

The Influence of Marketing Mix on Loyalty Through Customer Satisfaction at Indomie Food Stalls (Warmindo) in Malang City

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ABSTRACT

The purpose of this study is to analyze the effect of the 7P Marketing Mix relationship (Product, Price, Promotion, Place, People, Process, Physical Evidence) on Loyalty and / or through Customer Satisfaction at Indomie Food Stalls in Malang City. This research is an explanatory research with a quantitative approach. The variables in this study include Marketing Mix 7P (X), Customer Satisfaction (Y), and Loyalty (Z). The population in this study are Warmindo consumers in Malang City who have made more than 1 purchase and are more than 17 years old, the number of which is not known with certainty. The sample used was 351 respondents with the data collection method using a questionnaire. The data analysis used is Partial Least Square-Structural Equation Model (PLS-SEM) using the help of the SmartPLS 4 analysis tool. The results of research with male-dominated respondents show that the 7P marketing mix affects customer satisfaction but the location variable has no effect on customer satisfaction. Price and location variables have no effect on customer loyalty. There is an influence between customer satisfaction and customer loyalty. Price, product, promotion, people, process and physical appearance variables have a positive effect on loyalty through customer satisfaction while location variables do not.

1. INTRODUCTION

As time goes by, changes occur in all fields, including the business world. In the past, shops only had limited hours, but now many shops are always open 24 hours a day, so consumers can come at any time (Megan 2015). At this time the culinary business is in great demand by the Indonesian people because eating and drinking is one of the basic human needs that must be met. The culinary business is one of the various businesses that have experienced many developments in accordance with current public demand. This is one of the factors why the culinary or food business is in demand.

In certain situations, sometimes people want to eat delicious food that is served quickly, whether it's for lazy cooking or in an emergency. Food that is served quickly is called fast food or instant food. Fast foods that are easy to prepare and pack are wheat or flour products such as oats, cereals, pasta, etc. (Hawk, 2020).

Serving processed instant noodles as a menu at food stalls in Indonesia is seen as an attractive business for the community, with affordable menu prices appealing to the middle to lower class. Stalls that serve instant noodles are called "warung indomie" or "warmindo" for short. Diners can request additional toppings of eggs, vegetables, or corned beef. Warmindo usually serves tea and instant coffee sachets as well. There are also instant noodle cafes that target a higher market such as Warunk Upnormal and WOW, complete with a cozy atmosphere and free Wi-fi like cafes in general (Wongso 2018) To continue to maintain or improve a business, a good and correct strategy is needed, such as using strategies contained in the marketing mix.

The purpose of the marketing mix strategy is to create consumer-driven demand that is influenced by goods or services and that requires the role of consumers in it. It is clear that the marketing activities of a product are influenced by the interaction of seven things in an English textbook, which is expressed by the term marketing mix which is marketing (marketing) and also a mixture (mix), namely the interaction of these seven things, namely product, price, promotion, location, people, process, physical evidence (Jackson 2016). Each of these variables interacts with each other to fulfill consumer desires for goods and services that are needed and can be well received by consumers so that they can provide satisfaction to consumers. When consumers are satisfied, it can lead to a high sense of loyalty to the products and services offered (Alma 2016).

The application of Marketing Mix at Warmindo, the products offered are processed products from indomie branded instant noodles, usually not only processed indomie noodles but processed ones such as chicken rice and so on. The price offered by the indomie food stall itself is quite affordable so that it can be bought or enjoyed by all people. Warmindo's location can be reached easily because there are many stalls that provide processed Indomie noodles. Promotions carried out at warmindo are usually through their social media. The services provided at Warmindo are friendly so that they can make consumers happy. The food service process is fast, so customers don't have to wait long for their orders. Warmindo also offers a large parking lot for consumers.

Marketing mix is used to design quality products where consumers who consume the products offered can feel satisfied. Customers feel satisfied if the service is in accordance with what is expected. When customers are satisfied with what has been provided, it is not impossible that customers will become loyal customers.

The 7P marketing mix (product, location, price, promotion, people, physical evidence, and process) is proven to have a simultaneous and partial effect on customer satisfaction at Kristina, Prihatminingtyas, & Agustim cafes, (2020). However, even so, there are location variables that are proven to have no effect on customer satisfaction at the Purba, Kusnadi, and Fandiyanto cafe (2022). Customer satisfaction is proven to have a significant effect on customer loyalty in Zahra's food stall (2022). Meanwhile, in another industry it was found that customer satisfaction had no effect on customer loyalty Saputra (2020).

Based on the above background, the authors are interested in studying this with the title "The Effect of Marketing Mix on Loyalty Through Customer Satisfaction at Indomie Food Stalls in Malang City".

2. LITERATURE REVIEW

1) Marketing Mix (X)

Kotler and Armstrong (2018) clearly state that the marketing mix is a set of tactical marketing tools that a company uses so that the target market the company is aiming for responds in accordance with the company's wishes.

2) Customer Satisfaction (Y)

According to Kotler and Keller (2018), satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the product's perceived performance (or results) against their expectations.

3) Loyalty (Z)

According to Kotler and Keller (2016) customer loyalty is a deeply held commitment to buy or support preferred products or services again in the future, even though the influence of situations and marketing efforts has the potential to cause customers to switch.

3. RESEARCH METHODS

In this research has quantitative research, so that quantitative methods can be stated as one of the research methods which will be based on philosophical science, the population level used in this research amounted to 351 respondents of Indomie Dining Stall (Warmindo) consumers in Malang City. In this research, one way of determining the sample is to use Nonprobability sampling (Purposive sampling). The data collection technique is to use a questionnaire, the information used is secondary and primary, while the data analysis technique used is Partial Least Square-Structural Equation Model (PLS-SEM) using the help of the SmartPLS 4 analysis tool. The conceptual model in this study is as follows:

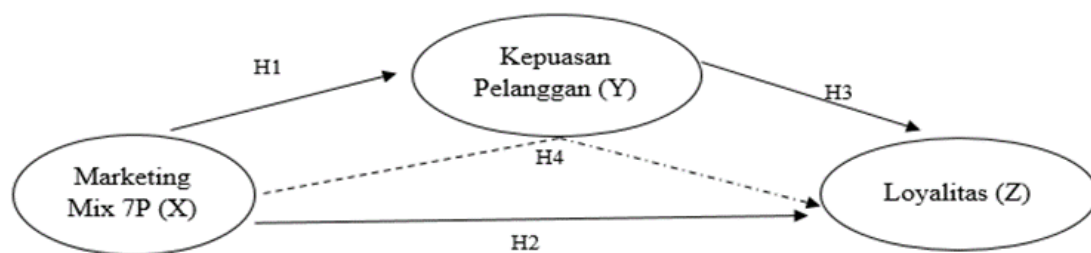


Figure 1. Conceptual Model

Source

- Marketing Mix (X) → (Armstrong, 2018)
- Customer Satisfaction (Y) → (Kotler and Keller, 2018)
- Loyalty (Z) → (Kotler and Keller, 2016)

Hypothesis

H1 : Marketing mix 7P (Product, Price, Promotion, Place, People, Process, Physical Evidence) has a significant effect on customer satisfaction.

H2 : Marketing mix 7P (Product, Price, Promotion, Place, People, Process, Physical Evidence) has a significant effect on loyalty

H3 : Customer satisfaction has a significant effect on loyalty.

H4 : Marketing mix 7P (Product, Price, Promotion, Place, People, Process, Physical Evidence) has a significant effect on loyalty through customer satisfaction.

4. RESULTS AND DISCUSSION

Results

Data on the characteristics of respondents in this study include: 1) by gender. The one characteristics of the respondents are presented in the table below:

Table 1. Characteristics of Respondents Based on Gender

No.	Gender	Total	Percentage
1	Male	268	76,4%
2	Female	83	23,6%
	Total	351	100%

Source: Primary data processed (2023)

Based on Table 1, it is known that of the 351 research samples, 76,4% of respondents had male gender, and 23,6% of respondents had female gender. Most of the respondents or Indomie Dining Stall (Warmindo) consumers in Malang City.

Cronbach's alpha is a group of indicators that measure a variable that has good composite reliability based on the alpha coefficient value with a value greater than 0.60. Composite reliability is a group of indicators that measure a variable that has good composite reliability based on a score of more than 0.70 (Cresweel, 2017) Average variance extracted describes the amount of variance or diversity of manifest variables that can be owned by latent constructs provided the value is greater than 0.50 (Cresweel, 2017). The results of the Cronbach's alpha, composite reliability, and average variance extracted tests can be seen in the table below, as follows:

Table 2. Cronbach's Alpha, Composite Reliability, and Average Variance Extracted

Variable	Cronbach's alpha	Composite reliability (rho_a)	Average variance extracted (AVE)
<i>X1 (Price)</i>	0,732	0,753	0,647
<i>X2 (Product)</i>	0,741	0,746	0,659
<i>X3 (Promotion)</i>	0,703	0,727	0,625
<i>X4 (People)</i>	0,707	0,839	0,610
<i>X5 (Place)</i>	0,733	0,772	0,645
<i>X6 (Process)</i>	0,733	0,734	0,651
<i>X7 (Physical Evidence)</i>	0,707	0,742	0,623
<i>Y (Customer Satisfaction)</i>	0,738	0,747	0,655
<i>Z (Loyalty)</i>	0,737	0,768	0,654

Source: Primary data processed (2023)

From Table 2. above, it can be seen that the **Cronbach's alpha value**, X1 (Price) is 0.732, X2 (Product) is 0.741, X3 (Promotion) is 0.703, X4 (People) is 0.707, X5 (Place) is 0.733, X6 (Process) is 0.733, X7 (Physical Evidence) is 0.707, Y (Customer Satisfaction) is 0.738, and Z (Loyalty) is 0.737, all of which are greater than 0.70.

Likewise with the **Composite reliability value**, X1 (Price) is 0.753, X2 (Product) is 0.746, X3 (Promotion) is 0.727, X4 (People) is 0.839, X5 (Place) is 0.772, X6 (Process) is 0.734, X7 (Physical Evidence) is 0.742, Y (Customer Satisfaction) is 0.747, and Z (Loyalty) is 0.768, all of which are greater than 0.60. So it can be said that all indicators are able to measure their latent constructs.

While the next shows the **Average Variance Extracted (AVE) value** of X1 (Price) is 0.647, X2 (Product) is 0.659, X3 (Promotion) is 0.625, X4 (People) is 0.610, X5 (Place) is 0.645, X6 (Process) is 0.651, X7 (Physical Evidence) is 0.623, Y (Customer Satisfaction) is 0.655, and Z (Loyalty) is 0.654, all of which are greater than 0.50. This means that the construct can explain 50% or more of the variance of its indicators.

The R-Square value is a value that considers how much the independent variable affects the dependent variable (Riyanto, S., & Hatmawan, 2020) The results of the r-square and adjusted r-square tests can be seen in the table below, as follows:

Table 6. R-Square value

Variable	R-square	R-square adjusted
Customer Satisfaction (Y)	0.724	0.718
Loyalty (Z)	0.626	0.618

Source: Primary data processed (2023)

In Table 6. above, it can be seen that The R2 value on the Satisfaction variable is 0.718. This value indicates that the Marketing Mix (7P) variable simultaneously affects the Satisfaction variable by 71.8% and the rest is influenced by other variables outside the variables in this study. Likewise, the R2 value of the Loyalty variable is 0.618, indicating that the Marketing Mix (7P) variables simultaneously affect the Loyalty variable by 61.8% and the rest is influenced by other variables. The R2 value of Customer Satisfaction (Y) and Loyalty (Z) is categorized as moderate because the value is more than 0.50 and less than 0.75.

Path coefficient is a standard regression coefficient that shows the direct effect of an independent variable on the dependent variable in a particular path model, while the specific indirect effect aims to analyze how strong the influence of a variable is with other variables, both between exogenous and endogenous. The results of the path coefficient test and specific indirect effects can be seen in the table below, as follows:

Table 7. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 → Y	0,341	0,339	0,039	8,756	0,000
X1 → Z	0,053	0,052	0,050	1,059	0,290
X2 → Y	0,229	0,229	0,038	6,052	0,000
X2 → Z	0,222	0,221	0,048	4,672	0,000
X3 → Y	0,298	0,297	0,034	8,786	0,000
X3 → Z	0,114	0,115	0,051	2,243	0,025
X4 → Y	0,235	0,236	0,043	5,524	0,000
X4 → Z	0,182	0,179	0,049	3,709	0,000
X5 → Y	0,033	0,034	0,039	0,842	0,400
X5 → Z	0,017	0,016	0,040	0,432	0,666
X6 → Y	0,075	0,069	0,036	2,102	0,036
X6 → Z	0,176	0,175	0,045	3,941	0,000
X7 → Y	0,070	0,071	0,030	2,357	0,019
X7 → Z	0,099	0,099	0,036	2,753	0,006
Y → Z	0,387	0,390	0,074	5,254	0,000

Source: Primary data processed (2023)

In Table 7. above, it can be seen that:

- 1) The effect of X1 (Price) on Customer Satisfaction (Y) with a T Statistic value of 8.756 is greater than 1.96, and the P Values value of 0.000 is smaller than 0.05. So that there is an effect of Price (Price) on Customer Satisfaction is proven significant and accepted.
- 2) The effect of X1 (Price) on Customer Loyalty (Z) with a T Statistic value of 1.059 is smaller than 1.96, and the P Values value of 0.290 is greater than 0.05. So that there is an effect of Price (Price) on Customer Loyalty which is proven to be insignificant and rejected.
- 3) The effect of X2 (Product) on Customer Satisfaction (Y) with a T Statistic value of 6.052 is greater than 1.96, and the P Values value of 0.000 is smaller than 0.05. So that there is an effect of Product (Product) on Customer Satisfaction is proven significant and accepted.
- 4) The effect of X2 (Product) on Customer Loyalty (Z) with a T Statistic value of 4.672 is greater than 1.96, and the P Values value of 0.000 is smaller than 0.05. So that there is an effect of Product (Product) on Customer Loyalty is proven to be significant and accepted.
- 5) The effect of X3 (Promotion) on Customer Satisfaction (Y) with a T Statistic value of 8.786 is greater than 1.96, and the P Values value of 0.000 is smaller than 0.05. So that there is an influence of Promotion (Promotion) on Customer Satisfaction is proven to be significant and accepted.

- 6) The effect of X3 (Promotion) on Customer Loyalty (Z) with a T Statistic value of 2.243 is greater than 1.96, and the P Values value of 0.025 is smaller than 0.05. So that there is an influence of Promotion (Promotion) on Customer Loyalty, it is proven significant and accepted.
- 7) The effect of X4 (People) on Customer Satisfaction (Y) with a statistical T value of 5.524 is greater than 1.96 and a P value of 0.000 is smaller than 0.05, so there is an effect of People (People) on Customer Satisfaction is proven significant and accepted.
- 8) The effect of X4 (People) on Customer Loyalty (Z) with a statistical T value of 3.709 is greater than 1.96 and a P value of 0.000 is smaller than 0.05, so there is an effect of People (People) on Customer Loyalty is proven significant and accepted.
- 9) The effect of X5 (Place) on Customer Satisfaction (Y) with a T Statistic value of 0.842 is smaller than 1.96, and the P Values value of 0.400 is greater than 0.05. So that there is an effect of Place (Location) on Customer Satisfaction which is proven to be insignificant and rejected.
- 10) The effect of X5 (Place) on Customer Loyalty (Z) with a statistical T value of 0.432 is smaller than 1.96 and a P Values value of 0.666 greater than 0.05, so that there is an effect of Place (Location) on Customer Loyalty is proven to be insignificant and rejected.
- 11) The effect of X6 (Process) on Customer Satisfaction (Y) with a T Statistic value of 2.102 is greater than 1.96, and the P Values value of 0.036 is smaller than 0.05. So that there is an influence of Process (Process) on Customer Satisfaction is proven significant and accepted.
- 12) The effect of X6 (Process) on Customer Loyalty (Z) with a statistical T value of 3.941 is greater than 1.96 and a P Values value of 0.000 is smaller than 0.05, so there is an effect of Process (Process) on Customer Loyalty is proven significant and accepted.
- 13) The effect of X7 (Physical Evidence) on Customer Satisfaction (Y) with a T Statistic value of 2.357 is greater than 1.96, and the P Values value of 0.019 is smaller than 0.05. So that there is an influence of Physical Evidence (Physical Evidence) on Customer Satisfaction is proven to be significant and accepted.
- 14) The effect of X7 (Physical Evidence) on Customer Loyalty (Z) with a statistical T value of 2.753 is greater than 1.96 and a P Values value of 0.006 is smaller than 0.05, so there is an effect of Physical Evidence (Physical Evidence) on Customer Loyalty is proven significant and accepted.
- 15) The effect of Customer Satisfaction on Customer Loyalty (Z) with a T Statistic value of 5.254 is greater than 1.96, and the P Values value of 0.000 is smaller than 0.05. So that there is an effect of Customer Satisfaction on Customer Loyalty, it is proven significant and accepted.

Table 8. Spesific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 → Y → Z	0,132	0,132	0,028	4,668	0,000
X2 → Y → Z	0,089	0,089	0,022	3,937	0,000
X3 → Y → Z	0,116	0,116	0,026	4,451	0,000
X4 → Y → Z	0,091	0,092	0,024	3,766	0,000
X5 → Y → Z	0,013	0,013	0,016	0,813	0,416
X6 → Y → Z	0,029	0,027	0,014	2,027	0,043
X7 → Y → Z	0,027	0,028	0,014	1,981	0,048

Source: Primary data processed, (2023)

In table 8. above, it can be seen that:

- 1) The effect of X1 (Price) on Loyalty (Z) through Customer Satisfaction (Y) with a T Statistic value of 4.668 greater than 1.96, and a P Values value of 0.000 less than 0.05. So that there is an effect of Price (price) on Loyalty through Customer Satisfaction is proven significant and accepted.
- 2) The effect of X2 (Product) on Loyalty (Z) through Customer Satisfaction (Y) with a T Statistic value of 3.937 is greater than 1.96, and the P Values value of 0.000 is smaller than 0.05. So that there is an effect of Product (Product) on Loyalty through Customer Satisfaction is proven significant and accepted.
- 3) The effect of X3 (Promotion) on Loyalty (Z) through Customer Satisfaction (Y) with a T Statistic value of 4.451 is greater than 1.96, and a P Values value of 0.000 is smaller than 0.05. So that there is a significant and accepted influence of Promotion (Promotion) on Loyalty through Customer Satisfaction.
- 4) The effect of X4 (People) on Loyalty (Z) through Customer Satisfaction (Y) with a statistical T value of 3.766 is greater than 1.96 and a P Values value of 0.000 is smaller than 0.05, so there is an effect of People (people) on Loyalty through Customer Satisfaction is proven to be insignificant and accepted.
- 5) The effect of X5 (Place) on Loyalty through Customer Satisfaction with a statistical T value of 0.813 is smaller than 1.96 and a P Values value of 0.416 greater than 0.05, so there is an effect of Place (location) on Loyalty through Customer Satisfaction is proven to be insignificant and rejected.
- 6) The effect of X6 (Process) on Loyalty (Z) through Customer Satisfaction (Y) with a T Statistic value of 2.027 is greater than 1.96, and the P Values value of 0.043 is smaller than 0.000. So that there is an influence of Process (Process) on Loyalty through Customer Satisfaction is proven significant and accepted.
- 7) The effect of X7 (Physical Evidence) on Loyalty (Z) through Customer Satisfaction (Y) with a T Statistic value of 1.981 is greater than 1.96, and a P Values value of 0.048 is smaller than 0.05. So that there is an influence of Physical Evidence (Physical Evidence) on Loyalty through Customer Satisfaction is proven to be significant and accepted.

Thus, the results of PLS-SEM analysis testing related to the overall relationship of variables, directly or indirectly with moderation effects have been completed. The hypothesis decisions in this study are presented in the summary table of hypothesis testing results that have been summarized from the previous explanation as follows.

Table 9. Hypothesis Testing Overview

Hypothesis	Variable Relationship	Decision
1	<i>Price (X1) → Customer Satisfaction</i>	Accepted
	<i>Product (X2) → Customer Satisfaction</i>	Accepted
	<i>Promotion (X3) → Customer Satisfaction</i>	Accepted
	<i>People (X4) → Customer Satisfaction</i>	Accepted
	<i>Place (X5) → Customer Satisfaction</i>	Rejected
	<i>Process (X6) → Customer Satisfaction</i>	Accepted
	<i>Physical Evidence (X7) → Customer Satisfaction</i>	Accepted
2	<i>Price (X1) → Loyalty</i>	Rejected
	<i>Product (X2) → Loyalty</i>	Accepted
	<i>Promotion (X3) → Loyalty</i>	Accepted
	<i>People (X4) → Loyalty</i>	Accepted
	<i>Place (X5) → Loyalty</i>	Rejected
	<i>Process (X6) → Loyalty</i>	Accepted
	<i>Physical Evidence (X7) → Loyalty</i>	Accepted
3	Customer Satisfaction → Loyalty	Accepted
4	<i>Price (X1) → Customer Satisfaction → Loyalty</i>	Accepted
	<i>Product (X2) → Customer Satisfaction → Loyalty</i>	Accepted
	<i>Promotion (X3) → Customer Satisfaction → Loyalty</i>	Accepted
	<i>People (X4) → Customer Satisfaction → Loyalty</i>	Accepted
	<i>Place (X5) → Customer Satisfaction → Loyalty</i>	Rejected
	<i>Process (X6) → Customer Satisfaction → Loyalty</i>	Accepted
	<i>Physical Evidence (X7) → Customer Satisfaction → Loyalty</i>	Accepted

Source: Primary data processed, (2023)

DISCUSSION

1. The Effect of Marketing Mix (7P) on Customer Satisfaction

From the path coefficient value in table 7, it is found that the variables of product, price, promotion, people, process and physical evidence have a significant effect and the hypothesis is accepted in accordance with the provisions. So that products, prices, promotions, people, processes and physical evidence have a positive effect on customer satisfaction at indomie food stalls in Malang City. A positive influence means that products, prices, promotions, and physical evidence are the right strategies to continue to increase customer satisfaction. Meanwhile, the location variable has no significant effect and the hypothesis is rejected, so the location has a weak effect on customer

satisfaction at the indomie food stall in Malang City, therefore the relationship between location and customer satisfaction is rejected.

This is contrary to the results of research conducted by Kristina, Prihatminingtyas, & Agustim, (2020) found that there is an influence of the 7P marketing mix (product, price, location, promotion, people, process, physical evidence) on customer satisfaction at Jemblung Coffee Malang both simultaneously and partially. Jemblung Coffee Malang leaders to be able to pay attention to the seven marketing mixes in increasing sales.

But this research supports research conducted by Purba, Kusnadi and Fandiyanto (2022) Based on testing, it can be seen that location does not have a significant impact on customer satisfaction. Location is not able to provide a sense of satisfaction to consumers even though there is easy access availability, but this cannot make consumers feel satisfied directly. Because at this time many prefer to buy online rather than having to come to the location.

2. The Effect of Marketing Mix (7P) on Loyalty

From the path coefficient value in table 7, it is found that the variables of product, promotion, people, process and physical evidence have a significant effect and the hypothesis is accepted in accordance with the provisions. So that products, promotions, people, processes and physical evidence have a positive effect on loyalty in indomie food stalls in Malang City. A positive influence means that products, promotions, and physical evidence are the right strategies to continue to increase loyalty. Meanwhile, the price and location variables have no significant effect and the hypothesis is rejected, so the location has a weak effect on customer loyalty at the indomie food stall in Malang City, therefore the relationship between price and location on customer loyalty is rejected.

This contradicts the results of research conducted by Hesya (2022) entitled The Effect of 7P Marketing Mix on Customer Loyalty at UMKM Hesya Kitchen. Based on the results of research that has been conducted on the effect of the 7P marketing mix on customer loyalty at MSMEs Hesya Kitchen, 7P variables ranging from Product, Price, Promotion, Place, People, Physical Evidence, and Process have an influence on customer loyalty, meaning that the better the marketing mix carried out by Hesya Kitchen, it will increase customer loyalty to Hesya Kitchen. This can be due to several differences in research conducted such as different locations, different indicators used, and also different software for processing data.

This study supports research conducted by Hakunta and Sujianto (2022) in their research which found that price has no significant effect on customer loyalty, and location has no significant effect on customer loyalty. Based on the results of the analysis, the price variable has no effect on customer loyalty at Indomie food stalls in Malang City. In general, price is one of the benchmarks for customers to make purchases or not but, in this study, price is not a problem for customers to buy products produced by indomie food stalls. Location has no effect on customer loyalty because at this time there are a lot of people who make purchases without having to come to the location so that even though there is easy access availability, it does not rule out the possibility that consumers prefer to make purchases online because it saves time.

3. The Effect of Customer Satisfaction on Loyalty

The effect of customer satisfaction on loyalty with a T Statistic value of 5.254 is greater than 1.96, and the P Values value of 0.000 is less than 0.05. So that customer satisfaction has a positive effect on customer loyalty at indomie food stalls in Malang City. A positive influence means that customer satisfaction can be the right strategy to continue to increase customer loyalty at indomie food stalls in Malang City.

This supports research conducted by Zahra (2022) entitled The Effect of Satisfaction on Customer Loyalty (Case Study at Warung Ayam Penyet Gopek Jl. Rambutan in Pekanbaru). The results of the research that has been done show that satisfaction has a significant effect on customer loyalty at Ayam Penyet Gopek Jl. Rambutan Pekanbaru.

4. The Effect of Marketing Mix (7P) on Loyalty Through Customer Satisfaction

The results of the value of the path coefficient contained in table 4.13 show that the variables of price, product, promotion, people, process and physical evidence have a significant effect and the hypothesis is accepted in accordance with the provisions. So that prices, products, promotions, people, processes and physical evidence have a positive effect on loyalty through customer satisfaction at indomie food stalls in Malang City. The effect means that price, product, promotion, people, process and physical evidence are the right strategies to continue to increase loyalty through customer satisfaction. Meanwhile, the location variable has no significant effect and the hypothesis is rejected, so the location has a weak effect on customer loyalty through customer satisfaction at the indomie food stall in Malang City, therefore the relationship between location and customer loyalty through customer satisfaction is rejected.

This contradicts the results of research conducted by Wiratno and Abdurrahman (2020) entitled Marketing Mix Analysis on Consumer Loyalty through Consumer Satisfaction: On Maicih Chips. There is a positive influence between Marketing Mix on customer satisfaction, this can be seen from the t-values, which means that the hypothesis is accepted. This proves that the Marketing Mix that Maicih Chips Products have can influence or make consumers who have consumed become satisfied with Maicih Chips Products. Consumer satisfaction towards loyalty can be seen from the t-values which show that consumers who are satisfied with Maicih Chips Products are likely to become loyal consumers of Maicih Chips Products. This can be due to several differences in the research conducted such as different locations, different indicators used, and also different application software used to process data.

But this research supports the research conducted by Purba, Kusnadi and Fandiyanto (2022) in their research, researchers found that location has an insignificant effect on consumer loyalty through customer satisfaction, which means that the hypothesis is rejected. This can be due to the fact that many consumers prefer to buy food online without the need to come to the location of the stall or shop. Because at this time many consumers prefer to buy online because it is more practical, easy and time-saving.

5. CONCLUSION

Based on the results of the research described in the previous chapter, it can be concluded that the variables of product, price, promotion, people, process and physical

evidence have a positive and significant effect on customer satisfaction. Meanwhile, the location variable has no significant effect on customer satisfaction. Product variables, promotions, people, processes and physical evidence have a significant effect on customer loyalty. While the price and location variables have no significant effect on customer loyalty.

The variable customer satisfaction has a significant effect on loyalty. Price, product, promotion, people, process and physical evidence variables affect loyalty through customer satisfaction, which means that price, product, promotion, people, process and physical evidence are the right strategies to continue to increase loyalty through customer satisfaction at indomie food stalls in Malang City. Meanwhile, the location variable has no significant effect, so the location has a weak effect on customer loyalty through customer satisfaction at the indomie food stall in Malang City.

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