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TAS EKONOMI DAN



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About Madic 8 2023

Management Dynamics Conference (MADIC) ke-8 adalah seminar nasional yang diselenggarakan oleh Fakultas Ekonomi dan Bisnis Universitas Hasanuddin bekerja sama dengan Forum Pengelola Jurnal Manajemen (FPJM). Tema seminar “*Penguatan Manajemen UMKM sebagai Motor Penggerak Pemulihan Ekonomi Nasional*”. Konferensi ini bertujuan untuk menghimpun berbagai pandangan dan pengalaman empiris dari para praktisi dan akademisi ekonomi mengenai penguatan UMKM sebagai pilar ekonomi utama serta memberikan solusi untuk tujuan ketahanan keberlanjutan (SDGs) Indonesia. Para akademisi, praktisi, peneliti telah berkontribusi dalam pengembangan penelitian manajemen dengan berpartisipasi dalam MADIC 8.

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Sambutan Dekan Fakultas Ekonomi dan Bisnis Universitas Hasanuddin

Selamat datang di Management Dynamics Conference (MADIC) ke-8 diadakan pada tanggal 16 – 17 maret 20223 di Makassar, Indonesia. Konferensi ini diselenggarakan untuk mempromosikan diskusi antara berbagai pemangku kepentingan tentang, manajemen dan bidang ekonomi. Kali ini, Fakultas Ekonomi dan Bisnis, Universitas Hasanuddin menjadi tuan rumah bekerja sama dengan Forum Pengelola Jurnal Manajemen (FPJM). Melanjutkan tradisi menyatukan penelitian, pembuat kebijakan, akademisi dan berbagai pemangku kepentingan untuk mempresentasikan dan mendiskusikan isu terkini terkait perkembangan ekonomi nasional. Untuk memperkuat pembahasan tentang manajemen, ekonomi dan bidang akuntansi, kami sepakat mengangkat topik konferensi tahun ini berjudul “*Penguatan Manajemen UMKM sebagai Motor Penggerak Pemulihan Ekonomi Nasional*”. Untuk memberikan informasi terbaru mengenai topik kepada pembaca dan peserta, kami ingin menyampaikan apresiasi dan terima kasih kepada 3 narasumber dihadirkan dalam acara ini yaitu M. Fankar Umran CEO BRI Insurane, Causa Iman Karana Kepala Perwakilan Bank Indonesia Provinsi Sulawesi Selatan, dan Darwisman Kepala OJK Regional Sulampapua atas wawasan dan dukungan mereka selama konferensi. Kami berharap acara ini sangat mendorong diskusi tentang peningkatan kualitas UMKM di Indonesia. Selain itu kami ingin menyampaikan terima kasih dan dukungan kami kepada

Terakhir, kami ingin mengucapkan terima kasih sekali lagi atas kontribusi dan kerja sama yang sangat baik di antara kami para peserta konferensi. Selain itu, kami mengucapkan terima kasih atas kerjasama semua pihak panitia dalam menyelenggarakan konferensi. Kami berharap dapat bekerja sama dengan semua pemangku kepentingan yang terlibat dalam acara ini. Kami berharap proses ini akan menyediakan berbagai manuskrip unggulan yang dapat memberikan kontribusi besar dalam bidang ekonomi, manajemen dan akuntansi.

Prof.Dr.Abd. Rahman Kadir, M.Si., CIPM
Dekan Fakultas Ekonomi dan Bisnis
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Sambutan Ketua panitia Management Dynamic Conference ke - 8

Saya sangat senang bahwa acara Management Dynamic Conference ke-8 dengan tema "Penguatan Manajemen UMKM sebagai Motor Penggerak Pemulihan Ekonomi Nasional" telah terlaksana dengan sukses. Semoga acara ini memberikan banyak manfaat dan inspirasi bagi semua peserta yang hadir.

Saya ingin mengucapkan selamat dan mengapresiasi seluruh panitia yang telah bekerja keras dan dedikasi tinggi dalam menyelenggarakan acara ini. Tanpa upaya mereka, acara ini tidak akan mungkin terwujud. Terima kasih atas kerja keras dan komitmen yang telah diberikan.

Selain itu, saya juga ingin mengucapkan terima kasih kepada narasumber yang telah berbagi pengetahuan dan pengalaman mereka dalam mendukung penguatan manajemen UMKM. Kontribusi mereka sangat berharga dan saya berharap peserta dapat mengambil manfaat yang besar dari presentasi dan diskusi yang telah dilakukan.

Saya berharap bahwa acara ini menjadi awal dari langkah-langkah konkret dalam memperkuat sektor UMKM sebagai motor penggerak pemulihan ekonomi nasional. Mari kita terus bekerja sama, berinovasi, dan berkolaborasi dalam mendukung pertumbuhan UMKM dan memajukan ekonomi kita.

Terima kasih kepada semua yang telah berpartisipasi dalam acara ini, termasuk peserta, narasumber, dan semua pihak yang telah memberikan dukungan. Semoga kita dapat melanjutkan semangat dan energi positif ini untuk memperkuat sektor UMKM dan membangun ekonomi yang lebih kuat.

Sekali lagi, selamat atas kesuksesan acara Management Dynamic Conference ke-8. Semoga langkah-langkah yang dihasilkan dari acara ini dapat memberikan dampak yang positif bagi penguatan manajemen UMKM dan pemulihan ekonomi nasional.

Insany Fitri Nurqamar, S.E.,M.M.

Ketua panitia Management Dynamic Conference ke - 8
Universitas Hasanudin

THE INFLUENCE OF THE MARKETING MIX ON CUSTOMER SATISFACTION AT KOPI KENANGAN RATU INDAH MALL, MAKASSAR

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Abstract

The research was conducted to know the effect of the marketing mix on consumer satisfaction at the Kopi Kenangan Mall Ratu Indah Makassar Coffee Business. This is motivated by the increasingly competitive world market, making the business world, especially food and beverages, demand to be professional and to be able to respond to consumer needs. The solving method determines the number of samples by incidental random sampling. Then the analytical method used in this study is the research instrument test, multiple regression test, and classical assumption test. The results of this study indicate that the Variables Product, Price, Place, and Promotion have a positive and significant impact on increasing customer satisfaction at Kopi Kenangan Mall Ratu Indah Makassar. Meanwhile, physical evidence has no significant effect on customer satisfaction at Kopi Kenangan Mall Ratu Indah Makassar.

Keywords: *product, place price, promotion, customer satisfaction*

Abstrak

Penelitian dilakukan dengan tujuan untuk mengetahui pengaruh bauran pemasaran terhadap kepuasan konsumen pada Usaha Kopi Kenangan Mall Ratu Indah Makassar. Hal ini dilatarbelakangi oleh Pasar dunia yang semakin kompetitif, membuat dunia usaha khususnya makanan dan minuman dituntut untuk profesional, serta dapat menanggapi kebutuhan konsumen. Metode slovin merupakan metode yang digunakan untuk menentukan jumlah sampel dengan incidental random sampling. Kemudian metode analisis yang digunakan dalam penelitian ini adalah uji instrumen penelitian, uji regresi berganda uji asumsi klasik. Hasil penelitian ini menunjukkan bahwa Variabel Product, Price, Place, Promotion memiliki pengaruh positif sekaligus signifikan terhadap peningkatan kepuasan pelanggan pada Kopi Kenangan Mall Ratu Indah Makassar. Sedangkan untuk bukti fisik tidak berpengaruh signifikan terhadap kepuasan pelanggan Kopi Kenangan Mall Ratu Indah Makassar.

Kata Kunci: *produk, harga tempat, promosi, kepuasan pelanggan*

1. Introduction

More companies and product types emerge from highly competitive disciplines in today's business environment. To exist in the era of free trade, micro, small, medium, and large businesses must be able to compete to get competitive and quality products. Many competitors need help with business owners. As a result, entrepreneurship education must

be further developed and utilized in society because it is a valuable development resource that can help the country's economy. Current advances in marketing are happening at such a fast pace that the competition is becoming more and more fierce.

In the competitive marketing world, we must face the challenge of developing and implementing the best plan to promote the products or services we deal with. A profitable business can be seen in the emergence of various commercial operations. After all, the effort is required at this time. Because company competition is very fierce, it must be used as a motivator to improve quality and provide the best service to customers (Butarbutar, 2019). The efficiency of a company's marketing plan is determined by how well it adapts to the target market's environment and conditions. Businesses must be able to establish marketing strategies that can analyze situations, determine appropriate marketing objectives, identify and analyze target markets, and adapt to business dynamics that demand competitive competition. This can be achieved if the goals are met. The increased competition requires a competitive advantage for businesses (Karim, D., 2014).

The field of marketing is not immune to competitive conditions that arise when science and technology improve, requiring the development of acceptable and measurable marketing strategies for the long-term survival of companies. The company continues to increase customer satisfaction so that customers want to repurchase the product continuously. One of the marketing strategies that the company can carry out to increase customer satisfaction and repurchase intention is the marketing mix. A marketing mix is a set of marketing tools companies use to continuously achieve their marketing goals in target markets (Kotler & Keller, 2012).

Profit, according to the marketing sense, is a reflection of the company's operations through the wants and requirements of its partners. Profits will demonstrate the company's ability to grow and develop and provide a higher level of pleasure to partners. Marketing Mix is needed to provide satisfaction to partners, maintain product quality, and expand the number of products because this is a tool that determines the level of marketing success. Marketing is responsible for introducing products to the public to fulfill their needs as they see fit if a company has a strong early sign of selling or selling.

Satisfaction has an important role in creating repurchase intentions; according to Kotler, satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the performance (or results) expected. If performance is below expectations, the customer is dissatisfied. If performance meets expectations, then the customer is satisfied. If performance exceeds expectations, the customer is satisfied or happy (Kotler, 2006, p. 177). So, this satisfaction is an impression of a product or service for customers. The higher the performance or product quality than expectations, the consumer will be satisfied, and vice versa. If the performance is below expectations, the consumer is dissatisfied.

Marketing Mix is needed to provide satisfaction to partners, maintain product quality, and expand the number of products because this is a tool that determines the level of marketing success. Marketing is responsible for introducing products to the public so that they can fulfill their needs as they see fit. If a company has strong initial signs of sales or sales are increasing over time, it is called thriving and viable. Sale is a

concentrated effort to create a strategic plan that focuses on meeting the demands and aspirations of buyers to make a profit. Since the product is an important component of the marketing mix, the most significant task in marketing is to sell the product's core, which means the product's benefits. The benefit or essence of the product is the necessary service that the partner wants.

The company continues to increase customer satisfaction so that customers want to repurchase the product continuously. One of the marketing strategies that the company can carry out to increase customer satisfaction and repurchase intention is the marketing mix. The marketing mix (marketing mix) is a set of tools companies use to continuously achieve their marketing goals in target markets (Kotler & Keller, 2012, p. 119). Consumers who get products that meet their expectations or desires will certainly be satisfied with these products, so this marketing mix plays a major role in increasing customer satisfaction. The marketing mix includes several marketing elements with the 4P elements: product, price, place, and promotion. Products are goods or services buyers will receive when they spend a certain amount of money. The goods or services we sell are usually not just selling products but also the quality of service. This can be the main attraction for us that offers added value. Price is the money needed to get an item and its services. After the product is ready to be marketed, the company will determine the price of the product. Distribution (place) is an activity or function to move the product accompanied by the owner's rights from the producer to the final consumer or user. Promotion is a strategy for communicating product or service information from sellers to buyers. Physical evidence is service, or rather, something that is not manifested. Customers anticipate clarity that the services provided are correct and as expected because they do not materialize (Suryawardana et al., 2020).

In terms of product quality, the company's mission is to ensure that its products are always of prime quality. Consequently, it is very important to continue to conduct studies (Rachmawati, 2011). The company's price is a determinant of market demand and a source of revenue from sales revenue. The corporation must consider the market situation and the quality of the goods sold when determining the price for its products. Pricing is challenging because it requires a systemic approach that includes goal setting and price creation (Agusri, 2019). Various factors and hence determine the price of a product fluctuate from time to time. Prices must be dynamic to withstand fluctuations (Singh, 2012). Physical evidence is service, or rather, something that is not manifested. Customers anticipate clarity that the services provided are correct and as expected because they do not materialize (Suryawardana et al., 2020). Physical structures, equipment, logos, colors, and other service-related objects, such as physical facilities, are part of the physical environment (Ningratri, 2017). Uniforms in bright colors and patterns, as well as sounds and designs, are used to differentiate the products or services offered (Japarianto, 2013).

Kopi Kenangan is one of the F&B companies that offers a variety of Grab and Go beverage products with the fastest development in Indonesia. Kopi Kenangan was founded by Edward Tirtanata (Founder & CEO) in 2017 to introduce high-quality coffee in Indonesia to all countries in Asia and even the world. Successfully carrying out its mission, in 2022, Kopi Kenangan will be the first New Retail F&B company in Southeast

Asia to have the title Unicorn startup. Sales from Kopi Kenangan alone can reach 30 million cups in 2023, with 600 outlets spread across cities in Indonesia and a total of more than 3,000 employees. To achieve this goal, companies must ensure that consumers find shopping in business units attractive and loyal. A company will only grow if it sells the goods it produces. On the other hand, if a company can continue to increase sales, it will be able to compete in the market (Komalasari & Gusrizaldi, 2016).

2. Research Method

Understanding Population is defined as a generalization area consisting of subject objects with certain qualities and characteristics determined by researchers to be studied and then concluded (Sugiyono, 2006, p.117). Researchers in the sampling technique use accidental sampling. According to Sugiyono (2013), Accidental Sampling is a sampling technique based on chance, so researchers can take samples from anyone they meet without planning. The sample in this study used the Slovin method. The formula used in the solving method shows a sample of 80 respondents.

According to Churchill and Gilbert (2005), the research design is divided into 3 types: exploratory research, descriptive research, and causal research (cause and effect). The research used in this study is causal, namely, cause and effect, and uses a questionnaire given to respondents to obtain the required data. This causal research determines the relationship between one variable and another. The relationship of this causal research to the marketing mix is to determine the 5 dimensions of product factors, price, place, promotion, and physical evidence of customer satisfaction at Kopi Kenangan Mall Ratu Indah Makassar.

The approach used in research is quantitative, namely research that emphasizes the breadth of information. This method is suitable for use with large populations with limited variables so that data or research results are considered to represent the entire Population. (Suliyanto 2005. p.73.) The research instrument used was a questionnaire. According to Arikunto (2006. p.151), the questionnaire method is "A questionnaire is a written statement used to obtain information from respondents in the sense of personal reports or things that he knows". Meanwhile, according to Sugiyono (2008. p.199), "A questionnaire or questionnaire is a data collection technique that is carried out by giving respondents a set of questions or written statements to answer". The questionnaire consists of 2 questions: the profile of respondents and questions related to marketing mix variables (product, price, place, promotion, and physical evidence).

The data analysis method used in this study begins with testing the validity and reliability tests of the questions in the research questionnaire.

This analysis aims to determine how consumers evaluate the marketing mix on customer satisfaction at Kopi Kenangan Mall Ratu Indah Makassar. This analysis includes product, price, place, promotion, and physical evidence testing. So with this model, namely the multiple regression equation, the formula is determined as follows:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

1. Test the Regression Coefficient Together (F-test)

This test was conducted to find out whether, in the regression model, the independent variables X1, X2, X3, X4, and X5, together, have a significant effect on variable Y at the 95% confidence level or 5% significance level with the test criteria based on the opinion of Suliyanto (2011: 55):

Ho is accepted, and Ha is rejected if $f_{count} \leq f_{table}$

Ho is rejected, and Ha is accepted if $f_{count} \geq f_{table}$

2. Partial Regression Coefficient Test (t-test)

This test was conducted to find out whether, in the regression model, the independent variables X1, X2, X3, X4, and X5 partially have a significant effect on variable Y at the 95% confidence level with the test criteria based on Sugiyono's statement (2010: 87):

Ho is accepted, and Ha is rejected if $t_{count} \leq t_{table}$.

Ho is rejected, and Ha is accepted if $t_{count} \geq t_{table}$.

3. Adjustment Determination Coefficient Test (adjusting R2)

This test has a function to measure the ability of the independent variable to explain the dependent variable. The R Square value is stated to be capable if the percentage results are 0.5 because the Square value ranges from 0-1.

4. Heteroscedasticity Test

This test is used to determine whether the regression model has an inequality of variance from one residual to another (Ghozali, 2013). In carrying out this test, to determine the existence of heteroscedasticity can be tested with the Glejser method test. The Glejser test looks at the residual absolute value from the regression results of the independent variables (Ghozali, 2013).

5. Multicollinearity Test

Then the next test is the multicollinearity test. This test is carried out to test whether the regression model finds a correlation between one or all of the independent variables (Ghozali, 2018). Sunyoto explained (2016) that this can be applied to analyze multiple regression consisting of more independent variables (x1, 2..., n) that will be measured between these independent variables. In this test, for the multicollinearity test by detecting variance using the variance inflation factor (VIF) and tolerance from a regression analysis result.

3. Research Result

a. Multiple Linear Regression Analysis Test

This model is applied to estimate or assume a linear relationship between marketing mix variables and consumer satisfaction. So according to Sugiyono (2010: 64), the application of this model, if there is a minimum number of variables, is two. For more details, see the following table.

Multiple Linear Regression Analysis Test

Model	B	Std Error
(Constant)	.006	.086
Product	.353	.109
Price	.056	.081

Place	.267	.143
Promotion	.333	.097
Physical Evidence	.006	.115

Based on the results of the analysis of multiple linear regression statistical calculations, it can be seen that the form of the regression equation is:

$$Y = 0.006 + 0.353 X_1 + 0.56X_2 + 0.267X_3 + 0.333X_4 + 0.0066X_5$$

1. A constant value of 0.006 indicates that if the variable value of Product (X1), Price (X2), Place (X3), Promotion (X4), Physical Evidence (X5) is equal to zero or constant, then the value of Customer Satisfaction (Y) of 0.006 units.
2. The regression coefficient (b1) is 0.353, which is positive, indicating that there is a unidirectional influence between the Customer Satisfaction variable (Y) and the Product variable (X1), which increases by 1 unit, so the value of the Customer Satisfaction variable (Y) will increase by 0.353 assuming that other independent variables are constant.
3. The regression coefficient (b2) is 0.056, which is positive, indicating that there is a direct influence between the Customer Satisfaction variable (Y) and the Price variable (X2), which increases by 1 unit, so the value of the Customer Satisfaction variable (Y) will increase by 0.056 with the assumption that other independent variables are constant.
4. The regression coefficient (b3) is 0.267, which is positive, indicating that there is a direct influence between the Customer Satisfaction variable (Y) and the Place variable (X3) which increases by 1 unit, so the value of the Customer Satisfaction variable (Y) will increase by 0.267 with the assumption that other independent variables are constant.
5. The regression coefficient (b4) is 0.333, which is positive, indicating that there is a direct influence between the Customer Satisfaction variable (Y) and Promotion (X4) which increases by 1 unit, so the value of the Customer Satisfaction variable (Y) will decrease by 0.333 assuming that other independent variables are constant.
6. The regression coefficient (b5) is 0.006, which is positive, indicating that there is a direct influence between the variables Customer Satisfaction (Y) and Physical Evidence (X5) increases by 1 unit, so the value of the Customer Satisfaction variable (Y) will increase by 0.006 with the assumption that other independent variables are constant.

b. Termination Coefficient Test (Adjusted R-Squared)

The coefficient of determination test (R²) was used in this study to find out how much the model's ability to explain the dependent variable (consumer satisfaction). The results of the determination test can be seen in the following table:

Table 2. Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.954 ^a	.910	.914	.31179
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From the table above, it is known that the coefficient of determination is 0.910, and the magnitude of the coefficient of determination is equal to 91%. This figure means that the product, price, place, promotion, and physical evidence variables affect customer satisfaction at Kopi Kenangan Mall Ratu Indah Makassar by 91%. At the same time, the rest are influenced by other variables outside this regression model.

c. Simultaneous Test (F Statistical Test)

The F test shows whether all the independent/free variables tested have a simultaneous effect on the dependent/dependent variable. Where are the product, price, place, promotion, and physical evidence variables explaining their influence on customer satisfaction? The results of the simultaneous test (F) are as follows:

Table 3. Simultaneous Test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72,478	5	14.496	149.107	.000 ^b
	Residual	7,194	74	.097		
	Total	79,672	79			

Based on the table above, it is known that the F count is 149.107 with a significance level of 0.000 which is smaller than the real level of 0.05 with an F table of 2.27, so the F table < F count, so H₀ is rejected and H₁ is accepted, which means that the variable product, price, place, promotion, and physical evidence simultaneously affect customer satisfaction variables. Thus, all the independent variables (X) simultaneously significantly influence customer satisfaction (Y). From this, it can be seen that the marketing mix has an effect on customer satisfaction at the Ratu Indah Mall Makassar coffee.

d. Statistical Test t

In Chairina & Wehartaty (2019), the t-statistical test is seen from how much influence the independent/independent individual variables have on the dependent/dependent variable, in this case, the influence of the independent variables in explaining the dependent variable. The results of the t-statistical test can be seen in the column of significance for the dependent variable, provided that if it is > 0.05, then the independent variable has no significant effect. The results of the t-statistical test are as follows:

Table 4. Uji T

Model	t
(Constant)	0.070
Product	3.229
Price	0.696
Place	1.869

Promotion	3.425
Physical Evidence	0.057

e. Multikolinieritas Test

The multicollinearity test is used to determine whether or not there is a deviation from the classical multicollinearity assumption, namely the existence of a linear relationship between the independent variables in the regression model. The test method used in this study is to look at the variance inflation factor (VIF) value in the regression model. For more details, see the following table:

Table 5. Multicollinearity Test

Model	Tolerance	VIF
Product	0.124	8.073
Price	0.172	5.814
Place	0.064	15.589
Promotion	0.119	8.396
Physical Evidence	0.088	11.355

Based on the table above, it can be seen that the Variance inflation factor (VIF) value obtained from the results above, and there are Place and Physical Evidence variables where multicollinearity occurs because the VIF value > 10.

f. Heteroskedastisitas Test

Table 6. Uji Heteroskedastisitas

Model	Sig.
(Constant)	0.944
Product	0.002
Price	0.448
Place	0.066
Promotion	0.001

Based on the table above, the significance value of the independent variables is above 0.05, except for the Product and Promotion variables. Thus there is a heteroscedasticity problem in the regression model, or the assumption of heteroscedasticity has been fulfilled.

4. Discussion

Based several test analyses that have been carried out to determine the effect of the product, price, place, promotion, and physical evidence on variable Y, namely customer satisfaction at Kopi Kenangan Mall Ratu Indah Makassar, will be explained as follows:

a. Effect of Products on Customer Satisfaction

Based on statistical tests, the reliability variable has a positive and significant effect. The Adjusted R Square (R2) value of 91.4% simultaneously influences the other variables. This leaves about 8.6%, influenced by other factors not examined in this study. With a positive influence, it will increase customer satisfaction. Meanwhile, the results of the

partial test on consumer satisfaction at Kopi Kenangan Mall Ratu Indah Makassar have a direct effect with evidence that the sig. < 0.05 .

Therefore, if the company continues to maintain the quality of its products or can even improve its quality, it is certain that it will increase the attractiveness of potential customers to remain loyal.

b. Effect of Price on Customer Satisfaction

The result of the t count for this variable is 0.696. Meanwhile, the value in the distribution table is 1.66462. So, t count (0.696) $<$ t table (1.66462). This means that the price variable is different from the variable that most influences the relationship between the marketing mix and customer satisfaction.

Company owners should also pay attention to the prices offered for their products and provide competitive prices with attractive promotional levels. If the prices change, they should be notified so that customers are satisfied with the changes in the price of the products offered.

c. The Effect of Place on Customer Satisfaction

The result of the t count for this variable is 1.869. Meanwhile, the value in the distribution table is 1.66462. Then, t count (1.869) $>$ t table (1.66462). This means that the influence between places on customer satisfaction is a variable that supports customer satisfaction.

The comfort of the place provided by the Ratu Indah Mall Makassar coffee memories affects the satisfaction felt by consumers. These results prove that coffee memories' condition is clean, the atmosphere of coffee memories is calm, the coffee room is spacious and comfortable, and the neat arrangement of goods in coffee memories will greatly affect customer satisfaction.

d. The Effect of Promotion on Customer Satisfaction

The result of the t count for this variable is 3.425. Meanwhile, the value in the distribution table is 1.66462. Then, t count (3.425) $>$ t table (1.66462). This means that the influence of promotion on customer satisfaction is a variable that is very supportive in attracting consumers.

Promotional activities aim to communicate a product's or service's advantages and persuade consumers to buy the products offered (Kotler & Armstrong, 2010). Therefore, promotions should be designed as attractive as possible and supported by presenting information consumers can easily understand. Promotions designed to be interesting and informative, in turn, can influence consumer satisfaction after consuming a product.

e. Effect of Physical Evidence on Customer Satisfaction

The result of the t count for this variable is 0.057. Meanwhile, the value in the distribution table is 1.66462. So, t count (0.057) $<$ t table (1.66462). This means that the variable evidence is different from the variable that most influences the relationship between the marketing mix and customer satisfaction.

It is known that physical evidence has no significant impact on customer satisfaction. It has been observed that there is a tendency to change, and respondents do not treat physical evidence as an important measure anymore because customers can

serve them themselves. Physical evidence was also found insignificant in the mediating variable (customer satisfaction) because customers did not see physical evidence as an important factor for them.

5. Conclusion

This study aims to determine the effect of the variables Product, Price, Place, Promotion, and Physical Evidence on customer satisfaction at Kopi Kenangan Mall Ratu Indah Makassar to determine which is the most dominant among the independent variables. From the formulation of the problem, and the analysis of the data proposed in the discussion of the previous chapter, therefore several conclusions can be drawn:

- a. Products significantly affect customer satisfaction at Kopi Kenangan Mall Ratu Indah Makassar. This can be seen from the results of the t-test on the product variable with a tcount of 3.229 greater than ttable 1.66462. So thus, H1 is accepted.
- b. Price has no significant effect on customer satisfaction at Kopi Kenangan Mall Ratu Indah Makassar. This can be seen from the t-test results on the price variable with a tcount of 0.696, which is smaller than the ttable of 1.66462. So thus, H2 is not accepted.
- c. Place significantly affects customer satisfaction at Kopi Kenangan Mall Ratu Indah Makassar. This can be seen from the results of the t-test on the place variable with a tcount of 1.869 greater than ttable 1.66462. So thus, H3 is accepted.
- d. Promotion significantly affects customer satisfaction at Kopi Kenangan Mall Ratu Indah Makassar. This can be seen from the results of the t-test on the Promotion variable with a tcount of 3.425 greater than ttable 1.66462. So thus, H4 is accepted.
- e. Physical Evidence has no significant effect on customer satisfaction at Kopi Kenangan Mall Ratu Indah Makassar. This can be seen from the results of the t-test on the assurance variable with a tcount of 0.057, which is smaller than the ttable of 1.66462. So thus, H5 is not accepted.

Based on the results of the conclusions described, suggestions can be given that can be taken into consideration by the company to strengthen customer satisfaction.

- a. From the results of this study, it is hoped that the Kopi Kenangan Mall Ratu Indah Makassar company can pay more attention to the dimensions in the marketing mix, such as product, Price, place, promotion, and physical evidence, which will later help the company in increasing customer satisfaction of Kopi Kenangan Mall Ratu Indah Makassar, to increase the company's turnover.
- b. From the results of this research, it is hoped that it can provide solutions to all Kopi Kenangan Mall Ratu Indah Makassar branch partners spread throughout Indonesia regarding marketing mix problems and invite further researchers to research in other areas.

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