

The Effect of Marketing Mix and Product Quality on Consumer Satisfaction at Jempiring Bali in Bangli

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Abstract:

Purpose:

Companies aim to satisfy consumers by understanding their needs and desires. One key to competitive success is continually creating new products and retaining customers through continuous innovation. This research aims to test and analyze the influence of marketing mix and product quality on consumer satisfaction.

Methodology:

This research was conducted in Jempiring, Bali, in Bangli with a research sample of 96 respondent taken using the Rao Purba formula. All data obtained from the questionnaire distribution are suitable for use, then analyzed using multiple linear regression, hypothesis testing (t test and F test).

Findings:

The research results show that (1) Marketing Mix and product quality have a significant effect on consumer satisfaction at Jempiring Bali in Bangli (2) Marketing Mix has a positive and significant effect on consumer satisfaction at Jempiring Bali in Bangli. This means that the better or improved the marketing mix, the greater the consumer satisfaction at Jempiring Bali in Bangli. (3) Product quality has a positive and significant effect on consumer satisfaction at Jempiring Bali in Bangli

Implication:

This means that the better or increased the quality products, the greater the consumer satisfaction at Jempiring Bali Bangli.

INTRODUCTION

Companies aim to satisfy consumers by understanding their needs and desires. One key to competitive success is continually creating new products and retaining customers through continuous innovation. Failure to meet consumer needs can result in marketing difficulties and loss of customers. In Undisan Kelod Tembuku Village, Bangli, competition among Balinese bridal accessory artisans is intensifying due to growing public interest in Balinese culture. This competition arises from globalization and the free market economy. Every company must strive to maintain and increase profits by employing appropriate marketing strategies. Issues such as the availability of machinery, raw materials, price competition, and product quality often present obstacles. Despite limited capital, companies must remain focused on product quality to differentiate themselves from competitors. According to Handayani and Wijayanti (2018), maintaining product quality, increasing production capacity, and expanding social networks and knowledge are crucial steps in achieving business sustainability.

Integrated marketing planning and an emphasis on product quality are essential for mastering the target market. Companies strive to increase monthly sales by implementing established marketing concepts, and success in this regard depends on the quality of the products offered. Improving product quality, providing good service, and building long-term relationships with customers are important to increase sales. According to Kotler and Keller (2016), strategy is the key to a company's survival, and the Jempiring Bali company has product quality standards for the silver and gold it produces. The process of mixing components such as silver, gold, copper, and other materials is carried out carefully to create high-quality products. Based on the description above, the author

decided to conduct a study entitled "Analysis of the influence of marketing mix and product quality on consumer satisfaction at Jempiring Bali in Bangli".

Product Mix. According to Kotler and Keller (2016), the marketing mix is a strategic combination of marketing elements such as product, price, location, and promotion that a company uses to achieve the response expected from its target market. According to Jerome McCarthy in Latoki et al. (2022), in his work, he put forward four key concepts of the marketing mix, which are considered important for a marketer. Over time, other concepts have evolved into the 7P concepts by Boom and Bitner. Concept, Mix consisting of Product (product), Price (Price), Place (Place), Promotion (Promotion), People (People), Process (Process), and Physical Evidence (Physical Evidence).

Product Quality. According to Kotler and Keller (2016), superior product quality is a crucial element in marketers' positioning strategies. Product quality directly impacts product or service performance, making it closely linked to customer value and satisfaction. Quality can be defined as the degree to which a product is free from defects or damage. Product quality is key to competitiveness in business, where consumers expect quality products commensurate with the price they pay. While some believe that expensive products indicate good quality, the most important thing is that the product satisfies consumers. Maintaining product quality is crucial for every company to compete in the market. A good relationship between the company and its consumers enables the company to understand consumer needs and expectations, enabling it to provide satisfactory service and reduce negative consumer experiences.

Amalia Yunia Rahmawati (2020) identifies several indicators of product quality, including product performance over a certain period of use, features offered, reliability or durability, sensory characteristics, and the product's ethical profile and image. Factors influencing product quality include human resources (HR), work procedures, machinery, raw materials, and the production environment.

Consumer Satisfaction. Consumer satisfaction is the feeling that arises after consumers compare perceived performance or results with their expectations. Understanding and improving customer satisfaction is a primary goal of every company to retain customers and increase competitive advantage. According to Khotimah and Purwanti (2018), customer satisfaction is defined as the level of satisfaction a person feels after comparing perceived performance or results with their expectations. According to Khotimah and Purwanti (2018), three key elements in the concept of customer satisfaction need to be identified: the type of response (emotional/affective or cognitive), the focus of the response (product, consumption, purchase decision, etc.), and the response time (after consumption, after purchase, etc.). According to Silvana (2020), various customer satisfaction evaluation techniques, such as complaint and suggestion reporting systems, ghost/mystery shopping (the use of "mystery shoppers" to evaluate customer experiences with a company and its competitors), customer churn analysis (contact with customers who have stopped making purchases), and customer satisfaction surveys, are used to obtain feedback and understand customer needs. The hypotheses in this study are:

- H1: Marketing mix and product quality have a positive effect on customer satisfaction at Jempiring Bali.
- H2: Marketing mix has a positive effect on customer satisfaction at Jempiring Bali.
- H3: Product quality has a positive effect on customer satisfaction at Jempiring Bali.

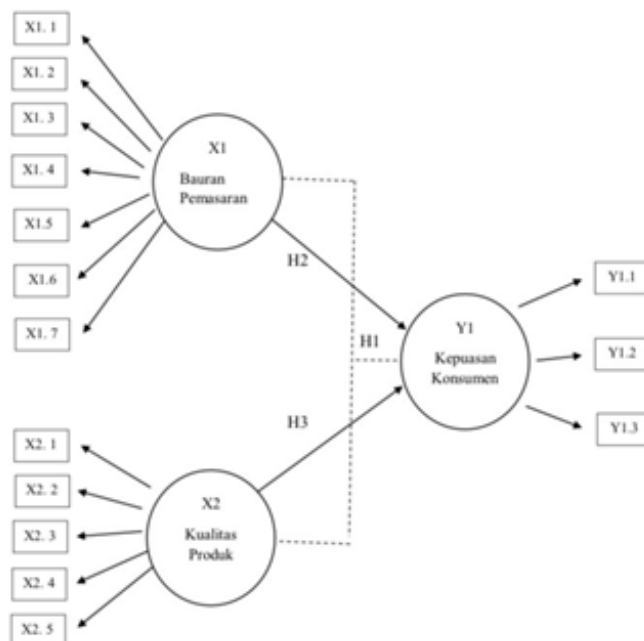


Figure 1. Research Framework

METHODS

These open research locations are located in Odi, Village, Undisan, Kelod, Tembuku, Bangli, Company, Jempiring, Bali, Mobile, Accessories, Accessories, Bali. The population in this open research is consumers who buy products, accessories, Brides, Bali, in companies, templates, Bali. This open-research sample is a direct opportunity for the company to purchase products with a total of 96 samples of 096 consumers taken using purposive sampling techniques. The independent variables in this research are the marketing mix and product quality, while the independent variable is consumer satisfaction. Data collection is carried out by distributing questionnaires with statements using a Likert scale to consumers. The data will be analyzed using multiple linear regression analysis techniques.

RESULTS AND DISCUSSION

Validity and Reliability Test. The results of the validity test are presented in Table 1. The analysis shows that the Pearson autocorrelation score for each instrument exceeds 0.30, indicating that the instrument meets the requirements for use as a measurement tool for the relevant variables.

Table 1. Validity Test Results

Variables	Instrument	Pearson Correlation	Information
Marketing Mix (XI)	X1.1	0,927	Valid
	X1.2	0,889	Valid
	X1.3	0,901	Valid
	X1.4	0,933	Valid
	X1.5	0,942	Valid

	X1.6	0,930	Valid
	X1.7	0,923	Valid
Product Quality (X2)	X2.1	0,889	Valid
	X2.2	0,934	Valid
	X2.3	0,939	Valid
	X2.4	0,891	Valid
	X2.5	0,934	Valid
Consumer Satisfaction (Y)	Y1	0,905	Valid
	Y2	0,922	Valid
	Y3	0,854	Valid
	Y4	0,916	Valid

The reliability test results are displayed in Table 2. From these results, it can be observed that each variable has a Cronbach's Alpha value exceeding 0.60, indicating that all instruments meet the required reliability standards.

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Information
Marketing mix (X1)	0,970	Reliable
Product quality (X2)	0,953	Reliable
Consumer satisfaction (Y)	0,919	Reliable

Data from multiple linear regression analysis are depicted in Table 3. The results show that the marketing mix has a positive effect on consumer satisfaction, where an increase or improvement in the marketing mix will result in an increase in consumer satisfaction. In addition, product quality also has a positive effect on consumer satisfaction, where an increase or improvement in product quality will cause an increase in consumer satisfaction. From the results of the F test, H1 is stated to be accepted with a calculated F value of 62.212, which exceeds the table F value of 3.09 with a significance level of $0.000 < 0.05$. This shows that together, the marketing mix variables (X1) and product quality (x2) have a significant influence on consumer satisfaction (Y) at Jempiring Bali in Bangli. The results of the test show that H2 was received with value count $(7.376) > t \text{ table } (1.661)$ with level of $0.000 < 0.05$ which means that variables of marketing mix have positive significant influence on consumer satisfaction on Jempiring Bali di Bangli. H3 accepted value t count $(3.937) > t \text{ tabel } (1.661)$ with significance level $0.000 < 0.05$ accepted which means that variable quality product has positive significant influence on consumer satisfaction oat Jempiring Bali di Bangli. The R^2 value indicates that 56.3% of consumer satisfaction at Jempiring Bali in Bangli is influenced by the marketing mix variable (X1) and product quality variable (X2), while the remaining 43.7% is influenced by other variables not examined in this study.

Table 3. Results of Multiple Linear Regression Analysis

Variable	Regression Coefficient	T	Sig
	B		
Marketing mix (X1)	0,566	7,376	0,000
Product quality (X2)	0,302	3,937	0,000

Sig F: 0,000

F Count: 62,212

F Table: 3,09

R²: 56,3%

The Influence of Marketing Mix on Consumer Satisfaction. The following are the results of the analysis, which show that there is a positive relationship between the quality of Odi's marketing mix and the level of customer satisfaction in Jempiring, Bali and Bangli. The regression coefficient of β_1 is 0.293, indicating that the opening level in the marketing mix is correlated with the opening level of customer satisfaction significantly. Marketing mix is a combination of various instruments used by a company to achieve its marketing objectives or target market, and is an opening strategy in product marketing. In marketing mix strategy, there are three main components, namely price, promotion, and distribution. Amid increasingly tight competition, price regulation and promotion have a very significant role in building customer commitment and loyalty. The results of this study align with those conducted by Yanuar, Anugerah, and Priatna (2023), Ariana (2016), and Latoki et al. (2022), which stated that the marketing mix has a positive and significant effect on consumer satisfaction.

The Effect of Product Quality on Consumer Satisfaction. The results of this study show that the regression coefficient β_3 (product quality variable) has a value of 0.235. This indicates that an increase or improvement in product quality is correlated with an increase in consumer satisfaction levels in Jempiring, Bali, and Bangli. The relationship between quality and customer satisfaction is very significant because product quality greatly influences consumer preferences, so that through good quality, the satisfaction desired by consumers will be achieved. According to Sayedi et al. (2023), the level of customer satisfaction is greatly influenced by the quality of the product presented. The results of this study are in line with the research conducted by (Tamon, Manoppo and Temengkel, 2021), (Yani et al., 2021), and (Sayedi et al., 2023), which states that product quality has a positive and significant effect on consumer satisfaction.

CONCLUSION

Based on the results of the analysis it shows that the marketing mix and product quality have a significant influence on consumer satisfaction with the companies in Jempiring, Bali, in Bangli. The better the marketing mix, the more consumer satisfaction with Jempiring Bali in Bangli, and the better or the better the product quality, the more consumer satisfaction with the company Jempiring Bali in Bangli. The advice we give on this open research to other companies, Jempiring Bali in Bangli, is evaluating the prices offered, providing guarantees of service or goods, as well as having already purchased operations, as well as establishing good relations with consumers. Next, researchers are expected to be able to add variable factors that have the potential to influence consumer satisfaction, and can also expand the scope of research.

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