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Marketing Mix and Quality-Mix Services in Building Satisfaction to Achieve Customer Loyalty

The Case of Mokula Coffee Branch in Gowa

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Abstract

One of the businesses growing rapidly and facing the current tight competition is the culinary business. This group of businesses offer the same type of products but vary in prices and services. The purpose of this study was to analyze the linking effect of the marketing mix and service quality on loyalty with the use of customer satisfaction as a mediating variable. Of the 3.834 population calculated at Mokula Coffee Indonesia from October to December 2020, the study collected a sample of 94 customers by observation, interviews, and questionnaires. The data obtained is firstly tested their validity and reliability before applied path analysis. The results indicated that the marketing mix and service quality indicated a positive and significant effect on customer satisfaction. Customer satisfaction, marketing mix, and service quality also have a positive and significant effect on loyalty, indicating great concern for repeat visits and purchases.

Keywords : marketing mix; service quality; satisfaction; customer loyalty

INTRODUCTION

In the current era of globalization, competition in the business world is getting tougher. This requires each company to be able to maximize the company's performance in order to be able to compete in the market. One of the businesses that are growing rapidly and feeling the current tight competition is a business in the culinary field (Toaha et al., 2019). The increasingly tight competition is indicated by the number of businesses in the culinary sector that produce products of the same type but vary in price and service. Thus, culinary business actors are required to create strategies that can attract consumers to consume the products and services offered in order to be able to compete and excel compared to competitors. Culinary business people must always make changes or innovations and provide the best service to consumers so that consumers feel satisfied with the goods or services they have purchased. Buyers use price not only as a measure of sacrifice, but also as an indicator of the quality of their products and services. Therefore, companies are required to offer quality products that have more value by providing prices in accordance with the quality of the products offered. In addition, culinary business people are also required to provide a comfortable and safe place.

In reality, nowadays some groups of people do not only come to a culinary place just to eat and drink, but in other cases it is to show their social status, as a result of the high lifestyle of today's society. Lifestyle (lifestyle) is defined as a pattern or individual way of showing his quality to the environment around him. Individuals are able to show their own quality in a unique way that symbolizes the status and role of the individual for the surrounding environment. The lifestyle (lifestyle) of urban communities today is the background for several groups of people to choose cafes

or coffee shops which are allegedly ⁷ able to meet the needs of the community. The habit of drinking coffee has become an inseparable part of some Indonesians. The word cafe (in the meaning of a coffee shop) comes from French, Cafe, which also means coffee. The cafe that was originally always on the side of the road and simple, now, is entered into a five-star hotel building or mall, under various names. One of them is a coffee shop which now not only sells drinks and snacks, but also serves guests who order heavy meals as well. From some of the explanations above, the author concludes that the definition of a coffee shop is a place that provides food and various types of coffee and other drinks in a relaxed, comfortable place, and is equipped with several facilities such as wireless internet, music, etc.

In the last few years, cafes have experienced rapid development, in several cities in Indonesia, one of which is in the district of Gowa. The rise of cafes in the Regency, which have various forms and services, gives an impression of competition among business activists. The cafe owners compete with sales strategies by providing facilities according to the lifestyle and needs of the community. For example, several cafes have a concept with musical accompaniment, affordability of prices, and even menu offerings with traditional to modern nuances, which are the main attraction for consumers. This shows the high public interest in the existence of cafes, because with the proliferation of cafes, it indirectly shows the market's interest in the existence of cafes. Besides that, several cafes also highlight their own uniqueness, both in terms of menu presentation, facilities, to architectural designs.

A cafe or coffee shop for some people, not only as a place to drink coffee alone, but also as the second home. Some of the people's habits that are often carried out at home have now moved to cafes, such as political discussions, business, social gathering, and so on. In addition, enjoying coffee in a cafe for some people has become a symbol of luxury, exclusivity, and a marker of social class identity, especially among young people and millennial, as a medium for their self-actualization. This proof is increasingly influencing the lives of young people who like to hang out and hang out. In many ways, the cafe is able to present a young professional character. The symbols shown by the cafe are often associated with youth, productivity, slang, dynamic, established, successful, and others.

Facts recorded in Gowa Regency in the last two years show that the trend of drinking coffee is growing and is part of globalization. In fact, this kind of phenomenon is not much different from a coffee shop in rural communities, because Indonesians have been staying up late and discussing many things, along with drinking coffee. However, what changes according to the times is the location of the coffee, the design of the place, and the presentation of coffee that is packaged so well that it can captivate customers, even though it is sold at four or five times the original price. In addition, the play of symbols or characters shown by each cafe also influences the interest of young people to visit the cafe which then creates a new culture. This is triggered by pop culture, one of which is through films both at home and abroad, which often feature scenes with cafe backgrounds and also films where the main character is familiar with the cafe, in this case their daily lives seem inseparable from the cafe. The development of information technology today has given rise to something called the spectacle society, a new culture of society to always upload activities or various commodities they consume on social media. From this phenomenon, businessmen in the cafe world, compete with each other to meet these needs, by innovating in various aspects, including the aspect of brand / product marketing. Attractive packaging, good review forms, use of social media as marketing media, collaboration with delivery service providers are some of the marketing strategies commonly carried out by culinary business people. The emergence of various marketing strategies that have been implemented has not been spared from the many competitions that have occurred lately. This good cafe business opportunity has resulted in many Cafe that have sprung up. Therefore, the owner is thinking hard about how to make this cafe stand one step ahead of the others. The emergence of various opinions is felt to be taken into consideration for this cafe. One of them is adequate facilities. The existence of facilities will certainly support consumer activities, good

facilities and meet customer needs will definitely be taken into consideration by consumers in choosing a cafe. The second is product diversity. Nowadays, many cafes have sprung up which of course carry a variety of menus. This is one of the marketing tactics to attract consumers, especially considering their relatively new business, of course, the newest and foreign menus are their first step in attracting consumers. Apart from good marketing tactics, service quality is a very influential thing for consumers. Service quality is one of the keys to the success of the culinary business to keep customers and consistently buy the products they sell. According to Kotler and Keller (2009: 138-139), satisfaction is a feeling of pleasure or disappointment in a person that comes from a comparison between his impression of the performance (or results) of a product and his expectations. Poor service quality will make consumers uncomfortable and lazy to come to a cafe. Likewise, if the service to consumers feels good, of course the consumers will feel comfortable. Friendly and homely service makes consumers feel at home like at home. Deft service will also have a very good impact on consumers, they will feel very cared for in becoming consumers.

From the three points above, if it is carried out properly by the management of a cafe, consumers will pay their first attention to their purchasing decisions. Repurchase interest is part of purchasing behavior, which in turn will form loyalty in consumers. In addition, committed customers generally more receptive to new product expansion offered by the company. The suitability of the performance of the products and services offered with what consumers expect will provide satisfaction and will result in consumer repurchase interest in the future. Consumers who are satisfied and who decide to become customers will instinctively commit to recommending the product positively to other potential customers for the product. It is therefore that the committed customer will play a role in the development of a particular brand. Thus, the consumer evaluation process related to the performance and quality of the product greatly determines the level of motivation for repurchasing a product. This motivation will create a desire in consumers to make repeat purchases or perhaps increase the number of purchases, so that a large commitment will be created to repurchase the product. One of the cafes in Gowa district, is Mokula Coffee Indonesia, which is located on Jalan HM Yasin Limpo No.63, Somba Opu sub-district, Gowa. Mokula Coffee Indonesia offers beverage products such as coffee, tea, milk, sarabba, various juices, and various other kinds of beverage products. In addition, to meet the diverse tastes of consumers, Mokula Coffee Indonesia also provides a wide variety of menu choices of food and snacks, both modern and traditional.

LITERATURE REVIEW

Marketing Mix

The marketing mix is a collection of tools that can be used by management to influence sales. Therefore, the broad scope of activities must be simplified into seven important variables commonly referred to as the marketing mix or 7P, which consists of seven components, namely the product, price, place, promotion, people (employees), process (process), and physical evidence (physical form).

The marketing mix reference strategy is a strategy carried out by a company that is related to determining how the company presents product offerings in certain market segments which are its target markets. Marketing mix is a combination of variables or activities that are the core of the marketing system, variables that can be controlled by the company to influence the reactions of buyers or consumers. In other words, the marketing mix is a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and its references and allocations, especially as a company's response to the competitive environment and conditions. always changing (Assauri, 2011).

Service Quality

The development of technology nowadays causes very tight business competition in

acquiring and retaining customers. Seeing this reality, service quality is an obligation that the company must improve in order to be able to compete and still gain the trust of customers. According to Tjiptono (2011:59), service quality is the level of excellence expected and control over that level of excellence to meet customer desires. Lewis and Booms (as cited in Tjiptono 2011:157) measure of how good the level of service provided is in accordance with customer expectations. Similarly, Zeithaml et al. (1990), the quality of service is how far the difference is between reality and the expectations of customers for the services they receive / receive.

SERVQUAL is a multi-item scale that can be used to measure customer perceptions of service quality which includes five dimensions. The five dimensions of service quality according to Zeithaml et al. (1990) quoted by Lupiyoadi (2013:216) are as follows: tangible, reliability, responsiveness, assurance and empathy.

Customer Satisfaction

Customer satisfaction is the most important factor in various business activities. According to Willie (as cited in Tjiptono, 2011:24) defines customer satisfaction as an emotional response to an evaluation of the experience of consuming a product or service, as a response to the experience felt by customers after consuming a product or service. Meanwhile, according to (Schiffman & Kanuk, 2007:9) Satisfaction is an individual perception of goods or services related to customer expectations. Meanwhile, according to Gerso Ricard (as cited in Sudarsito 2004:3) states that "Customer satisfaction is the customer's perception that their expectations have been met or exceeded." Customer satisfaction is a customer opinion that by using particular company product and its expectations have been fulfilled. Stifani (2002:51) states that satisfaction is divided into two types, namely: functional satisfaction and psychological satisfaction. Functional satisfaction is the satisfaction obtained from the function of a product that is used while psychological satisfaction is the satisfaction obtained from the intangible attributes of the product.

Customer Loyalty

The concept of customer loyalty is defined more by behavior than attitude. One of the positive attitudes of customers can be shown through being loyal to the company's products and recommending these products to other parties. While negative attitudes are shown through negative words (word of mouth) to other parties and moving by making purchases to other companies, the conditions that must be met by a company in order to be successful in competition are trying to achieve the goal of creating and retaining customers (Levit, 1987). Customer satisfaction will have an impact on customer loyalty.

According to Westbrook (1978) emotional experiences and satisfaction that underlie a fairly high attitude towards someone's offer, apart from being a repeat buyer, will also give praise. From referring to this, good experiences and emotions are a consumer perception. Good perceptions can increase loyalty which has an indicator on repeat purchases. Oliver (1999:53) defines loyalty as a situation where there is a strong commitment to re-purchase and reuse of goods and services of a company.

RESEARCH METHOD

Location and Research Design

This research will be conducted at Mokula Coffee Indonesia, Gowa branch in October-December 2020. The research design is to use a quantitative approach in an effort to test the hypotheses that have been compiled. Much quantitative research is required to use numbers, starting from data collection, interpreting these numbers and the appearance of the results (Arikunto, 2002: 12). The quantitative approach aims to test theories, build facts, show relationships between variables, provide statistical descriptions, estimate and predict the results. Research designs that use a quantitative approach must be structured, standardized, formal and designed as well as possible

beforehand. Design is specific and detailed because design is a research design that will actually be implemented (Tanze, 2011:10).

Population or Samples

Population is the whole object that is in an area and fulfills certain requirements related to the research problem, or the entire unit or individual within the scope to be studied (Martono, 2011:66). According to Sugiyono (2011:117) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. For the population in this study are customers of Mokula Coffee Indonesia, Gowa branch. The sample is part of the population drawn which is considered to be representative of the target population to be observed and measured. Cooper and Emory (2008:122) suggest that the sample is part of the population that is carefully selected to represent the population. In connection with research using samples, Singarimbun and Effendi (2011) says that survey research is research using simple random sampling with the Slovin formula in order to obtain a total sample of 94 respondents.

Data Collection Method

The data collection technique used in this research is quantitative which is taken directly from the customer. According to Sugiyono (2011), "Data collection techniques are the most strategic steps in research, because the main purpose of research is to get data. Data collection carried out by researchers is indispensable in a scientific research. Data collection techniques used in this study are Primary Data (Observation, Interview and Questionnaire) while Secondary Data (Libraries and Journals). The variables studied are in the unit of analysis concerned in the research sample.

Data Analysis Method

After the necessary data has been collected, the next step is to analyze the data. The data analysis that the writer uses in this study uses quantitative analysis. Data analysis techniques in quantitative research use statistics (Sugiyono, 2011). Inferential statistics, (often also called inductive statistics or probability statistics) are statistical techniques used to analyze sample data and the results are applied to a population.

In the first place, the data collected is evaluated to test its validity and reliability. Validity is a measure that shows the validity or validity of an instrument. So the validity test refers to the extent to which an instrument performs its function. The instrument is said to be valid if the instrument can be used to measure what you want to measure (Sugiyono, 2011). Usually the minimum requirement to be considered eligible is if $r = 0.5$, so if the correlation between the items and the total score is less than 0.3 then the items in the instrument are declared invalid. The reliability of the measuring instrument is the consistency or consistency of the tool in measuring what it measures. This means that whenever the measuring instrument is used it will give the same measurement results. Based on the reliability of the internal consistency of an instrument, it is declared reliable if the alpha coefficient is more than 0.06 (Malhotra, 2010:49).

The collected data is then analyzed with path analysis. Path analysis is to formulate structural equations and path diagrams based on theoretical studies in the field of education. Information is given if the research objective is to obtain a model for prediction purposes, then the appropriate structural model is used. This model is similar to path analysis, the difference is that in path analysis the data analyzed is raw data, whereas in a structural model it uses raw data.

EMPIRICAL RESULTS

Path analysis Path analysis is a statistical analysis technique developed from multiple regression analysis. In addition to testing the direct effect, this technique can also explain the indirect

effect of the independent variable through the intervening variable on the response variable. The values used in this analysis technique are the beta standard coefficient and the R square value. The results of the data analysis obtained can be used 2 path analysis models, namely path analysis model 1 and path analysis model 2.

Path Analysis Model 1

The analysis technique used to test hypotheses H₁ and H₂ uses path analysis by regressing the independent variables (Marketing Mix and Service Quality) on the dependent variable (Customer Satisfaction), and to test the hypotheses H₃, H₄ and H₅ using multiple regression analysis by regressing the independent variables. (Marketing Mix, Service Quality, and Customer Satisfaction) on the dependent variable (Customer Loyalty), while to test the H₆ and H₇ hypotheses using path analysis with the Sobel test. This hypothesis testing is assisted by using the SPSS 21 program.

To test the effect of the marketing mix and service quality on customer satisfaction, the coefficient of determination (R²) test is used, which aims to determine how much the independent variable is able to explain the dependent variable. From the test results of the coefficient of determination, it is known that the value of R² (Adjusted R-Square) is 0.115, this means that 11.5% of the Customer Satisfaction variable is influenced by the Marketing Mix and Service Quality variables. While the remaining 88.5% is influenced by other variables that have not been examined in this study.

Furthermore, the F test (simultaneous test) is carried out, where it is known that the F-value of the significant results is 0.001 < 0.05. So it can be concluded that the Marketing Mix and Service Quality jointly influence the Customer Satisfaction variable. Path coefficient values, obtained from standardized coefficient beta. The value of R square 0.185 indicates that the influence of the marketing mix and service quality on customer satisfaction is 13.4%, while the rest is a contribution from other factors not included in the study. Meanwhile, the value of e₁ can be found with the formula $e_1 = \sqrt{1 - 0.134} = 0.930$. Thus, the path equation for model 1 is $Y_1 = 0.219X_1 + 0.348X_2 + 0.930 e_1$.

Furthermore, the t test for unstandardized model was analyzed using the estimation model as follows: $Y = 6.5 + 0.074X_1 + 0.119 X_2 + e_1$. From the above equation it can be explained that: A constant value of 6.5 indicates that if the independent variable (Marketing Mix and Service Quality) is zero then Customer Satisfaction will occur at 6.5. The marketing mix variable regression coefficient of 0.074 is the path value p₁ and indicates that each increase of one unit of the Marketing Mix variable will increase the value of Customer Satisfaction by 0.074. The regression coefficient of the Service Quality variable of 0.119 is the path value p₂ and indicates that each increase of one unit of the Service Quality variable will decrease the value of Customer Satisfaction by 0.119. The value of $e_1 = \sqrt{1 - R^2} = \sqrt{1 - 0.115} = 0.885$. So, the amount of variance of the Customer Satisfaction variable that cannot be explained by the Marketing Mix and Service Quality variables is 0.940. The path diagram for model 1 is as follows:

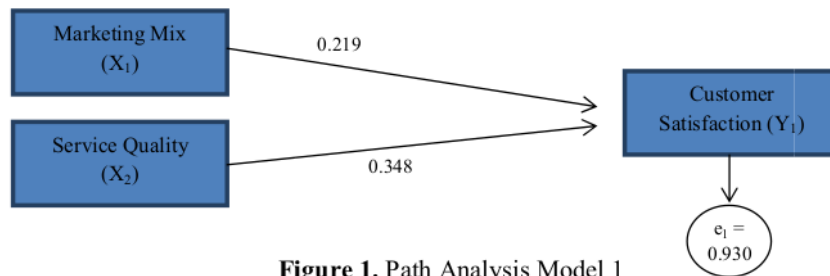


Figure 1. Path Analysis Model 1

Path Analysis Model 2

Hypothesis testing for H₃, H₄ and H₅ is carried out with multiple regression analysis of the effect of customer satisfaction, marketing mix and service quality on customer loyalty. The result of

this test is to test the coefficient of determination (R^2), where it is known that the value of R^2 (Adjusted R-Square) is 0.271, this means that 27.1% of the Customer Loyalty variable is influenced by the Customer Satisfaction, Marketing Mix and Service Quality variables. While the remaining 72.9% is explained by other variables that have not been examined in this study. Then the F test or simultaneous test was carried out where the simultaneous test results obtained a simultaneous significant F-value of $0.000 < 0.05$. So it can be concluded that the variables of Customer Satisfaction, Marketing Mix and Service Quality have a joint effect on the Customer Loyalty.

Furthermore, a partial test (t test) is carried out which can be analyzed with an estimation model, namely: $Y_2 = -12.519 + 0.117 X_1 + 0.072 X_2 + 0.183 X_3 + e_2$. From the unstandardized estimation model, it can be concluded that the marketing mix, service quality, and customer satisfaction have a significant effect on customer loyalty (because the significant value < 0.005). With regards to standardized coefficients beta, the value of the R square 0.295 indicates that the contribution of the marketing mix, service quality, and customer satisfaction to loyalty is 29.5%, while the rest is a contribution from other factors not included in the study. Meanwhile, the value of e_2 can be found using the formula $e_2 = \sqrt{1 - 0.295} = 0.839$. Thus, the path equation for model 2 (standardized coefficient) is $Y_2 = 0.416 X_1 + 0.221 X_2 + 0.252 Y_1 + 0.839 e_2$. The model path analysis diagram is described as follows:

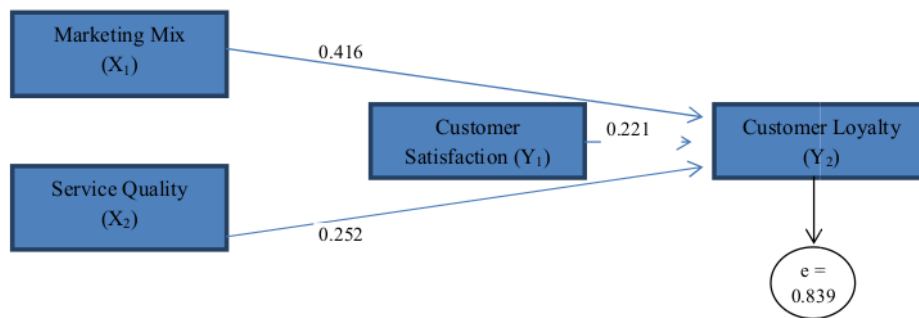


Figure 2. Path Analysis Model 2

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Indirect Effect

The indirect effect of the marketing mix independent variable, service quality on the dependent variable customer loyalty with customer satisfaction as an intervening variable, using the SPSS program results in a direct and indirect relationship which is presented in the following table:

Table 1. Direct and Indirect Relationships

No.	Hypothesis	Coefficient Value		Probability	Total	Information
		Direct	Indirect			
1	The influence of the marketing mix on customer satisfaction	0,219	-	0,032	0,251	Significant
2	Effect of service quality on customer satisfaction	0,348	-	0,001	0,349	Significant
3	The influence of the marketing mix on customer loyalty	0,416	-	0,000	0,416	Significant
4	Effect of service quality on customer loyalty	0,252	-	0,011	0,263	Significant
5	The effect of customer satisfaction on customer loyalty	0,221	-	0,023	0,244	Significant
6	The influence of the marketing mix on customer loyalty through customer satisfaction	-	0,048	0,118	0,166	Not significant
7	The influence of service quality on customer loyalty through customer satisfaction	-	0,076	0,093	0,169	Not significant

Source: Data processing, 2021

DISCUSSION

Effect of Marketing Mix on customer satisfaction

Based on the results of this study indicate that the marketing mix has a positive and significant effect on satisfaction. This has been proven by the results of the α significance hypothesis test, meaning that the marketing mix provides positive and significant results on customer satisfaction. From the findings of researchers based on the results of data processing, respondents gave positive responses to the marketing mix questionnaire. This shows that Mokula Coffee Indonesia, through offering good products at competitive prices, has succeeded in making consumers feel satisfied. In addition, the provision of a place and atmosphere for the café room greatly supports the activities of customers during their visit to this café, which is also one of the main factors that make these two variables have a positive and significant effect. As explained by Sofjan Assauri, the marketing mix is a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and its references and allocations, especially as a company's response in facing environment and conditions of ever-changing competition. In this case, Mokula Coffee Indonesia is quite successful in integrating these indicators, so that the respondents' assessments expressed through their responses to the questionnaire show a positive and significant level. These findings support the results of research conducted by Tejantara and Sukawati (2018) showing that the marketing mix has a positive and significant effect on customer satisfaction.

Effect of Service Quality on customer satisfaction

Based on the results of this study indicate that service quality has a positive and significant effect on customer satisfaction. This has been proven by the results of the hypothesis test of significance α, meaning that service quality provides positive and significant results on customer satisfaction. From the results of data processing, the respondents gave a good assessment of the quality of service. This proves that customers have a high level of satisfaction. One important indicator of service quality is employee reliability. This is certainly in line with the assessment of respondents who gave high marks for knowledge of the menu information available at the Indonesian Mokula Coffee. This shows that Mokula Coffee has provided good training in order to broaden employees' knowledge about the products they offer. The results of this study also support the theory that has been put forward where one of the important indicators of customer satisfaction is service quality, this means that the two variables are related to one another. These findings support the results of research conducted by Putri (2017) which shows that a company must find ways to improve service quality for customer satisfaction.

The Effect of Customer Satisfaction on Customer Loyalty

Based on the results of the analysis, it shows that customer satisfaction has a positive and significant effect on loyalty, in other words, the higher the level of customer satisfaction, the higher the level of loyalty from the customers themselves. This is evidenced by the results of hypothesis testing which produce a significant value α, where satisfaction has a positive and significant effect on customer loyalty. From the results of data processing shows, the respondent's response to the questionnaire questions for the satisfaction variable is very good, especially in terms of product presentation and friendliness of the employees of Mokula Coffee Indonesia. Of course this is a positive value for café management, because it is considered successful in conducting training for its employees. Armed with the skills and expertise they have, customers are satisfied when they visit. From this experience, it will give customers a loyal attitude towards Mokula Coffee Indonesia. These findings support the results of research conducted by Santoso and Nelloh (2017) showing that a high level of satisfaction will have a positive and significant impact on customer loyalty.

The Effect of Marketing Mix on Customer Loyalty

Based on the results of this study indicate that the marketing mix has a positive and

significant effect on customer loyalty. This means that the better the marketing mix, the higher the level of customer loyalty. This is proven by the results of hypothesis testing that the significance value is $< \alpha$, meaning that the marketing mix has a positive and significant impact on customer loyalty. These findings are in line with what Assauri (2011) stated that the marketing mix is a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and its references and allocations. especially as the company's response to the ever-changing competitive environment and circumstances. This also encourages Mokula Coffee Indonesia to aggressively market its brands and products, without neglecting other factors such as price, place / location, and physical facilities. This is done in order to get a high level of customer loyalty. These findings support the research conducted by Reynaldi and Suprapti (2017) which states that the marketing mix has a positive and significant effect on customer loyalty.

Effect of Service Quality on Customer Loyalty

Based on the results of this study, it shows that service quality has a positive and significant effect on customer loyalty. That is, the better the service, the higher the level of customer loyalty. This is evident from the results of hypothesis testing that the significance value $< \alpha$, meaning that service quality has a positive and significant impact on customer loyalty. The findings in this study explain that the value given by respondents to the questionnaire on service quality is very good. In theory, this clearly supports customers to always provide positive value to Mokula Coffee when they visit. From these positive values, it will be manifested in the level of loyal or loyal customers. In addition, satisfied customers do not hesitate to recommend to others. This is what the management of Mokula Coffee Indonesia hopes to achieve, in order to get loyal customers in large numbers. These findings support the research conducted by Khadka and Maharjan (2017) which states that by achieving customer satisfaction, the company is trying in the long run to gain customer loyalty, which means that service quality has a positive and significant effect on loyalty.

The Effect of Marketing Mix on Loyalty through Customer Satisfaction

Based on the results of data analysis that has been done, it shows that the marketing mix has a negative and insignificant effect on loyalty through customer satisfaction. This is evidenced by the results of testing the hypothesis rejected. Where, the marketing mix does not contribute to loyalty when it comes to customer satisfaction. The relationship that occurs between the marketing mix and loyalty is very influential for one another, especially for product elements. In this study, one of the reasons for the negative and insignificant relationship between the two variables is the fact that the respondents gave a low score, although still good, on the questionnaire statement on the customer satisfaction section of Mokula Coffee Indonesia products. In this study, it is stated that the product factor is one of the indicators of customer satisfaction. With a relatively high price that has been determined by the café, it should be a benchmark for product quality. Mokula Coffee Indonesia needs to solve this problem in order to retain its customers, as the barriers to moving into this kind of café business are very easy and happen quickly. These findings do not support the research conducted by Arkanuddin (2017), which states that marketing mix has a significant effect on loyalty.

Effect of Service Quality on Loyalty through Customer Satisfaction

Based on the results of data analysis that has been done, it shows that service quality has a negative and insignificant effect on loyalty through customer satisfaction. This is evidenced by the results of testing the hypothesis rejected. Where, service quality does not have a contribution to loyalty when it comes to customer satisfaction. This non-mutually supportive relationship occurs, because the questionnaire statement on the customer satisfaction section, which is about how satisfied customers are with the speed and accuracy of Mokula Coffee Indonesia's employees in serving their requests, received low scores from respondents. Of course the café, must think and find a solution so that this does not happen continuously, because customers who are not satisfied will have an impact on their low level of loyalty. From the results of this study, to increase customer loyalty there are several indicators needed, one of which is to improve service quality. These

findings do not support the research conducted by Arkanuddin (2017) which states that marketing mix has a significant effect on loyalty.

CONCLUSION

Based on the results of the study, it can be concluded that marketing mix and service quality have a positive and significant effect on customer satisfaction. Customer satisfaction, marketing mix, and service quality have a positive and significant effect on customer loyalty. This indicates that the company concern to the quality and marketing features to increase consumer loyalty. This is also can be said that company provide attention to complaints, if any, ensure re-buying.

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