
THE INFLUENCE ANALYSIS OF MARKETING MIX ON CUSTOMER SATISFACTION "X" BOOKS STORE IN THE FACULTY OF ENGINEERING, UNIVERSITY OO SAM RATULANGI MANADO

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ABSTRACT

Marketing mix or marketing mix is a set of marketing tools that companies use continuously to achieve their marketing goals in accordance with the market or target. The purpose of this study was to determine the effect of product, price, place, and promotion on customer satisfaction of "X" Books Store at the Faculty of Engineering, Sam Ratulangi University Manado. The type of research used in this research is quantitative with an explanatory research approach. Data collection was carried out by filling out questionnaires by respondents. The population of this study were students of the Department of Civil Engineering and Architecture totaling 1196, of which a sample of 93 students was taken based on the slovin calculation. Data analysis was carried out using Coefficient of Determination, and Ttest. Simultaneously using the Coefficient of Determination test, the 4P variables, namely product, price, place, and promotion, have an effect on customer satisfaction at the X "Books Store at the Faculty of Engineering, Sam Ratulangi University Manado with a percentage of 39.6%. Based on the Pasal test using the T test, the 4P variable hypothesis, namely product and promotion, does not have a significant effect on customer satisfaction with a percentage of 12% and 10.5%. Meanwhile, price and place have a significant effect on customer satisfaction with a percentage of 26.7% and 35.1% at the Faculty of Engineering, Sam Ratulangi University Manado. This research has implications for the importance of effective marketing mix management at "X" Books Store in order to increase customer satisfaction.

Keywords: 4Ps, Customer Satisfaction, Marketing Mix, "X" Books Store.

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INTRODUCTION

Marketing Mix is a set of marketing tools that companies use continuously to achieve their marketing objectives by the market or target (Yusuf & Matiin, 2022). The purpose of the marketing mix is as a strategic tool to help better understand what a product can offer and how to plan for its success. The marketing mix summarizes the key combination of elements that marketers control to condition customers to choose products such as goods and services over their competitors' products. These key elements consist of actions or strategies that are carried out (Lim, 2023). Implementing the marketing mix requires mature methods, tools, and concepts to assess, understand, predict, and analyze consumer behaviour towards the marketing mix (Alsharif et al., 2023). This ensures that the marketing strategy can create value for consumers and generate profitable relationships.

The marketing mix consists of four variables or activities that are the core of the marketing system known as the 4Ps: product, price, promotion, and place. Products are the first aspect of a marketing strategy that is produced to meet the needs of a group of people by considering quality and needs (Putri et al., 2023). Then, determining the price must be considered to benefit the

business in retaining customers (Astuti et al., 2023). The marketing place has an important role in facilitating the delivery of goods and services from producers to consumers; the more strategically the place of business is, the easier it is for consumers to reach it (Cahyaningrum et al., 2021).. Meanwhile, promotion is an effort to provide information or offer products to consumers; a good promotional strategy can attract more consumers (Hanafi, 2024).

Marketing can be done online or offline. Online marketing helps entrepreneurs introduce their businesses to a wider range, especially considering that millennials prefer online buying and selling transactions in the current era (Rasyid et al., 2021). The advantages of time estimation and the convenience of shopping online are the main attractions for the community, especially being able to reach a wider place (Ismail & Farida, 2023). However, offline sales, such as the existence of bookstores, are also growing rapidly. This is because it can be accepted that shopping and reading books in person is more comfortable than online (Purnomo & Radityo, 2021). Thus, booksellers tend to attract readers through a variety of creative books.

"X" Books Store is one of the leading bookstores in Indonesia, and it publishes architecture and design books. In recent years, this book brand has been marketing its products throughout Indonesia through offline and online stores to reach a wider market. "X" Books Store also often participates in world exhibitions of architecture, where exhibitions can provide an opportunity for "X" Books Store to highlight the diversity of its architectural design book collection and get closer to people with a special interest in this field.

A strong brand will produce products that can captivate every customer and can provide satisfaction to these customers or consumers (Ihsan & Sutedjo, 2022). This is also what the "X" books store continues to strive for. In its competition in the architecture and design book market, "X" bookstore must be observant in seeing what factors must be considered to attract and influence consumers' purchasing decisions. This is because, in reality, many factors influence the purchasing decision process in the field, so it impacts customer satisfaction. One of the things that affects it is marketing stimulation by fulfilling effective promotional elements to make customers or book users recognize this book brand. Therefore, the company must strive to fulfil its goals to survive and compete with other companies or brands.

The novelty of this research lies in the combination of in-depth analysis of the effect of all four elements of the 4Ps-product, price, place, and promotion-simultaneously on customer satisfaction in the specific context of the architecture and design book industry at "X" Books Store. Previous research has mostly focused on one or two elements of the marketing mix, such as promotion or price, without considering their collective effect in the context of an industry that has specialized market segments such as this one (Saragih, D., & Mustofa, 2021). In addition, this research uses an approach that focuses on the university environment as a potential market, which is still rarely discussed specifically in the context of marketing architecture and design books in Indonesia (Putra, E., & Sari, 2023).

Looking at the problems above, the 4P marketing mix is very important in maintaining online and offline businesses. The marketing mix will be a device that can determine the level of marketing success for companies aimed at providing satisfaction to selected market segments or consumers. The marketing mix manages every element or element of sales to influence consumer satisfaction and encourage them to repurchase the same product or brand in the future (Wijayanti & Ariyanti, 2022).

Based on the above background, the purpose of this study is to determine and analyze the effect of product, price, place, and promotion on customer satisfaction "X" Books Store at the Faculty of Engineering, Sam Ratulangi University Manado. The benefits of this research are expected to contribute to the development of a more effective marketing mix strategy in the digitalization era, especially in the growing academic environment. Thus, this research is not only theoretically relevant, but also practical in the application of marketing strategies that are more contextual and adaptive to changes in consumer behavior.

METHOD

The type of research used in this research is quantitative research with an explanatory research approach. This research method intends to explain the position of the variables studied and the influence between one variable and another (Sugiyono & Lestari, 2021). Data collection was carried out by respondents filling out questionnaires. The variables in this study were measured using a Likert scale of 1-5, namely strongly agree, agree, doubt, disagree, and strongly disagree. The population of this study were students of the Department of Civil Engineering and Architecture at the Faculty of Engineering, Sam Ratulangi University, Manado, totalling 1196. The sample determination was taken based on the Slovin formula with a per cent error used of 10%:

$$n = 1 + \frac{xN}{1 + N(e)^2}$$

Description:

n = sample size

N = population size

e = per cent error

The research sample obtained the results of 93 students. Data analysis was carried out using validity, reliability, R2 (Coefficient of Determination), and T tests on the 4P variables of product, price, promotion, and place. The description of the hypothesis proposed consists of (H1) Product affects customer satisfaction of "X" book store, (H2) Price affects customer satisfaction of "X" book store, (H3) Place affects customer satisfaction of "X" book store, and (H4) Promotion affects customer satisfaction of "X" book store.

RESULTS AND DISCUSSION

Validity Test

The validity test is one of the stages to test the content or accuracy of an instrument used in a study (Al Hakim et al., 2021). The instrument referred to in this study is a questionnaire. Through the validity test, the questionnaire can be known to be valid or cannot be used to measure the research variables. According to (Al-Hakim et al., 2021), the validity test requirement is when the value of the r count is greater than the r table ($r_{count} > r_{table}$). The following are the results of the validity test distribution:

Table 1. Validity Test Results

Variables	Question code	r_{count}	r_{table}	Description
Products	X1	0,707	0,2659	Valid
	X2	0,730	0,2659	Valid
	X3	0,583	0,2659	Valid

Variables	Question code	r _{count}	r _{table}	Description
Price	X4	0,643	0,2659	Valid
	X1	0,677	0,2659	Valid
	X2	0,739	0,2659	Valid
	X3	0,622	0,2659	Valid
Place	X4	0.781	0,2659	Valid
	X1	0,662	0,2659	Valid
	X2	0,732	0,2659	Valid
	X3	0,805	0,2659	Valid
Promotion	X4	0,665	0,2659	Valid
	X1	0,743	0,2659	Valid
	X2	0,763	0,2659	Valid
	X3	0,713	0,2659	Valid
	X4	0,657	0,2659	Valid

Based on Table 1, the results of this study's validity test are said to be valid. This is because the value of the r count is greater than the r table. The results of testing variable items are constant or remain the same and can be declared valid. So, the instrument can be continued for the next statistical analysis process.

Reliability Test

A reliability test is a test stage used to see whether the test instrument can be trusted or relied upon (Sugiono et al., 2020). An instrument is reliable if the respondent's answer is stable and consistent. According to (Pratama & Adriyanto, 2023), a research instrument is said to be reliable if it shows Cronbach Alpha > 0.6. The following are the results of the validity test distribution:

Table 2. Reliability Test Results

Variables	N of items	Cronbach's Alpha	Description
Products	4	0,629	Reliable
Price	4	0,656	Reliable
Place	4	0,686	Reliable
Promotion	4	0,686	Reliable
Customer Satisfaction	4	0,676	Reliable

Based on Table 2, the results of this study's reliability test are said to be Reliable. This is because Cronbach's Alpha value is > 0.6. Thus, the instrument is feasible and reliable for use in this study.

R2 Test (Coefficient of Determination)

The R2 test (Coefficient of Determination) is conducted to measure how far the ability of the independent variable indicators, namely 4P, to influence the dependent variable, in this case, customer satisfaction (Ferlitasari & Rosana, 2020). The following is the result of testing the coefficient of determination:

Table 3. R2 Test Results (Coefficient of Determination)

Model Summary				
Model	R	R Square	Adjusted R Square	td. Error of the Estimate
1	.629 ^a	.396	.368	1.55527
a. Predictors: (Constant), X4, X1, X2, X3				

Based on Table 3, the R2 (Coefficient of Determination) results show a relationship between 4P and customer satisfaction in the "X" Books Store at the Faculty of Engineering, Sam Ratulangi

University Manado, which is 0.629. Meanwhile, R Square's 4P influence on customer satisfaction is 39.6%. The rest (100%-39.6%), namely 60.4%, can be influenced by other variables outside this study. This shows that the researcher's hypothesis is correct.

Hypothesis T Test

Hypothesis testing is used to statistically test the truth of a statement and draw conclusions about whether the statement is accepted or rejected (Anuraga et al., 2021). The t-test results meet the standard if the calculated t value is greater than the t table ($t_{count} > t_{table}$) and the significance level > 0.05 . The following are the results of the Hypothesis T-test with t_{table} 1.9872:

Table 4. Hypothesis T-Test Results

Model	Coefficients					
	Unstandardized Coefficients			Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.	
1	(Constant)	2.609	2.456		1.062	.291
	X1	.134	.095	.120	1.410	.162
	X2	.297	.128	.267	2.329	.022
	X3	.335	.109	.351	3.069	.003
	X4	.087	.091	.105	.965	.337

a. Dependent Variable: Y

Based on Table 4 of the t-test results, it can be explained that the t-test of the effect of the product (X₁) on satisfaction with T_{count} 1.410 $<$ T_{Table} 1.987, then H₀ is accepted. This shows that the product has no significant effect on customer satisfaction, which does not support the research hypothesis. Another analysis based on Standardized Coefficients Beta obtained a value of 0.120 or 12% of the effect of the product on customer satisfaction. The magnitude of this percentage is considered insignificant. Where the significance value is considered not to meet $0.120 > 0.05$. This is supported by research conducted by (Prasetyo & Sugesti, 2016), which found that product quality does not always have a significant effect on customer satisfaction, especially if other factors such as price and service are also the main determinants of customer satisfaction.

The results of the T-test of the effect of price (X₂) on customer satisfaction with T_{count} 2.329 $>$ T_{Table} 1.987, then H₀ is rejected. This shows that the price variable significantly affects customer satisfaction, which means it supports the research hypothesis. Another analysis based on Standardized Coefficients Beta obtained a value of 0.267 or 26.7% of the effect of price on customer satisfaction. The magnitude of this percentage is considered significant, where the significance value is considered to meet $0.022 < 0.05$. This finding is in line with (Hurriyati, 2015) which states that price has a strong and significant impact on customer satisfaction, especially when customer perceptions of prices are considered reasonable and in accordance with the quality of the products offered.

The results of the T-test of the effect of place (X₃) on customer satisfaction with T_{count} 3.069 $>$ T_{Table} 1.987, then H₀ is rejected. This shows that the place variable significantly affects customer satisfaction, which means it supports the research hypothesis. Another analysis based on Standardized Coefficients Beta obtained a value of 0.351 or 35.1% of the influence of place on customer satisfaction. The magnitude of this percentage is considered significant, where the significance value is considered to meet $0.003 < 0.05$. These results are in line with research conducted by (Ariyanti et al., 2022) which states that location has a significant influence on customer

satisfaction. In a study conducted at BUMDes Amarnya, it was found that location plays an important role in shaping customer satisfaction significantly.

The results of the T-test of the effect of promotion (X_4) on customer satisfaction with $T_{count} 0.965 < T_{Table} 1.987$, so H_0 is accepted. This shows that the promotion variable does not significantly affect customer satisfaction, which does not support the research hypothesis. Another analysis based on Standardized Coefficients Beta obtained a value of 0.105 or 10.5% of the effect of promotion on customer satisfaction. The magnitude of this percentage is considered insignificant, whereas the significance value is $0.337 > 0.05$. These results are consistent with research conducted by (Tiyani, 2012), which also found that promotions do not always contribute significantly to purchasing decisions, so their impact on customer satisfaction can be minimal, especially when other factors such as price and service quality are more dominant.

CONCLUSION

The conclusion in the research is that simultaneously using the R^2 (Coefficient of Determination) test, the 4P variables, namely product, price, place, and promotion, have an effect on customer satisfaction at Bookstore "X" at the Faculty of Engineering, Sam Ratulangi University Manado, with a percentage of 39.6%. Based on the pascal test using the t-test, the 4P variable hypothesis, namely product and promotion, does not significantly affect customer satisfaction, with a percentage of 12% and 10.5%. Meanwhile, price and place have a significant effect on customer satisfaction, with a percentage of 26.7% and 35.1% at the Faculty of Engineering, Sam Ratulangi University Manado. Further research is expected to explore more variables such as service quality, perceived value, or shopping experience, which may have a greater impact on customer satisfaction, as well as delve deeper into the relationship between marketing strategies and consumer behavior in various contexts and market segments.

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