

The Impact of Marketing Mix on Osmo Probolinggo Mineral Water Customer Satisfaction (The Impact Of The Marketing Mix On Customer Satisfaction Of Mineral Water Osmo Probolinggo)

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AKUNTABILITAS



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The Impact of Marketing Mix on Osmo Probolinggo Mineral Water Customer Satisfaction (The Impact Of The Marketing Mix On Customer Satisfaction Of Mineral Water Osmo Probolinggo)

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ABSTRAK

Untuk Optimalisasi memasarkan produk, diperlukan seperangkat alat pemasaran, agar kepuasan dan keinginan konsumen terpenuhi dan terlayani. Lingga Mas ingin mempertahankan pelanggan sehingga konsep bauran pemasaran perlu dimaksimalkan. Penelitian bertujuan menganalisis pengaruh bauran pemasaran (elemen) terhadap kepuasan.

Sampel diambil sebanyak 45 orang. Hasil analisis menunjukkan adanya pengaruh yang signifikan antara Bauran Pemasaran dan Kepuasan Pelanggan Air Mineral Osmo Probolinggo karena F hitung 14,068 > 2,61 (tabel), dan sig. 0,000 < 0,05. Pengaruh produk terhadap kepuasan sebesar 2,254 > 2,021 (t-tabel) dan sig 0,030 < 0,05 pengaruh harga dan kepuasan diperoleh t hitung 4,840 > 2,021 (t tabel) dengan sig. sebesar 0,000 < 0,05. Distribusi dengan kepuasan juga memiliki pengaruh sebab t-hitung 2,121 > 2,021 dengan sig. 0,040 < 0,05 dan promosi dengan kepuasan pelanggan tidak berpengaruh sebab 1,023 < 2,021 (table) sig. 0,312 > 0,05. Variabel harga memiliki nilai Beta Coefficients terbesar yaitu 0,558

ABSTRACT

To optimize product marketing, the need for a set of marketing tools, so that consumer satisfaction and desires are met and served. Lingga Mas wants to gain customers so the concept of the marketing mix needs to be maximized. This study aims to analyze the effect of the marketing (elements) on satisfaction. Samples were taken as many as 45 people. The results of the analysis show that there is a significant influence between the Marketing Mix and the Mineral Water Customers of Osmo Probolinggo because F count 14,068 > 2.61 (table), and sig. 0.000 < 0.05. the effect of product on satisfaction is 2.254 > 2.021 (t-table) and sig 0.030 < 0.05 the effect of price and satisfaction obtained t count 4.840 > 2.021 (t table) with sig. of 0.000 < 0.05. Distribution with satisfaction also has an effect because t-count 2.121 > 2.021 with sig. 0.040 < 0.05 and promotion with customer satisfaction has no effect because 1.023 < 2.021 (table) sig. 0.312 > 0.05. The price variable has the largest Beta Coefficients value, which is 0.558, therefore price is the variable that has the greatest influence on satisfaction.

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PRELIMINARY

Business competition in the global era in achieving customer satisfaction is very tight, thus requiring companies to be able to analyze existing conditions, so that companies can compete. Optimizing the company in its marketing requires marketing tools in the form of: (1) price, (2) product, (3) distribution and (4) promotion (marketing mix concept). Marketing is not just delivering the product, but how the product is able to satisfy customers. The target of the marketing mix is customer interest in value, price, distribution, product, and promotion, as well as maintaining customer satisfaction. The company uses the concept of marketing (product, price, distribution and promotion) as a variable to fulfill and serve the needs and desires of consumers to be satisfied, and decide to buy products (Swastha, 2005). Sale Bottled Osmo Mineral Water fluctuates up and down, so a more in-depth study is needed. Under these conditions, the author wants to examine the influence of the marketing mix on satisfaction. Research to analyze the influence of the Marketing Mix on Customer Satisfaction. There are 3 hypotheses to be tested, namely: 1) there is an influence between the marketing mix and Air Minur Osmo customer satisfaction, 2) there is an influence between product, price, distribution and promotion with Air Minur Osmo customer satisfaction, and 3) the price variable that has the strongest influence towards customer satisfaction of Air Minur Osmo.

The marketing mix is a tool for the company to achieve its marketing objectives characteristics of the customer (Kotler, 2007), (Tjiptono, 2006). Consumer satisfaction is the result of buyers feeling the performance of a company is in accordance with what is expected (Kotler, 2007). The marketing mix is the element that the company controls to satisfy customer (Zeitaml and Bitner, 2003)

RESEARCH METHODS

This study belongs to the associative causality type, because it aims to analyze the causal relationship of two or more variables (Sujarweni, 2018). Numerical data will be analyzed with statistics (Sugiyono, 2017). As the population is Osmo Bottled Drinking Water customers at agents and retailers in Maron District. Sample using Techniques saturated sampling based on data from each agent and retailer of Osmo Mineral Water in Maron District.

Primary data from Osmo Mineral Water Customers were obtained through questionnaires, and secondary data through interviews and documents. Data can be analyzed if it meets the requirements of the validity, reliability, and classical assumptions. Analysis of the influence between variables using multiple regression with the following formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Information:

Y = Satisfaction Variable

α = Constant

$\beta_1, \beta_2, \beta_3, \beta_4$ = Regression Coefficient Value

- X1 = product variable
- X2 = price variable
- X3 = Variable distribution
- X4 = Promotion variable
- e = Error term

Coefficient of Determination Analysis (R²)

Analysis of the magnitude of the influence of the independent variable with the Coefficient of Determination (R²) and the results are between zero and one value.

Hypothesis testing

1. Testing the effect of product, price, distribution and promotion simultaneously on satisfaction using the F test.
2. Testing the effect of product, price, distribution and promotion partially on satisfaction using t test.
3. The dominant influence of the variable is by looking at the Standardized Coefficients Beta value.

RESEARCH RESULT

Validity and Reliability Test

The r-count value of the validity test results is greater than the r-table value with df = n-2 (45) ts 5% of 0.2940, so that it can be concluded that all statements are valid. The Cronbach Alpha value from the reliability test results ranged from 0.641 to 0.802, exceeding the standard value of 0.60 because all variables were declared reliable.

Classic assumption test

1. Normality test

Table 1
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		45
Normal Parameters ^{a,b}	Mean	,000000
	Std. Deviation	1,53891708
Most Extreme Differences	Absolute	,075
	Positive	,061
	Negative	-,075
Test Statistic		,075
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Primary data processed, 2021

Asymp.Sig value. on the Kolmogorov Smirnov test, 0.200 is greater than 0.05 so that it can be stated that the data is normally distrib

2. Multicollinearity Test

Table 2
Multicollinearity Test Results

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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10,718	4,023		2,664	,011		
	Produk (X1)	,209	,093	,239	2,254	,030	,922	1,085
	Harga (X2)	,488	,101	,558	4,840	,000	,781	1,281
	Distribusi (X3)	-,192	,091	-,219	-2,121	,040	,977	1,023
	Promosi (X4)	,093	,091	,113	1,023	,312	,852	1,174

a. Dependent Variable: Kepuasan Pelanggan (Y)

Source: Primary data processed, 2021

The value of VIF multicollinearity test results of the four independent variables is between 1 to 10, namely product 1.085, price 1.281, distribution 1.023 and promotion 1.174. So between independent variables, free from multicollinearity.

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3. Autocorrelation Test

Table 3

Autocorrelation Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,765 ^a	,585	,543	1,614	1,782

a. Predictors: (Constant), Promosi (X4), Produk (X1), Distribusi (X3), Harga (X2)

b. Dependent Variable: Kepuasan Pelanggan (Y)

Source:

Data processing results, 2021

The autocorrelation test of Durbin Watson's value of 1.782 this number is between minus (-)2 and plus (+) 2, so it is concluded that there is no autocorrelation.

4. Heteroscedasticity Test

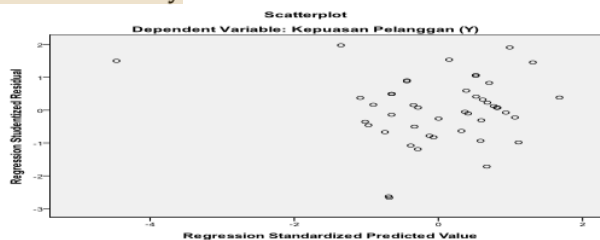


Figure 1 Heteroscedasticity Test Results

Source : Primary dataprocessed, 2021

The scatterplot pattern of the heteroscedasticity test results is spread below zero to above the number 0 and no pattern is formed, it is concluded that there is no heteroscedasticity.

2

1

Multiple Regression Analysis

Table 4
Multiple Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10,718	4,023		2,664	,011		
	Produk (X1)	,209	,093	,239	2,254	,030	,922	1,085
	Harga (X2)	,488	,101	,558	4,840	,000	,781	1,281
	Distribusi (X3)	-,192	,091	-,219	-2,121	,040	,977	1,023
	Promosi (X4)	,093	,091	,113	1,023	,312	,852	1,174

a. Dependent Variable: Kepuasan Pelanggan (Y)

Source: Primary data processed by SPSS 22, 2021

The regression equation based on table 4 is $Y = 10,718 + 0,209X_1 + 0,488X_2 + (-0,192)X_3 + 0,093X_4 + 4,023$

The meaning of this regression equation is:

1. Constant $a = 10,718$, meaning that if the four marketing mix variables do not exist, then the customer satisfaction value is 10.718.
2. ¹⁷ The coefficient of X_1 (Product) = 0.209, illustrates that if the product element increases by one unit, then satisfaction will increase by 0.209.
3. The coefficient of X_2 (Price) = 0.488, it means that if the price element changes by one unit, customer satisfaction changes by 0.488.
4. The coefficient of X_3 (Distribution) = -0.192, so if the distribution changes one unit, it will be accompanied by a change in satisfaction of 0.192 with a non-unidirectional change.
5. The coefficient of X_4 (Promotion) = 0.093, illustrates that if there is an increase in one unit promotion, there will be an increase in satisfaction of 0.093.

Coefficient of Determination Analysis (R²)

Table 5 ³
The Result of the Coefficient of Determination Analysis (R²)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,765 ^a	,585	,543	1,614	1,782

a. Predictors: (Constant), Promosi (X4), Produk (X1), Distribusi (X3), Harga (X2)

b. Dependent Variable: Kepuasan Pelanggan (Y)

Source: Primary

data processed, 2021

³ The Adjusted R Square value of 0.543 illustrates that customer satisfaction is influenced by marketing elements by 54.3%, and 45.7% is influenced by variables outside the research variables.

Hypothesis testing

⁷ **Simultaneous Test (F Test)**

Table 6

¹ The Impact of Marketing Mix on Osmo Probolinggo Mineral Water Customer Satisfaction (The Impact of the Marketing Mix on Customer Satisfaction of Mineral Water Osmo Probolinggo

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Simultaneous Test Results**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146,596	4	36,649	14,068	,000 ^b
	Residual	104,204	40	2,605		
	Total	250,800	44			

a. Dependent Variable: Kepuasan Pelanggan (Y)

b. Predictors: (Constant), Promosi (X4), Produk (X1), Distribusi (X3), Harga (X2)

Source:

Primary data processed, 2021

Simultaneous test value (F test) is 14.068 > 2.61 (F table), with Sig 0.000 < 0.05 so that the working hypothesis is accepted, namely the marketing mix/element simultaneously affects customer satisfaction at Osmo Probolinggo Mineral Water.

Partial Test**Table 7****Partial Test Results****Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10,718	4,023		2,664	,011		
	Produk (X1)	,209	,093	,239	2,254	,030	,922	1,085
	Harga (X2)	,488	,101	,558	4,840	,000	,781	1,281
	Distribusi (X3)	-,192	,091	-,219	-2,121	,040	,977	1,023
	Promosi (X4)	,093	,091	,113	1,023	,312	,852	1,174

a. Dependent Variable: Kepuasan Pelanggan (Y)

Source:

Primary data processed, 2021

t-table with dk = nk-1 (45) to 5% is known to be 2.021. So partially the influence of the marketing mix on satisfaction can be explained as follows:

- 1) Product variable (X1) with a value of sig. of 0.030 less than 0.05 and the value of $t = 2.254 > 0.021$ (tab) then the working hypothesis is accepted, meaning that the product has an effect on customer satisfaction with Mineral Water Osmo Probolinggo.
- 2) Price variable (X2) with sig. 0.000 is lower than 0.05 and the value of $t = 4.840 > 2.021$ (table) so that the working hypothesis is accepted, namely that the price factor affects customer satisfaction at Osmo Probolinggo Mineral Water.
- 3) Distribution variable (X3), with sig. of 0.040 is smaller than 0.05 with $t = -2.121 > 2.021$ then the working hypothesis is accepted and because the results are minus (-) then the distribution partially has an inverse effect on customer satisfaction of Mineral Water Osmo Probolinggo.
- 4) Promotion variable (X4) sig = 0.312 > 0.05 and t-count 1.023 < 2.021. Therefore, the working hypothesis is rejected and the null hypothesis is accepted, so

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promotion has no effect on customer satisfaction with Mineral Water Osmo Probolinggo.

Test Dominant

The results of the partial test of the largest F Coefficients value variable are 0.558 (price variable), then the price element (X2) has a dominant effect on customer satisfaction, so the work hypothesis is accepted.

DISCUSSION

1. Product Influence on Satisfaction

The influence of product aspects on Osmo Mineral Water customer satisfaction shows a significant positive, the better Osmo Mineral Water products, customer satisfaction increases. Customers when buying products, actually have expectations (expectations) for the products they buy. The thin distance between expectations and reality will determine the level of satisfaction with the product. Customer expectations are beliefs or estimates of the product that he will later receive, while the perceived performance of the product is the customer's impression of the product received. Conformity between expectations (expectation) with product performance will lead to satisfaction.

This study strengthens the results of research by Rahmatia et al (2020), Damayanti (2019)Amilia (2016), Sunarsi (2020)andIsfahila (2018.Product variable is very influential and determines the level of customer satisfaction.

2. Price Effect on Satisfaction

Osmo Probolinggo Mineral Water Customer Satisfaction is influenced by the price factor, which is quite significant and the results show positive. The positive value here indicates that the price and satisfaction have a parallel effect. If the price offered by Osmo Mineral Water is cheaper and more affordable, the customers will be more satisfied. If the price does not match the benefits, the customer will be dissatisfied, and vice versa if the price is balanced with the benefits, the customer will be satisfied.

This study supports the results of research by Gulla, et al (2015), and Rahmatia et al (2020),Amilia (2016),Damayanti (2019),Sunarsi (2020),Isfahila (2018), Jayanti (2022).

3. Effect of Distribution on Satisfaction

The effect of distribution on satisfaction is also significant, but has a negative value, this illustrates that if the distribution is getting better (shorter) it will satisfy customers. Distribution is increasing (Long) causing customer satisfaction will decrease. This is influenced by the customer's assumption that if the distribution is longer, it will affect more shipping costs, causing high product prices. This study supports the results of research by Rahmatia, et al (2020) andAmilia (2016),Damayanti (2019),Sunarsi (2020)

4. Effect of Promotion on Satisfaction

Osmo Probolinggo Mineral Water Customer Satisfaction is not affected by the level of promotion carried out by the company. Promotion is a type of communication that contains product explanations, to inform, remind, persuade and convince buyers of a product. The promotions carried out by Osmo Mineral Water have not been too intensive so that many consumers still do not know detailed information about osmo mineral water products.

The conclusions of this study are indeed different and not in line with the research conducted by Rahmatia et al (2020), Amilia (2016), Damayanti (2019), Sarnarsi (2020), Jayanti (2022) because in previous research promotions have a significant effect on customer satisfaction.

CONCLUSION

The above discussion can be concluded The marketing mix (element) simultaneously has a significant/important effect on customer satisfaction, and partially variables: product, price and distribution have an important influence, while promotion with Mineral Water Osmo Probolinggo Customer Satisfaction has no significant effect. The variable with the dominant influence on the customer satisfaction of Osmo Probolinggo Mineral Water is Price.

LIMITATIONS

This research has limitations where the research object is only Osmo Probolinggo Brand Mineral Water customers, who make purchases at agents and retailers in Maron District, it is necessary to do a wider research on consumers not only customers or agents and retailers with a wider scope.

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