

The Role of Marketing Mix in Increasing Customer Satisfaction Nine Coffee Bondowoso

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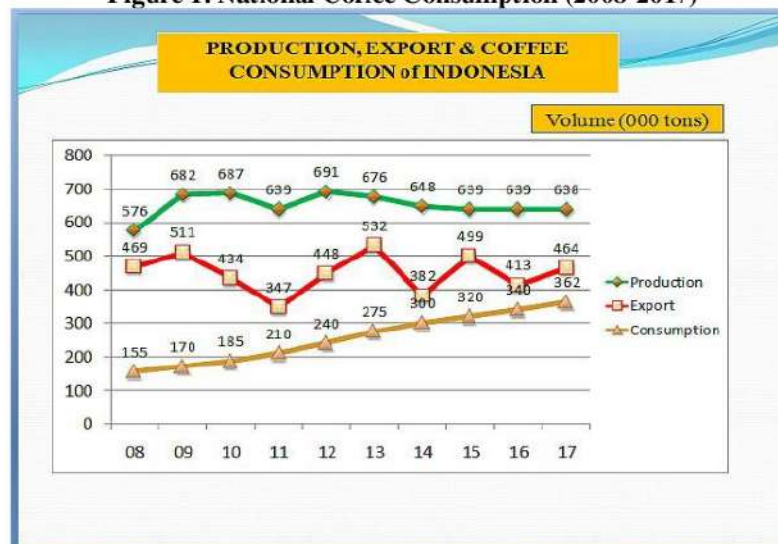
The Role of Marketing Mix in Increasing Customer Satisfaction Nine Coffee Bondowoso

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Introduction

Indonesia is the second coffee producing country after Brazil. The quality of Indonesian coffee is not inferior to the quality of coffee in neighboring countries. Coffee is one of the plantation commodities which has an important role in economic activity in Indonesia. Coffee is also one of Indonesia's export commodities which is quite important as a source of foreign exchange in addition to oil and gas. In addition to the increasingly open export opportunities, the domestic coffee market is still quite large. When viewed from its contribution, Indonesia's agricultural sector contributes 13.4% of GDP, with the agricultural sector being the second largest contributor after the manufacturing sector. Approximately 3.47% of the contribution of the agricultural sector came from the plantation sub-sector, in which coffee has a big share in it.

Figure 1. National Coffee Consumption (2008-2017)



Based on data from the Association of Indonesian Coffee Exporters during the period 2008-2017, the decline in coffee production, along with the decreasing production conditions, coffee exports also experienced a decline even though coffee consumption had increased (Figure 1) [1]. Currently, the coffee business industry sector plays an important role in the economic growth of people in Indonesia. Coffee is a type of beverage that is widely consumed by the public. [2] states that coffee is the main plantation export commodity in Indonesia, so it plays a very important role as a foreign exchange earner. The International Coffee Organization (ICO) states that the level of coffee consumption increases every year, it is estimated that the need for coffee powder in the world is around 8.77 million tons. The need for coffee continues to increase every year and acts as a foreign exchange earner, so that the increase in productivity and quality of coffee in the food industry must also be improved. Meanwhile, Indonesia's domestic coffee consumption also continues to increase. The 2019 Annual Data Consumption of Indonesian Coffee released by the Global Agricultural Information Network shows the projection of domestic consumption (Coffee Domestic Consumption) in 2019/2020 to reach

294,000 tons or an increase of around 13.9 percent compared to consumption in 2018/2019 which reached 258,000 tons [3].

At present, coffee can almost be said to be an addiction for the community. Especially for today's teenager lifestyle. The existence of coffee is no longer just attached to parents, but has also become a necessity for young people. This has made coffee shops mushrooming in various regions. Many young entrepreneurs have begun to look to the coffee processing industry, which is increasingly in existence. Of course this has a very positive impact on the use of local coffee production and absorption of labor in Indonesia. With all the wealth and quality of coffee that exists, and balanced with the efforts and strategies that have been made, it is hoped that coffee can continue to be the main export commodity of the plantation industry in Indonesia which will continue to increase its contribution to Indonesia's GDP every year. So it is hoped that more and more entrepreneurs will dare to spread their wings in this coffee processing industry sector. Now coffee is not only a mandatory drink for parents, but now the audience has grown from various professions, such as schoolchildren, students, workers, socialites, and other professions.

Along with the development, coffee production houses also seem to be competing to offer distinctive Indonesian coffee flavors from various regions in Indonesia. The increasing number of coffee shop businesses in several major urban areas in Indonesia, this could indicate that the presence of coffee in Indonesia is currently popular. This stems from the increase in the coffee processing industry in the archipelago. The increasing of the coffee industry, so that making your own coffee is part of the lifestyle of most people today. If Indonesian coffee succeeds in popularity overseas, of course Indonesia will be better known in the eyes of the world. Even now there are so many coffee makers, the types vary from manual brewing to automatic espresso makers. If we look at this trend, it will not end because now coffee is no longer a lifestyle, but "it seems" has become a necessity. Today's coffee is accompanied by the emergence of various flavors. In addition to variations of modified coffee, coffee originating from the archipelago itself has many flavors from Sabang to Merauke. In the coffee business, there are many attributes on which consumers choose coffee products, including aroma, taste, availability, price, packaging materials, packaging design, packaging size, storage age, label design, and so on. For this reason, each local specialty coffee production house company needs to implement a strategy to compete to maximize sales to attract consumers to feel satisfied with the products offered. The research results of TOFFIN, a company providing business solutions in the form of goods and services in the HOREKA industry (hotels, restaurants and cafes), in Indonesia, show that the number of coffee shops in Indonesia in August 2019 reached more than 2,950 outlets, an increase of almost three times compared to 2016, which is only about 1,000 [3]. The real number of coffee shops could be higher because the coffee shop census only includes networked outlets in big cities, not including modern and traditional independent coffee shops in various regions. Seeing the current condition that the number of coffee shops is increasing, it is necessary to have a strategy so that entrepreneurs in the cafe shop business sector continue to improve in increasing the number of visitors and visitor satisfaction with the marketing strategies of each business manager. Thus visitor satisfaction is an important thing for business people in the field of coffee shop provider services.

Customer satisfaction is a customer assessment of a product or service in terms of assessing whether the product or service has met customer needs and expectations [4]. Customer satisfaction is the feeling of customers who have felt the services received exceed their expectations [5]. The comparison between expectations and performance will produce feelings of pleasure and happiness on the part of consumers or buyers. If the performance matches or even exceeds expectations, the customer will feel very happy or very satisfied. Conversely, if the performance is below expectations, the customer will feel disappointed or very dissatisfied. Customer satisfaction is the overall customer attitude shown by customers

for goods or services after they acquire and use them [6]. There are many ways that service businesses do to increase customer satisfaction. One way to increase customer satisfaction is by implementing a marketing strategy in the form of a marketing mix.

Marketing mix is a tool that companies use to achieve marketing targets in the market. For this reason, the right marketing strategy is needed in order to make the company survive and thrive in the midst of any kind of business competition. Within the marketing scope there is a marketing mix. The marketing mix is a strategy to interfere with marketing activities, so that the maximum combination is sought so as to produce satisfactory results [7]. Marketing mix consists of four components or what is called the 4Ps, namely product, price, place, promotion.

Products are everything that a manufacturer can offer to be noticed, requested, sought, purchased, used, or consumed by the market as a fulfillment of the needs or desires of the relevant market [8]. Products include more than just tangible items [9]. In a broad sense, products include physical objects, services, events, people, places, organizations, the idea or mix of these entities [6]. Products are a key element in the overall market offering, marketing mix planning begins with formulating offers that provide value for target customers [10]. Products are the results of the company that can be offered to the market for consumption and are a tool for a company to achieve the goals of the company [11]. A product must have advantages over other products in terms of quality, design, shape, packaging, service, warranty and taste in order to attract consumers to try and buy the product [12].

Price is the only element of the marketing mix that provides income or income for the company compared to other elements of the marketing mix [5]. Price can be interpreted as the value of goods that is determined or equivalent to money. Price is also referred to as the amount of money paid for a product or service, at a certain time and in a particular market. Price is one element of the marketing mix that requires careful consideration with several strategic dimensions of price [13].

Promotion is one component of the marketing mix which is a determining factor for the success of a marketing program. However good a product is, if consumers have never heard of it and are not sure that it will be of use to them, then they will never buy it. [14] explains that sales promotion becomes a core ingredient in a marketing campaign, consisting of a collection of incentive tools, mostly short-term designed to stimulate purchases.

Location or place often determines the success of a company, because location is closely related to a company's potential market. In addition, location also affects strategic dimensions such as flexibility, competitive positioning, and focus. The flexibility of a location is a measure of the extent to which a company can react to changes in the economic situation. [7] states that location is a strategy that determines where and how someone will sell a particular product to buyers or the public. The most important thing in this strategy is to determine the location, distributor or outlet where consumers can see and buy the goods offered by service providers or products.

To increase customer satisfaction, it is often associated with a marketing mix strategy. Many studies have linked the marketing mix to customer satisfaction. [15] conducted a research entitled "The Effect of Marketing Mix (7Ps) on Tourists' Satisfaction: A Study on Cumilla" which resulted in that five out of seven marketing mix elements were positively related to tourist's satisfaction but the promotional activities and tourism process of Cumilla were not satisfactory to the tourist's. So some recommendations have been given for future improvement and to position this place in the heart of tourist's destination. [16] in their research entitled "The Effect Of The Sharia Marketing Mix On Tourist Satisfaction After Earthquake In North Lombok Regency" states that the dimensions of the marketing mix ie place and physical evidence (infrastructure) affect tourist satisfaction. [17] conducted a research entitled "The Effect Of Marketing Mix On Consumer Satisfaction And Loyalty For Indonesian Brand Salad

Dressing XYZ" which results are that the marketing mix has a significant effect on consumer satisfaction is product, price, and place. Promotion has no significant effect on consumer satisfaction. [18] in his research entitled "The Effect of Marketing Mix to Increase the Satisfaction of Magister Magister Students in Padang State University" states that the product has no significant effect to the satisfaction, the location has no significant effect on the satisfaction, the promotion has a significant effect on the satisfaction. [19] in their research entitled "Effect of Internal Green Marketing Mix Elements on Customers' Satisfaction in Jordan: Mu'tah University Students" states that there are seven supported hypotheses related to green product, green price, green, place, green promotion, green provided information, green process and green people, respectively. [20] conducted a research entitled "The Effect Of Marketing Mix Toward Satisfaction And Loyalty Of Patient In The Public Hospital Of Dr. Fauziah Bireuen Of Aceh Province Of The Indonesia". The research was conducted at the dr. Fauziyah Biruen Aceh with 110 respondents whose results stated that this research model has a good suitability because all of the hypothesis can be proven. It concluded that the process, people and physical evidence positively and significantly influence on the satisfaction.

Nine coffee is one of the MSMEs engaged in selling coffee, which is also the largest entrepreneur in Bondowoso. This business grew from a home industry which finally developed until now and is able to compete with other similar businesses. To develop the coffee business, which is the field, all kinds of strategies are used in order to compete with others. Bondowoso is one of the coffee-producing districts so that the coffee business grows like mushrooms in the rainy season. Based on Nine Coffee sales data until the end of June 2020, it can be seen that Nine Coffee sales have experienced sales fluctuations. In June, sales revenue experienced an increase in coffee sales due to Nine Coffee participating in the Jakarta Fair event. Nine Coffee sells coffee with 3 types of coffee typical of Bondowoso City with different prices depending on the type and packaging of the coffee as well as the product profile (Ground & Roasted bean) sold by Nine Coffee. Bondowoso Regency is a coffee producer, so many business people are doing business in the field of selling various types of coffee. Several coffee production houses that are competitors to Nine Coffee Bondowoso such as Becoffe, Dako Julie, Mat Coffee. Based on the explanation in the background and also the theory of marketing mix and customer satisfaction as well as previous research that has been done by several researchers, the formulation of the problem in this study is how to increase customer satisfaction based on the marketing mix at Nine Coffee Bondowoso. Meanwhile, the purpose of this study is to analyze and determine the effects of the marketing mix consisting of product, price, place and promotion on customer satisfaction at Nine Coffee Bondowoso. The population of this study were consumers who visited and bought coffee at Nine Coffee during the period from January to June 2019, totaling around 1.7.95 visitors. The sampling technique in this study uses nonprobability sampling technique, which is a sampling technique in which not all sample members are given the opportunity to be selected as sample members [21]. The number of samples is determined by the Slovin formula and it is known that the number is 95 respondents. Reliability test and validity test were used to test the measuring instrument in the form of a questionnaire. To determine the effect of independent variables on the dependent variable, multiple linear analysis is used [22].

Discussion

Respondent Data Description

In this study, the respondent's age, gender, and the respondent's last education were used as descriptions of the respondent's data. Based on the age of the respondents, the results of the analysis of the respondents' descriptions showed that there were 57 respondents aged 20-30 years (60%), 21 people aged 31-40 (22%), 13 respondents aged 41-50 (14%), respondents aged 51-60 years are 4 people (4%). Based on the gender of the respondents, the results showed

that there were 91 male respondents (96%) and 4 female respondents (4%). Based on the education owned by the respondent, the results of the study showed that respondents with primary school education amounted to 3 people (3%), respondents with junior high school education were 19 people (20%), respondents with high school education were 42 people (44%), and respondents with high school education were 42 people (44%). S1 education amounted to 31 people (1%).

Validity test

The validity test is a test to determine the validity of the data obtained from questionnaires [23]. The results of the data validity test are presented in Table 1.

Table 1. Validity Test Results

Variable	Item	r-table	r-count	Sig.	Information
Product	X1 ₁	0,1698	0,648	0,000	Valid
	X1 ₂	0,1698	0,716	0,000	Valid
	X1 ₃	0,1698	0,763	0,000	Valid
	X1 ₄	0,1698	0,746	0,000	Valid
Price	X2 ₁	0,1698	0,675	0,000	Valid
	X2 ₂	0,1698	0,690	0,000	Valid
	X2 ₃	0,1698	0,733	0,000	Valid
Promotion	X3 ₁	0,1698	0,786	0,000	Valid
	X3 ₂	0,1698	0,640	0,000	Valid
	X3 ₃	0,1698	0,468	0,000	Valid
	X3 ₄	0,1698	0,546	0,000	Valid
Place	X4 ₁	0,1698	0,723	0,000	Valid
	X4 ₂	0,1698	0,657	0,000	Valid
	X4 ₃	0,1698	0,546	0,000	Valid
	X4 ₄	0,1698	0,439	0,000	Valid
Satisfaction	Y1	0,1698	0,719	0,000	Valid
	Y2	0,1698	0,773	0,000	Valid
	Y3	0,1698	0,705	0,000	Valid
	Y4	0,1698	0,512	0,000	Valid

Source: Primary Data Processed 2020

Based on the table. 1. that all indicators are declared valid because the level of significance of each indicator of each variable has a value below 0.05. This is in accordance with the statement (Sugiyono, 2013) that a variable is said to be valid, if the variable provides a significant value of approximately 0.05.

Reliability Test

Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answer to a question is consistent or stable over time [21]. The results of the data reliability test are presented in Table 2. Based on table 2, it can be seen that all variables are declared reliable because all variables have an Alpha coefficient above 0.60. This means that each variable concept is suitable for use as a measuring tool. This is in accordance with the statement [24] that a construct or variable is said to be reliable if it provides a value (α) of 0.60.

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Reliability	Information
Product (X1)	0,60	0,650	Reliable
Price (X2)	0,60	0,801	Reliable
Promotion (X3)	0,60	0,680	Reliable
Place (X4)	0,60	0,662	Reliable
Satisfaction (Y)	0,60	0,768	Reliable

Source: Primary Data Processed 2020

Multiple Linear Regression Test

Multiple linear regression to determine the effect of independent variables on the dependent variable. The results of statistical calculations related to multiple linear regression analysis are presented in Table 3.

Table 3. Multiple Linear Regression Test Results

Model	Unstandardized Coefficient		Standardized Coefficient	t-count	Sig
	B	Std. Error	Beta		
(Constant)	6,630	2,214		2,995	0,004
Product	0,158	0,093	0,182	1,688	0,095
Price	0,210	0,106	0,193	1,981	0,051
Promotion	0,203	0,100	0,226	2,027	0,046
Place	0,132	0,112	0,138	1,181	0,241

Source: Primary Data Processed 2020

Based on table 3, it can be developed using a multiple linear regression equation model: Customer satisfaction = $\alpha + \beta_1$ product + β_2 price + β_3 promotion + β_4 place if the value in table 3 is substituted, the following values will be obtained: Customer satisfaction (Y) = 6,630 + 0.182 X1 + 0.193 X2 + 0.226 X3 + 0.138 X4 + e.

The Effect of Product on Customer Satisfaction

The results showed that the coefficient value for the product variable was 0.158 with a significance level of 0.095, which was below the required significance level of 0.10. Thus the hypothesis which states that the product has an effect on customer satisfaction is accepted. From the calculation, it can be concluded that the product has an effect on customer satisfaction. Nine Coffee Bondowoso. Quality products will provide satisfaction to customers. These results are supported by several previous studies conducted by: [25], [17], [18], [20], [26].

The Effect of Price on Customer Satisfaction

The results showed that the coefficient value for the price variable was 0.210 with a significance level of 0.051, which is below the required significance level of 0.10. Thus the hypothesis which states that price affects customer satisfaction is accepted. From the calculation, it can be concluded that the price has an effect on customer satisfaction of Nine Coffee Bondowoso. Prices that match the price sold will provide satisfaction to customers. These results are supported by several previous studies conducted by: [19], [16], [15], [27], [28], [29], [30], [31], [32], [33], [30], [34], [35], [36], [37].

The Effect of Promotion on Customer Satisfaction

The results showed that the coefficient value for the promotion variable was 0.203 with a significance level of 0.046, which is below the required significance level of 0.10. Thus the

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hypothesis which states that promotion has an effect on customer satisfaction is accepted. From the calculation, it can be concluded that promotion has an effect on customer satisfaction of Nine Coffee Bondowoso. Companies that always provide good information about the products they are going to sell will provide their own satisfaction for customers, because customers will know information about the goods or products they will buy. These results are supported by several previous studies conducted by: [38], [39], [40], [41], [42], [43], [44], [45], [46].

The Effect of Place on Customer Satisfaction

The results showed that the coefficient value for the place variable was 0.132 with a significance level of 0.241 which is below the required significance level of 0.10. Thus the hypothesis which states that place affects customer satisfaction is rejected. From the calculation, it can be concluded that the place has an effect on customer satisfaction of Nine Coffee Bondowoso. For customers, usually the place or location is important in providing customer satisfaction. In the case of Nine Coffee Bondowoso, it turns out that the place where coffee is sold has no effect on customer satisfaction. Research that has been done which also discusses the relationship between the marketing mix and customer satisfaction includes: [47], [25], [15].

Conclusion

Based on the results of the analysis of data testing from the discussions that have been carried out, it can be concluded several things related to the results of this study, namely that:

1. The products offered by Nine Coffee Bondowoso have an impact on customer satisfaction. Therefore, Nine Coffee Bondowoso must continue to maintain the quality of its products in order to keep giving decisions to its customers.
2. The price offered by Nine Coffee Bondowoso can provide satisfaction to customers. Thus, the price of Nine Coffee Bondowoso products is in accordance with the quality of the product being sold.
3. Promotions carried out by Nine Coffee Bondowoso can provide satisfaction to customers. Nine Coffee Bondowoso customers feel that information on their products through promotions can make customers feel satisfied because what is informed is in accordance with the existing reality.
4. The place where Nine Coffee Bondowoso products are sold has no effect on customer satisfaction. Nine Coffee customers do not mind the location where this coffee product is sold.

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