

THE INFLUENCE OF MARKETING MIX ON CUSTOMER LOYALTY AND CONSUMER SATISFACTION

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ABSTRACT

This research aims to determine the influence of the marketing mix on consumer loyalty with consumer satisfaction as an intervening variable (Study of Karo Lau Cih Oil Consumers in Medan City). This type of research is survey research, which is a research method carried out on large and small populations, quantitative research is research where the data is in the form of numbers starting from data collection, data interpretation, and the appearance of the results. The classical assumption tests used are: Normality, multicollinearity and heteroscedasticity tests which can be explained in detail as follows. This research uses path analysis and hypothesis t test. The results of this research are that the first hypothesis is accepted, meaning that the Product variable has an effect on the Consumer Satisfaction variable, the second hypothesis is accepted, meaning that the Price variable has an effect on the Consumer Satisfaction variable, the third hypothesis is rejected, meaning that the Place variable has no effect on the Consumer Satisfaction variable, the fourth hypothesis is accepted, meaning The Promotion variable has an effect on the Consumer Satisfaction variable, the fifth hypothesis is accepted, meaning the Product variable has an effect on the Customer Loyalty variable, the sixth hypothesis is accepted, meaning the Price variable has an effect on the Customer Loyalty variable, the seventh hypothesis is rejected, meaning the Place variable has an effect on the Customer Loyalty variable, the eighth hypothesis is accepted, meaning that the Promotion variable has an effect on the Customer Loyalty variable, the ninth hypothesis is rejected, meaning that the Consumer Satisfaction variable has no effect on the Customer Loyalty variable. Consumer satisfaction cannot be a variable that mediates the influence of products on customer loyalty. Consumer Satisfaction can be a variable that mediates the influence between Price and Customer Loyalty. Consumer Satisfaction can be a variable that mediates the influence of Place on Customer Loyalty. Consumer Satisfaction can be a variable that mediates the influence of Promotion on Customer Loyalty

Keywords: Product, Consumer Satisfaction, Customer Loyalty.

PENGARUH MARKETING MIX TERHADAP LOYALITAS PELANGGAN DAN KEPUASAN KONSUMEN

ABSTRAK

Penelitian ini bertujuan untuk menentukan pengaruh bauran pemasaran terhadap loyalitas konsumen dengan kepuasan konsumen sebagai variabel perantara (Studi Konsumen Minyak Karo Lau Cih di Kota Medan). Jenis penelitian ini adalah penelitian survei, yang merupakan metode penelitian yang dilakukan pada populasi besar dan kecil. Penelitian kuantitatif adalah penelitian di mana data berbentuk angka, mulai dari pengumpulan data, interpretasi data, hingga penampilan hasil. Uji asumsi klasik yang digunakan adalah: uji normalitas, uji multikolinearitas, dan uji heteroskedastisitas, yang dapat dijelaskan secara rinci sebagai berikut. Penelitian ini menggunakan analisis jalur dan uji hipotesis t. Hasil penelitian ini menunjukkan bahwa hipotesis pertama diterima, artinya variabel Produk memiliki pengaruh terhadap variabel Kepuasan Konsumen, hipotesis kedua diterima, artinya variabel Harga memiliki pengaruh terhadap variabel Kepuasan Konsumen, hipotesis ketiga ditolak, artinya variabel Tempat tidak memiliki pengaruh terhadap variabel Kepuasan Konsumen, hipotesis keempat diterima, artinya variabel Promosi memiliki pengaruh terhadap variabel Kepuasan Konsumen, hipotesis kelima diterima, artinya variabel Produk memiliki pengaruh terhadap variabel Loyalitas Pelanggan, hipotesis keenam diterima, artinya variabel Harga memiliki pengaruh terhadap variabel Loyalitas Pelanggan, hipotesis ketujuh ditolak, artinya variabel Tempat memiliki pengaruh terhadap variabel Loyalitas Pelanggan, hipotesis kedelapan diterima, artinya variabel Promosi memiliki pengaruh terhadap variabel Loyalitas Pelanggan, hipotesis kesembilan ditolak, artinya variabel Kepuasan Konsumen tidak memiliki pengaruh terhadap variabel Loyalitas Pelanggan. Kepuasan konsumen tidak dapat menjadi variabel yang memediasi pengaruh produk terhadap loyalitas pelanggan. Kepuasan Konsumen dapat menjadi variabel yang memediasi pengaruh antara Harga dan Loyalitas Pelanggan. Kepuasan Konsumen dapat menjadi variabel yang memediasi pengaruh Lokasi terhadap Loyalitas Pelanggan. Kepuasan Konsumen dapat menjadi variabel yang memediasi pengaruh Promosi terhadap Loyalitas Pelanggan.

Kata kunci: Produk, Kepuasan Konsumen, Loyalitas Pelanggan

INTRODUCTION

In the current era of globalization, business activities, especially marketing, continue to grow. Every company strives to compete by capitalizing business opportunities. Business opportunities that can be done by entrepreneurs one example is the use of spices available in nature, one of which is used by the Karo tribe as a distinctive smelling treatment. Spices are processed and then made into oil. The oil is commonly called pengalun minak or kujuk oil but in the development of oil produced by the karo tribe is called karo oil by the general public. Currently the development of karo oil is increasingly enlivened by several different variants and functions, and each manufacturer has its own characteristics in the aroma and usefulness of the oil. The advantages of karo oil are made from herbal plants taken from leaves,

stems and even the roots of the herbal plant itself, the manufacture of this oil usually uses natural ingredients without preservatives and chemicals that have side effects on its use. One of the products of karo oil is karo laucih oil. Minyak karo laucih is an oil that has been handed down from generation to generation, this is done in order to maintain cultural heritage, this oil was first made by Tamaterem Ginting and his wife named Enut br Sembiring Pelawi who lives in the laucih area. Karo laucih oil began to be marketed in 1999 because in the previous year the manufacture of this oil is only for personal use because there is still the assumption that when karo oil has begun to be commercialized then the efficacy of the drug itself will be reduced, the choice of the name of the oil bran karo laucih itself because the place of oil production itself. Karo laucih oil consists of five variants and has benefits such as fractures, burns, open wounds, bitten by poisonous animals (scorpions, snakes, Wasps, centipedes and others), sprains, itching, swelling, affected by thorns, numbness, muscle pain, joint pain, rheumatism, wind, and others.

Consumer satisfaction according to Frederich Engel (Kristianto: 2011, 29) “consumer satisfaction is an after – purchase evaluation where the chosen alternative is at least equal to or exceeds customer expectations, while dissatisfaction arises if the results (*Out Come*) do not meet expectations.” From the above understanding can be seen that the feeling of satisfaction or dissatisfaction that will be felt by a consumer will result in how he repurchased or not repurchased the goods or services offered by a particular company, if satisfied then it can be ensured that the consumer will make a purchase back to the products used in the the future, but what if not consumers will look for similar products that are considered to meet the needs of these consumers. Consumers who have made repeated purchases are loyal consumers or can be called consumers who are loyal to a product for a long time. Basically, karo Laucih oil has carried out its own strategy to satisfy the desires and needs of customers, and the sales made by karo laucih oil from 2022 - 2024 in Table 1.1. the following:

Tabel Error! Bookmark not defined.. Oil sales Data karo laucih year 2022 – 2024

Year	Sales Year (Bottle)	Target (Bottle)
2022	430.000	400.000
2023	350.000	400.000
2024	385,500	400.000

From the table above it can be seen that karo laucih tari tahu oil sales in 2022 until 2024, it can be seen that karo laucih oil sales vary from year to year, sales instability has an impact on the company's revenue. Despite the increase in sales that occurred in 2023, the increase is still below the target set by the company. This makes researchers want to see which factors have the greatest influence on sales at karo laucih oil. There are several things that can affect sales in a company, there are products, prices, places and promotions that are known as the marketing mix *Mix Marketing*. Variable marketing mix strategy consisting of: product, price, distribution channels, and promotion in unison very real effect (*Hight significant*) to the satisfaction of the purchase of sari fragrant tea bags by consumers runag ladder in medan (Saputra : 2008: 72)

Marketing Mix (4P) or marketing mix in this marketing mix will be able to see what things affect the purchase of products made by customers so that sales of karo laucih oil can grow and can achieve the targets that have been set and achieve maximum profitability and how karo laucih oil can keep customers who have made repeated purchases.

RESEARCH METHODS

This study includes analytical survey research and the type of research used is quantitative research, the population in this study is a consumer of karo laucih oil. Because the number of population is not known for certain, to determine the size of the sample is by using ease sampling techniques (Wibisono in Riduan, 2005:66), while the sample in this study is 96 resellers. The sampling technique used in this study is purposive sampling technique, which is a sampling technique with certain considerations (Sugiyono, 2008;122). In this study into consideration in the selection of samples are as follows: data collection is carried out on the customer community karo laucih oil that has been using the products of oil karo laucih at least 2 times the purchase and is a customer who has become a reseller of oil karo laucih. This study uses the type and source of data is primary data, data obtained directly from the list of questions (questinonere) on the consumers of oil karo laucih and secondary data, data obtained from oil resellers karo laucih. Data collection techniques in the study are interviews, questionnaires, and literature studies.

RESULTS AND DISCUSSION

1. Profile Karo Laucih Oil

Karo laucih oil is a karo oil derived from laucih. Karo oil is a traditional medicine that is still used today in traditional medicine. Karo oil is a traditional oil made by the Karo tribe which is traditionally mixed and is well known to the people of North Sumatra. Karo oil is commonly called Pengalun oil which means “Massage Oil/Massage” because of the way it is used by rubbing / massaging. Karo oil itself was initially produced very limited only for people in need. Then the recipe was brought by Mrs. Salsalina Br Sembiring (the daughter of Mr. Sembiring) to Naman village who settled in Naman Teran District, began producing for mass sale in 1999. Karo oil began to be sold throughout the wider community either for treatment or for daily use. Herbs that are used for generations from ancestors and for production have now created various innovations so that users are more interested and comfortable wearing them. Based on the results of questionnaires yang distributed to 96 respondents, namely para customers totaling 96 people. Obtained an overview of the characteristics of respondents based on age, sex, education, employment and income. The table above shows that of the 96 respondents dominated by men, with a percentage gain of 53.1%. While female respondents have a percentage of 46.9%. In this study can be seen, that men are more dominant come to buy oil karo Lau Cih.

2. Characteristics Of Respondents By Occupation

Chart 3. Characteristics Of Respondents By Occupation

Employment	total	percentage (%)
students	10	10.4
self-employed	63	65.6
Private Employees	15	15.6
civil servants	8	8.3
Total	96	100.0

Table 3 shows that the majority of respondents in this study worked as students with a percentage of 10.4%, then worked as self-employed with a percentage of 65.6% and then worked as a private employee with a percentage of 15.6%. And while working as a civil servant has a percentage of 8.3% and Wiraswasta the most self-employed jobs come to buy oil karo Lau Cih.

3. Characteristics Of Respondents Based On Income

Chart 4. Characteristics Of Respondents Based On Income

Income	Amount	Percentage (%)
<Rp 500,000	14	14.6
Rp 500,000-Rp 1,000,000	24	25.0
Rp 1,000,000-Rp 2,000,000	39	40.6
Rp 2,000,000 – Rp 5,000,000	12	12.5
> Rp 5,000,000	7	7.3
Total	96	100.0

Table 4 shows that the majority of respondents in this study earn <Rp 500,000 with a percentage of 14.6%, then earn Rp 500,000 – Rp 1,000,000 with a percentage of 25.0% then earn Rp 1,000,000 - Rp 2,000,000 with a percentage of 40.6% sedangkan while earning Rp 2,000,000 – Rp 5,000,000 has a percentage of 12.5% and Sedangkan while earning > Rp 5,000,000 has a percentage of 7.3% and earn Rp 1,000,000 - Rp 2,000,000 the most come to buy oil karo Lau Cih.

4. AnalisisData Analysis

1. Test Instrument

a. Validity Test

Validity testing using SPSS version 25.00with criteria based on the value of R count as follows:

- 1) If $r \text{ count} > R \text{ table}$ or $- R \text{ count} < - r \text{ table}$ then the statement is declared invalid.
- 2) If $r \text{ count} < R \text{ table}$ or $- r \text{ count} > - r \text{ table}$ then the statement is declared invalid.

This test was carried out on 30 respondents, then $df = 96-4 = 92$, with $\alpha = 5\%$ then obtained a table R value of 0.202 (Ghozali, 2016 :463), then the calculated R value will be compared with the table r value as in Table 4.12 below:

Chart 5. Validity Test Results

Variable Customer Loyalty (Y)			
Item	r_{hitung}	r_{tabel}	Validity
1	0,584	0,202	Valid
2	0,658	0,202	Valid
3	0,478	0,202	Valid
4	0,533	0,202	Valid
5	0,480	0,202	Valid
6	0,459	0,202	Valid

Variabel Consumer Satisfaction (Z)			
Item	r_{hitung}	r_{tabel}	Validity
1	0,677	0,202	Valid
2	0,639	0,202	Valid
3	0,636	0,202	Valid
Variabel Product (X1)			
Item	r_{hitung}	r_{tabel}	Validity
1	0,589	0,202	Valid
2	0,853	0,202	Valid
3	0,830	0,202	Valid
4	0,627	0,202	Valid
Variabel Price (X2)			
Item	r_{hitung}	r_{tabel}	Validity
1	0,793	0,202	Valid
2	0,778	0,202	Valid
3	0,720	0,202	Valid
Variabel Place (X3)			
Item	r_{hitung}	r_{tabel}	Validity
1	0,689	0,202	Valid
2	0,610	0,202	Valid
3	0,717	0,202	Valid
Variabel Promotion (X4)			
Item	r_{hitung}	r_{tabel}	Validity
1	0,752	0,202	Valid
2	0,783	0,202	Valid
3	0,664	0,202	Valid

Table 5 shows that all points of the statement either Loyalitas customer loyalty variable (Y), variable consumer satisfaction variable (Z), product variable (X1), Variabel price variable (X2), Variabel place variable (X3) and promotion variable (X4) have a greater R value than the value of R table, until it can be concluded if all statements of each variable are valid.

b. Reliability Test

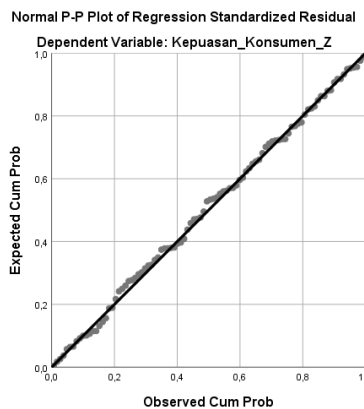
Reliability test is a tool used to measure questionnaires that are indicators of variables or constructs. According Sugiyono (2013: 64) a factor declared reliable/reliable if *Cronbach's Alpha* is greater than 0.6,6. Based on the results of data processing using SPSS 25.00 obtained the following results : Based on the reliability test using *Cronbach Alpha*, All research variables are reliable / reliable because *Cronbach Alpha* is greater than 0.6, then the results of this study indicate that the measurement tool in this study has met the reliability test (*reliable* and can be used as a measuring instrument).

Test The Classical Assumption Of Equation I

The testing of classical assumptions with SPSS 25.00 program conducted in this study include :

a. Normality Test

Normality test aims to test whether in regression models, disruptive or residual variables have a normal distribution (Ghozali, 2016:154). Data normality testing can be done by using two methods, graphs and statistics. The normality test of the graphic method uses a normal probability plot, while the normality test of the statistical method uses the one sample Kolmogorov Smirnov Test. Normality test using the graph method can be seen in the following figure :



Normally distributed Data will form a straight diagonal line and the plotting of residual data will be compared with the diagonal line, if the distribution of residual data is normal then the line that describes the real data will follow the diagonal line (Ghozali, 2016:154). The test results using SPSS 25.00 as follows :

Chart 7. Uji One Sample Kolmogorov Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		96	
Normal Parameters ^{a,b}	Mean	,0000000	
	Std. Deviation	1,41365426	
Most Extreme Differences	Absolute	,039	
	Positive	,036	
	Negative	-,039	
Test Statistic		,039	
Asymp. Sig. (2-tailed)		,200 ^{c,d}	
Monte Carlo Sig. (2-tailed)	Sig. (2-tailed)		,997 ^e
	99% Confidence Interval	Lower Bound	,996
		Upper Bound	,999

a. Test distribution is Normal.

- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Based on 10000 sampled tables with starting seed 2000000.

From *the output* in Table 4.7 it can be seen that the value of significance (*Monte Carlo Sig.*) all variables are 0.997 if the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables have a normal distribution.

b. Multicollinearity Test

Multicollinearity test aims to determine whether in the regression model there is a correlation between independent variables. The multicollinearity test in this study is seen from the tolerance value or variance inflation factor (VIF). The calculation of *tolerance value* or VIF with SPSS 25.00.00 for windows program can be seen in Table 4.15 below :

Chart 8. Multicollinearity Test Results

Model	Coefficients ^a		Collinearity Statistics	
	Unstandardized Coefficients B	Std. Error	Tolerance	VIF
1 (Constant)	8,190	1,988		
Product X1	,140	,068	,945	1,058
Price X2	,512	,160	,999	1,001
Place X3	,053	,100	,938	1,066
Promotion X4	,212	,071	,932	1,073

Based on Table 4.8, it can be seen that *the tolerance value* of the product variable (X1) is 0.945, the price variable (X2) is 0.999, the place variable (X3) is 0.938, the promotion variable (X4) is 0.932 where everything is greater than 0.10 while the VIF value of the product variable (X1) is 1.058, the The price (X2) is 1,001, the venue variable (X3) is 1,066, the promotion variable (X4) is 1,073, all of which are smaller than 10. Based on the results of the above calculations can be seen that *the tolerance value* of all independent variables is greater than 0.10 and the VIF value of all independent variables is also smaller than 10 so that no correlation symptoms occur in the independent variable. So it can be concluded that the absence of symptoms of multicollinearity between independent variables in the regression model.

c. Heteroscedasticity Test

Heteroscedasticity test aims to test whether the regression model occurs inequality of variance from the residual of one observation to another. A good regression Model is one in which homoscedasticity or heteroscedasticity does not occur. One way to detect the presence or absence of heteroscedasticity is the *glacier Test*, in the glacier test, if the independent variable is statistically significant in affecting the dependent variable then there is an indication of heteroscedasticity. This is observed from the probability of its significance above the 5% confidence level (Ghozali, 2016;138). The results of data processing using SPSS 25.00 show the results in the following table :

Chart 9. Glacier Test Results

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,105	1,150		1,830	,070
	Product_X1	-,049	,039	-,131	-1,245	,216
	Price_X2	-,075	,048	-,160	-1,561	,122
	Place_X3	,059	,058	,109	1,032	,305
	Promotion_X4	,004	,058	,007	,065	,948

Dependent Variable: ABS_RES

Glejser test results showed the GIS value of the product variable (X1) of 0.216, price variable (X2) of 0.122, place variable (X3) of 0.305, promotion variable (X4) of 0.948 where both are greater than 0.050 so it can be concluded that there are no symptoms of heteroscedasticity.

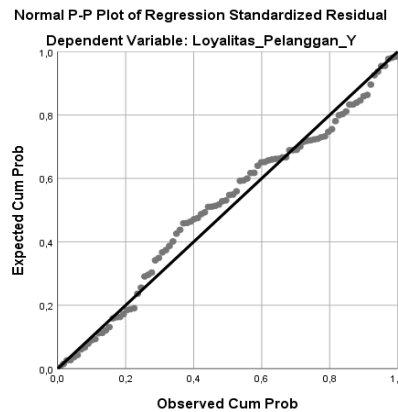
b. Classical assumption Test equation II

The testing of classical assumptions with SPSS 25.00 program conducted in this study include :

a. Normality Test

normality test aims to test whether in regression models, disruptive or residual variables have a normal distribution (Ghozali, 2016:154). Data normality testing can be done by using two methods, graphs and statistics. The normality test of the graphic method uses a normal

probability plot, while the normality test of the statistical method uses the one sample Kolmogorov Smirnov Test. Normality test using the graphical method can be seen in the following figure:



Normally distributed Data will form a straight diagonal line and the plotting of residual data will be compared with the diagonal line, if the distribution of residual data is normal then the line that describes the real data will follow the diagonal line (Ghozali, 2016:154). The test results using SPSS 25.00 as follows :

Chart 10. Uji One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,03899929
Most Extreme Differences	Absolute	,093
	Positive	,085
	Negative	-,116
Test Statistic		,093
Asymp. Sig. (2-tailed)		,540 ^c
Monte Carlo Sig. (2-tailed)	99% Confidence Interval	,759 ^e
	Lower Bound	,345
	Upper Bound	,370

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 299883525.

From *the output* in Table 4.10 can be seen that the value of significance (*Monte Carlo Sig.*) all variables are 0.759 if the significance is more than 0.05, then the residual value has been normal, so it can be concluded If all variables have a normal distribution.

b. Multicollinearity Test

Multicollinearity test aims to determine whether in the regression model there is a correlation between independent variables. The multicollinearity test in this study is seen from the tolerance value or variance inflation factor (VIF). The calculation of *tolerance value* or VIF with *SPSS 25.00.00 for windows* program can be seen in Table 4.18 below :

Chart 11. Multicollinearity Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
1 (Constant)	17,747	3,140			
Product_X1	,247	,087	,365	,646	1,549
Price_X2	,464	,147	,393	,703	1,423
Place_X3	-,127	,145	-,090	,935	1,070
Promotion_X4	,439	,146	,303	,969	1,032
Consumer Satisfaction_Z	,135	,152	,091	,934	1,071

a. Dependent Variable: Consumer Loyalty_Y

Based on Table 4.11 it can be seen that *the tolerance value* of the product variable (X1) is 0.646, price variable (X2) is 0.703, place variable (X3) is 0.935, promotion variable (X4) is 0.969 and Consumer Satisfaction variable (Z) is 0.934 where all are greater than 0.10 while the value of VIF from the product variable (X1) of 1.549, price variable (X2) of 1.423, place variable (X3) of 1.070, promotion variable (X4) of 1.032 and consumer satisfaction variable (Z) of 1.071 where all are smaller than 10. Based on the results of the above calculations can be seen that *the tolerance value* of all independent variables is greater than 0.10 and the VIF value of all independent variables is also smaller than 10 so that no correlation symptoms occur in the independent variable. So it can be concluded that the absence of symptoms of multicollinearity between independent variables in the regression model.

c. Heteroscedasticity Test

Heteroscedasticity test aims to test whether the regression model occurs inequality of variance from the residual of one observation to another. A good regression Model is one in which homoscedasticity or heteroscedasticity does not occur. One way to detect the presence or absence of heteroscedasticity is the *glacier Test*, in the glacier test, if the independent variable is statistically significant in affecting the dependent variable then there is an indication of heteroscedasticity. Conversely, if the independent variable is not statistically significant in affecting the dependent variable, there is no indication of heteroscedasticity. This is observed from the probability of its significance above the 5% confidence level (Ghozali, 2016;138). The results of data processing using SPSS 25.00 show the results in the following table :

Chart 12. Glacier Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,012	1,894		-,006	,995
	Product_X1	-,024	,061	-,042	-,391	,696
	Price_X2	,030	,073	,043	,418	,677
	Place_X3	,175	,087	,212	2,006	,048
	Promotion_X4	,045	,088	,053	,509	,612
	Consumer Satisfaction_Z	-,083	,092	-,096	-,904	,368

a. Dependent Variable: ABS_RES

Glejser test results show the GIS value of the product variable variable (X1) of 0.696, price variable (X2) of 0.677, place variable (X3) of 0.048, promotion variable (X4) of 0.612 and consumer satisfaction variable (Z) of 0.368 where both are greater than 0.050 so it can be concluded that there are no symptoms heteroscedasticityas.

1. Linear Regression Testing Equation I

Linear regression testing explains the role of the independent variable to the dependent variable. Data analysis in this study used two linear regression equations, using *SPSS 25.00for windows*. The results of data processing for equation I can be seen in Table 4.20 below :

Chart 13. Linear Regression Equation I
Coefficients^a

Model		Unstandardized Coefficients		Standardized
		B	Std. Error	Coefficients Beta
1	(Constant)	8,190	1,988	
	Product_X1	,140	,068	,215
	Price_X2	,512	,160	,500
	Place_X3	,053	,100	,056
	Promotion_X4	,212	,071	,333

a. Dependent Variable: Consumer Satisfaction_Z

Based on these results, the linear regression equation has the following formulation:: $Z = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \epsilon_1$, so that the equation is obtained : $Z = 8,190 + 0,140X_1 + 0,512X_2 + 0,053X_3 + 0,212X_4$

The description of the multiple linear regression equation above is as follows :

- The value of the constant (b) of 8.190 indicates the magnitude of the product variable (X1), the price variable (X2), the place variable (X3) and the promotion variable (X4) is equal to zero.
- The regression coefficient of product variable (X1) (B_{11}) of 0.140 indicates the role of product variable (X1) to consumer satisfaction variable (Z) assuming the price variable (X2), place variable (X3) and promotion variable (X4) constant. This means that if the product variable factor (X1) increases by 1 unit of value, it is predicted that the Consumer Satisfaction variable (Z) increases by 0.140 unit of value assuming that the price variable (X2), place variable (X3) and promotion variable (X4) are constant.
- The value of the regression coefficient of the price variable (X2) (B_{22}) of 0.512 shows the magnitude of the role of the price variable (X2) to consumer satisfaction variable (Z) assuming the product variable (X1), place variable (X3) and promotion variable (X4) constant. This means that if the price variable factor (X2) increases by 1 unit of value, it is predicted that the consumer satisfaction variable (Z) increases by 0.512 units of value assuming the product variable (X1), place variable (X3) and promotion variable (X4) are constant.
- Regression coefficient value of place variable (X3) (B_{33}) of 0.053 shows the role of place variable (X3) to consumer satisfaction variable (Z) with the assumption of product variable

(X1), price variable (X2) and promotion variable (X4) constant. This means that if the variable factor place (X3) increased by 1 unit of value, the predicted consumer satisfaction variable (Z) increased by 0.053 units of value assuming variable product (X1), variable price (X2) and variable promotion (X4) constant.

- e. The value of regression coefficient of promotion variable (X4) (β_4) of 0.212 indicates the role of promotion variable (X4) to consumer satisfaction variable (Z) assuming variable product (X1), variable price (X2) and variable place (X3) constant. This means that if the promotion variable factor (X4) increases by 1 unit of value, it is predicted that the consumer satisfaction variable (Z) increases by 0.212 units of value assuming the product variable (X1), price variable (X2) and place variable (X3) are constant.

The results of data processing for equation II can be seen in Table 4.21 below :

Chart 14. Linear Regression results equation II
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	17,747	3,140	
Product_X1	,247	,087	,365
Price_X2	,464	,147	,393
Place_X3	-,127	,145	-,090
Promotion_X4	,439	,146	,303
Consumer Satisfaction_Z	,135	,152	,910

a. Dependent Variable: Costumer Loyalty_Y

Based on these results, the linear regression equation has the following formulation: $Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5Z + \epsilon$, sehingga diperoleh persamaan : $Y = 17,747 + 0,247X_1 + 0,464X_2 - 0,127 X_3 + 0,439X_4 + 0,135Z$

The description of the multiple linear regression equation above is as follows :

- a. The value of the constant (b) of 17.747 indicates the amount of product variables (X1), price variables (X2), place variables (X3) and promotional variables (X4) and consumer satisfaction variables (Z) is equal to zero.

- b. Regression coefficient value of product variable (X1) (β_3) of 0.247 indicates the role of product variable (X1) to customer loyalty variable (Y) assuming variable price (X2), variable place (X3) and variable promotion (X4) and variable consumer satisfaction (Z) constant. This means that if the product variable factor (X1) increases by 1 unit of value, it is predicted that customer loyalty variable (Y) increases by 0.247 units of value assuming variable price variable (X2), variable place (X3) and variable promotion (X4) and variable Consumer Satisfaction (Z) constant.
- c. Regression coefficient value of price variable (X2) (β_4) of 0.464 shows the role of price variable (X2) to customer loyalty variable (Y) assuming variable product (X1) variable place (X3) and variable promotion (X4) and variable Consumer Satisfaction (Z) constant. This means that if the price variable factor (X2) increases by 1 unit of value, it is predicted that customer loyalty variable (Y) increases by 0.464 unit of value assuming product variable (X1) place variable (X3) and promotion variable (X4) and Consumer Satisfaction variable (Z) constant.
- d. Regression coefficient value of place variable (X3) (β_4) of -0.127 shows the role of place variable (X3) to customer loyalty variable (Y) assuming product variable (X1) price variable (X2) and promotion variable (X4) and consumer satisfaction variable (Z) constant. This means that if the variable factor place (X3) decreased by 1 unit of value, the predicted customer loyalty variable (Y) decreased by -0.127 units of value assuming the variable product (X1) variable price (X2) and variable promotion (X4) and variable Consumer Satisfaction (Z) constant.
- e. The value of regression coefficient of promotion variable (X4) (β_4) of 0.439 indicates the role of promotion variable (X4) to customer loyalty variable (Y) assuming variable product (X1) variable price (X2) and variable place (X3) and variable Consumer Satisfaction (Z) constant. This means that if the promotion variable factor (X4) increases by 1 unit of value, it is predicted that the customer loyalty variable (Y) increases by 0.439 units of value assuming the product variable (X1) price variable (X2) and place variable (X3) and Consumer Satisfaction variable (Z) constant.
- f. Regression coefficient value of Consumer Satisfaction variable (Z) (β_4) of 0.135 shows the magnitude of the role of consumer satisfaction variable (Z) to customer loyalty variable

(Y) assuming the product variable (X1) price variable (X2) and variable place (X3) and variable promotion (X4) constant. This means that if the variable factor of Consumer Satisfaction (Z) increased by 1 unit of value, the predicted customer loyalty variable (Y) increased by 0.135 units of value assuming variable product (X1) variable price (X2) and variable place (X3) and promotion (X4) constant.

a. Coefficient Of Determination (R^2)

Coefficient of determination is used to see how much the contribution of the independent variable to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination (R^2) is greater (closer to 1), it can be said that the influence of variable X is large on variable Y. The value used in looking at the coefficient of determination in this study is in the column *adjusted R square*. This is because the value of *adjusted R square* is not susceptible to the addition of independent variables. The value of the coefficient of determination in equation I can be seen in Table 15 below :

**Chart 15. Coefficient of Determination Equation I
 Model Summary^b**

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	,934 ^a	,872	,862	1,003	2,071

a. Predictors: (Constant), Promoion_X4, Price_X2, Product_X1, Tempat_X3

b. Dependent Variable: Consumer Satisfaction_Z

Source: data processed from Appendix 4 (2023)

Based on Table 4.1515, it can be seen that the value of *adjusted R square* is 0.862 or 86.2%. This shows that if the product variable (X1), price variable (X2), place variable (X3) and promotion variable (X4) can explain variabel the consumer satisfaction variable (Z) by 86.2% , the remaining 13.8% (100% - 86.2%) is explained by other variables outside this research model. The value of the coefficient of determination of equation II can be seen in Table 16 below:

**Chart 16. Coefficient of determination equation II
 Model Summary^b**

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	,822 ^a	,675	,640	,855	2,539

a. Predictors: (Constant), Consumer_Satisfaction_Z, Price_X2, Place_X3, Promotion_X4, Product_X1

b. Dependent Variable: Consumer Loyalty_Y

Based on Table 4.16.16, it can be seen that the value of *adjusted R square* sebesar 0,640 atau 64 is 0.640 or 64.0%. This shows that if the product variable (X1), price variable (X2), place variable (X3) and promotion variable (X4) can explain the customer loyalty variable (Y) by 64.0% , the remaining 36.0% (100% - 64.0%) is explained by other variables outside this research model. Hypothesis Testing. Furthermore, the value of *standardized beta coefficients* will be inserted into the path analysis drawing as follows :

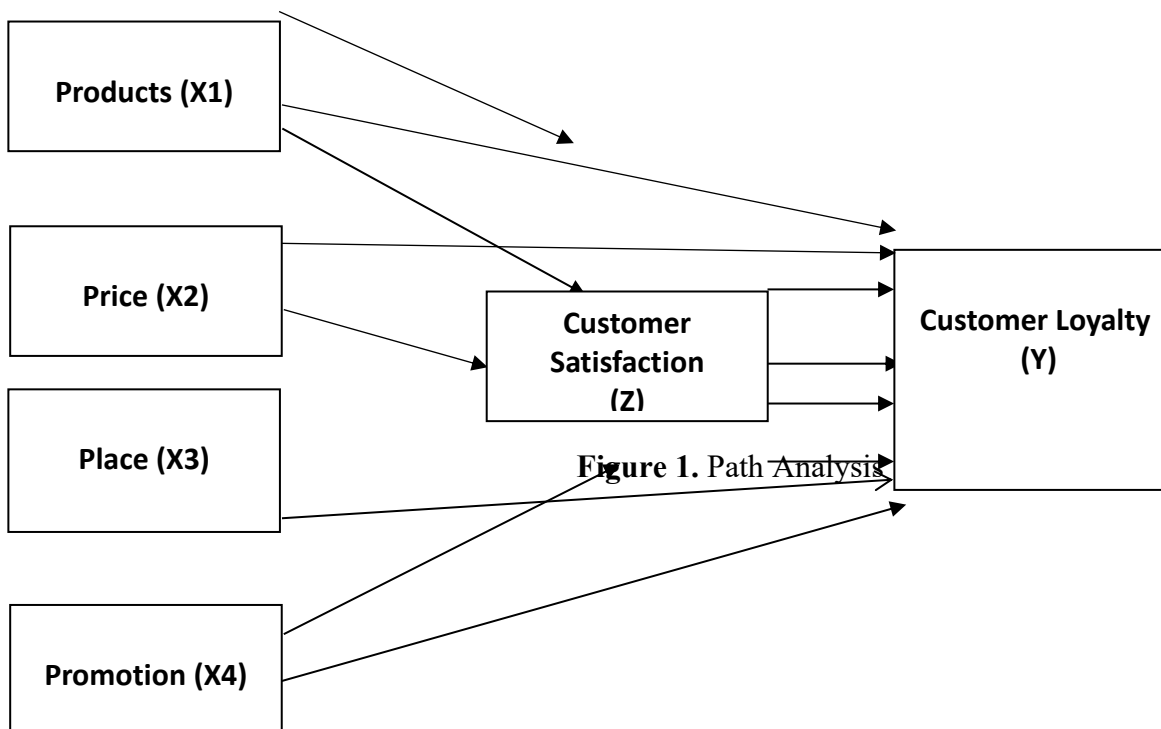


Figure 1. Path Analysis

Based on the image path analysis can explain the direct influence and indirect influence between variables in the study. The direct effect of product (X1) on customer loyalty (Y) is 0.365 and the effect of product (X1) through intervening variable of Consumer Satisfaction (Z) on customer loyalty (Y) is 0.215215 x

$0.910 = 0.1956$. From the calculation results obtained show an indirect influence through consumer satisfaction variable (Z) is smaller than the direct influence on customer loyalty variable (Y). The picture can explain the direct influence and indirect influence between variables in the study. Direct influence. Price (X2) to customer loyalty (Y) of 0.393393 and the effect of price (X2) through intervening variables of Consumer Satisfaction (Z) to customer loyalty (Y) of $0.500500 \times 0.910 = 0.455$. From the calculation results obtained show an indirect influence through consumer satisfaction variable (Z) is greater than the direct influence on customer loyalty variable (Y).

Based on the image path analysis can explain the direct influence and indirect influence between variables in the study. The direct influence of place (X3) on customer loyalty (Y) sebesar is -0.090 and the influence of place (X3) through the intervening variable of Consumer Satisfaction (Z) on customer loyalty (Y) sebesar is $0.056056 \times 0.910 = 0.0509$. From the calculation results obtained show an indirect influence through consumer satisfaction variable (Z) is greater than the direct influence on customer loyalty variable (Y). The figure describes the direct influence and indirect influence between variables in the study. Direct influence. Promotion (X4) to customer loyalty (Y) of 0.303303 and the effect of promotion (X4) through intervening variables of Consumer Satisfaction (Z) to customer loyalty (Y) of $0.333333 \times 0.910 = 0.3130$. From the calculation results obtained show an indirect influence through consumer satisfaction variable (Z) is greater than the direct influence on customer loyalty variable (Y). From the calculation results obtained show that the value of indirect influence through customer satisfaction (Z) is smaller than the direct influence on customer loyalty variable (Y). With this result, it can be concluded that consumer satisfaction (Z) is not able to be a variable that mediates the influence of the product (X1) on customer loyalty (Y).

CONCLUSION

Based on the results of research and discussion in the previous chapter, it can be concluded as follows:

1. From the test results, it can be concluded that the first hypothesis is accepted, meaning that the product variable (X1) affects the consumer satisfaction variable (Z).

2. From the test results, it can be concluded that the second hypothesis is accepted, meaning that the price variable (X2) affects the consumer satisfaction variable (Z).
3. From the test results, it can be concluded that the third hypothesis is rejected, meaning that the variable place (X3) does not affect consumer satisfaction variable (Z).
4. From the test results, it can be concluded that the fourth hypothesis is accepted, meaning that the promotion variable (X4) affects consumer satisfaction variable (Z).
5. From the test results, it can be concluded that the fifth hypothesis is accepted, meaning that the product variable (X1) affects the customer loyalty variable (Y).
6. From the test results, it can be concluded that the sixth hypothesis is accepted, meaning that the price variable (X2) affects the customer loyalty variable (Y).
7. From the test results it can be concluded that the seventh hypothesis is rejected, meaning that the variable place (X3) affects the customer loyalty variable (Y).
8. From the test results, it can be concluded that the eighth hypothesis is accepted, meaning that the promotion variable (X4) affects the customer loyalty variable (Y).
9. From the test results it can be concluded that the ninth hypothesis was rejected, meaning that the variable Consumer Satisfaction (Z) does not affect the variable customer loyalty (Y).
10. From the test results it can be concluded that consumer satisfaction (Z) is not able to be a variable that mediates the influence of the product (X1) on customer loyalty (Y).
11. From the test results it can be concluded that consumer satisfaction (Z) can be a variable that mediates the influence of price (X2) on customer loyalty (Y).
12. From the test results it can be concluded that consumer satisfaction (Z) is able to be a variable that mediates the influence between places (X3) on customer loyalty (Y).
13. From the test results it can be concluded that consumer satisfaction (Z) can be a variable that mediates the influence of promotion (X4) on customer loyalty (Y).

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