Effect Of Marketing Mix On Consumer Satisfaction

Idrus Abubakar, Andy, Tamrin Taher, Rahmat, Enang Yusuf Nurjaman

Abstract: Success or failure of an entity, organization, or company in achieving business objectives depends on the expertise of entrepreneurs in marketing, production, finance and other fields. Additionally, depends also on employees’ ability to combine these functions so that the company's business can run smoothly. Basically, the aim in establishing the company is looking for a profit as much as possible[2]. The success of a company in achieving that goal is very influenced by the company's ability to market its products. The company can sell its products at favorable prices at the level of quality expected, these actions will be able to overcome the challenges of competitors, especially in gaining the trust of customers in order to win market[3]. Therefore, to attract consumers to purchase the company must be able to apply an appropriate marketing strategies according to market conditions encountered. The success of the marketing strategy is influenced by several factors, namely research and market analysis, decisions about product, pricing, promotion and distribution (marketing mix). Entering ASEAN Economic Community beginning in 2016 this time, automatically increases the competition companies in Indonesia up to the international level. To succeed in today's conditions, market-oriented marketing strategy is needed to anticipate the entire consumer desires, overcoming the threat of competition, is not to win the market. Companies that systematically analyzing the environment will be more effective than a company that does not do it[4]. In general, an increase in the volume of sales generated by the company was affected by two factors, namely internal factors (things that can be controlled by the company, such as product quality, price, etc.) and external factors (things that are outside range of companies, such as globalization, technology, tastes, political situation, etc.).

Keywords: Marketing Mix, consumer Satisfaction

1 INTRODUCTION

To ensure the survival of an entity, organization, or company, product marketing activities of both goods and services are the main activities that must be considered even guaranteed the continuity of the occurrence. Success or failure of an entity, organization, or company in achieving business objectives depends on the expertise of entrepreneurs in marketing, production, finance and other fields[1]. Additionally depends also on employees' ability to combine these functions so that the company's business can run smoothly. Basically, the purpose in establishing the company is looking for a profit as much as possible[2]. The success of a company in achieving that goal is very influenced by the company's ability to market its products. The company can sell its products at favorable prices at the level of quality expected, these actions will be able to overcome the challenges of competitors, especially in gaining the trust of customers in order to win market[3]. Therefore, to attract consumers to purchase the company must be able to apply an appropriate marketing strategies according to market conditions encountered. The success of the marketing strategy is influenced by several factors, namely research and market analysis, decisions about product, pricing, promotion and distribution (marketing mix). Entering ASEAN Economic Community beginning in 2016 this time, automatically increases the competition companies in Indonesia up to the international level. To succeed in today's conditions, market-oriented marketing strategy is needed to anticipate the entire consumer desires, overcoming the threat of competition, is not to win the market. Companies that systematically analyzing the environment will be more effective than a company that does not do it[4]. In general, an increase in the volume of sales generated by the company was affected by two factors, namely internal factors (things that can be controlled by the company, such as product quality, price, etc.) and external factors (things that are outside range of companies, such as globalization, technology, tastes, political situation, etc.).

The main core of marketing activities widely known is the marketing mix (marketing mix), which includes 4P (product, price, place, promotion,)[5]. The fourth variable is the combination memuynai same role and is a unity to support the company’s success[6]. Because of that product, price, place, promotion, can be used by the company concerned to draw up the basic strategy of companies that can become a reference for the formulation of an effective marketing strategy[7]. In the implementation of marketing tools (marketing mix) are done in different and unique, but the ultimate goal darimarketing mixadalah increase sales of products produced by these companies and generate profits[8]. Although profit is not the only purpose of the company was established, but it should not be ignored, because the survival of the company determined the contribution that can be given in the form of return on effort[9], Companies that deal with service problems particularly engaged in the service should be more competent, fast, and precise in formulating, establish, and implement strategies for the advancement of the company and to offset fierce competition today. Excellent service quality has also become a supporting factor for the success of a company. This can be the provision of better services to the customers like, through the facilities of a more complete and adequate as well as the improvement of service of employees. Quality of service like this that is required by the company to be able to grow the loyal nature of the consumer to the company so that the company will still be trusted by consumers. Customer loyalty can be assessed based on the amount of customers in the use of services as well as customer loyalty not to use other similar services, in this case the customer only use the services of the company that is he used[10], Things like this certainly needs to be an active part of all employees and parties involved in the provision of services[11].

Departing from the author's experience when asked families who had already departed Umrah plus using agency organizing Hajj and Umrah private authorized official of MORA writers questioned about who propose and why the organizers selected, and it turns out the family learned organizers of the person and select it as products offered not only the pilgrimage alone melainkanada also tour in several arab countries at an affordable price. The author thinks the above events can sales rose only because of a short story alone is interested in using the services of the same company because the products and good price in the offer, then create customer satisfaction and the company's progress. Not only from the family alone, before drawing any conclusions about the issues to be raised as the formulation of the problem to be discussed in the paper this time, the author
Also receive information such as data about the increase in sales to customer satisfaction in one travel Umrah pilgrimage PT. Amanah Bersama Ummat. The data include:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>20</td>
</tr>
<tr>
<td>2015</td>
<td>45</td>
</tr>
<tr>
<td>2016</td>
<td>70</td>
</tr>
</tbody>
</table>

Currently the company presented convenience to consumers of various types, including ease of undergoing the Hajj and Umrah, better known as Haji Travel company dan Umrah. Data from the ministry of religious republic of Indonesia recorded about ± 659 travel list that organizes Hajj and Umrah. Indonesian republic in religious ministry also recorded approximately ± 17 701 people performing the pilgrimage of the early departure of the month of December 2014 to the present and for the quota of pilgrims this year about 191 800 pilgrims ± 16,400 regular and pilgrims plus. In line with the increasing use of services in the era of globalization and a more modern era, the company that at the moment Travel demand by the people of Indonesia who need convenience and time efficiency, will require more marketing expertise. Increased performed particularly on marketing strategy, considering this strategy is the most fundamental thing in decisions for their costs, marketing mix as well as the state of the environment is supported by the competition. The marketing strategy is one of the earliest in order to introduce the product to the consumer and this will be very pentingkaraen be related to the benefits to be derived by the company[10]. Departing from the theory of the marketing mix, PT Amanah Bersama Ummah as a company that wants to continue to grow with pemasarananny ready to develop strategies, continue to strive and strive to provide the best service to its customers[12]. Loyal customers is an asset to an entity / company to be one of the earliest in order to introduce the product to the consumer and this will be very pentingkaraen be related to the benefits to be derived by the company[10]. Departing from the theory of the marketing mix, PT Amanah Bersama Ummah as a company that wants to continue to grow with pemasarananny ready to develop strategies, continue to strive and strive to provide the best service to its customers[12]. Loyal customers is an asset to an entity / company to be.

### Table 1 Number of Consumen 2014-2016 of PT. Amanah Bersama Ummat

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>20</td>
</tr>
<tr>
<td>2015</td>
<td>45</td>
</tr>
<tr>
<td>2016</td>
<td>70</td>
</tr>
</tbody>
</table>

2. RESEARCH METHODS

This research approach is kualitative using correlation analysis as statistical analysis of test equipment. Methods of data collection using a questionnaire with a sample of 35 pilgrims PT. Amanah Bersama Ummah that as respondents. Measurement and variable items using a Likert scale (1-5) (Strongly Disagree - Strongly agree)[4]. The conceptual framework of the model in this study are as follows:

**H1**: Marketing Mix positive and significant impact on customer satisfaction

<table>
<thead>
<tr>
<th>Gender based</th>
<th>frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>18</td>
<td>51.8</td>
</tr>
<tr>
<td>Women</td>
<td>15</td>
<td>48.5</td>
</tr>
</tbody>
</table>

### Table. 1 Distribution Frequency

<table>
<thead>
<tr>
<th>Item</th>
<th>Marketing Mix Variables</th>
<th>strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>disagree</th>
<th>strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Information about the company's products easily obtained</td>
<td>24</td>
<td>10</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Information about the product and easily to get</td>
<td>14</td>
<td>21</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Information about the product is in getting clear enough</td>
<td>16</td>
<td>17</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>The ability to control subordinates</td>
<td>22</td>
<td>13</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>The registration process is very easy to do</td>
<td>20</td>
<td>14</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>The advantages offered very good products</td>
<td>18</td>
<td>16</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>The process of Hajj</td>
<td>18</td>
<td>17</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

3749
The departure is done on time 21 14 - - -
The Saudi ministry for quality 22 12 1 - -
Repatriation Jama'ah done well 20 14 1 - -
Affordable prices 18 17 - - -

<table>
<thead>
<tr>
<th>Item</th>
<th>Consumer Satisfaction Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comfortable Corporate Office</td>
<td>strongly Agree</td>
</tr>
<tr>
<td>Company employees are very friendly in providing information</td>
<td>16</td>
</tr>
<tr>
<td>Feel happy and satisfied with the service employees in the office</td>
<td>27</td>
</tr>
<tr>
<td>Worship complete and high quality fixtures</td>
<td>19</td>
</tr>
<tr>
<td>Time Certainty worship</td>
<td>21</td>
</tr>
<tr>
<td>Services employee time until departure rituals nice</td>
<td>21</td>
</tr>
<tr>
<td>Care for good in saudi</td>
<td>21</td>
</tr>
<tr>
<td>Swiftly cope when someone is sick</td>
<td>13</td>
</tr>
<tr>
<td>Quickly meet other needs of the congregation</td>
<td>27</td>
</tr>
<tr>
<td>Ensure the comfort to arrive in the country</td>
<td>11</td>
</tr>
</tbody>
</table>

The value of a and b in the equation Y = a + bX can be determined in the following manner:

For values of b:

\[
b = \frac{n(\sum xy) - (\sum x)(\sum y)}{n(\sum x^2) - (\sum x)^2}
\]

\[
b = \frac{35(72415) - (1582)(1601)}{35(71610) - (1582)^2}
\]

\[
b = \frac{2534525 - 2532782}{2534525 - 2532782}
\]

\[
b = 0.48
\]

Point a:

\[
a = \frac{\sum y}{n} - b \frac{\sum x}{n}
\]

\[
a = \frac{1601}{35} - 0.48(1582)
\]

\[
a = 45.74 \text{ to } 21.7
\]

\[
a = 24.04
\]

While the relationship using the formula of correlation with the following equation:

\[
r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{(n(\sum x^2) - (\sum x)^2)[n(\sum y^2) - (\sum y)^2]}}
\]

\[
r = \frac{2534525 - 2532782}{\sqrt{[35(72415) - (1582)(1601)](35(71610) - (1582)^2)}}
\]

\[
r = 0.48
\]

The result calculation the correlation coefficient (r) above, it can be seen the value of correlation r = 0.42. Thus it can be diinterpetasikan that the influence of the Marketing Mix strategy towards customer satisfaction PT. Together Amanah Ummats at the level of the relationship is.

\[
R = r \times R
\]

\[
R = 0.42 \times 0.42
\]

\[
R = 0.1764 \text{ or } 17.64%
\]

Rated R = 17.64%, this means that the ability of the strategy Marketing Mix in influencing customer satisfaction by 17.64%, while the remaining 82.36% influenced by other factors. Based on the results of testing the goodness of fit above states that all prerequisite test is acceptable and significant. Next up is the result of hypothesis testing in this study stated that the hypothesis that the marketing mix and a significant positive effect on customer satisfaction so it is stated that (Ha = Accepted and H0 = Rejected). Leadership is a person's personality that exudes a desire on stiilah marketing mix is a term familiar to most people. These terms are very closely linked to the world of marketing in an effort to improve the image of both a product of goods / services in the public eye. Marketing mix is the language according to the marketing mix while according to the term has a meaning as a marketing strategy that is implemented in an integrated and can be controlled simultaneously but still used by a company to increase sales in accordance with the predetermined targets. Therefore part of the marketing plays an important role in improving product sales in the community.

5 CONCLUSION

The strategy used by PT. Amanah Bersama Ummat to sell products in the form of services is the Marketing Mix strategy (marketing mix). In achieving sales targets, customer satisfaction is a priority PT. Amanah Bersama Ummat. Strategy Marketing Mix (marketing mix) a proven effect on customer satisfaction which directly affect the level of sales in the next period. Furthermore, in this case the company sells a product in the form of services, should be the strategy adopted is the Marketing Mix (marketing mix), the company must pay attention to the macro external environment company in the form of technological development, government policies, and others that the strategy adopted has always answered the times.

6 REFERENCES


