

THE EFFECT OF MARKETING STRATEGY ON CUSTOMER SATISFACTION AT PT KENCANA MULIA ABADI

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ABSTRACT

This study aims to determine the effect of marketing strategies on customer satisfaction at PT Kencana Mulia Abadi in Gunungsitoli City. The background of this study is based on the importance of implementing appropriate marketing strategies to increase customer satisfaction and loyalty. In this study, marketing strategies are analyzed based on the marketing mix elements implemented by the company, while customer satisfaction is measured through the conformity of expectations, repurchase intention, and willingness to recommend. This study uses a quantitative approach with an instrument in the form of a questionnaire distributed to 50 respondents who are customers of PT Kencana Mulia Abadi. Data analysis techniques used include validity tests, reliability, simple linear regression, and hypothesis testing. The results of the study indicate that marketing strategies have a positive and significant effect on customer satisfaction, with a t-test value of 7.833 and a significance of $0.000 < 0.05$. In addition, a coefficient of determination (R^2) value of 0.561 is obtained, which means that 56.1% of the variation in customer satisfaction is influenced by marketing strategies, while the remaining 43.9% is influenced by other factors outside this study. Thus, the better the marketing strategy implemented, the more customer satisfaction at PT Kencana Mulia Abadi will increase. This research is expected to be a material for evaluation and consideration for the company in compiling and developing more effective marketing strategies in the future.

Keywords: Marketing Strategy, Customer Satisfaction, PT Kencana Mulia Abadi.

PENGARUH STRATEGI PEMASARAN TERHADAP KEPUASAN PELANGGAN DI PT KENCANA MULIA ABADI

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh strategi pemasaran terhadap kepuasan pelanggan pada PT Kencana Mulia Abadi di Kota Gunungsitoli. Latar belakang penelitian ini didasari oleh pentingnya penerapan strategi pemasaran yang tepat guna meningkatkan kepuasan dan loyalitas pelanggan. Dalam penelitian ini, strategi pemasaran dianalisis berdasarkan elemen-elemen bauran pemasaran yang diterapkan oleh perusahaan, sedangkan kepuasan pelanggan diukur melalui kesesuaian harapan, minat pembelian ulang, dan kesediaan merekomendasikan. Penelitian ini menggunakan pendekatan kuantitatif dengan instrumen berupa kuesioner yang disebarkan kepada 50 responden yang merupakan pelanggan PT Kencana Mulia Abadi. Teknik analisis data yang digunakan meliputi uji validitas, reliabilitas, regresi linear sederhana, dan uji hipotesis. Hasil penelitian menunjukkan bahwa strategi pemasaran berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dengan nilai uji t sebesar 7,833 dan signifikansi $0,000 < 0,05$. Selain itu, diperoleh nilai koefisien determinasi (R^2) sebesar 0,561, yang berarti 56,1% variasi kepuasan pelanggan dipengaruhi oleh strategi

pemasaran, sedangkan sisanya 43,9% dipengaruhi oleh faktor lain di luar penelitian ini. Dengan demikian, semakin baik strategi pemasaran yang diterapkan, semakin meningkat pula kepuasan pelanggan di PT Kencana Mulia Abadi. Penelitian ini diharapkan dapat menjadi bahan evaluasi dan pertimbangan bagi perusahaan dalam menyusun dan mengembangkan strategi pemasaran yang lebih efektif di masa mendatang.

Kata Kunci: Strategi Pemasaran, Kepuasan Pelanggan, PT Kencana Mulia Abadi.

INTRODUCTION

Business competition in the era of globalization requires every company to adapt to increasingly competitive market dynamics. In this situation, marketing strategy plays a vital role in maintaining its existence and improving company performance. Marketing is understood not only as the activity of selling products, but also as an integrated system aimed at creating value and satisfaction for customers. Companies that successfully implement appropriate marketing strategies will have a greater chance of retaining existing customers and attracting new ones. One sector facing intense competition is the automotive industry, particularly motorcycle sales. Motorcycles are a top choice for Indonesians due to their relatively affordable prices and ease of mobility. Therefore, dealerships like PT Kencana Mulia Abadi, an authorized Honda dealer in Gunungsitoli City, are required to implement effective marketing strategies to increase customer satisfaction and loyalty. An effective marketing strategy includes synergistic management of the marketing mix (product, price, place, promotion, people, process, and physical evidence) to build a positive image and enhance the customer experience.

However, initial observations indicate that the implementation of marketing strategies at PT Kencana Mulia Abadi still faces several obstacles, particularly in terms of physical facilities and service comfort. Narrow waiting rooms and limited parking are sources of inconvenience for customers. These conditions have the potential to reduce customer satisfaction, even though the product and service quality are generally quite good. However, according to the modern marketing mix concept, facility comfort and ease of access are part of the physical evidence and processes that influence customer perceptions of overall service quality. Previous research has shown that marketing strategy has a significant influence on customer satisfaction across various sectors. Andira and Sundari (2021) demonstrated that sharia marketing strategies contributed 67.7% to customer satisfaction at the Az-Zahra Herbal Shop in Dumai. Similarly, Maulana and Saputri (2024) found that service quality, price perception, and marketing strategy

simultaneously influenced customer satisfaction by 73.3% at the Mie Gacoan culinary business in Karawang. These findings underscore the importance of an appropriate marketing strategy as a determinant of customer satisfaction.

Based on these empirical phenomena and theoretical studies, this study was conducted to analyze the influence of marketing strategies on customer satisfaction at PT Kencana Mulia Abadi. The main objective of this study was to determine the extent to which the implemented marketing strategies influence customer satisfaction levels and to provide strategic recommendations for the company to improve marketing effectiveness and customer loyalty in the future.

LITERATURE REVIEW

1. Marketing Strategy

A marketing strategy is a comprehensive plan that directs all of a company's activities in offering products or services to achieve business goals effectively and efficiently. According to Sayyid (2020), a marketing strategy is a series of activities undertaken to introduce a product to consumers on a large scale, with the goal of building awareness and purchasing interest. This perspective emphasizes the importance of communication and information in influencing consumer decisions. Meanwhile, Darsana et al. (2023) stated that marketing strategy serves as a roadmap that helps companies achieve business goals while maintaining a competitive advantage in a dynamic market. This means that marketing strategy is not only an operational tool but also a strategic instrument for adapting to changing consumer preferences and the dynamics of the business environment.

Kotler and Armstrong, in Sunyoto (2020), define marketing strategy as a basic framework for determining target markets, establishing product positioning, and managing the marketing mix, which consists of product, price, distribution (place), promotion, people, process, and physical evidence. Alignment between these components is key to a successful marketing strategy.

2. Concept and Objectives of Marketing Strategy

According to Sudirwo et al. (2025), marketing strategy encompasses the processes of market segmentation, market targeting, and product positioning (STP), which aim to create added value for customers. Furthermore, Sachlan et al. (2025) emphasize that marketing strategy plays a role in optimizing profitability and resource efficiency, as well as ensuring that every company decision provides competitive value in the market. The marketing mix then becomes the primary

tool in implementing this strategy. According to Nurma Dewi and Setiawan (2024), the modern marketing mix encompasses nine elements (9Ps): product, price, place, promotion, people, process, physical evidence, payment, and political packaging. Integrating all these elements enables companies to create consistent, satisfying customer experiences and build long-term loyalty.

3. Scope of Marketing Strategy

According to Daniel (2020), the scope of marketing strategy includes analyzing the internal and external environment, determining pricing policies, promotions, distribution channels, and corporate social responsibility. Understanding consumer behavior is crucial, as customer needs and desires underlie every marketing decision. Therefore, market research, product differentiation, and innovation are key foundations for navigating the dynamics of competition.

4. Customer Satisfaction

Customer satisfaction is a crucial measure of the success of a marketing strategy. According to Kotler and Armstrong in Oktarini (2022), customer satisfaction is defined as the extent to which product or service performance meets customer expectations. If performance exceeds expectations, customers will be satisfied; conversely, if it falls short, customers will be disappointed. Harjadi and Fitriani (2024) add that satisfaction is a function of the comparison between expectations and perceived product performance. Factors influencing customer satisfaction include product quality, service quality, price, emotional factors, and additional costs incurred by consumers (Indrasari in Nurmartiani, 2024). Therefore, companies must view customer satisfaction not only as a result of a purchase, but also as a comprehensive experience of interacting with the brand.

5. Customer Satisfaction Measurement and Indicators

According to Tjiptono in Harjadi and Fitriani (2024), customer satisfaction can be measured through four main approaches: complaint and suggestion systems, mystery shopping, lost customer analysis, and customer satisfaction surveys. Commonly used indicators cover three main dimensions:

1. Conformance to expectations, namely the extent to which products and services meet or exceed consumer expectations.
2. Repurchase interest, namely the consumer's desire to repurchase or use the company's services.

3. Willingness to recommend, namely the customer's tendency to recommend a product to others.

RESEARCH METHODS

This study uses an associative quantitative approach to test the effect of marketing strategy (X) on customer satisfaction (Y) at PT Kencana Mulia Abadi. The research location is at Jl. Diponegoro No. 120, Gunungsitoli, with implementation time from October–December 2025. The study population consisted of all the company's customers, and a sample of 96 respondents was drawn using accidental sampling, calculated using the Lemeshow formula. Data were collected through a closed-ended questionnaire using a Likert scale of 1–5, and tested for validity and reliability (Cronbach's Alpha > 0.6). Data analysis was carried out using simple linear regression using IBM SPSS 22, accompanied by a t-test to test significance and a coefficient of determination (R^2) to measure the contribution of marketing strategies to customer satisfaction.

Regression model used:

$$Y = a + bX + e$$

where Y is customer satisfaction and X is marketing strategy.

RESULTS AND DISCUSSION

This study uses simple linear regression analysis to test the effect of marketing strategy (X) on customer satisfaction (Y) at PT Kencana Mulia Abadi. Based on data processing using IBM SPSS version 22, the following regression equation is obtained:

$$Y = 10.749 + 0.724X$$

The regression coefficient is positive (0.724), indicating that each one-unit increase in the marketing strategy variable will increase the customer satisfaction score by 0.724 units, assuming other variables remain constant. Therefore, the better the marketing strategy implemented, the higher the level of customer satisfaction. The t-test results show a calculated t value of 7.833, while the t-table value is 1.986 with a significance level of $0.000 < 0.05$. This means that H_a is accepted and H_o is rejected, so it can be concluded that marketing strategy has a positive and significant effect on customer satisfaction at PT Kencana Mulia Abadi.

Meanwhile, the Pearson correlation coefficient test results showed a value of $r = 0.749$, which is

categorized as a strong relationship, because it is in the range of 0.60–0.799. This means there is a strong relationship between marketing strategy and customer satisfaction. Furthermore, the coefficient of determination (R^2) of 0.561 indicates that the marketing strategy variable contributes 56.1% to the variation in customer satisfaction, while the remaining 43.9% is explained by other factors such as price, service quality, and other external factors outside this research model.

The research results show that the marketing strategy implemented by PT Kencana Mulia Abadi significantly influences customer satisfaction levels. This aligns with the theory of Kotler and Armstrong (2018), which states that marketing success lies in a company's ability to create superior value for customers. In this context, the marketing mix, which includes product, price, place, promotion, people, processes, and physical evidence, plays a crucial role in shaping customer perceptions and experiences with a brand. The test results show that marketing strategy contributed 56.1% to customer satisfaction, indicating that customer satisfaction can largely be explained by the effectiveness of the implemented marketing strategy. This strategy includes consistent promotions, friendly service, and good product quality. However, there is still room for improvement in physical facilities, such as waiting room comfort and parking availability, which customers often cite as factors inhibiting satisfaction.

The findings of this study align with those of Maulana & Saputri (2024), who found that marketing strategy, price perception, and service quality simultaneously contributed 73.3% to customer satisfaction in the culinary sector in Karawang. Furthermore, this study aligns with the findings of Andira & Sundari (2021), who found that sharia marketing strategies significantly influenced customer satisfaction at herbal shops in Dumai, with 67.7%. From these results, it can be concluded that marketing strategy is a key variable in building customer satisfaction, both in the goods and services sectors. In the case of PT Kencana Mulia Abadi, the success of the marketing strategy can be seen in customer loyalty to the Honda brand, although improvements are still needed in terms of physical comfort and service efficiency.

Theoretically, the results of this study reinforce the concept that marketing strategies are not only oriented towards increasing sales but also towards building long-term relationships with customers (relationship marketing). Satisfied customers will not only make repeat purchases but also recommend products to other potential customers, as stated by Tjiptono (2021). In the context of PT Kencana Mulia Abadi, effective marketing strategies have been proven to increase

customer satisfaction through:

1. High quality products that meet user needs.
2. Competitive and transparent pricing.
3. Attractive and informative promotions.
4. Fast and polite service.
5. Efficient and easily accessible service process.
6. Physical evidence such as comfortable waiting room facilities and adequate parking areas.

However, the weakness in the last element shows that customer satisfaction is not solely determined by the emotional or functional factors of a product, but also by the physical experience and comfort during interactions with a company's services. Therefore, improving physical evidence is a strategic priority for maintaining customer satisfaction and loyalty in the future. The results of this study have practical implications for PT Kencana Mulia Abadi, namely that a good marketing strategy must be comprehensive and sustainable. The company needs to strengthen digital-based promotions, improve the quality of after-sales service, and improve physical facilities to create a better customer experience. Theoretically, this study strengthens the theory of the relationship between the marketing mix and customer satisfaction as stated in the marketing mix concept of Kotler & Keller (2016), and provides relevant empirical evidence for marketing management research in the regional automotive sector.

Conclusion

The results of the study show that marketing strategy has a positive and significant effect on customer satisfaction at PT Kencana Mulia Abadi (significance value $0.000 < 0.05$), with a contribution of 56.1% to the variation in customer satisfaction, while 43.9% is influenced by other factors outside the study. Therefore, companies are advised to continuously strengthen their marketing strategies, particularly by improving the comfort of physical facilities such as waiting rooms and parking areas to enhance customer experiences and increase loyalty. For further research, it is recommended to add other variables (e.g., price or service quality) to provide a more comprehensive explanation of customer satisfaction factors.

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