

The Influence of the Marketing Mix on Customer Satisfaction

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ABSTRACT

This study aims to examine and analyze the effect of the marketing mix on customer satisfaction at the Nelongso Pakis Fried Chicken restaurant, Malang Regency. The population in this study were all customers who had visited the Nelongso Pakis Fried Chicken restaurant. The research method used is a quantitative method. Samples were taken as many as 240 respondents using purposive sampling technique. The type of data used in this research is primary data. Data collection techniques using a questionnaire. Hypothesis testing uses multiple linear regression analysis techniques with SPSS version 21.0. Based on the results of the partial analysis (T test) shows that the variable product, price, promotion, and people have a significant effect on customer satisfaction. While the place, process, and physical evidence variables have no significant effect on customer satisfaction. Furthermore, the results of the simultaneous analysis (Test F) showed that all independent variables had an effect on customer satisfaction at the Nelongso Pakis Fried Chicken Restaurant, Malang Regency.

1. INTRODUCTION

In the era of globalization that is expanding rapidly, people will face changes at any time, both in the political, monetary, social fields, as well as the effects of competition in maintaining their business. As a result, business competition is becoming increasingly fierce. In general, every business wants to be successful in its operations. Activities specifically that encourage interaction where companies offer incentives for one of the actions taken in order to achieve company goals are establishing strong relationships with customers so they can recognize the value of diverse client personalities (Kotler and Armstrong, 2018).

In deregulation, every business faces increasingly fierce competition. Businesses must always be aware of what their customers want and need to compete and they must strive to exceed their customers' expectations by providing superior service. In the long term, this kind of bond allows the business to truly understand the needs and expectations of the client, as well as to increase client fidelity where the company increases encounters with pleasant clients and limits unpleasant clients.

In addition, many businesses want to know what factors can help customers make decisions about services and products. This is also not forgotten by food companies. A restaurant is a collection of activities within a business that add value to products and sell services to customers used alone or with his family. Whidya (2016:04), defines the culinary industry as focusing on providing customers with a variety of products and services for personal and business use. Food manufacturers try to satisfy customer needs by offering their products at the right price, time and location.

Today's customers are crushed by the choice of where to put their diner choices. Starting with food stalls, street vendors, fast food restaurants, and other places of business that, apart from selling the taste of their food, also offer conveniences that sometimes consumers have to pay more for, alternative culinary options are available almost along the way. In today's restaurant, many customers are looking for a combination of the atmosphere of the location and the quality of the menu. It's no wonder that many restaurants also prepare their business environment with facilities that can provide comfort to customers, such as comfortable chairs, television screen projectors as entertainment, children's play areas, and soon.

However, it turns out that different people enjoy food or dishes in different ways. This can be done by choosing a good restaurant with excellent service in the hope that the customer will be satisfied after spending a lot of money in such a beautiful place. In addition, there are also people who tend to choose simple restaurants but still provide satisfaction in the taste of the food they eat. According to Qasdina (2019), it is better to choose a standard restaurant that serves a delicious menu that is tailored to the preferences of each customer because some customers complain of eating expensive food that is not tasty enough. Entrepreneurs must comply a number of customer needs to succeed in a competitive marketplace. To achieve this goal, every organization should strive to create and deliver the workforce and products that its clients require at a reasonable cost. Consequently, every company must be able to understand the lives of these entrepreneurs so that they can be successful depending heavily on consumer behavior and trying to satisfy customer needs and wants (Tjiptono, 2017).

Consumer satisfaction is an important effect on the buyer to continue to buy one more time. Customer satisfaction is the level of feeling that customers have after comparing the things they get and the things they get think. As stated by Umar (2015: 65), expecting the buyer to be happy with the value of an item or service, he will remain a customer for a long time.

There are countless places to eat in Malang City. One of the famous restaurants in Malang, especially the Nelongso Pakis Fried Chicken. This restaurant was established in February 2013. Number of Nelongso Fried Chicken restaurants in Indonesia increased to 71 today (Mawaddah, 2022). Modern service at the Nelongso Pakis Fried Chicken restaurant comes in the form of fast food which is popular with Indonesian people because customers don't have to wait long for their orders. The uniqueness of locally created taverns also makes restaurant business competition in Malang City increasingly widespread. For urban residents with high mobility, fast food which is also known as *fast food* initially become an alternative food choice. The choice was made for fast food

because of its fast service and reasonable prices. In addition, cheap food is also chosen because it is easy to find anywhere, whether in a shopping center or outside.

The design of using cheap food has also led to the development of globalization interactions, especially the cycle when broad globalization flows combine local culture with global culture. In this case, globalization produces a variety of local fast food. According to Nurdiansyah (2019), various fast food restaurants that have entered Indonesia have introduced this product. Nelongso Fried Chicken especially in this Pakis become one of the spots chosen by Malang Raya residents to visit because of its uniqueness *fast food*.

The reason the researcher raises this problem is that the researcher believes that the level of competition is getting higher in the industry. Customer satisfaction at the Nelongso Fried Chicken restaurant, especially at the Pakis location, will be influenced by restaurants in Malang City. Experts assess that the marketing program for Nelongso Pakis Fried Chicken is very diverse, with a variety of goods, locations that are considered easy to reach, affordable costs, patient and principled workers. Researchers want to know whether customer satisfaction with the Ayam Nelongso restaurant in Pakis is influenced by the influence of the marketing mix that has been implemented.

The audit of web-based transport applications, especially GoFood and YummyAdvisor.id, contains several buyer surveys of Nelongso Pakis Fried Chicken. The Ayam Goreng Nelongso Pakis restaurant's marketing strategy has received a lot of negative feedback over the last two years. The researcher is motivated by this review to learn more about the actual condition of customer satisfaction at the Nelongso Pakis Fried Chicken branch.

Seeing the bad perception of customers, the researcher conducted a direct question and answer with the person in charge of Nelongso Pakis Fried Chicken, the researcher received information about the issue that Nelongso Pakis Fried Chicken outlets in Malang Regency experienced a decrease in the number of customers compared to Nelongso Fried Chicken in various branches. This is in accordance with the turnover data that researchers obtained during the researcher's observation period which lasted from August to October 2022.



Figure 1

Turnover Fried Chicken Nelongso Pakis

Source: Nelongso Pakis Fried Chicken Restaurant 2022

From Figure 1, it can be seen that the quantity of turnover is decreasing every month and it is also reasonable to assume that during these three months the Nelongso Pakis Fried Chicken was negligent in meeting its turnover target.

The number of customers has decreased due to the company's external existence which includes business competition with competing businesses that carry a concept similar to theirs. In addition, price inflation in Malang and the increase in fuel prices are suspected to be the cause, contributing to the decrease in the number of customers attending this event. This restaurant business known as Ayam Goreng Nelongso Pakis has not been able to satisfy its customers. Several problems occurred from the inside, in particular the price of food which had gone up from nowhere, the goods requested did not match the demand, the service was considered to be unacceptable and satisfactory.

According to Qasdina's research (2019), all independent variables, including product, price, promotion, location, people, procedures, and physical evidence have an impact on customer satisfaction. However, what Handayani (2019) obtained was in exploration which states that personal variables have an impact on consumer loyalty. In addition, Amalia (2016) obtained research findings showing that price, people, and physical evidence affect consumer satisfaction.

Considering some of the problems discussed above, the researcher is interested in conducting research with the title "The Influence of the Marketing Mix on Customer Satisfaction at the Nelongso Pakis Fried Chicken Restaurant, Malang Regency".

2. LITERATURE REVIEW

1. Marketing Management

Marketing according to Kotler and Armstrong (2018: 56) is described as a social cycle and rules in which people and gatherings create, exchange desired products and values with others to get what they need.

2. Marketing Strategy

Marketing strategy is an important element in business that can drive and guide a business, both in terms of increasing sales volume and maintaining its existence. Artika (2018), characterizes promotional techniques as the rationale used by special units to hope to create rewards and receive benefits from clients.

3. Marketing Mix

Mixed marketing is a strategy to build equity consisting of various parts of the promotion which includes orders for the implementation of promotion methodologies and situations that have been resolved to find true success (Lupiyoadi, 2013:78).

4. Customer Satisfaction

Consumer loyalty as a conscious assessment or mental evaluation of concerns about whether the implementation of goods is positive or negative or regardless of whether the goods referred to make sense for motivation or use (Tjiptono, 2017: 234).

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 240 respondents costumers of the Nelongso Pakis Fried Chicken restaurant. 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:

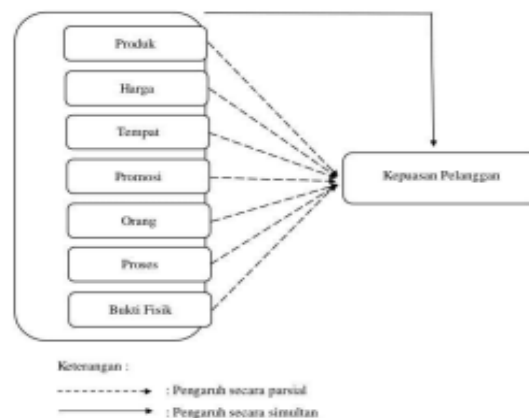


Figure 2. Conceptual Model
Source: Researchers 2022

Hypothesis

The following research hypotheses are developed based on the theoretical basis of previous research findings:

- H1 : Product partially significant effect on customer satisfaction.
- H2 : Price partially significant effect on customer satisfaction.
- H3 : Place partially significant effect on customer satisfaction.
- H4 : Promotion partially has a significant effect on customer satisfaction.
- H5 : People partially significant effect on customer satisfaction.
- H6 : Process partially significant effect on customer satisfaction.
- H7 : Physical evidence partially has a significant effect on customer satisfaction.
- H8 : Product, price, place, promotion, people, process and physical evidence simultaneously significant effect to customer satisfaction.

4. RESULTS AND DISCUSSION

Results

Data on the characteristics of respondents in this study include: 1) by gender and 2) by age. The two characteristics of the respondents are presented in the table below:

Table 1. Characteristics of Respondents Based on Gender

No.	Gender	Total	Percentage
1	Female	130	54%
2	Male	90	46%
	Total	240	100%

Source: Primary data processed (2023)

Based on table 1, the majority of respondents in this study were women 130 or 54 percent while the remaining 90 or 46 percent were men. Furthermore, all respondents have completed a survey of 240 respondents.

Table 2. Characteristics of Respondents Based on Type Age

No.	Age	Total	Percentage
1	17-27	144	60%
2	28-38	60	25%
3	39-49	24	10%
4	>50	12	5%
	Total	240	100%

Source: Primary data processed (2023)

Characteristics of respondents by age revealed that those aged between 17-27 were the most common. This is because high school students and residents of boarding houses around the research object who work in factories make up the majority of questionnaire respondents.

Research Instrument Test

Validity Test

The idea of estimating side effects or events is tested using a validity test to see how accurate the test tool is. At a 5% degree of significance, statements were considered invalid assuming r count was not greater than r table. The complete validity test results are presented in the following table.

Table 3. Validity Test Results

No	Item	Correlation Coefficient	r Tabel	Sig.	Description
1	X1.1	0,869	0,126	0,000	Valid
2	X1.2	0,899	0,126	0,000	Valid
3	X1.3	0,832	0,126	0,000	Valid
4	X2.1	0,818	0,126	0,000	Valid
5	X2.2	0,864	0,126	0,000	Valid
6	X2.3	0,837	0,126	0,000	Valid
7	X3.1	0,757	0,126	0,000	Valid
8	X3.2	0,765	0,126	0,000	Valid
9	X3.3	0,822	0,126	0,000	Valid
10	X4.1	0,875	0,126	0,000	Valid
11	X4.2	0,907	0,126	0,000	Valid
12	X4.3	0,831	0,126	0,000	Valid

No	Item	Correlation Coefficient	r Tabel	Sig.	Description
13	X5.1	0,808	0,126	0,000	Valid
14	X5.2	0,854	0,126	0,000	Valid
15	X5.3	0,813	0,126	0,000	Valid
16	X6.1	0,802	0,126	0,000	Valid
17	X6.2	0,752	0,126	0,000	Valid
18	X6.3	0,771	0,126	0,000	Valid
19	X7.1	0,715	0,126	0,000	Valid
20	X7.2	0,832	0,126	0,000	Valid
21	X7.3	0,718	0,126	0,000	Valid
22	Y1	0,716	0,126	0,000	Valid
23	Y2	0,853	0,126	0,000	Valid
24	Y3	0,723	0,126	0,000	Valid

Source: Primary data processed (2023)

Judging from table 3, it tends to show that all statements have an r value higher than the r table. This indicates that the test instrument is substantial.

Reliability Test

The ability of the instrument to produce accurate measurements is shown through the reliability test which also determines whether the respondents' answers can be trusted. The estimation results should be solid assuming the estimation results continue as before and are reliable in several estimates. In this study, the instrument is considered reliable if Cronbach's Alpha is greater than 0.60 and is considered solid with an assumption below 0.60.

The following table presents a summary of the reliability test results for each variable:

Table 4. Reliability Test Result:

Variable	Cronbach's Alpha	Reliability Coefficient (r)	Description
Product	0,833	0,600	Reliability
Price	0,791	0,600	Reliability
Place	0,682	0,600	Reliability
Promotion	0,841	0,600	Reliability
People	0,757	0,600	Reliability
Process	0,668	0,600	Reliability
Physical Evidence	0,624	0,600	Reliability
Customer Satisfaction	0,639	0,600	Reliability

Source: Primary data processed (2023)

The value of each variable exceeds the Reliability Coefficient (r), so the reliability test results show that it can be used as a measuring tool for each of these variable concepts.

Classic assumption test

Normality Test

The purpose of the normality test is to determine whether the independent and environmental factors of the relapse model are normally delivered. In this study, the Kolmogorov-Smirnov technique was used to check whether the information was normal. The standard normal distribution is data that has been converted into Z-Score form. The distribution is said to be normal if the Asymp.Sig value is greater than 0.05. Data does not follow normal dispersion if the Sig value is smaller than 0.05. The Kolmogorov-Smirnov test results are as follows :

Table 5. Normality Test Result

One-Sample Kolmogorov-Smirnov Test			
Uraian	Kolmogorov Smirnov Z	Asymp.Sig	Keterangan
Standardized Residual	1,029	0,241	Normal

Source: Primary data processed (2023)

The Asymp.Sig value is obtained from the reasonableness test conducted with the Kolmogorov-Smirnov test and which refers to the SPSS program. The Sig value is 0.241 or more prominent than 0.05 meaning that all the free residual factors tested on the bond variable are regularly conveyed, which means that the researcher completed the usual presumptive judgment.

Multicollinearity Test

Testing whether the relapse model tracks the relationship between independent factors is referred to as the multicollinearity test. To decide whether the relapse model is multicollinear or not, the tolerance value and Variance Inflation Factor (VIF) were used in this study. If the tolerance value is greater than 0.1 and the VIF value is less than 10, it is determined that there is no multicollinearity between the independent variables (Ghozali, 2016: 91). The combined table can display the multicollinearity test results.

Table 6. Multicollinearity Test Result

Free Variable	Tolerance	VIF
Product	0,691	1,447
Price	0,729	1,372
Place	0,550	1,820
Promotion	0,579	1,726
People	0,832	1,202
Process	0,416	2,401
Physical Evidence	0,798	1,254

Source: Primary data processed (2023)

By looking at table 4.15, the multicollinearity test results show that the potential VIF of each independent factor is below 10 and the opposite potential is the autonomous component of more than 0.1 and it is actually meant that there is no side effect of multicollinearity.

Heteroskedasticity Test

There are no symptoms of heteroscedasticity in the regression model, so the research is considered feasible. To determine the presence or absence of heteroscedasticity, the SPSS version 21 program was used to generate a Scatterplot graph model.

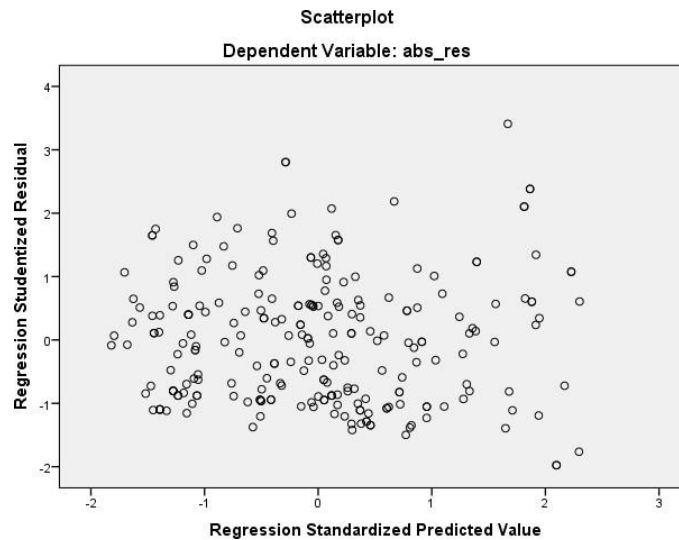


Figure 3. Heteroskedasticity Test Result

The heteroscedasticity test shows that the focus is scattered randomly, does not follow a certain example, such as wavy or widening then narrowing, scattered above and below the Y axis of the number 0 (zero). The model does not deviate from the conventional assumption of heteroscedasticity.

Analysis of Multiple Linear Regression

The hypotheses of fractional impact and synchronous factor impact on independent factor impact were tested using various direct recurrence investigations. The model must be free of heteroscedasticity and multicollinearity, and all data must be normally distributed for the regression model to be considered effective. Previous inspections have shown that these investigations are considered satisfactory. This study used different relapse straights to anticipate how much influence the independent factor has on the dependent factor. The results of the data inspection are as follows.

Table 7. Analysis of Multiple Linear Regression Result

Model	Coefficients ^a				T	Sig.
	Unstandardized Coefficients		Standardized Coefficients	Beta		
	B	Std. Error				
(Constant)	1,470	,919			1,600	,111
Product	,146	,039	,212		3,720	,000
Price	,190	,052	,202		3,640	,000
Place	,032	,061	,034		,527	,599
Promotion	,254	,043	,366		5,876	,000
People	,140	,048	,151		2,916	,004
Process	,047	,077	,045		,613	,541
Physical Evidence	,031	,060	,027		,512	,609

Source: Primary data processed (2023)

Multiple regression is calculated using the multiple linear regression formula as shown in table 7 compiled through SPSS:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + e$$

$$Y = 1,470 + 0,146 X_1 + 0,190 X_2 + 0,032 X_3 + 0,254 X_4 + 0,140 X_5 + 0,047 X_6 + 0,031 X_7 + e$$

The multiple linear regression equations seen from the table above are:

- 1) The constant value above is 1.470, meaning that if the variables of product, price, place, promotion, people, process, and physical evidence are 0, the value of customer satisfaction is 1.470.
- 2) The product regression coefficient is 0.146 which indicates that assuming the other independent variables in the regression model remain constant, a one unit increase in the product variable is expected to result in an increase in customer satisfaction (Y) of 0.146 or 14.6%.
- 3) The price regression coefficient is 0.190 which indicates that assuming the other independent variables in the regression model remain constant, a one unit increase in the price variable is expected to result in an increase in customer satisfaction (Y) of 0.190 or 19%.
- 4) The place regression coefficient is 0.032 which indicates that assuming the other independent variables in the regression model remain constant, a one unit increase in the place variable is expected to result in an increase in customer satisfaction (Y) of 0.032 or 3.2%.
- 5) The promotion regression coefficient is 0.254 which indicates that assuming the other independent variables in the regression model remain constant, a one unit increase in the promotion variable is expected to result in an increase in customer satisfaction (Y) of 0.254 or 25.4%.
- 6) The people regression coefficient is 0.140 which indicates that assuming the other independent variables in the regression model remain constant, a one unit increase in the people variable is expected to result in an increase in customer satisfaction (Y) of 0.140 or 14%.
- 7) The process regression coefficient is 0.047 which indicates that assuming the other independent variables in the regression model remain constant, a one unit increase in the process variable is expected to result in an increase in customer satisfaction (Y) of 0.047 or 4.7%.
- 8) The physical evidence regression coefficient is 0.031 which indicates that assuming the other independent variables in the regression model remain constant, a one unit increase in the physical evidence variable is expected to result in an increase in customer satisfaction (Y) of 0.031 or 3.1%

Hypothesis Test

Partial Test (t-Test)

The t-test is only used to determine the overall significance of the autonomous factor in the dependent factor by looking at t and Sig. If the t-count exceeds the t-table and Sig. It is anticipated that each independent factor will have a significant influence on the

dependent variable if t-count is smaller or equal to ttable and Sig. > 0,05. The t-test obtained is as follows:

Table 8. Partial Test (t-Test) Result

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1,470	,919		1,600	,111
Product	,146	,039	,212	3,720	,000
Price	,190	,052	,202	3,640	,000
Place	,032	,061	,034	,527	,599
Promotion	,254	,043	,366	5,876	,000
People	,140	,048	,151	2,916	,004
Process	,047	,077	,045	,613	,541
Physical Evidence	,031	,060	,027	,512	,609

Source: Primary data processed (2023)

The following is an explanation of the effect of the t test on each autonomous variable, as shown in table 8:

- 1) The product has a tcount value of 3.720 and a t-table value of 1.984, so the ratio of t-count to t-table is 3.720 greater than 1.984 with a significance level of 0.000. Because the significance level is lower than the error rate, H1 is accepted, which shows that the product has a significant effect on customer satisfaction.
- 2) Price has a t-count value of 3.640 and a t-table value of 1.984, then the ratio of tcount to t-table is 3.640 greater than 1.984 with a significance level of 0.000. Because the significance level is lower than the error rate, H2 is accepted, which shows that price has a significant effect on customer satisfaction.
- 3) Place has a t-count value of 0.527 and a t-table value of 1.984, so the ratio of t-count to t-table is 0.527 less than 1.984 with a significance level of 0.599. Because the significance level is higher than the error rate, H3 is rejected, which shows that place has no significant effect on customer satisfaction.
- 4) Promotion has a t-count value of 5.876 and a t-table value of 1.984, so the ratio of t-count to t-table is 5.876 greater than 1.984 with a significance level of 0.000. Because the significance level is lower than the error rate, H4 is accepted, which shows that promotion has a significant effect on customer satisfaction.
- 5) People have a t-count value of 2.916 and a t-table value of 1.984, so the ratio of t-count to t-table is 2.916 greater than 1.984 with a significance level of 0.004. Because the significance level is lower than the error rate, H5 is accepted, which shows that people have a significant effect on customer satisfaction.
- 6) The process has a t-count value of 0.512 and a t-table value of 1.984, so the ratio of t-count to t-table is 0.512 less than 1.984 with a significance level of 0.541. Because the significance level is higher than the error rate, H6 is rejected, which shows that the process has no significant effect on customer satisfaction.

7) Physical evidence has a t-count value of 0.512 and a t-table value of 1.984, then the ratio of tcount to ttable is 0.512 smaller than 1.984 with a significance level of 0.609. Because the significance level is higher than the error rate, H7 is rejected, which shows that physical evidence has no significant effect on customer satisfaction.

F Test (Simultaneous Test)

The F-test is used to determine the extent to which the independent factor and the dependent factor are related at the same time or together by surveying the F and Sig values. If the F-count value is greater than Ftable and Sig. is smaller than 0.05 or 5%, it is considered that the independent variables jointly affect the dependent variable. The consequences of the F test obtained are as follows:

Table 9. F Test (Simultaneous Test) Result

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	335,593	7	47,942	30,57	,000
	Residual	363,802	232	1,568	3	b
	Total	699,396	239			

Source: Primary data processed (2023)

According to table 9 the F count value is 30.573 with a significance degree of 0.000. F-table must look through (df1, df2) to get it.

$$df1 = k - 1 = 8 - 1 = 7$$

$$df2 = n - k = 240 - 8 = 232$$

Description:

df = Degree of freedom

n = Number of observations or samples forming regression

k = Number of independent and dependent variables

The F-count is 30.573 and the F-table is 2.05 and the significance of 0.000 is lower than 0.05. This shows that product, price, location, promotion, people, process, and physical evidence have a significant impact on customer satisfaction. To draw a conclusion that H8 is accepted given that the factors of product, price, location, promotion, people, process, and physical evidence have a significant impact on customer satisfaction.

Test Coefficient of Determination (R²)

By looking at the R square value, the coefficient of assurance is used to determine the level of relationship between the independent factors (product, price, place, promotion, people, process, and physical evidence) and the reliable variable (customer satisfaction). The R square value is categorized as strong if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33 (Ghozali, 2016). The regression test results are as follows:

Table 10. Test Coefficient of Determination (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,693 a	,48 0	,464	1,25 2

Source: Primary data processed (2023)

Based on table 4.19, the R square value is 0.480, which means it is in the moderate category. This shows that the relationship with customers can be explained by a combination of product variables (X1), price (X2), location (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7) of 0.480 or 48 percent, while the remaining 52 percent is influenced by various elements excluded from this exploration model.

Discussion

1. The Effect of product variables on customer satisfaction

Judging from the results of the fractional test on product factors, it shows that product factors affect customer satisfaction. This shows that the products offered meet customer needs and preferences, the dishes served are visually appealing, and there are many choices of food and beverage menus.

This is in accordance with the research findings of Kusumadhani (2020) which reveal that product factors affect customer satisfaction. However, it is different from the research findings of Kusuma (2020) which found that product variables do not have a significant effect on customer satisfaction.

2. The Effect of price variable on customer satisfaction

Partial test results on the price variable show a significant effect on customer satisfaction. It is common knowledge that the price of a product has an important impact on company profits. This study shows that customers are fully satisfied with the price. This proves that the price set by the company is affordable, the price matches the product, and the product can compete with other restaurants. Therefore, the price set is acceptable to customers.

This is in accordance with the research findings of Kusumadhani (2020) which states that the price variable affects customer satisfaction. However, it is different from the findings of Handayani (2019) that the price variable does not have a significant effect on customer satisfaction.

3. The Effect of place variables on customer satisfaction

Judging from the consequences of the partial test on the place factor, it shows that the place variable has no effect on customer satisfaction. This study shows that a strategic location with easy access to private and public vehicles and a large and safe parking area cannot affect customer satisfaction.

This is supported by Simanjuntak's exploration (2021) which found that the place variable only partially had no significant effect on customer satisfaction. However,

this is different from the findings of Hermawan (2015) who found that place affects customer satisfaction.

4. The Effect of promotion variables on customer satisfaction

Judging from the partial test results on the promotion variable, it shows that the promotion variable has an effect on customer satisfaction. This shows that each promotional strategy implemented successfully persuades customers to make purchases. Promotions are carried out by publicizing through virtual entertainment and offering attractive limited-time prizes in the form of cash or goods such as bicycles, cellphones, fans, and many others using coupons drawn by the company. many others using coupons that are drawn by the company's marketing. marketing company.

This is in accordance with the research findings of Satrio (2019) which states that promotional factors affect customer satisfaction. However, it is different from the research findings of Islam (2020) which found that the promotion variable did not have a significant effect on customer satisfaction.

5. The Effect of people variables on customer satisfaction

Judging from the partial test results on individual variables, it shows that individual variables affect customer satisfaction. This shows that current employees have carried out their responsibilities well. Customer satisfaction can be increased by employees communicating with customers about promotional menus, empty and unprepared menus, dressing politely, and serving in a friendly manner.

This is in accordance with the research findings of Qasdina (2019) which states that individual variables affect customer satisfaction. However, it is different from research by Kusuma (2020) which states that individual variables do not affect customer satisfaction.

6. The Effect of process to customer satisfaction

Judging from the partial test results on the process variable, it shows that the process variable has no effect on customer satisfaction. Findings based on existing conditions at the research location show that customers do not consider the order presentation process and the purchase transaction process when they want to make a purchase because customers will spend a long time doing assignments or hanging out with friends. will spend a long time doing assignments or hanging out with friends.

This is in accordance with Kusumadhani's research (2020) which states that process factors do not entirely affect customer satisfaction. However, it is contrary to Aling's research (2022) which states that process factors affect customer satisfaction.

7. The Effect of physical evidence variables on customer satisfaction

Partial test results on the physical evidence variable show that customer satisfaction has no significant effect. This shows that customers who come do not consider physical evidence when they want to make a purchase, but prefer outside the physical evidence variable. The merchandise plan is good, but the atmosphere and facilities provided must still be improved in order to affect customer satisfaction. In terms of the environment, you can add wall hangings such as ornaments and

interesting pictures, such as most of the places that customers look for when making purchases with the aim of taking selfies with family and friends to keep as a keepsake or share on social media. Prayer rooms for customers who want to worship also need to be added to the facilities provided.

This is in accordance with Handayani's (2019) research which found that the physical evidence variable has no partial effect on customer satisfaction. However, Maharani's research findings (2022) state that the physical evidence variable has a significant effect on customer satisfaction.

8. The Effect of product, price, place, promotion, people, process, and physical evidence variables on customer satisfaction

Product, price, location, promotion, people, process, and physical evidence have a significant impact on customer satisfaction, according to simultaneous testing. In this way, hypothesis H8 can be accepted. Importantly, by looking at the magnitude of the influence of seven independent factors on buyer reliability, it is appropriate that these seven variables should be of particular concern to business visionaries in increasing consumer dependence. The situation in which a product meets customer expectations is referred to as customer satisfaction, specifically in terms of the product's ability according to the customer. The customer is dissatisfied, in the sense of the word, if the product or service falls short of the customer's expectations.

5. CONCLUSION

Based on the research results that have been described in the previous chapter, it can be concluded that product, price, promotion, and people partially have a significant influence on customer satisfaction. Meanwhile, the place, process, and physical evidence variables partially have no significant effect on customer satisfaction. In addition, simultaneous testing shows that all independent variables, namely product, price, place, promotion, people, process, and physical evidence, have a significant effect on customer satisfaction.

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