Effect of Customer Satisfaction, Marketing Mix, and Price in Astana Anyar Market Bandung

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Abstract

The purpose of this study was to determine the impact of marketing mix, price and customer experience on customer satisfaction at Pasar Astana Anyar Bandung. The examination procedures used in this study are validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, determination analysis and f-test. The results of the review show that the promotion mix affects customer satisfaction at Pasar Astana Anyar Bandung. From the test results with the T test shows that the marketing mix has a significant effect on customer satisfaction. Prices affect customer satisfaction at Astana Anyar Market Bandung. From the test results with the T test shows that the price affects customer satisfaction. Customer experience influences customer satisfaction at Astana Anyar Market Bandung. From the test results with the T test shows that customer experience affects customer satisfaction. Judging from the f-test, it is found that F-count > F-table is 212,297 > 3.12, this shows that the marketing mix, price and customer experience basically affect customer satisfaction with a sig level. big. $0.000 < 0.050$.

Keywords: Marketing Mix, Price, Customer Experience And Customer Satisfaction

INTRODUCTION

Business is an organization that produces labor and products needed by the local area. The business meaning above underlines training that is for-benefit by providing labor and products that meet customer needs (Alma, 2016). To be successful in the competitive exchange business, entrepreneurs must strive to create and retain customers, by providing labor and products that customers need at a reasonable cost, therefore, every entrepreneur or trader must have a choice to think about how to behave his customers.

According to (Nugroho, 2015) it can be understood that customer satisfaction is a vital component in the further development of exhibition performance in an organization. Fulfillment felt by customers can expand the purchasing power of these customers. (Rondonuwu, 2013), said that customer loyalty is a worthy reason for dealers so that buyers make repeat purchases and make customer reliability to frame informal exchange proposals that can help

entrepreneurs.

Customer experience obtained through the overall or buyer reactions and behavior during all cycles of buying something from requesting the product to the next purchase of something. According to (Chen and Lin, 2014), customer experience as mental recognition or insight strengthens customer inspiration. Sensation or information obtained will naturally be stored in the customer's memory (Gupta and Vajic in Nasermoadeli, 2012).

Besidescustomer experience, the existence of a combination of promotions or marketing techniques carried out by traders also directly affects the level of customer satisfaction in shopping. Based on research led by (Prawatya, 2012) in his research said thatmarketing mix has a significant effect on customer satisfaction, this shows that the better the marketing strategy carried out by traders will directly affect the level of satisfaction of customers who shop at their kiosks.

Bandung's Astana Anyar Market which is located on Jalan Banyuasri, Buleleng Regency and is the second market after the Anyar I market which is located on Jalan Ponogoro, Banyuasri Market is one of the markets in Singaraja with a wide selling angle for traders, Banyuasri Market which has recently it has been redesigned by the environmental government. central government which will be completed in 2021. With the ultimate goal of building merchant understanding, it is important to have an understanding of customer or buyer behavior because understanding customer behavior is not a simple job, but very troublesome and complex. more important than its competitors, because by understanding this way of behaving customers, merchants can provide better satisfaction to their customers.

Judging from the number of customers who come to purchase goods or merchandise to the Banyuasri market, there has been an increase and decrease, where in February the number of customers decreased where in January the number of customers who shopped from 5,564 to 5,521 in February or 2.05%, where it is known through the computerized stop that has been given by PD Pasar, the decrease in the degree of customers to the Banyuasri market is due to the renovation of the Astana Anyar Bandung market, the decrease in the number of customers or buyers has changed in stark contrast to before and in March the number of customers again increased by 28.76% or more than 2,229 customers, where an increase in the number of customers is indicated by the arrival of customers who return to shopping at the Bandung Astana Anyar market due to their level of fulfillment in buying an item, both as a product/administration presented at the Banyuasri market. uasri Singaraja, and then the increase

in the number of customers shopping at the Banyuasri market is due to moments such as Nyepi Day and various other moments, where so far shopping customers often glance via Facebook or WhatsApp about what items are served by customers. dealers at the Astana Anyar market in Bandung.

In addition, customer satisfaction can also be seen from the prices issued by traders who sell at the Astana Anyar Bandung market. Cost is an important consideration for customers to buy goods from a company, because the price of an item affects the customer's view of the item. Cost is something that can affect customer satisfaction. (Zakaria and Astuti, 2013).

(Buchari, 2016), said thatmarketing mix is a way to slow down the process in the product sales process, so that buyers are pursued with efforts to get satisfactory results. Meanwhile, according to Zeithaml and Bithner referred to by (Edi, 2017) said thatmarketing mix is the hierarchical component of an organization that can be limited by the organization in talking to visitors and to meet visitors.

(Zakaria and Astuti, 2013) defines price as the amount of money spent to buy various goods and products. (Lenzun et al., 2014) means that price is the value of an item which is the most adaptable component of the promotional mix. (Manus and Lumanauw, 2015) argue that price is cash which plays an important role in the customer dynamic cycle.

According to (Chen and Lin, 2014), put forwardcustomer experience is a mental acknowledgment or insight strengthening the customer's inspiration.customer experience is an opportunity that is experienced when given an attempt to show off when buying (Azhari, 2015). (Ahmad, 2011) argues thatcustomer experience is a growing need in presenting research, because customer experience decides the real nature of customers in serious competition.

(Nugroho, 2015) it can be understood that customer satisfaction is a vital component in the further development of exhibition performance within an organization. feelings felt by customers can expand the purchasing power of these customers. Rondonuwu (2013: 722), says that customer loyalty is a worthy reason for dealers so that buyers make repeat purchases and make customer reliability to frame informal exchange proposals that can help entrepreneurs.

LITERATURE REVIEWS

Customer Satisfaction,

Tjiptono (2012) customer satisfaction is the customer's response to the perceived evaluation of the difference between initial expectations before purchase (or other performance

standards) and the actual performance of the product as perceived after using or consuming the product in question. Customer satisfaction is not an absolute concept, but relative or depending on what the customer expects. According to Lovelock and Wirtz (2011) "Satisfaction is an attitude that is decided based on the experience gained. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to meeting consumer consumption needs. Consumer satisfaction can be created through quality, service and value. The key to generating customer loyalty is delivering high customer value. Rondonuwu and Komalig in the Purnomo Journal Edwin Setyo (2017) argue that consumer satisfaction is measured by how well consumer or customer expectations are met. Explaining indicators of consumer satisfaction, namely: 1) Fulfillment of consumer expectations, consumers feel satisfied with the fulfillment of desires and needs of a product or service; 2) Attitude or desire to use the product; 3) Attitudes are learned tendencies, this means that attitudes related to buying behavior are formed as a result of direct experience of products, verbal information obtained from other people or exposure to advertisements in mass media, the internet and various forms of direct marketing; 4) Recommending to other parties, consumers will always recommend the results of their experiences to others for what is obtained from a quality product offered by a company; and 5) Loyalty. Consumers have various reasons for not developing loyalty to certain products or services, which are able to provide benefits or their expectations are met.

Marketing Mix

According to Buchari (2005: 205) the notion of marketing mix is a strategy to combine marketing activities in order to create the maximum combination so that the most satisfying results will emerge. And according to Assauri (2013: 12) marketing mix is a combination of variables or activities which are the essence of the marketing system, which variables can be controlled by marketing to influence the reactions of buyers or consumers.

Types of Marketing Mix (Marketing Mix)

1. Product Kotler and Armstrong in Sanusi (2015: 71) define that: "Products are all things that can be offered to the market to attract attention, acquisition, use, or consumption that can satisfy a want or need. Products in a broad sense also include physical objects, services, ways, people, places, organizations, ideas or a mix of these entities.

2. Price According to Tjiptono (2008:151) in order to be successful in marketing an

item, every company must set the price appropriately. Price is the only element of the marketing mix that provides income or income for the company, while the other three elements, such as product, distribution and promotion, cause costs or expenses to be incurred. Besides that, price is an element of the marketing mix that is flexible in that time can be changed quickly. Prices can be expressed in various terms, for example fees, rates, rent, interest, premium, commissions, wages, salaries. From a marketing point of view, price is a monetary unit or other measure that includes goods and services, which are exchanged in order to obtain the right to own or use an item or service.

3. Pleace According to Lamb in the journal Kurniawan (2012), choosing a good location is a very important decision. First, because the location decision has a permanent and long-term impact, whether the location has been bought or just rented. Second, location will affect business growth in the future. The location chosen must be able to experience economic growth so that the business can survive. And finally, if the value of the location deteriorates due to environmental changes that can occur at any time, the business may have to be moved or closed.

4. Promotian According to Tjiptono (2008:219) promotion is one of the determining factors for the success of a marketing program. No matter how good a product is, if consumers have never heard of it and are not sure that it will be useful to them, they will never buy it. The importance of promotion can be illustrated by the parable that marketing without promotion can be likened to a man with black glasses who from a dark place on a dark night winks at a beautiful girl from a distance. No one knows what the man is doing but himself, and in essence promotion is a form of marketing communication.

Price

According to Swasta and Irawan (1997: 241) price is the amount of money (plus some goods if possible) needed to get a number of combinations of goods and services. According to Tjiptono (1997: 151) price is a consumer's point of view regarding price which is often used as an indicator of how value should be linked to the perceived benefits of an item or service.

Price according to Etzel in Sunyoto (2013: 15) is the value stated in currency (dollar = $) or other monetary medium as a medium of exchange (price is value expressed in terms of dollars or monetary medium of exchange). According to Tjiptono and Chandra (2012: 315)

price can be interpreted as the amount of money (monetary unit) and/or other aspects (non-monetary) that contain certain utilities/uses needed to obtain a product. According to Suharno and Sutarso (2010: 178) argued that the price for the company is a marketing policy that will directly affect revenue. Price is also important because price will become a benchmark for consumers to buy products and at the same time determine how much the company's profit is. Failure to apply prices can affect both consumers and the market.

Price is one of the elements of the marketing mix that requires careful consideration, this is due to a number of strategic dimensions of price raised by Tjiptono and Chandra (2012: 317), namely: 1. Price is a statement of the value of a product (a statement of value). 2. 3. 4. 5. 6. 7. Price is an aspect that is obvious to buyers. Price is the main determinant of demand. Prices are directly related to revenue and profit. Prices are flexible. Price affects image and positioning strategy. Price is the number one problem faced by managers. Pricing is a problem when the company has to determine the price for the first time. Pricing is a critical task that supports the successful operation of both profit and non-profit organizations. Price is the only element of the marketing mix that generates revenue for the company. Companies must consider many factors in formulating a pricing policy. According to Suharno and Sutarso (2010: 183) the indicators in pricing are: 1. 2. 3. 4. Cost-based strategy, as a price approach that looks at the cost aspect as a price determinant. Based on demand, where the estimated price of sales volume that can be sold is based on a certain market at a certain price. Based on competition, as a competitor the starting point for pricing can be set the same, above or below competitors. Based on consumer needs, where marketers determine prices that provide maximum value to customers, so it is the customer who determines and serves as the starting point for pricing. The six step procedure for setting prices put forward by Abdullah and Tantri (2013: 171) are: 1. Selecting a target price 2. 3. 4. 5. 6. Determining demand Estimating costs Analyzing offers and prices of competitors Choosing a pricing method Choosing final price According to Kotler in Sunyoto (2013:15-16) in setting prices on a product the company follows a six-step procedure, namely: 1. The company carefully prepares its marketing objectives. 2. 3. 4. 5. The company determines a demand curve that shows the possible number of products that will be sold per period, at alternative price levels. The company estimates how costs will vary at different levels of production. Companies observe competitors' prices as a basis for setting their own prices. Companies choose one of the pricing methods consisting of cost plus pricing, opportunity analysis and target profit setting, pricing value earned, rate-appropriate pricing and closed-

envelope pricing. 6. The company selects a final price, states it in the most effective psychological way and checks it to ensure that it conforms to the company's pricing policy.

RESEARCH METHODS

This research was conducted at Astana Anyar Market, Bandung, which is located at Jalan Banyuasri, Kec. Buleleng, Buleleng Regency. Questionnaire data collection techniques as well as documentation and population used 6,300 customers of Pasar Astana Anyar Bandung and the sample is 75 customers as well as analysis techniques using SPSS Version 21.0. Classical Assumption Test Normality Test This test is conducted to show whether the data distribution is symmetrical. The normality test will be detected through a graphical analysis generated through regression calculations with SPSS. Basic decision making, namely: Autocorrelation test There are several ways to test the existence of autocorrelation series, namely by testing: Durbin Watson (test D ± W). The Durbin-Watson test is performed by comparing DWcount with DWtable. If there is autocorrelation then the error is no longer minimal so that the parameter estimator is no longer efficient. Next is the multiple linear regression test and the T or partial test, the simultaneous test and the coefficient of determination test.

RESULTS AND DISCUSSION

The results of the research are related to the information that has been collected through distributing questionnaires to customers. The results of the survey distribution to 75 people found that 75 were suitable for use, then at that time they were operated on by SPSSVersion 21.0 for windows.

The normality test plans to conclude regardless of whether each variable is consistently related. The expected normality test to test the regularity of the data in this study is the consistency test orUji Kolmogorov-Smirnov. Regularity test results usingUji Kolmogorov-SmirnovOne Sample that Asymp Sig. (2-Tailed) with a value of 0.483 where the value is > 5% (0.05) so it is reasonable that the data used is disseminated regularly.

Table 1. Multicollinearity Test Results

| Model | Collinearity Statistics | |
	Tolerance	VIF
1 (Constant)		
Marketing Mix	0,125	7,991
Harga	0,150	6,670
Customer Experience	0,199	5,031

The multicollinearity test introduced in table 1 above shows thatmarketing mix price andcustomer experience > 0.10 in VIF < 10. It can be said that there is no multicollinearity.
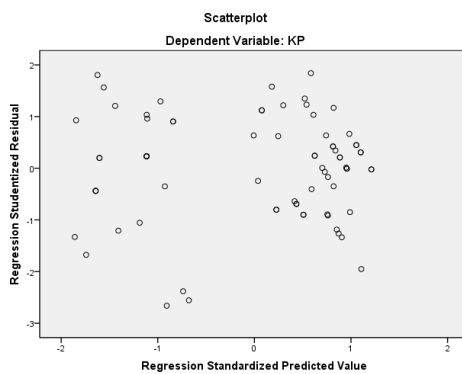

Figure 1. Scatterplot Graph

Considering a scatterplot it tends to appear that the focus is evenly distributed below or above zero.

Table 2. Results of Multiple Linear Regression Analysis

| Model | Unstandardized Coefficients | | Standardized Coefficients |
	B	Std. Error	Beta
1 (Constant)	0,485	0,181	
Marketing Mix	0,460	0,090	0,540
Harga	0,236	0,091	0,251
Customer Experience	0,209	0,094	0,188

KP = 0,485 + 0,460 + 0,236 + 0,209. KP = 0,485 + 0,460 (Marketing Mix) + 0.236 (Price) + 0.209 (Customer Experience).

The interpretation of the equation model above is as follows:

1. From the table above, it is very clear that the value of customer satisfaction is 0.485, this shows thatmarketing mix, price, andcustomer experience influential, so that customer satisfaction is 0.485.

2. From the table above, it is very clear that the variablemarketing mix is 0.460 and is positive.

3. and it meant that assuming there was an expansion inmarketing mix of 0.460.

4. From the table above, it is very clear that the price variable is 0.236 and has a positive sign, and it means thatassuming there is an expansion in the price of 0.236.

5. From the table above, it is very clear that the variablecustomer experience is 0.209 and is positive, and it is meant that assuming there is an inner expansioncustomer experience of 0.209.

Table 3. T-Test Test Results

	Model	T	Sig.
1	(Constant)	2,685	0,009
	Marketing Mix	5,086	0,000
	Harga	2,587	0,012
	Customer Experience	2,225	0,029

The results of the hypothesis test above show that the t-count is for the independent variablesmarketing mix is 5.086, then the independent variable price is 2.587, the independent variablecustomer experience 2,225.

Model Feasibility Test (Goodnness Of Fit)

1. Determination Analysis The value of the coefficient of determination is obtained by RSquare i.e. 90%. The magnitude of the coefficient of influence determinationmarketing mix on customer satisfaction partially, namely 50.6%, the effect of price has an effect on customer satisfaction partially, namely 22.8%. Determination valuecustomer experience on work performance partially, namely 16.6%.

2. F Test Analysis (F-Test) Based on the calculation results of F-count > F-table, (212.297 > 3.12), this shows the variablemarketing mix, price andcustomer experience simultaneous effect on customer satisfaction with sig. $0.000 < 0.050$.

CONCLUSION

Considering the consequences of the research that has been completed, the following conclusions can be drawn:

Marketing mix effect on customer satisfaction at Astana Anyar Market Bandung which is positive and sig.

Prices affect customer satisfaction at Astana Anyar Market, Bandung, which is positive and sig.

Customer experience effect on customer satisfaction at Astana Anyar Market Bandung which is positive and sig.

Suggestion

Based on results study the following suggestions may be made:

1. Marketing Mix, Price,Customer Experience increase/improve customer satisfaction. Therefore, traders need to make efforts to increase customer satisfaction throughmarketing mix, price,customer experience.
2. Focusing on the factors that influence customer satisfaction to achieve the goals of traders who sell at Astana Anyar Bandung Market which have been planned beforehand.
3. This research can analyze the InfluenceMarketing Mix, Price,Customer Experience Against Customer Satisfaction at Astana Anyar Market Bandung. Furthermore, the authors further recommend to detail the various factors with various populations.

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