

## The Effect of Marketing Mix on Consumer Satisfaction in Tolitoli Computer Embroidery

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### Abstract

This study aims to Influence Marketing Mix on Consumer Satisfaction in ANS Computer Embroidery Tolitoli. This study uses a type of quantitative research. The data source is in the form of primary data, namely data obtained directly through observations, interviews, questionnaires, and documentation directly related to this research. The data analysis techniques used are Data Quality Test, Classical Assumption Test, Multiple Linear Regression Analysis and SPSS Software Determination Coefficient Test version 26. Based on the results of the T-test, a T-calculation value of 5.071 products with a significant number of 0.000 was obtained, and the T-test calculated the price variable was 7.934 with a significant value of 0.000, the promotion variable was -4.407 with a significant number of 0.000 and the place variable was -3.274 with a significant number of 0.002. Therefore, it can be concluded that the variables of product, price, promotion and place partially have a significant effect on the variables of consumer satisfaction. The results of the simultaneous test obtained an F-count value of 40.579 which means that the variables free of products, prices, promotions and places together simultaneously have a significant effect on the variables tied to consumer satisfaction of ANS Bordir Tolitoli. The results of the determination coefficient test obtained a value of 0.771 or 77.1%, which means that the magnitude of the influence of the marketing mix on consumer satisfaction is 77.1%, while the remaining 22.2% is influenced by factors outside this study.

**Keywords:** *Marketing Mix; Product, Price; Promotions and Venues; Consumer Satisfaction.*

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## INTRODUCTION

The current era of globalization, one of which is marked by the development of economic activities and progress in all fields, has given rise to competition in the business world. Nowadays, technology plays an important role in the success of business entities. In this case, the principles of sustainable governance of a business or investment are no less important ranging from the scale of micro businesses to the large scale of businesses (Yanto, E., Morad, A. M., Ismail, I., & Mallu, 2024; Yanto, 2019; Yanto et al., 2023, 2025; Yanto & Fatima, Siti; Aqfir, 2023; Yanto & Syaputra, 2022). The emergence of new companies on large, medium, and small scales, adds to the vigor of competition in the business world in line with the growth of economic, social, cultural and technological conditions. Therefore, the right strategy is needed in marketing activities.

The main core of widely known marketing activities is the marketing mix (Marketing Mix), which includes the 4Ps (Product, Price, Place, Promotion). These four variables are a combination that has the same role and is a unit to support the success of the company. Therefore, Product, Price, Place and Promotion can be used by the company concerned to develop a basic company strategy that can be a foundation for the preparation of an effective marketing strategy. In the implementation of the marketing tool (Marketing Mix) is carried out differently and uniquely, but the ultimate goal of the marketing mix is to increase sales of the products produced by the company and generate even though profit is not the only purpose of the company being established, but it should not be ignored because the survival of the company is determined by how much contribution can be given in the form of profits or investments that carried out, in a certain business activity, therefore good management of all company activities, especially those related to marketing activities. According to Tjiptono and Diana (2020:3), marketing is the process of creating, distributing, promoting, and pricing goods, services and ideas to facilitate satisfactory exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic environment.

Based on expert opinions, it can be concluded that marketing is an economic activity that aims to increase consumer satisfaction by processing, production, distribution, pricing and place of a product or service. The definition of Marketing Management is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create an exchange that is able to meet the goals of individuals and organizations. Kotler and Armstrong (2001:18) define marketing management as the analysis, planning, implementation, and control of programs that are designed to create, build, and maintain profitable exchanges with target buyers to achieve company goals. Meanwhile, according to Assauri (2011:12), Marketing Management is an activity of analysis, planning, implementation, and control of programs that are made to form, build, and maintain profits from exchanges through market targets in order to achieve organizational

(company) goals in the long term. Based on the definition mentioned above, it can be concluded that marketing management will be used with the limitations of the definition of marketing management so that the company can achieve marketing goals effectively and efficiently, while satisfying the needs and desires of consumers. Regarding consumer behavior, according to Schiffman and Kanuk, consumer behavior according to them is both how a consumer makes decisions until they spend the resources they have to get what they want to consume. These resources include time, money, and effort. Based on the definition above, it can be concluded that consumer behavior is a theory in the form of a study that studies how a consumer searches, chooses, buys, uses, and evaluates products and services to meet their needs and desires consumer behavior is the basis for consumers to make a decision to purchase a product.

According to Lopiyoadi (2006: 5), service marketing is any action offered by one party to another party that is in principle intangible and does not entail any transfer of ownership. Meanwhile, according to Umar (2003:76), service marketing is marketing that is intangible and immaterial and is carried out when consumers are facing the producer. From the definition above, it can be concluded that service marketing is an action offered by the producer to consumers, in the sense that the services provided cannot be seen, felt, heard or felt before consumption. In terms of Marketing Mix, according to Wardana (2017:38) quoting Rambat's statement, marketing mix is a tool or tool for marketers consisting of various elements of a marketing program that need to be considered so that the implementation of the established marketing strategy and positioning can run successfully. According to Limakrisna and Julius (2016:221), the marketing mix is a component of the elements that make up your mixed strategy, which you want to design with the intention of generating the response you want from your target market. Based on the definition above, it can be concluded that the marketing mix is a marketing strategy that is implemented in an integrated manner or a marketing strategy that is carried out simultaneously. The strategy is used by applying the elements of strategy components in marketing itself, namely products, prices, promotions and places.

Regarding consumer satisfaction, according to Kotler (2000: 36) is the level of a person's feelings after comparing the perceived performance (results) with his expectations. In general, customer expectations are the customer's thoughts/beliefs about what they receive when they consume a product. According to Tjiptono (2019:79), consumer satisfaction is a comparison between expectations and expectations before purchase and perception of performance after purchase, there are five factors that can affect a consumer's satisfaction. There are three indicators that affect consumer satisfaction according to Ho and Lee (2007), namely: 1) Consumers make repurchases; 2) Make the right choice by making a repurchase on the object and; 3) Feel satisfied every time you make a purchase

The type of business that is quite interesting to analyze today is in the field of service businesses such as computer embroidery, tailoring and others. This business is able to generate considerable profits, besides that another factor that encourages making the business is a shift in lifestyle in the community. This business is experiencing rapid development as seen from the increasing number of other businesses in Tolitoli Regency.

The development of this business that has emerged in Tolitoli Regency makes business actors compete with different competition, namely both in terms of service, promotion and price. One of the efforts that can be done by every business actor is to create a consumer-oriented marketing strategy, by creating a consumer-oriented marketing strategy it will affect the satisfaction of the consumer and the satisfaction will be sustainable which will attract more consumers because one of the indicators that is more realistic for the survival and ability of a business process is sustainable satisfaction. Improving the continuity of relationships with existing customers and continuing to recognize the new customer side with the concept of customer satisfaction will have a greater influence on the market share. The marketing strategy carried out by the computer embroidery business in Tolitoli Regency is seen in terms of different places that are considered by consumers and the way of working that uses computers which is faster than other businesses and the prices offered to consumers are very guaranteed. Price plays an important role in communicating the quality of a service. The emergence of many businesses in the field of marketing results in inevitable competition. Customer satisfaction is a decisive factor in the marketing of a business which is the best defense against stiff competition. So that it is now one of the determinants of the success of a business so that it does not reduce or even eliminate consumer loyalty.

With the hope that this analysis will obtain a theoretical concept on the implementation of the marketing mix program and input for a business in providing satisfaction to consumers so that they are able to maintain customers and their existence in the business world which is one of the most important goals in the life cycle of a business to achieve the goals of a business, the author raises the title: "The Influence of Marketing Mix on Consumer Satisfaction in ANS. Computer Embroidery of Tolitoli Regency". Based on the description of the background, the formulation of the problem in this study is "Does the marketing mix affect consumer satisfaction in ANS. Computer Embroidery of Tolitoli Regency"?

## **METHODOLOGY**

In this study, the author took a type of Explanatory research because it is clearly stated that there is an event that is related between variables. In the case to be studied, the variable used is the marketing mix to consumer satisfaction. Regarding the location and time of the research, it was carried out in the ANS business. Computer Embroidery of Tolitoli Regency with the time of this research lasted for approximately 8 months,

from September 2023 to August 2024. The population in this study is consumers in ANS. Computer Embroidery of Tolitoli Regency. The determination of the number of samples used in this study uses a formula (Ferdinand: 2014), namely:

$$N = \text{number of indicators} \times 5 \text{ or more}$$

Information:

N = number of samples

The number of indicators in this study is 8 consisting of 5 X<sub>1</sub> variables, while Y is 3 indicators. From these provisions, the number of research samples determined by the author is  $8 \times 6 = 48$ .

A Hypothetical Test was carried out, according to (Ghozali, 2018:98) the statistical test t was used to find out the extent to which the partial putter of the variable is free of the bound which aims to find out whether the correlation coefficient is significant or not. The test was carried out by comparing the t count with the t table, with an error level of 5% (0.05). Then the F test is used to test the influence of variables X<sub>1</sub> and X<sub>2</sub> on variable Y together. The method used to determine the F test uses the SPSS For Windows Version 22.00 program by comparison. F calculates F table with a confidence level of 95%, error level (α) of 5% and degree of freedom (df)=n-k-1. Next is the coefficient test, according to Ghozli (2018:32) the determination coefficient test aims to measure the extent of the model's ability to explain dependent variables. The value of the coefficient of determination is between zero and one. If R<sup>2</sup> is close to one or larger, then it can be said that the bettor between the free variable and the bound variable (Y) is getting larger. Multiple regression analysis was carried out to determine the influence between these variables. This multiple regression analysis is used to find out between the variables of product (X<sub>1</sub>), price (X<sub>2</sub>), promotion (X<sub>3</sub>) and place (X<sub>4</sub>) to consumer satisfaction (Y), the equation is:

$$Y = a + b_1 X_1 + b_2 X_2 + \epsilon$$

Information:

Y : Dependent variable or predicted variable (response), i.e. the outcome or output that is to be explained or predicted.

a : Constant or intercept, i.e. the value of Y when all independent variables (X<sub>1</sub> and X<sub>2</sub>) are zero.

b<sub>1</sub> : The regression coefficient for the independent variable X<sub>1</sub>, indicating the magnitude of the change in Y for every one-unit increase in X<sub>1</sub>, assuming X<sub>2</sub> is fixed.

X<sub>1</sub> : The first independent variable, which is one of the factors that affect the value of Y.

b<sub>2</sub> : The regression coefficient for the independent variable X<sub>2</sub>, indicating the magnitude of the change in Y for every one-unit increase in X<sub>2</sub>, assuming X<sub>1</sub> is fixed.

X<sub>2</sub> : The second independent variable, which is another factor that affects the value of Y.

ε (epsilon): Error term, i.e. components that reflect other factors outside the model that affect Y.

## RESULTS AND DISCUSSION

Regression Test

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

$$Y = 30.865 + 0.452X_1 + 0.999X_2 - 0.443X_3 - 0.356X_4 + 0.05$$

The equation is interpreted as follows:

1. The constant value is 30,865 which means that if the value of the marketing mix is 0 (Zero) then the value of consumer satisfaction is 30,865 units.
2. The value of the product coefficient is 0.452, which means that if the product increases by one, it will affect the increase in consumer satisfaction by 0.452 units.
3. The value of the price coefficient is 0.999, which means that if the price increases by one, it will affect consumer satisfaction by 0.999 units.
4. The value of the promotion coefficient is 0.443, which means that if the promotion increases by one, it will have an effect on the increase in consumer satisfaction by 0.443 units.
5. The value of the place coefficient is 0.356, which means that if the place rises to one, it will affect consumer satisfaction by 0.356.

Test F

Tabel 4.18  
Tabel Uji Simultan (Uji F)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	372.381	4	93.095	40.597	.000 <sup>b</sup>
	Residual	98.606	43	2.293		
	Total	470.986	47			

a. Dependent Variable: KEPUASAN KONSUMEN

b. Predictors: (Constant), TEMPAT, PRODUK, HARGA, PROMOSI

Based on the anova table above, it can be seen that F calculates  $40,597 > 2.59$  and has a significant value of  $0.000 < 0.05$ , meaning that simultaneously all variables are free to have a significant effect on consumer satisfaction. This means that together the independent variables consisting of product variables (X1), price (X2), promotion (X3) and place (X4) have a significant effect on the consumer satisfaction variable (Y).

Determination Test

Table 4.19  
Determination Coefficient Table

**Model Summary<sup>b</sup>**

Model	R	Adjusted R Square	Std. Error of the Estimate
1	.889 <sup>a</sup>	.791	1.51432

- a. Predictors: (Constant), TEMPAT, PRODUK, HARGA, PROMOSI
- b. Dependent Variable: KEPUASAN KONSUMEN

The Adjusted R Square value is 0.771 or 77.1%, meaning that the variation of variables that are free to affect customer satisfaction is 77.1%, the rest is influenced by other variables that are not researched.

## CONCLUSION

From the results of the discussion on the influence of the marketing mix on ANS consumer satisfaction. Tolitoli Computer Embroidery, the final conclusions of this study are as follows: Products, prices, promotions, and places have a positive effect on consumer satisfaction in ANS. Tolitoli Computer Embroidery. This is based on the results of the research obtained. That t counts is greater than t table. From this study, the author can provide several important things, including: 1) The marketing mix provided by ANS Computer Embroidery to consumers is very good. So the author's suggestion in the study is to create a social media account so that people outside the region can also have an attraction to entrust the services of ASN Computer Embroidery and; 2) Consumer Satisfaction must be improved again, such as providing discounts, because the more discounts are applied, the better consumer satisfaction will be.

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