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Marketing Mix-7ps: The Effect on Customer Satisfaction

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Abstract

Business competition is getting tougher making the marketing mix used as a marketing tool that can encourage to produce the desired response in the target market. Marketing mix-7Ps towards advanced customer satisfaction in the Special Capital Region of Jakarta. The research method uses surveys with questionnaires as a data collection tool. Samples taken using simple random sampling technique produced 70 respondents. Data is processed using multiple regression analysis techniques. The results of the study show that: (1) empirically proven products, prices, distributions, promotions and processes have a significant influence on customer satisfaction; This means that the better the product, price, distribution, promotion and process, the more customer satisfaction increases. (2) No one opposes consumer satisfaction; Means that physical facilities and people do not significantly satisfy customer satisfaction. Thus, the findings of this study prove that physical facilities and people are not the main ones in producing products but the most important is the quality of products that can be used according to their functions.

Abstrak

Persaingan bisnis semakin ketat menjadikan marketing mix digunakan sebagai perangkat alat pemasaran taktis yang dapat dikendalikan untuk menghasilkan respons yang diinginkan dalam target pasar. Penelitian ini bertujuan untuk mengetahui besarnya pengaruh marketing mix-7Ps terhadap kepuasan konsumen para usia lanjut Daerah Khusus Ibukota Jakarta. Metode penelitian menggunakan survey dengan kuesioner sebagai alat pengumpulan data. Sampel diambil menggunakan teknik simple random sampling menghasilkan 70 responden. Data diolah menggunakan teknik analisis regresi berganda. Hasil penelitian menunjukkan bahwa: (1) Terbukti secara empiris produk, harga, distribusi, promosi dan proses memiliki pengaruh yang signifikan terhadap kepuasan konsumen; artinya semakin baik produk, harga, distribusi, promosi dan proses maka kepuasan konsumen semakin meningkat. (2) Terbukti secara empiris sarana fisik dan orang tidak berpengaruh terhadap kepuasan konsumen; artinya sarana fisik dan orang tidak signifikan mengakibatkan kepuasan konsumen. Dengan demikian temuan penelitian ini membuktikan bahwa sarana fisik dan orang bukan yang utama dalam mengkonsumsi suatu produk tetapi terpenting adalah kualitas produk itu sendiri yang dapat digunakan sesuai fungsinya.

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INTRODUCTION

Competition in the business world is increasingly fierce which makes companies compete with each other in offering superior products. Meanwhile consumers are increasingly selective in choosing an item or service they need. Therefore the company must be able to meet the needs of consumers and its products are able to compete with its competitors by implementing effective and efficient marketing strategies. A company is said to have succeeded in carrying out its functions if it is able to sell its products to consumers and obtain maximum profit. The company's attention to customer satisfaction is getting bigger. Increasingly tight competition has resulted in more companies establishing their orientation to customer satisfaction. Consumer research can be used to determine consumer reactions to the attributes of a company. The level of consumer satisfaction with the attributes provided by the company can be known when consumers shop. The value can be used to find out how much the level of customer satisfaction. Information about customer satisfaction can make an input for the company to become a basis for improvement in a company's marketing strategy.

Customer satisfaction is an essential variable for the company in carrying out its operations. If customer satisfaction is not fulfilled, it will cause customers to run away to competitors. Business organizations abandoned by customers will face significant problems due to declining income levels. However, if customer satisfaction is fulfilled, the customer will continue to come to the company to meet their needs, so that customers will increase which indirectly gains and revenues will continue to rise; then business organizations will grow and develop and can still survive in competition. Increasing the intensity of competition and the number of competitors requires companies to always pay attention to the needs and desires of consumers and try to meet consumer expectations by providing services that are more satisfying than those of competitors. Thus, only quality companies can compete and dominate the market. Quality has a close relationship with customer satisfaction. Class gives an impetus to customers to establish strong ties with the company. In the long run, such links allow companies to understand carefully the expectations of customers and their needs.

Various researches on the marketing mix related to customer satisfaction have been carried out; but it lacks a complete marketing mix, including analysis by Gita Sugiyarti and Aris Mardiyono (2017) using marketing mix variables including psychological, cultural, social, personal; and the results of his research show that psychological variables are the most dominant than the other variables. Similarly, the research of Dhania Widya Ristianingrum (2014) uses marketing mix variables which include product, price, distribution, and promotion; the results of the study show that the promotion variables are the most dominant than the other variables. While the research of Reni Shinta Dewi (2016) uses marketing mix variables including location, price, and service; The results of the study show that the variable that has the most significant influence is the service variable. Another study is Gita Sugiyarti and Aris Mardiyono (2017) using marketing mix variables including cultural, social, personal and psychological factors; The results of the survey show that psychological factor variables have the most dominant influence on customer satisfaction. Thus the novelty of this research will reveal comprehensively about the marketing mix-7Ps towards consumer satisfaction.

The population in the Jakarta Special Capital Region (DKI) Province continues to increase even in other regions as well. The increase in population from 2014, for example, the community of DKI Jakarta amounted to 10.09 million people, while in 2015 the community was 10.15 million and in 2016 the community was 10.277 million. The most significant population density in 2016 is in the Central Jakarta area of 19,067 and more significant than the average DKI Jakarta of 15,517 residents. This is because most government and trade activities are concentrated in the Central Jakarta region so that residents prefer to live in the area. The distribution of the population of DKI Jakarta in 2016 is relatively uneven. More than a quarter or about 28% of the population lives in the East Jakarta area. They are followed by the West Jakarta region at 24% (2.40 million people) and South Jakarta region at 21% (2.18 million people). The Thousand Islands has a population of at least 22 thousand people or only 0.23% of the total population of

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DKI Jakarta; this is due to access to the Thousand Islands which is quite expensive and relatively takes several hours.

One of the promotive and preventive efforts taken to improve public health is by improving Clean and Healthy Behavior (PHBS). In 2016, the results of monitoring a sample of around 586,127 households throughout the DKI Jakarta area, it was found that 72.2 percent of them were clean and healthy (PHBS). The number of PHBS households in the Thousand Islands region is half of the total sample, each of which is only 51 percent. The highest PHBS households were in the West Jakarta region at 74.6% compared to 2015 which was the highest in PHBS, namely Central Jakarta at 83.2 percent of the number of households monitored. While the lowest percentage in 2016 is in the Central Jakarta region, which is 16.2 percent.

Based on these data it is clear that for the elderly to participate in it even using a more varied way of living according to their own needs. For this reason, researchers will try to look from the other side to overcome the elderly problem in using a product as a necessity and at the same time towards a healthy lifestyle, namely the use of Sensodyne or Enzymes which will be seen from the marketing mix-7Ps related to customer satisfaction. Therefore the researcher believes that this research is feasible to research with the theme: "Through marketing mix-7Ps in the use of Sensodyne products or Enzymes can satisfy elderly health needs in the Special Capital Region of Jakarta. This study aims to determine the effect of marketing mix-7Ps on elderly consumer satisfaction in the Special Capital Region of Jakarta.

Customer satisfaction as a measure of the company's success must be supported by the company's ability to provide and deliver the products or services needed by customers. Provision and delivery are defined as the result of evaluation between consumer expectations and the real performance of a product. Research conducted by Kim, Park, and Jeong (2004) states that consumer satisfaction is the reaction of consumers to the level of comfort and consumer estimates of the level of comfort.

Kotler and Keller (2009) express satisfaction a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the product's performance (or outcome) and its expectations. While Lovelock and Wright (2007) state that, satisfaction is an emotional state, a reaction after their purchase, can be in the form of anger, dissatisfaction, irritation, neutrality, joy, and pleasure. Satisfaction is influenced by the comparison of services that are understood with the expected service, and as the customer's short -term emotional reaction to the performance of certain services.

Kotler (2007) defines customer satisfaction as feeling happy or disappointed someone who appears after comparing the performance (results) of the product that is thought of the expected return (or consequences). If the return is below expectations, the customer is not satisfied. If the performance meets the expectations of satisfied customers. If performance exceeds expectations, customers are very satisfied or happy. According to Rangkuti (2004) states that customer satisfaction is the difference between the level of interest and performance or perceived results. The definition can be explained that the customer will feel satisfied if the customer's desires are fulfilled. Therefore the company must be able to fulfill the customer's desires according to their tastes. The added value of a product makes customers more satisfied and the possibility of becoming a customer of a product for a long time. Customer satisfaction can be influenced by various factors, including product quality, service, sales activities, and company values. Customer satisfaction can be measured by various indicators, one of which according to Yuliarmi and Riyasa (2007) are: (1) Conformity of service quality to the level of expectation; (2) The level of satisfaction when compared to the same; (3) No complaints or complaints filed.

In the face of competition and changes in consumer behavior, many companies are consumer-centered in providing added value to consumers, thus winning the race. The company continues to make every effort in maintaining its customers because the costs incurred to attract new customers are higher than the costs of retaining existing customers.

Based on some of these definitions, it can be concluded that customer satisfaction is a feeling of pleasure or disappointment that someone who appears after comparing the product

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results that are thought of the expected results. The indicators used in this study include: the suitability of service quality with the level of expectation; satisfaction level when compared with the same; and no complaints or complaints were filed.

The marketing mix is often also called the marketing mix is a device that can provide satisfaction to consumers so that it can influence consumer purchasing decisions. With variables in it; marketing mix can be said to determine the success rate of marketing for the company because it can help companies achieve marketing goals.

In achieving a necessary tool, Kotler (2007) said that the marketing mix is a set of marketing tools for companies that are used to achieve marketing objectives. The marketing mix is controlled variables that can affect consumers from specific market segments that the company is aiming for. In carrying out marketing activities, the company combines four variables that are very supportive in determining marketing strategies, the combination of the four variables is known as marketing mix which consists of product, price, place, and promotion.

In line with Kotler & Armstrong (2004), the marketing mix is a tool of tactical marketing tools that can be controlled, product, price, distribution, and promotion combined by the company to produce the desired response in the target market. Furthermore, the marketing mix is a strategy of combining marketing activities, to create maximum combinations so that the most satisfying results emerge (Alma, 2005). While Sumarmi and Soeprihanto (2010) explain, marketing mix is a combination of variables or activities that are the core of the marketing system, namely product, price, promotion, and distribution. In other words, the marketing mix is a collection of variables that can be used by companies to influence consumer responses.

Furthermore in its development, McCarthy (2000) popularized the classification of four elements in a set of marketing mix tools known as 4Ps, namely: product, price, place, and promotion. Even in the marketing world, people are familiar with the term 7Ps, namely with additional physical evidence, people, and process; the term marketing mix variable is generally applied in companies to support the success of the company. The variables contained in 7Ps marketing mix are: (1) Product: good products are products that can meet consumer needs. How to obtain such products is of course by planning a good formulation so that the products produced can be right on target and can increase company profits. (2) Price: the price of a product generally never escapes the company's attention in the management system. Management will determine various pricing decisions such as the appropriate base price for the product or service coupled with the discounted price, payment of freight costs and other variables concerned. (3) Place: this relates to location decisions and strategic distribution so that the product can go directly to the target market. Often the company is not right in determining this, which is why the product is not correctly perceived by consumers. (4) Promotion: promotion is a tool used to deliver messages and even persuade consumers to know and even use a product. Development is done through advertising and sales promotions and publications that are good and vigorous. (5) Physical Evidence: physical facilities also support the marketing of a product; physical facilities can influence consumers to use the product or service offered. Examples of physical elements include physical buildings, logos, and residents - other items. (6) People: People, in this case, are all related to the presentation of products that affect the perception of the buyer. The elements in the company are company employees and consumers. All attitudes and actions of company employees both how to dress and communicate will influence purchasing decisions. (7) Process: the process is all actual mechanisms and procedures for delivering services. The process, in this case, is the main factor in the marketing mix how to make consumers feel happy and satisfied so that they will come back again someday. Therefore, when viewed from the understanding of the meaning of the marketing mix itself, it shows that the marketing mix is essential to pay attention to the company to achieve the desired marketing target.

As the development of marketing experts continue to innovate to get the best results; therefore there was an evolution of the marketing mix factor which is now increasingly popular in marketing implementation developed by Lovelock and Wright (2007) who developed the marketing mix into integrated service management using the 8Ps approach, namely: product

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elements, place, cyberspace and time; promotion and education; price and other user outlays; process: productivity and quality; people; and physical evidence.

The description is clear that the development of the marketing mix has undergone a very rapid evolution from 4Ps to 7Ps even now it has reached 8Ps, and the possibility will also continue to experience adjustments to get the most successful expectations in marketing. In this study, the 7Ps attribute will be used as the basis for the success of customer satisfaction according to the conditions and situation of the unit of analysis used in this study.

Based on the description of several experts, it can be synthesized that the marketing mix is controlled variables which are combined to produce the expected response from the target market. These indicators include product, price, place, and promotion, physical evidence, people, and process. Based on the theoretical framework, the problem is formulated: There is a significant influence of marketing mix on the satisfaction of elderly consumers in the Special Capital Region of Jakarta.

METHOD

This research uses objects from older consumers who buy Sensodyne or Enzyme products. The population in this study was elderly who were in the Special Region (DKI) of Jakarta totaling 225 people. Based on the Slovin formula, samples can be calculated from the population with an error rate of 10%, then a sample of 70 respondents.

This research comes from primary data taken directly from respondents by giving a statement in the form of marketing mix-7Ps attribute questionnaire including product, price, distribution, promotion, physical facilities, people, and processes; Likewise, customer satisfaction includes: the suitability of service quality with the level of expectation, the level of comfort when compared with the same, no complaints or complaints also filed, as a complementary secondary data is needed to be taken from the second party, namely Rukun Tetangga/Rukun Warga (RT / RW) or the local kelurahan.

Data analysis techniques using multiple linear regression previously tested the validity, reliability and standard tests which then carried out the t-test to test the significance of the regression coefficients of each independent variable with the dependent variable. Furthermore,

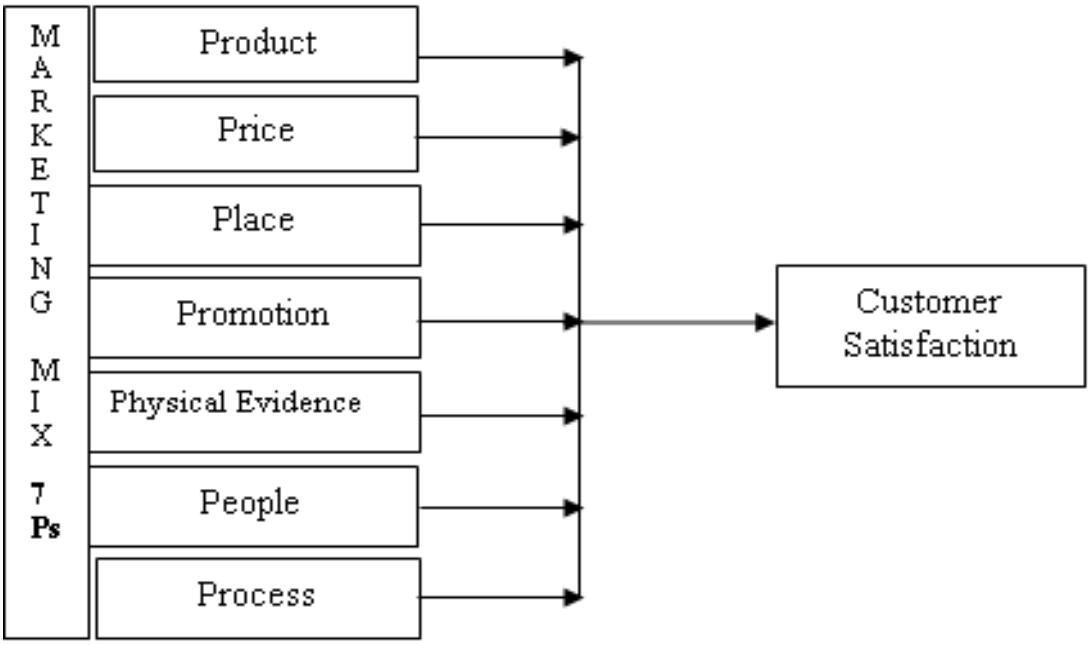

Figure 1. Research Proposed Model

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the F test is performed to test the regression coefficients together; the independent variables affect the dependent variable simultaneously / simultaneously. The ratio of determination (R2) is to find out how much variation in the independent variable can explain the dependent variable.

RESULTS AND DISCUSSIONS

The regression coefficient value of the multiple regression analysis results of the effect of the marketing mix (product, price, distribution, promotion, physical means, people, and processes) on customer satisfaction can be seen in table 1 below.

This study uses objects originating from elderly consumers who buy Sensodyne products or Enzymes in the Special Capital Region of Jakarta. The regression equation that explains the effect of marketing mix on customer satisfaction is:

$$Y = 12{,}664 + 0{,}236X1 + 0{,}295X2 + 0{,}282\ X3 + 0{,}372X4 + 0{,}088X5 + 0{,}344\ X6 + {,}877X7$$

The constant value of the regression equation (α) of 12.664 shows that if the marketing mix (product, price, distribution, promotion, physical facilities, people, and processes) is constant, the value of customer satisfaction is predicted to be 12,664 units.

The product variable (X1) regression coefficient is positive at 0.236. This shows that the magnitude of changes in customer satisfaction scores because the influence of production factors is directly proportional (unidirectional). Product (X1) increases by one unit, so the consumer satisfaction score increases by 0.236 points assuming other factors are constant. So the better the product, the higher customer satisfaction (excellent).

Price variable regression coefficient (X2) is positive at 0.295. This shows the magnitude of the change in the customer satisfaction score because the influence of the price factor is directly proportional (direct). Price (X2) increases by one unit, so the customer satisfaction score increases by 0.295 points assuming other factors are constant. So the better (according to) the price, the higher customer satisfaction (excellent).

Table 1. Results of the Regression Coefficient

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.664	2.931		4.321	.000
	Product (X1)	.236	.086	.196	2.755	.008
	Price (X2)	.295	.115	.142	2.569	.013
	Place (X3)	.282	.105	.144	2.692	.009
	Promotion (X4)	.372	.136	.158	2.740	.008
	Physical evidence (X5)	.088	.085	.063	1.029	.307
	People (X6)	.344	.297	.053	1.159	.251
	Process (X7)	.877	.123	.486	7.134	.000

a. Dependent Variable: Customer satisfaction (Y)

Source: Output SPSS, 2018

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Distribution variable regression coefficient (X3) is positive at 0.282. This shows the magnitude of changes in customer satisfaction scores because the influence of the distribution factor is directly proportional (direct). Distribution (X3) increases by one unit, so the consumer satisfaction score increases by 0.282 points assuming other factors are constant. So the better the distribution, the higher the customer satisfaction (excellent).

Promotion variable regression coefficient (X4) is positive at 0.372. This shows the magnitude of changes in the customer satisfaction score because the influence of the promotion factor is straight (in the same direction). Promotion (X4) increases by one unit, so the customer satisfaction score increases by 0.372 points assuming other factors are constant. So the better the development, the higher customer satisfaction (excellent).

The physical facility variable regression coefficient (X5) is positive at 0.088. This shows the magnitude of changes in customer satisfaction scores because of the influence of factors. Physical means are directly proportional (unidirectional). Natural means (X5) increase by one unit, the consumer satisfaction score increases by 0.088 points assuming other factors are constant. So the better the distribution, the higher the customer satisfaction (excellent).

The regression variable for the person coefficient (X6) is positive at 0.344. This shows the magnitude of changes in customer satisfaction scores because the influence of people's factors is directly proportional (unidirectional). People (X6) increase by one unit, so the customer satisfaction score increases by 0.344 points assuming other factors are constant. So the better the factor of the person the higher customer satisfaction (excellent).

The process variable (X7) regression coefficient is positive at 0.877. This shows the magnitude of changes in customer satisfaction scores because the influence of process factors is directly proportional. Process (X7) increases by one unit, so the customer satisfaction score increases by 0.877 points assuming other factors are constant. So the better the process, the higher customer satisfaction (excellent).

Based on the results of calculations as presented in table 2, it can be seen that the regression model has an F-statistic of 12,068 with p-value = 0,000.

Table 2. Test Results F-Regression statistics X1, X2, X3, X4, X5, X6, X7 towards Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5760.604	7	822.943	65.148	.000[b]
	Residual	783.182	62	12.632		
	Total	6543.786	69			

a. Dependent Variable: Customer satisfaction (Y)

b. Predictors: (Constant), Process (X7), People (X6), Physical evidence (X5), Promotion (X4), Place (X3), Price (X2), Product (X1)

Source: Output SPSS, 2018

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It is known that the F-statistic value when compared with F-table 5% significance level, obtained F-statistic value higher than Ftable value at a significance level of 5% (65.148> Ftable = 2.161) thus H0 is rejected at the level of α = 0.05. The test P-value from the regression equation is obtained at 0,000 smaller than the level α = 0.05 so that the test conclusions are significant, so H1 is accepted. So it was concluded that the marketing mix consisting of products, prices, distribution, promotion, physical facilities, people, and processes was significant to the consumer satisfaction of Sensodyne products or Enzymes in the Special Capital Region of Jakarta.

Determination of test results (acceptance/rejection of H0) can be done by comparing t-count with t table or can also be seen from the significance value. From table t, it is obtained table values for α = 0.05 and free degrees (db) = 70 - 7 - 1 = 62 in the two-party test of 1,999. The results of the t-test of the independent variables in the regression models obtained are presented in the following table 3.

Based on the regression analysis test mentioned above, it can be explained the following hypothesis testing: The first hypothesis, product (X_1) affects consumer satisfaction (Y). The hypothesis tested is that the product affects consumer satisfaction.

Statistically: H0: $\beta 1 \neq 0$

H1: $\beta 1 = 0$

The estimation results show that the t-statistic on the product variable (X_1) has a value of 2.755 with a significance value of 0.008. It can be seen the magnitude of the t-statistic value when compared with the table of the 5% significance level the magnitude of the t-statistic value is greater than the t table at the 5% significance level (2.755> t-table = 1.999). By looking at the significance value, the H0 test result is rejected because 0.008 <0.05, the test decision is significant at the 5% significance level. Then it was concluded that there was a significant effect of the product (X_1) on customer satisfaction.

The second hypothesis, price (X2) influences consumer satisfaction (Y). The hypothesis tested is that rates affect consumer satisfaction.

Statistically: H0: $\beta 2 \neq 0$

H1: $\beta 2 = 0$

The estimation results show that the t-statistic on the price variable (X_2) has a value of 2.569 with a significance value of 0.013. It can be seen the magnitude of the t-statistic value when compared with the table of the 5% significance level the magnitude of the t-statistic value is greater than the t table at the 5% significance level (2.569 > t-table = 1.999). By looking at the significance value, the H_0-test result is rejected because it is 0.013 <0.05, the test decision is sig-

Table 3. Results of T-statistical testing

Variable	$t_{statistics}$	**Prob (sig)**	H_0	**Keterangan**
Product (X_1)	2,755	0,008	Rejected	Significant α = 0,05
Price (X_2)	2,569	0,013	Rejected	Significant α = 0,05
Place (X_3)	2,692	0,009	Rejected	Significant α = 0,05
Promotion (X_4)	2,740	0,008	Rejected	Significant α = 0,05
Physical evidence (X_5)	1,029	0,307	Accepted	Not Significant α = 0,05
People (X_6)	1,159	0,251	Accepted	Not Significant α = 0,05
Process (X_7)	7,134	0,000	Rejected	Significant α = 0,05

Source: Output SPSS, 2018

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nificant at the 5% significance level. Then it was concluded that there was a significant effect of the price (X_1) on customer satisfaction.

The third hypothesis, distribution (X3) affects consumer satisfaction (Y). The hypothesis tested is that the distribution influences consumer satisfaction.

Statistically: H0: $\beta 3 \neq 0$

H1: $\beta 3 = 0$

The estimation results show that the t-statistic on the distribution variable (X_3) has a value of 2.692 with a significance value of 0.009. It can be seen the magnitude of the t-statistic value when compared with the table of the 5% significance level the magnitude of the t-statistic value is greater than the t table at the 5% significance level (2.692> table = 1.999) so H_0 is rejected at the level of $\alpha = 0.05$. By looking at the significance value, the H_0 test result is rejected because 0.009 <0.05, the test decision is significant at the 5% significance level. Then it was concluded that there was a significant effect of distribution (X3) on customer satisfaction.

The fourth hypothesis, promotion (X_4) influences consumer satisfaction (Y). The hypothesis tested is that promotion affects consumer satisfaction.

Statistically: H0: $\beta 4 \neq 0$

H1: $\beta 4 = 0$

The estimation results show that the t-statistic on the promotion variable (X_4) has a value of 2.740 with a significance value of 0.008. It can be seen the magnitude of the t-statistic value when compared with the t table of the 5% significance level the magnitude of the t-statistic value is greater than the t table at the significance level of 5% (2,740> t-table = 1,999) so H_0 is rejected at the level of $\alpha = 0.05$. By looking at the significance value, the H0 test result is rejected because 0.008 <0.05, the test decision is significant at the 5% significance level. Then it was concluded that there was a significant effect of promotion (X_4) on customer satisfaction.

Accepted hypothesis, physical means (X_5) that oppose Consumer Satisfaction (Y). The hypothesis that is issued is a physical means that opposes consumer satisfaction.

Statistically: H0: $\beta 5 \neq 0$

H1: $\beta 5 = 0$

The estimation results show that t-statistics on physical facility variables (X_5) have a value of 1.029 with a significance value of 0.307. Can be calculated t-statistic value when compared with the table of the significance level of 5% the value of t-statistic is smaller than the value of t table at the significance level of 5% (1.029 <t-table = 1.999) thus H_0 is accepted at the level of $\alpha = 0.05$. By looking at the significance value, the H_0-test results are obtained because 0.307> 0.05, the test decision is not significant at the 5% significance level. So it was concluded that there was no significant difference from physical means (X_5) to customer satisfaction.

The sixth hypothesis, people (X_6) affect consumer satisfaction (Y). The hypothesis offered is people who oppose consumer satisfaction.

Statistically: H0: $\beta 6 \neq 0$

H1: $\beta 6 = 0$

The estimation results show that the t-statistic in the person variable (X_6) has a value of 1.159 with a significance value of 0.251. It can be calculated t-statistic value when compared with table 5% level of significance t-statistic value is smaller than the t-table value at a significance level of 5% (1.159 < t-table = 1.999) thus H_0 is accepted at the level of $\alpha = 0.05$. By looking at the significance value, the H_0-test results are obtained because 0.251> 0.05, the test decision is not significant at the 5% significance level. Then it was concluded that there was no significant effect on people (X6) on customer satisfaction.

The seventh hypothesis, process (X_7) has an effect on consumer satisfaction (Y). The hypothesis tested is a process that influences consumer satisfaction. (7.134>t-table = 1.999) thus H_0 is rejected at the level of $\alpha = 0.05$. By looking at the significance value, the H_0-test results are rejected because 0,000 <0,05, the test decision is significant at the 5% significance level. Then it was

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concluded that there was a significant effect of process (X_7) on customer satisfaction. To determine the magnitude of the effect together can be seen the value of the coefficient of determination (R^2). Table 4 below is the result of calculating the coefficient of determination for the regression equation obtained.

The magnitude of the influence of the product (X_1), price (X_2), distribution (X_3), promotion (X_4), physical facilities (X_5), people (X_6), and process (X_7) on consumer satisfaction (Y) can be seen as the coefficient of determination (R^2) in the table above. The coefficient of determination (R2) obtained is 0.880. The results obtained show that simultaneously the influence of product, price, distribution, promotion, physical facilities, people, and processes is 88.0% on customer satisfaction. While 100% - 88.0% = 12.0% others are influenced by other factors not included in the variables studied. The influence of each independent variable partially on customer satisfaction can be calculated by multiplying the value of the standardized coefficients with zero-order correlation found in table 5 below.

The influence of the product on consumer satisfaction = 0.196 7 0.764 = 0.149. Which means that there is a contribution of 14.9% of the product in explaining/influencing consumer

Table 4. Results of the Determination Coefficient

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.938[a]	.880	.867	3.55415

a. Predictors: (Constant), Process (X_7), People (X_6), Physical evidence (X_5), Promotion (X_4), Place (X_3), Price (X_2), Product (X_1)
b. Dependent Variable: Customer satisfaction (Y)

Table 5. Coefficient of Partial Determination

Coefficients[a]

Model		Standardized Coefficients	Correlations		
		Beta	Zero-order	Partial	Part
1	(Constant)				
	Product (X_1)	.196	.764	.330	.121
	Price (X_2)	.142	.569	.310	.113
	Place (X_3)	.144	.548	.323	.118
	Promotion (X_4)	.158	.645	.329	.120
	Physical evidence (X_5)	.063	.654	.130	.045
	People (X_6)	.053	.132	.146	.051
	Process (X_7)	.486	.868	.671	.313

a. Dependent Variable: Customer satisfaction (Y)

Source: Output SPSS, 2018

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satisfaction. The influence of prices on consumer satisfaction: 0.142 ´ 0.569 = 0.081. Which means that there is a contribution of 8.1% of the price in explaining/influencing consumer satisfaction. The magnitude of the effect of distribution on customer satisfaction: 0.144 ´ 0.548 = 0.079. Which means that there is a contribution of 7.9% of the distribution in explaining/influencing consumer satisfaction. The influence of promotion on customer satisfaction: 0.158 6 0.645 = 0.102. Which means that there is a contribution of 10.2% of promotions in explaining/influencing consumer satisfaction. The influence of physical means on consumer satisfaction: 0.063 ´ 0.654 = 0.041. Which means that there is a contribution of 4.1% of physical facilities in explaining/influencing consumer satisfaction. The influence of people on customer satisfaction: 0.053 ´ 0.132 = 0.007. Which means that there is a contribution of 0.7% of physical persons in explaining/influencing consumer satisfaction. The influence of the process on customer satisfaction: 0.486 8 0.868 = 0.422. Which means that there is a contribution of 42.2% of the process in explaining / influencing customer satisfaction.

Testing the hypothesis of product influence on customer satisfaction concludes that the product formed by 9 statements has a positive and significant effect on customer satisfaction with a positive regression coefficient of 0.236, so it can be interpreted that the better the product, the higher customer satisfaction Sensodyne or Enzymes in Special Areas Jakarta Capital City. The findings of product research on consumer satisfaction Sensodyne or Enzymes in the Special Capital Region of Jakarta concluded that the product significantly affected consumer satisfaction Sensodyne or Enzymes in the Special Capital Region of Jakarta with an effect of 14.9%.

The results of this study are supported by the research findings of MukhamadArianto and NurMahmudah (2014) which show that product quality contributes to customer satisfaction at JatirosoCatring Service. This means that the products offered to meet consumer expectations to create happiness; therefore the consistency of quality in one of the products provides a mirror that quality is the absolute hope of consumers. In addition, research related to products to consumer satisfaction by NdaruPrasastono and Sri YuliantoFajarPradapa (2012) found that: The results of data analysis showed that partially products affect the quality of customer satisfaction with a standardized beta coefficient of 0.651 and the quality of the service affects customer satisfaction with a standard beta coefficient of 0.316, while simultaneously the quality of product and service quality affects customer satisfaction with an adjusted ratio of determination R Square of 0.809, which means that the quality of products and service quality are able to explain the variable of satisfaction of 80.9%, while the remaining 19.1% is explained by other variables not examined. The most dominant influence of this study is the quality of the product.

Testing of the hypothesis of the effect of price on customer satisfaction concludes that the price formed by five statements has a positive and significant effect on consumer satisfaction with a positive regression coefficient of 0.295, it can be interpreted that the better the price, the higher customer satisfaction Sensodyne or Enzymes in Special Areas Jakarta Capital City. The findings of price research on consumer satisfaction Sensodyne or Enzymes in the Special Capital Region of Jakarta concluded that prices significantly influence consumer satisfaction Sensodyne or Enzymes in the Special Capital Region of Jakarta with an influence of 8.1%.

Testing the hypothesis of the influence of distribution on customer satisfaction concludes that the distribution formed by 5 statements has a positive and significant effect on consumer satisfaction with a positive regression coefficient of 0.282, it can be interpreted that the better the distribution, the higher customer satisfaction Sensodyne or Enzymes in Special Areas Jakarta Capital City. The findings of the distribution research on consumer satisfaction Sensodyne or Enzymes in the Special Capital Region of Jakarta concluded that the distribution significantly affected the customer satisfaction of Sensodyne or Enzymes in the Special Capital Region of Jakarta with an influence of 7.9%.

The results of this study were supported by research by DhaniaWidyaRistianingrum (2014); based on the results of data analysis and hypothesis testing, it was concluded that partially the marketing mix variables which included product, price, distribution, and promotion had an effect

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on product purchasing decisions. In relation to smooth distribution at the time of need, it shows that customer satisfaction can be more fulfilled.

Testing the hypothesis of the promotion effect on customer satisfaction concludes that promotions formed by 4 statements have a positive and significant effect on consumer satisfaction with a positive regression coefficient of 0372, so it can be interpreted that the better the promotion, the higher consumer satisfaction for Sensodyne or Enzymes in the Region Special Capital City of Jakarta. The results of the promotion research on consumer satisfaction Sensodyne or Enzymes in the Special Capital Region of Jakarta concluded that promotion significantly affected consumer satisfaction Sensodyne or Enzymes in the Special Capital Region of Jakarta with an effect of 10.2%.

The results of this study were supported by research by DhaniaWidyaRistianingrum (2014); based on the results of data analysis and hypothesis testing, it was concluded that partially the marketing mix variables which included product, price, distribution, and promotion had an effect on product purchasing decisions. In the case of consumer promotions hoping to continually get information or the introduction of the latest products and more especially for Indonesian consumers expect a discount from promotional activities; thus, customer satisfaction can be created.

The results of this study are not supported by research by Reni ShintaDewi (2016); indicates that location, price and service influence consumer satisfaction. The selection of the right location will make it easier for consumers to get the products sold. Pricing in accordance with market prices makes consumers want to buy the products offered. Likewise with service, the more responsive the merchant in serving consumers will result in consumers feeling happy and satisfied. The variables that have the greatest influence are service variables. This means that even adequate physical facilities cannot provide customer satisfaction.

Testing the hypothesis of the influence of people on customer satisfaction concluded that people formed by 9 statements have a positive and significant effect on consumer satisfaction with a positive regression coefficient of 0.344, so it can be interpreted that the better the person the higher customer satisfaction Sensodyne or Enzymes in Special Areas Jakarta Capital City. The findings of people's research on consumer satisfaction Sensodyne or Enzymes in the Special Capital Region of Jakarta concluded that people did not significantly influence consumer satisfaction Sensodyne or Enzymes in the Special Capital Region of Jakarta with an influence of 0.7%.

The results of this study are not supported by research by Gita Sugiyarti and Aris Mardiyono (2017); the theoretical findings in this study are enriching the literature to create consumer satisfaction. Cultural, social, personal variables simultaneously have a significant effect on customer satisfaction. In the personal aspect it is said that the person or seller must be able to show themselves as a whole person and be able to provide the best service for the success of product sales activities; therefore it can result in the creation of customer satisfaction. This means that good sellers cannot provide customer satisfaction; because the most important thing is that the product purchased is of the highest quality and its function is right for the consumer.

Testing the hypothesis of the effect of the process on customer satisfaction concludes that the process formed by 9 statements has a positive and significant effect on consumer satisfaction with a positive regression coefficient of 0.877, so it can be interpreted that the better the process the customer satisfaction Sensodyne or Enzymes in Special Areas Jakarta Capital City. The findings of the process research on consumer satisfaction Sensodyne or Enzymes in the Special Capital Region of Jakarta concluded that the process significantly affected the customer satisfaction of Sensodyne or Enzymes in the Special Capital Region of Jakarta with an influence of 42.2%. The results of this study were not supported by research by Januar Efendi Panjaitan and Ai Lili Yuliati (2016). Based on the results of this study that service quality consisting of reliability, certainty, reality, empathy, and responsiveness, has a significant influence on customer satisfaction with a value (p value) 0.003 <0.05. Some of the test results show that only

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the empathy variable which has some influence on customer satisfaction with a significant number of variables (p value) amounts to 0.021 <0.05. This means that a process that is carried out properly and correctly according to the procedure will be able to create customer satisfaction.

Testing the hypothesis of the effect of marketing mix (product, price, distribution, promotion, physical means, people, and processes) on customer satisfaction concludes that the marketing mix formed by 7 dimensions has a positive and significant effect on customer satisfaction with a determination coefficient of 0.880. The results of the marketing mix research findings on customer satisfaction concluded that the marketing mix significantly affected consumer satisfaction of the Sensodyne product or the Jakarta Capital Special Enzyme with an influence of 88.0%.

The results of this study reinforce the theory said by Tjiptono (1997) that the creation of customer satisfaction can provide several benefits, including corporate and customer relations to be harmonious, provide a good basis for repurchasing and creating customer loyalty and providin recommendations from word-of-word which is profitable for the company. In addition to supporting the clarity of expert concepts, it was also reinforced by the findings of the results of the relevant research, among others, stated by Reni Shinta Dewi (2016); that the results of his research show that location, price and service influence consumer satisfaction. The selection of the right location will make it easier for consumers to get the products sold. Pricing in accordance with market prices makes consumers want to buy the products offered. Likewise with service, the more responsive the merchant in serving consumers will result in consumers feeling happy and satisfied. The variables that have the greatest influence are service variables.

In addition, the research was Dhania Widya Ristianingrum (2014); based on the results of data analysis and hypothesis testing, it was concluded that partially the marketing mix variables which included product, price, distribution, and promotion had an effect on the purchasing decisions of motorcycle products of PT. Central Sakti Motor in Wonogiri with tcount of 5.220, -6.389, 3.848 and 8.456 respectively. But the price variable has a negative effect. In the F test obtained Fcount of 33,241 with a probability of 0,000 shows that simultaneously product variables, price, distribution, and promotion affect the purchasing decisions of motorcycle products PT. Central Sakti in Wonogiri. While the results of the determinant coefficient of 58.3% indicate that variations of the marketing mix variables can be explained by 58.3% and the remaining 41.7% is influenced by other factors. So that the four variables studied show that the promotion variable is the most dominant.

Research Rina Rachmawati (2011) found the results of research in the field of marketing, the most difficult condition is to maintain consumers to always use products from sellers, or often called customer loyalty. To be able to create customer loyalty, entrepreneurs need to have an accurate marketing strategy in marketing their products. One form of marketing strategy that is able to support the marketing of food products to create consumer loyalty is the use of marketing mix strategies that include: product, price, promotion, and physical evidence or place. If consumers get satisfaction with the products sold, they will be loyal. If customer loyalty is realized, it will have an impact on increasing sales.

Also, the research is Gita Sugiyarti and Aris Mardiyono (2017); the theoretical findings in this study are enriching the literature to create consumer satisfaction. Cultural, social, personal variables simultaneously have a significant effect on consumer satisfaction choosing Sari Ayu Martha Tilaar's cosmetic products. The three independent variables psychological factors have the most dominant influence on customer satisfaction.

CONCLUSION AND RECOMMENDATION

Based on the results of data analysis, several conclusions can be drawn: (1) Empirically proven products have a significant effect on customer satisfaction; meaning that the more useful the product, the more customer satisfaction increases. (2) Empirically proven prices have a significant effect on consumer satisfaction; meaning that the more affordable the price, the more

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customer satisfaction increases. (3) Proven empirically the distribution has a significant effect on customer satisfaction; meaning that the easier it is to get, the more customer satisfaction increases. (4) Empirically proven promotions have a significant effect on customer satisfaction; meaning that the better the promotion, the more customer satisfaction increases. (5) Empirically proven physical facilities products do not have a significant effect on customer satisfaction; meaning that the better physical facilities do not affect customer satisfaction. (6) Empirically proven people do not have a significant influence on customer satisfaction; meaning that the more professional people do not affect customer satisfaction. (7) Empirically proven processes have a significant effect on customer satisfaction; meaning that the better the process, the more customer satisfaction increases. Thus the findings of this study prove that physical facilities and people are not the main ones in consuming a product but the most important thing is the quality of the product itself which can be used according to its function.

The product consumed by consumers is the problem lies in the benefits of the product itself according to the market segment. For this reason, similar companies can glance at market segments that allow them not to become competitors among similar companies; the specificity and benefits of products are a significant concern in satisfying consumers. The next researcher hopes to be able to do a different research object again and look more closely at the physical facilities and people by paying attention to the field situation.

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