothesis Testing

Code	Description	Hypothesi
H1	Marketing Mix => Customer Satisfaction	Significant Positive

H2	Marketing Mix => Customer Loyalty	Significant Positive
H3	Customer Satisfaction => Customer Loyalty	Significant Positive
H4	Marketing Mix => Customer Satisfaction => Customer Loyalty	Significant Positive

Source: Data Processing Results (2020)

DISCUSSION

Based on the results of data processing, a discussion of the results of this study can be described as follows:

Effect of marketing mix on customer satisfaction Roti Maros.

The marketing mix has a positive and significant effect on customer satisfaction of Roti Maros. This shows that if the marketing mix is increased it will increase customer satisfaction. The results showed respondents' responses about the marketing mix and customer satisfaction showed that the average respondent's response was moderate or doubtful about the satisfaction currently felt against the marketing mix. Based on the results of an interview with one of the Maros bakery owners found that for the marketing mix such as the price of Maros bread is currently very difficult to maintain because the price of basic ingredients of bread has increased as well as production costs so as to maintain satisfaction with pricing the management must determine by considering various aspects. The results of this study are in line with the theory put forward by According to Kotler and Keller (2007) to mean that a product is anything that can be offered to the market to be considered, owned, used or consumed so that it can satisfy the needs and desires of consumers. When researchers directly asked customer responses about prices, the response showed that the majority of old customers complained about the rising price of Maros bread. The results of this study also support the results of previous research by Hermawan, H. (2016) who found that the marketing mix had a positive and significant effect on customer satisfaction.

Effect of marketing mix on customer loyalty of Roti Maros.

The marketing mix has a positive and significant effect on the customer loyalty of Roti Maros. This shows that if the marketing mix is increased, it will increase customer loyalty. The results showed the respondents' responses about the marketing mix and customer satisfaction which showed an average response of respondents being or doubting the loyalty that is currently felt against the marketing mix. Based on the results of an interview with one of the Maros bakery owners found that for the marketing mix associated with customer loyalty showed a decrease in the number of customers even though the turnover showed an increase. The number of customers continues to decrease because the majority of Maros bread customers are customers aged 30 years and over.

The results of this study are in line with the theory put forward by Kotler (2009) that marketing mix as a set of technical marketing tools that can be controlled, which is integrated by the company to produce the desired response in the target market. The marketing mix consists of everything a company can do to influence the demand for its products. The results of this study also support the results of previous studies from Herawati, N., & Qomariyah, N.

(2017) found that the marketing mix consisting of products, prices, and places has a positive effect on customer loyalty.

Influence of satisfaction on customer loyalty Roti Maros.

Satisfaction has a positive and significant effect on customer loyalty of Roti Maros. This shows that if customer satisfaction increases it will increase customer loyalty. The results showed respondents' responses about customer satisfaction and customer satisfaction which showed an average response of respondents being or doubting the loyalty that is currently felt against the marketing mix. Based on the results of an interview with one of the Maros bakery owners that was found to say that for customer satisfaction related to customer loyalty in general is already good but with the increased price of Maros bread makes customers look for other alternatives that are cheaper to be used as souvenirs.

The results of this study are in line with the theory put forward by Tjiptono (2004: 24) revealing that there are two things that determine customer satisfaction, namely complaints and customer expectations of the products he obtained. If the customer gets a very good treatment, as expected and satisfying, the customer will feel fulfilled what he hopes, which is marked by the creation of feelings of pleasure. Meanwhile, if the customer gets bad treatment, is not appropriate, gives a negative and unsatisfactory impression, then the service provided by the company to the customer is not as expected, which causes the customer to complain about the service obtained, where the complaint indicates that the customer feels disappointed and is not satisfied. When the customer is satisfied with the product consumed, the customer will be loyal to the product or the Roti Maros store. The results of this study also support the results of previous studies from Herawati (2017) and Juniardi, Haerani, and Munir (2018) who also found that customer satisfaction has a significant effect Customer Loyalty.

Effect of marketing mix on customer satisfaction and loyalty of Roti Maros.

The marketing mix has a positive and significant effect on the customer loyalty of Roti Maros if mediated by customer satisfaction. This shows that if the marketing mix is improved it will increase customer satisfaction which has an indirect impact on customer loyalty. The results showed respondents' responses about the marketing mix, customer satisfaction and customer satisfaction, which showed an average response of respondents being or doubting the loyalty that is currently felt against the marketing mix. Based on the results of an interview with one of the Maros bakery owners found that the owner of the Roti Maros shop must pay attention to several important aspects such as product quality, affordable prices, attractive promos and strategic locations to be a stopover place very influential on customer loyalty satisfaction.

The results of this study are in line with the theory put forward by Kotler and Keller (2007) namely the marketing mix is a marketing tool used by companies to pursue their corporate goals ". So, it can be concluded that the marketing mix is a device consisting of products, prices, promotions and places, which will determine the level of marketing success and all of that is intended to get the desired response from the target market. The results of this study also support the results of previous studies from Hermawan, H. (2016). shows that marketing spread has a positive and significant influence on customer satisfaction and has an effect on customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research conducted on Roti Maros customers in Maros Regency, the conclusions of this study can be described as follows: The marketing mix has a

positive and significant effect on Roti Maros customer satisfaction. That means that when the marketing mix is improved, customer satisfaction will increase. The marketing mix has a positive and significant effect on the customer loyalty of Roti Maros. That means that when the marketing mix is improved the customers will be more loyal towards Roti Maros products. Then customer satisfaction has a positive and significant effect on customer loyalty Roti Maros. This means that when customer satisfaction increases, customers will be more loyal to Roti Maros products. The marketing mix has a positive and significant effect on the customer loyalty of Roti Maros if mediated by customer satisfaction. That means that when the marketing mix is improved the customers will be more satisfied and loyal to Roti Maros. From the results of the research conducted, the suggestions of the results of this study are: Urged to the bread industry entrepreneurs in Maros Regency to improve the marketing mix they have today, especially related to prices to recalculate all aspects related to pricing so that customers are not too burdened by the increase in the price of Roti Maros, then it was appealed to Roti Maros entrepreneurs in Maros Regency to pay attention to customer satisfaction especially when there was an increase in the number of visitors to the shop. The service shop is directed to be more alert when the number of buyers increases and increase the number of cashiers for a certain time that often occurs the density of buyers or add outsourcing employees to help serve prospective buyers during the holiday season or homecoming time and certain times when there is a surge in visitors to the store. It is appealed to the local government to strengthen the promotion of Roti Maros products which have always been a superior product typical of Maros Regency. Furthermore, it is also urged that further researchers to conduct research with a longer research time and more samples to find out the conditions related to customer loyalty of Roti Maros.

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