

# The Influence of the sixone 77 meatball marketing mix to customer satisfaction in Makassar city

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## The influence of the sixone 77 meatball marketing mix to customer satisfaction in Makassar city

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### Abstract

The Maiwa Breeding Center (MBC) product innovation is the Sixone 77 Meatball. One of the goals that MBC wants to achieve is to increase sales. An increase in sales can be achieved if customer satisfaction can be achieved. One of the factors influencing customer satisfaction is the marketing mix, which is 4p (product, price, promotion, and place). This study aimed to examine the impact of each indicator of the marketing mix on customer satisfaction for the Sixone 77 meatball products manufactured by the Maiwa Breeding Center. The data collection was carried out using questionnaires with a Google form, as the research was carried out in the conditions of the Covid-19 pandemic. The sample used consisted of 118 consumers based on the results of the cluster random sampling (area) technique. 4 areas are used as research locations, namely the campus of Unhas Tamalanrea, the residential complex for lecturers from Unhas Tamalanrea, the area Bukit Baruga Antang and Jl. Kumala tamalate. The data were analyzed using the Structural Equation Modeling (SEM) analysis technique performed through the IBM SPSS AMOS 23 program. The results showed that the effect of the marketing mix on customer satisfaction value is qualified because the CR value is greater than 1.96 and the probability is less than 0.05. This result at the marketing mix has a significant impact on customer satisfaction. If the marketing mix is done properly, it will have an impact on customer satisfaction.

**Keywords:** Product, Price, Promotion, Place, Marketing Mix, Satisfaction Consumer.

### INTRODUCTION

Based on the Strategic Plan of the Directorate-General for Animal Science and Health, Revision III 2015-2019 [1], meat is one of five food identified as a strategic good in the RPJMN 2015-2019, the program objective of which is to increase beef production. Population growth and increased revenue Indonesian society, demand for products from livestock, especially beef also increased. It was characterized by the trend of increased consumption of meat in Indonesia, which is illustrated by the increase in the rate of slaughter cattle in the last five years [2].

The level of meat consumption is predicted to increase as the population of Indonesia increases. This indicates that the livestock sub-sector, especially beef cattle farming as the main producer of meat, has a considerable chance of development in the future [3] and [4]. Direktoral General of animal Science and Animal Health [4] stated that the national beef consumption in the years 2013-2017 was 0.261-0.469 kg/capita/year and is increasing. The increase in meat consumption will also have an impact on the increase in the consumption of processed beef, especially beef balls.

The demand for beef balls, especially among the people, is very high. Consumers are not only among teenagers but also among children and adults. Meatballs can be achieved for all levels of society whether they are low, middle or high income. The price of the meatballs on offer varies from cheap to expensive. This condition shows that the potential for marketing meatball products, especially in the city of Makassar, is very good. This motivates the Maiwa Breeding Center (MBC) to make meatballs as one of the processed forms of meat production that MBC makes under the brand name Meatball Sixone 77.

The product sixone 77 meatballs are one of the innovations from MBC. It is doing this to meet the need for animal protein, namely meatballs, in the city of Makassar by introducing the slogan ASUH (Safe, Healthy, Whole, and Halal). Meatball Sixone 77 is made from fattened beef owned by MBC and its partners. Meatballs are made with modern meatball production machines. The meatball formulation is the result of an innovation by a lecturer at the Faculty of Animal Science at Hasanuddin University with a meat composition of 75% (for Prime) and 50% (for Soca). The hybrid meatball is a mix of beef and chicken meatballs. Sixone 77 meatballs are produced according to the principles of good manufacturing practice (GMP) and certified as halal by Institute for the Assessment of Food, Drugs and Cosmetics, the Indonesia Ulema Council number 06010011240218 and National Agency of Drug and Food Control. To increase sales, customer satisfaction must be assessed.

Satisfaction is a feeling of joy or disappointment in someone who comes after comparing the perceptions/impressions of the performance or results of a product and their expectations [5]. Pointed out that customer satisfaction is dynamic and relative. In improving customer satisfaction, customer expectations should be noticed, and it can be concluded that customer satisfaction is consumer's feeling about the performance of the product where consumers have an expectation about the products and feel satisfied if the performance of the product exceeds consumer's expectations. Customer satisfaction has six basic approach theories from experts [6].

Customer satisfaction is the consumer's feeling of some kind of service he receives. Satisfaction is often referred to as an emotional state, a post-purchase reaction that can anger, dissatisfaction, irritation, joy, or pleasure. Customer satisfaction offers the company many advantages and higher customer satisfaction. In the long run, it is more beneficial to retain good customers than to continually acquire and nurture new customers to replace outgoing customers. Highly satisfied consumers spread positive word of mouth and instead become walking and talking advertisements for a business, reducing the cost of attracting new customers. To determine whether consumers are satisfied with the product, it is of course influenced by one of the factors, namely marketing management [7].

Marketing management is the art and science of selecting target markets, analyzing, planning, executing, and controlling programs to create, build and maintain a profitable exchange with target buyers to achieve organizational goals. An activity that focuses on a product's application and condition, price, promotion, location, and distribution channel for effective results. This definition recognizes that marketing management is a process that includes analysis, planning, implementation, and control and encompasses goods, services, and ideas that depend on the exchange to generate satisfaction for the parties involved [8].

The strategy that the company must do is grow and build. An intensive or integrated strategy can be most appropriately, in utilizing its strengths, it must face internal weaknesses where the main strength of the company is distribution network whose main weakness is the lack of promotion of certified and limited rice seed products capital owned by the company. Marketing strategies that can be chosen by the company which must be considered between increasing the promotion of rice seed sales and still prioritizing consumer satisfaction pay attention to product quality [9].

Strategy is a series of grand designs that illustrate how a company should operate to achieve its objectives. Therefore, running a business requires development through marketing strategy because in crisis conditions small businesses are the ones that have proven their ability to survive and show growth in their income. Furthermore, the comparative advantage of a business lies on the entrepreneur ability in managing human resources, and utilizing both the variable and fixed costs efficiently, including selling products with lower price than their competitors [10]

Marketing strategy greatly affects the competitiveness of MSMEs. every one percent increase in marketing strategy will increase the competitiveness of 29.5 percent [11]. Marketing strategy is a plan that enables a company to optimize the use of its resources to achieve marketing and business goals. The marketing mix of product, price, promotion, and place must be considered in the marketing strategy. Marketing mix consist of a set of controlled marketing tools that are combined by the company to generate the response desired by the target market [12]. McCarthy classifies various marketing activities into the marketing mix and classifies them into four types, namely product, price, promotion, and place [5].

Product is anything that consumers receive or that can be obtained to meet consumer needs [13]. Products, namely anything that can be offered to the market to satisfy wants or needs including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas [5]. Product as a physical product or service to the consumer for which the consumer is willing to pay. This includes half of the material goods, such as furniture, clothing, and grocery items, and intangible products namely services that users buy. The products are created by the company to fulfill customer needs and wants. These days, most companies must create products that are appropriate for customers' needs by offering innovative products [14]. Price is one of the most important factors in any marketing process to win a competition in marketing its products. Therefore, the price needs to be fixed. The price is the amount of money that you have to pay to get the right to use the product. Economists believe that a lower price for the same product will generate more sales than a higher-priced product. The price sometimes serves as a quality signal [13].

Promotion is a communication activity to let people know about the products on offer so that consumers will be interested in buying the products or services on offer. Advertising, promotions, and public relations are mass-communication tools available to marketers [15]. The marketing system related to promotion is carried out with 5 elements of communication, namely digital advertising media, direct marketing, sales promotion, personal selling, and interactive marketing. And in general, use the

B2C (Business to Consumer) system in the marketing process for its products to maintain the existence of a product [16]. According to Hawkins and David [13], a place must be able to deliver the product until it is in the hands of consumers and ready to be purchased. This is critical to the success of the marketing process. Kurniawan [15] argues that the place channel is a way through which goods flow from producers to intermediaries and ultimately to consumers

The application of the marketing mix at MBC relates to products. Several complaints from consumers who have bought indicated that the quality of the product has decreased, the taste is inconsistent, and the texture has changed. From a price point of view, some consumers stated that the price was too expensive for only the middle and upper classes to afford. Regarding promotion, when an advertisement is in the form of a discount for the purchase of a certain amount, sales tend to increase. The places of other official sales outlets than in the campus area of Tamalanrea are still relatively small, so that product sales are limited to certain areas.

With these consumer complaints, the 4p component of the marketing mix needs to be assessed. It is intended that MBC Sixone 77 meatball products will increase sales in the future and be able to keep their products among the many same products. Based on this description, it can be seen that in connection with the marketing mix, various things have to be evaluated, consisting of product, price, advertising, and location. If the marketing mix can be done well, it will have an impact on customer satisfaction. Hence, sales of Sixone 77 meatballs are expected to increase. The results of this study are expected to be useful in developing science regarding the impact of the marketing mix on customer satisfaction of processed animal products.

## MATERIAL AND METHODS

This research was conducted for 4 months from April to July 2020. The location of this research is in Makassar City, a consumer of sixone 77 meatballs, Maiwa Breeding Center, Faculty of Animal Science, Hasanudin University.

The data collection method used was a questionnaire with a Google form as the research was carried out during the Covid-19 pandemic. The statements in a closed questionnaire are made on a scale of 1 to 5 to give interval data and are given a score or

as follows:

1. Strongly agree with the score = 5
2. Agree with score = 4
3. Neutral with points = 3
4. Disagree with score = 2
5. Totally Disagree with score = 1

The sample used includes 118 consumers based on the results of the cluster random sampling (area) technique. 4 areas will be sampled, namely the Unhas Tamalanrea campus and the Unhas Tamalanrea faculty living space based on consumers in the MBC Animal Science showroom. Bukit Baruga Antang and Jl. Kumala Tamalate is based on Agent.

This research method is included in quantitative research with the category of descriptive associative research and surveys. A method is a method or pattern that is carried out with systematic steps in research. The research model used in this study is a flowchart structural model. To test the proposed hypothesis, it uses the Structural Equation Modeling (SEM) analysis technique carried out through the IBM SPSS AMOS 23 program.

SEM is a series of statistical techniques that can be used to test several relatively "complex" relationships simultaneously. Modeling by SEM also enables a researcher to answer both regressive and dimensional research questions (ie, measure the dimensions of a concept) [17]. Analysis of the research model with SEM can identify the dimensions of a construct while measuring the influence of the degree of relationship between the factors that identified its dimensions. The advantages of SEM applications in research lie in the ability to confirm the dimensions of a concept and to measure the effect of theoretical relationships [18].

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## RESULT AND DISCUSSION

### a. Test results for the structural equation model (SEM)

The results of the full-model structural equation model test (SEM) were tested by confirmatory factor analysis after analyzing the one-dimensionality level of the latent variable formation indicators. The analysis of the results of data processing at the full model SEM stage was carried out by carrying out an aptitude test and a statistical test. The data processing results for the full model SEM analysis are shown in Figure 1 and Table 1.

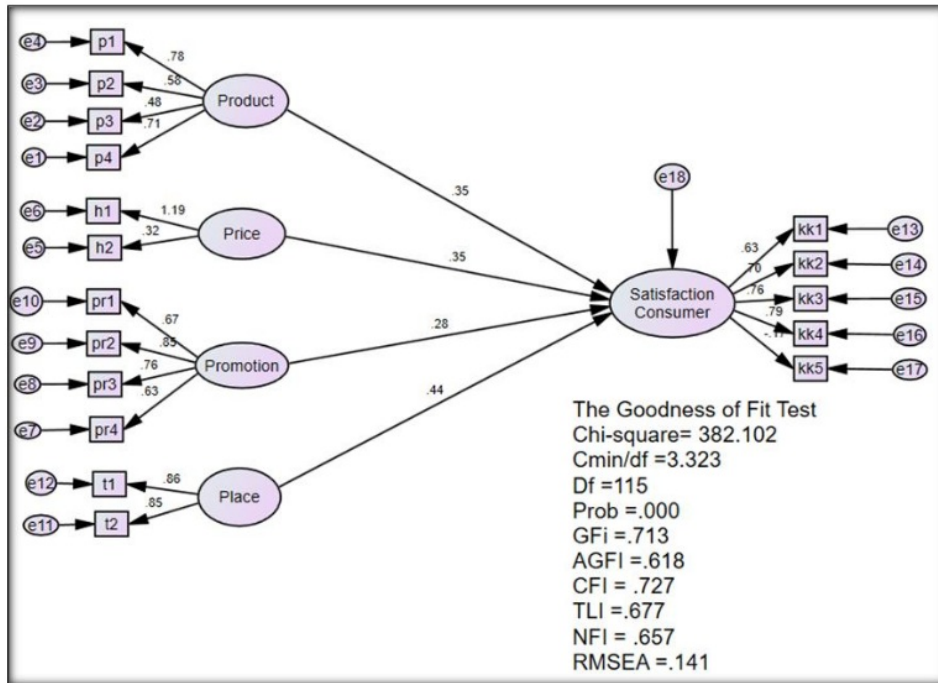


Figure 1: Analysis Results Structural Equation Model (SEM)

Source: Primary Data Analysis, 2020

The summary of the results of the structural equation model (SEM) test can be summarized in Table 1.

Table 1: Analysis Results Structural Equation Model (SEM)

The goodness of Fit Index	Cut-off Value	Analysis Results	Model Evaluation
Chi-Square	Df $\alpha$ 0.05 (115)	382.102	Goodness of Fit
Probability	$\geq 0.05$	0.000	Goodness of Fit
RMSEA	$\leq 0.08$	0.141	Marginal
GFI	$\geq 0.90$	0.713	Marginal
AGFI	$\geq 0.90$	0.618	Marginal
CMIN/DF	$\leq 2.00$	3.323	Marginal
TLI	$\geq 0.95$	0.677	Marginal
CFI	$\geq 0.95$	0.727	Marginal

Source: Primary Data Analysis, 2020

Based on the results of the analysis in Table 1. It can be seen that the chi-square construct and the probability are declared as the goodness of fit. Meanwhile, RMSEA, CMIN / DF, GFI, AGFI, TLI, and CFI continued to be accepted, if only marginally. In the analysis process, the structural equation model (SEM) fulfilled the specified criteria for the quality of the fit. The probability value for testing the goodness of fit shows a value of 0.000 less than 0.05 when testing the feasibility of a model that meets the requirements as a good model. Thus, the predicted model fit with the observed values is sufficient to meet the model fit

**b. Result of the analysis of the marketing mix effect on customer satisfaction**

Table 2: Analysis Results in Regression Weight Structural Equation Model (SEM)

			Estimate	S.E.	C.R.	P
Satisfaction Consumer	<---	Product	.220	.073	3.014	.003
Satisfaction Consumer	<---	Price	1.117	.404	2.767	.006
Satisfaction Consumer	<---	Promotion	.127	.062	2.033	.042
Satisfaction Consumer	<---	Place	.212	.051	4.139	.000

Source: Primary Data Analysis, 2020

Based on Table 2. Analysis of these factors also shows the test score of each shaper of a construct. The results show that each of the indicators or dimensions that make up each latent variable shows good results, namely the value with CR greater than 1.96 or

with a probability of less than 0.05. With this result, it can be said that the indicators that constitute latent variables have shown one-dimensionality. Based on this construct confirmation factor analysis, the research model can be used for further analysis without modification or adaptation.

The estimator used to test the impact of the marketing mix on the product on customer satisfaction results in a CR value of 3.014 and a probability of 0.003. The two values obtained met the requirements, namely the CR value of 3.014, which was greater than 1.96 and the probability was less than 0.05. From this, it can be concluded that the product has an impact on customer satisfaction. Six one 77 meatballs always try to maintain the quality of its products. A good product is reflected when the taste does not change, the texture of the product is stable, the shape and packaging are attractive and have a high protein content. The added value of this product is that it already has a Halal certificate, the product does not use preservatives, and the product does not use flavoring (MSG). This results in consumers being satisfied with the purchase.

Various products from MBC Sixone 77 Meatballs, consisting of 500 grams of Prime, 14 Prime, 10 Prime, a type of meatball with a 70% beef composition. The second type, namely 500g soca meatballs, 14 soca seeds and 10 soca seeds, which are meatballs with a composition of 50% beef, and the last type, namely 500g hybrid packaging, 14 seeds, and 10 seeds are mixed Meatballs between beef and chicken, which are relatively inexpensive, are cheaper than prime and soca. Different products and the number of contents in different packaging make consumers feel satisfied when purchasing these products.

This corresponds to the opinion of Aryanti and Darmanto [7] that the marketing mix (product) influences customer satisfaction. This shows that the product offered is all the better. This was also communicated by Risal [19] that the products presented by cafe and restaurant owners met consumer expectations, cafes and restaurants offered a wide range of products with different prices and good quality. The product packaging of cafes and restaurants has attractive packaging or appearance so that every customer who feels satisfied will be satisfied. This is also suggested by Ariska et al. [20] proved that products have an impact on customer satisfaction. Product quality, taste, product presentation, and product structure all influence customer satisfaction. This is also suggested by Lestari et al. [21] Consumer satisfaction can be seen from the quality of the product (chicken meat) which consists of smell, texture and color as well as labels and free chemicals.

The second test for the price of customer satisfaction results in a CR value of 2.767 and a probability of 0.006. The two values obtained met the requirements, namely the CR value of 2.767, which was greater than 1.96 and the probability was less than 0.05. From this, it can be concluded that the price has an impact on customer satisfaction.

Consumers generally tend to look for and consider affordable prices but are still of good quality in terms of taste and nutritional value. The factors that attract purchases are discounts at certain times and purchases in bulk. With such things, of course, consumers feel satisfied with these products.

The price offered for the Sixone 77 meatball MBC also varies depending on the type of meatball and its quality. Of course, this price corresponds to the quality offered. This price is expected to be affordable by all groups, from the most expensive to the cheapest. This agrees with the opinion of Susila et al. [22] Price is an element of the marketing mix that is sufficiently related to customer satisfaction at Grow Malang Café. Price is very important as the value of a product is measured by the price set by the manufacturer, so the price is a purchase decision for consumers. This consideration is the first step before the exchange. Satisfaction is generated after the exchange so that when the consumer consumes the product received, it compares it with the value of the exchanged value if he achieves a good result. The consumer will feel satisfied and vice versa, so the price factor is the most important in creating a sense of satisfaction that belongs to the consumer and whose price has a sufficiently strong relationship. This also agrees with the opinion of Sudari et al. [23] agree that the marketing mix has a positive effect on customer satisfaction with food and beverages in MSMEs in Malaysia. Price is the focus of customers and MSMEs should pay special attention to this item. Murshid et al [24] have same opinion about marketing mix (price) strategy has a significant and positive impact on the perceived value of customers in Yemeni Pharmaceutical Industry and doctor's satisfaction.

The test results for promotion on customer satisfaction results in a CR value of 2.033 and a probability of 0.042. The two values obtained met the requirements, namely the CR value of 2.033, which was greater than 1.96 and the probability was less than 0.05. From this, it can be concluded that promotion has an impact on customer satisfaction. Promotion activities are carried out regularly so that the product is easy to remember and can attract new consumers who are not familiar with the product. Consumers who are satisfied with the Sixone 77 meatball products will verbally pass them on to friends and close relatives. This is very effective as those who promote these meatballs have had the pleasure of consuming Sixone 77 meatballs. Another factor is that the seller has a good relationship who can negotiate the promotion of these products so that they influence and convince consumers to buy the Sixone 77 meatball product.

Additionally, sixone 77 meatball products are easy to find on print, electronic and social media. This allows consumers to easily see and understand the benefits of the meatball products manufactured by MBC. Products are easy to find at any event or exhibition where a lot of people get together, sponsors, or social activities. Such things can lead to consumers becoming more interested in these products because they are satisfied with the advertising they are receiving. Some of the promotions carried out by MBC are relevant to the opinion Tjahjaningsih [25] advertising has a positive and significant effect on customer satisfaction and loyalty. The higher the promotion, the higher the customer satisfaction and loyalty. This agrees with the opinion of Khan et al. [26] who have proven that promoting a product or service is the best way to build customer relationships as everyone seeks

the best deal that fits them right. Product information with discounts and other special offers on products can increase customer satisfaction. This is also proven by Mahendra et al. [27] that advertising has a partially significant influence on customer satisfaction. Andaku convection in the Lumajang district. Firnd and Alvandi [28] and [29] have the same opinion about the impact of consumer satisfaction on consumer loyalty which can be seen from the aspect of promotion, namely the brand. Images and offers must be appropriate, consistency in brand promotion supports the image in the minds and perceptions of consumers. A positive brand image enhances the quality of loyalty. The quality and service experience positively contribute to a positive brand image. The consistency and frequency of advertisements also contribute to a positive brand image. This can affect consumer satisfaction and consumer loyalty.

The final test for a place on customer satisfaction results in a CR value of 4.139 and a probability of 0.000. The two values obtained met the requirements, namely the CR value of 4.139, which is greater than 1.96 and the probability is less than 0.05. From this, it can be concluded that the place has an impact on customer satisfaction.

A strategic place and easy to get to be another consideration for consumers. Sixone 77 meatball currently has 100 official agents in different regions but has entrusted merchandise status so these products are marketed with a variety of other products, while agents specializing in the sale of Sixone77 meatballs are agents in Bukit Baruga Antang and Jl.kumala Tamalate and the official MBC outlet, namely an exhibition room in the Faculty of Animal Science. This is consistent with the opinion of Idris et al. [30] that the place has a significant impact on customer satisfaction. The location of the Tanjung Sebauk restaurant is strategically important as it is on the edge of the sea and offers a beautiful view that corresponds to the characteristics of the Tanjung Sebauk restaurant, namely as a fish restaurant. This is what interests' consumers in visiting Tanjung Sebauk Restaurant. This is also in line with research by Sumawan [31] that a strategic and convenient location for consumers will result in consumer satisfaction as consumers find the view from Tanjung Sebauk restaurant pleasant. This was also conveyed by Sunaryo et al. [32] that the place influences customer loyalty through customer satisfaction. Consumers tend to look for good quality fast food, but if it is in a location that is not strategic it becomes disloyal and dissatisfied. Aside from the quality of the food, consumers are more interested when the place is strategic. This is also proven by Mahanani [33] that place affects consumer satisfaction. customers stated that edamame products are easy to get to buy, shops or sellers where easy to reach and products are always available to every customer.

## CONCLUSION

The marketing mix has a significant impact on customer satisfaction. Quality products in terms of greater meat composition influence the texture of the meat so that it is preferred by consumers. Affordable prices and reduced prices when making bulk purchases are certainly preferred by consumers. Promotions are carried out regularly so that consumers can easily remember the product. The easily accessible place makes it easier for consumers to purchase as the products are easily accessible, especially in the Unhas Tamalanrea campus area. These things determine that consumers are satisfied with MBC Sixone 77 meatball products.

## ACKNOWLEDGEMENT

The number of agents in multiple locations needs to be increased as this affects customer satisfaction. When consumers have a hard time getting the Sixone 77 meatball product, the consumer is dissatisfied.

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