

## The Effect of Marketing Mix on Consumer Satisfaction at UD. Darma Suci Wholesale in Denpasar

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### Abstract:

#### Purpose:

This study was conducted to investigate the role of the marketing mix on customer satisfaction at UD. Darma Suci Grosir Denpasar. The target population includes a total of 75,270 people.

#### Methodology:

Through sampling, 99 consumers participated in the study. Empirical data were obtained using a questionnaire and then analyzed using a multiple linear regression approach.

#### Findings:

The research findings confirm that product, price, place, and promotion have a positive and significant relationship, both partially and simultaneously, with customer satisfaction at UD. Darma Suci Grosir Denpasar. Suggestions include the importance of improving product quality and variety, establishing pricing strategies that align with consumer purchasing power, operating in strategic locations, and marketing products online through social media platforms.

#### Implication:

This study contributes positively to the marketing management literature and practically to UD. Darma Suci Grosir Denpasar is improving its marketing mix strategy to create highly satisfied customers. This study also guides future researchers to examine other determinants that influence customer satisfaction.

## INTRODUCTION

Marketing has become essential with the increasing public demand for high-quality products, which has led to intense business competition today. Companies marketing products and services require a series of simple and flexible approaches, also known as the marketing mix (Darmawan et al., 2023).

The marketing mix is a component of the marketing concept that plays a role in consumer purchasing decisions for specific products or services. This marketing mix can also be used as a means of fulfilling consumer needs and desires, particularly in achieving customer satisfaction. Kerdpitak (2022) states that the level of customer satisfaction reflects the comparison between expectations and perceptions regarding actual service interactions. Consumers tend to be satisfied when their desires are met or meet their expectations (Chung, 2020).

This is a similar concern for UD. Darma Suci Grosir, a small and medium-sized enterprise located on Jalan Antasura Utara, Peguyangan Kaja, North Denpasar, Bali. UD. Darma Suci Grosir consistently strives to provide quality products to achieve customer satisfaction and delight both those who browse and those who make purchases at the store. The goal is to provide convenience so that customers return and make purchases (Laksmi & Arjawa, 2023).

However, the company also faces a series of challenges, such as unstable customer traffic and limited consumer purchasing intent at UD. Darma Suci Grosir in Denpasar, which occurs intermittently, resulting in fluctuating daily sales. Declining sales despite an increase in customer numbers indicate a problem with the marketing strategy or a product that may not meet consumer expectations (Saputra & Laksmi, 2024).

Given this, UD. Darma Suci Grosir needs to implement an effective and efficient marketing mix strategy to achieve its desired goal of increasing sales and profits. Further analysis is also needed to understand the causes

and adjust the strategy to ensure sales growth in line with customer growth. Based on this description, this study is entitled "The Influence of the Marketing Mix on Consumer Satisfaction at UD. Darma Suci Grosir in Denpasar."

**Marketing Mix.** Irawan (2023) defines the marketing mix as a series of marketing tools encompassing product, price, distribution, and promotion to achieve company objectives. The marketing mix also encompasses elements controlled by the company to satisfy and communicate with consumers. Rusli (2019) categorizes the marketing mix into the 4Ps: product, price, place, and promotion.

**Product.** Ferayanti et al. (2024) define a product as anything offered to the market with the aim of satisfying consumer desires and needs. A product can also be defined as something provided by a producer that meets demand and is purchased by the market to meet those needs and desires.

**Price.** Wang and Shi (2024) identify price as an element of the marketing mix that can reflect profits and incur costs. Price can also indicate a company's value proposition based on its products and brands (Eklund, 2022).

**Place (Distribution).** Distribution is defined as the flow of products from the company, through distributors, and finally to the market, where consumers can purchase according to their needs. Yuan et al. (2019) define distribution channels as company activities involved in providing products for consumption by potential consumers.

**Promotion.** Traiyarach and Banjongprasert (2022) define promotion as activities that convey the usefulness or benefits of a product and persuade customers to make a purchase.

**Consumer Satisfaction.** Tran and Nguyen (2022) define consumer satisfaction as an individual's feelings of pleasure or disappointment that arise after comparing a product's expectations with what they receive. Olaoke et al. (2021) state that consumer satisfaction describes the condition when consumers feel their expectations and desires have been met.

Research Hypotheses:

- H1: Product has a positive and significant effect on customer satisfaction at UD. Darma Suci Grosir Denpasar.
- H2: Price has a positive and significant effect on customer satisfaction at UD. Darma Suci Grosir Denpasar.
- H3: Distribution (place) has a positive and significant effect on customer satisfaction at UD. Darma Suci Grosir Denpasar.
- H4: Promotion has a positive and significant effect on customer satisfaction at UD. Darma Suci Grosir Denpasar.
- H5: Marketing mix variables, namely product, price, distribution (place), and promotion, collectively influence customer satisfaction at UD. Darma Suci Grosir Denpasar.

## METHODS

This study was conducted at UD. Darma Suci Grosir, located at Jln. Antasura, Peguyangan Kaja, North Denpasar District, Denpasar City. The target population includes all customers of UD Darma Suci Grosir in Denpasar who have made purchases. Using the formula by Isaac and Michael, a total of 99 respondents participated in this study. This study applies a quantitative approach through data obtained from respondents' responses to the questionnaire, along with internal company data. Empirical data were collected from observations, interviews, documentation studies, and questionnaires. The empirical data obtained will be analyzed using a multiple linear regression approach using SPSS.

## RESULTS AND DISCUSSION

**Respondent Data.** Table 1 shows that almost all respondents in this study were visitors to UD. Darma Suci Grosir Denpasar, aged 21-30, totaled 65 people (65.7%).

**Table 1.** Respondent Characteristics

Description	Amount	Percentage
Age:		
≤ 20 Years	19	19,2%
21 - 30 Years	65	65,7%
31 - 40 Years	6	6,1%
41 - 50 Years	6	6,1%
≥ 50 Years	3	3,0%
<b>Total</b>	<b>99</b>	<b>100%</b>

Source: Processed primary data (2024)

**Instrument Testing.** Table 2 confirms that the study data meet validity and reliability requirements, as evidenced by the Pearson correlation value for each indicator exceeding 0.30 and the Cronbach's Alpha value exceeding 0.60, indicating accurate and consistent data.

**Table 2.** Instrument Testing

Variables and Indicators	Pearson Correlation	Cronbach's Alpha
<b>Product</b>		
X1.1	0,919	0,928
X1.2	0,924	
X1.3	0,913	
X1.4	0,874	
<b>Price</b>		
X2.1	0,896	0,913
X2.2	0,901	
X2.3	0,904	
X2.4	0,860	
<b>Place</b>		
X3.1	0,883	0,921
X3.2	0,890	
X3.3	0,898	
X3.4	0,930	
<b>Promotion</b>		
X4.1	0,887	0,828
X4.2	0,883	
X4.3	0,822	
<b>Satisfaction Consumer</b>		
Y.1	0,793	0,882
Y.2	0,903	
Y.3	0,852	

Y.4	0,886
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Source: Processed primary data (2024)

**Classical Assumption Test.** Table 3 confirms that the data are normally distributed, with an Asymp.Sig. (2-tailed) value greater than 0.05.

**Table 3.** Normality Test

Unstandardized Residual	
Asymp.Sig. (2-tailed)	0,200

Source: Processed primary data (2024)

Furthermore, Table 4 presents the results of the multicollinearity test, which meets the requirements, with a tolerance value above 0.10 and a VIF <10.

**Table 4.** Multicollinearity Test

Collinearity Statistics		
	Tolerance	VIF
Product(X1)	0,141	7,103
Price (X2)	0,132	7,582
Place (X3)	0,142	7,051
Promotion (X4)	0,368	2,715

Source: Processed primary data (2024)

Table 5 presents the results of the heteroscedasticity test, which proves that the data meet the assumptions well, with a Sig. Value>0.05.

**Table 5.** Heteroscedasticity Test

	Unstandardized		
	Beta	T	Sig.
(Constant)	0,999	2,688	0,008
Product (X1)	-0,035	-0,741	0,460
Price (X2)	-0,007	-0,146	0,884
Place (X3)	0,022	0,458	0,648
Promotion (X4)	0,001	0,025	0,980

Source: Processed primary data (2024)

**Multiple Linear Regression Analysis.** Referring to Table 6, the following equation is obtained:  $Y = 2.373 + 0.175X_1 + 0.351X_2 + 0.210X_3 + 0.2186X_4 + e$ . Referring to the regression equation above, it can be seen that all variables have a positive effect, as all values are positive (not negative).

**Table 6.** Multiple Linear Regression Analysis

Unstandardized	
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	Beta	t	Sig.
(Constant)	2,373	3,904	0,000
Product (X1)	0,175	2,241	0,027
Price (X2)	0,351	4,358	0,000
Place (X3)	0,210	2,686	0,009
Promotion (X4)	0,186	2,418	0,018

Source: Processed primary data (2024)

**Simultaneous Significance Test (F).** Referring to the F-test results, which obtained an F-count of 190.389 > the F-table value of 2.31, indicating that product, price, place, and promotion simultaneously have a positive and significant influence on consumer satisfaction.

Table 7. F Test

	Sum of Squares	Mean Square	F	Sig.
Regression	575,635	143,909	190,389	0,000
Residual	71,051	0,756		
Total	646,687			

Source: Processed primary data (2024)

**Partial Significance Test (t).** Product was confirmed to have a significant positive relationship with customer satisfaction, as seen from the regression coefficient of 0.175 with a t-test of 2.241 (.1.986) and a t-test of 0.027. Price was proven to positively and significantly influence customer satisfaction, through a regression coefficient of 0.351 with a t-test of 3.258 (.1.986) and a t-test of 0.000. Place successfully demonstrated a significant positive relationship with consumer satisfaction levels through a regression coefficient of 0.210 with a t-test of 2.686 (.1.986) and a t-test of 0.009. Promotion was found to have a significant positive relationship with consumer satisfaction, as seen through a regression coefficient of 0.186 with a t-test of 2.418 (.1.986) and a t-test of 0.018.

**Product on Consumer Satisfaction.** The results of data analysis using multiple linear regression tests indicate a positive relationship between product and consumer satisfaction. The better the product offered, or the greater the variety of products at UD. Darma Suci Grosir, the higher the consumer satisfaction. This finding is supported by studies (Li et al., 2025; Nuryanto et al., 2024; Zameer et al., 2020).

**Price on Consumer Satisfaction.** The test results confirm that price has a significant positive relationship with consumer satisfaction at UD. Darma Suci Grosir in Denpasar. The better the pricing strategy, the more affordable and appropriate it is for the public's purchasing power, the higher the consumer satisfaction. The findings of this study corroborate the findings of studies (Guo et al., 2022; Wang & Shi, 2024; Xue et al., 2020).

**Place on Consumer Satisfaction.** Hypothesis testing confirms that place has a positive and significant influence on consumer satisfaction at UD. Darma Suci Grosir in Denpasar. The results indicate that a better or more strategic distribution location will increase customer satisfaction. This study's findings support those of (Ebrahimi et al., 2020; Ruiters, 2024; Shang et al., 2020).

**Promotion on Consumer Satisfaction.** Hypothesis testing suggests that promotion has a significant positive relationship with customer satisfaction at UD. Darma Suci Grosir in Denpasar. The results indicate that the better the promotional strategy implemented by UD. Darma Suci Grosir, the higher the customer satisfaction. The results of this study reinforce the findings of studies (Idris et al., 2021; Mota et al., 2021; Traiyarach & Banjongprasert, 2022).

**Product, Price, Place, and Promotion on Consumer Satisfaction.** Simultaneous test results demonstrate a positive and significant influence of product, price, place, and promotion on customer satisfaction at UD. Darma Suci Grosir Denpasar. The better and more varied the product, the better the pricing strategy, the more strategic the distribution location, and the more attractive the promotional strategy implemented, all of which will collectively increase customer satisfaction. The results of this study were found to be in line with the findings of (Darmawan et al., 2023; Laksmi et al., 2024; Sara et al., 2021)

## CONCLUSION

The better the products offered, or the greater the variety of products at UD. Darma Suci Grosir, the greater the customer satisfaction. The better the pricing strategy is implemented by UD. Darma Suci Grosir in Denpasar, or the more affordable and appropriate it is to the public's purchasing power, the greater the customer satisfaction. The better the location or the more strategic the distribution location, the greater the customer satisfaction at UD. Darma Suci Grosir. The better the promotional strategy is implemented by UD. Darma Suci Grosir, the greater the customer satisfaction. The better and more varied the products, the better the pricing strategy, the more strategic the distribution location, and the more attractive the promotional strategy implemented by UD. Darma Suci Grosir Denpasar, all of which will collectively increase customer satisfaction.

The management of UD. Darma Suci Grosir Denpasar is expected to continuously strive to improve product quality and product variety to increase customer satisfaction. The management of UD. Darma Suci Grosir Denpasar is expected to continuously strive to improve its pricing strategy, particularly by offering discount promotions during special events. The management of UD. Darma Suci Grosir Denpasar is expected to continuously strive to improve public access and provide convenient and safe parking for each customer. The management of UD. Darma Suci Grosir Denpasar is expected to continuously strive to implement marketing strategies by utilizing social media to attract consumer interest in purchasing products. Future researchers are expected to be able to add more factors not examined in this study that may influence customer satisfaction.

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