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THE EFFECT OF MARKETING MIX ON CUSTOMER SATISFACTION
(Case Study of PT. Pos Indonesia (Persero) Medan Main Post Office)

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ABSTRACT
The aim of this study is to analyze the effect of the marketing mix (service, quality, location, promotion) on the customer satisfaction of PT. Pos Indonesia (Persero) Medan Main Post Office. Some of the customers of the PT. Pos Indonesia (Persero) Medan Main Post Office are the population of this study. Sampling up to 55 participants. Interview and questionnaire are the methods used in this research. The analytical methodology used is simple regression analysis. Research findings show that the marketing mix (service, price, place, promotion) has an effect on customer satisfaction at the PT. Pos Indonesia (Persero) Medan Main Post Office. The effect is shown on the $t_{statistic}$ of (0.460) while the t_{table} is (1.6736), the $f_{statistic}$ of 6.212 with a significance value of 0.047.
KEYWORDS: *service, price, promotion, location, customer satisfaction*

1. INTRODUCTION

Customer satisfaction is very important in business development. Customers who have high loyalty will always use the products or services provided by the company, and will not be affected by the services offered by other parties. Customer satisfaction is also influenced by service quality. Quality of service is very important with the existence and development of the success of service companies. Quality of service will affect customer satisfaction which will ultimately have an impact on customer loyalty to the service provider (Rosenberg & Czepiel, 1984).

We will discuss the problem of customer satisfaction through the perspective of marketing management in forming a company with the marketing attribute approach, namely the marketing mix model developed by Kotler Philip, consisting of product or service, promotion, price, and place. This is to see how customers feel about the quality of the products or services of Pos Indonesia service companies and the quality of the service as demanded by the customer (Kotler, 2011).

To be able to satisfy customers, companies are required to compete with other companies. In competition with other shipping service companies, Pos Indonesia has provided its customers with the maximum possible service. While POS INDONESIA has its advantages in the era of competition, it is also important to realize that other shipping service companies also have advantages that need to be taken into account. In general, it can be said that the customers dealing with shipping services expect to demand something better and more useful, namely the timely arrival of the goods and the safe delivery of the products. As an example, consumer concerns relating to shipping companies may be addressed, as follows; (1) speed of delivery of goods, (2) location for ease of communication, (3) facilities for care provided, (4) safety or protection of goods.

PT. Pos Indonesia (Persero) Medan Main Post Office has tried to meet all the criteria or elements considered by the customer, but the organization does not yet know how the customer evaluates PT. Pos Indonesia (Persero) Medan Main Post Office. With this view, the author tries to find

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out about the customer's response to the quality of the PT. Pos Indonesia (Persero) Medan Main Post Office. The strengths and weaknesses of the PT. Pos Indonesia (Persero) Medan Main Post Office can be seen from these responses so that it can be determined whether the marketing strategies that have been applied are acceptable or need to be changed to meet the expected goals.

OBJECTIVE OF THE STUDY

The aim of this study was to analyze the effect of marketing mix (service, price, location, promotion) on customer satisfaction PT. Pos Indonesia (Persero) Medan Main Post Office.

2. RESEARCH METHODOLOGY

The data used in this study is quantitative. Quantitative data is data that emphasizes numerical data that is processed by statistical methods (Taniredja & Mustafidah, 2011).

Primary data were obtained through a series of questions to respondents, both in the form of questionnaires and interviews with employees or company managers, in this study. The population in this study is the consumers who use the services of PT. Pos Indonesia (Persero) Medan Main Post Office. The method of data collection is by asking verbal questions and answers to the parties to be examined, and by providing a list of questions that the researcher has drawn up and defined in order and format.

The instrument validity test used an internal validity test technique with an analysis of the item by comparing the score of each item to the total score, and then checked a table of r values with a significant level of 95%. The test of the reliability of the instrument used the Cronbach Alpha formula. To assess the collective perception of marketing (X), a simple linear regression model was used by PT. Pos Indonesia (Persero) Medan Main Post Office for customer satisfaction (Y).

3. LITERATURE REVIEW
Marketing

Marketing is from the word market The market is not in a concrete sense, but in an abstract sense. Marketing can be described as any operation aimed at smoothing the flow of goods or services from producers to customers in order to create effective demand (Peck et al, 2013). From a strategic point of view, marketing is often defined as' the art of selling products,' but sales are not the most important part of marketing (Constantinides, 2006). The marketing principle is an overall system of business activities aimed at the planning, pricing, promotion, and distribution of goods and services that meet the needs of both existing and potential buyers (Fahy &

Smithee, 1999). According to Kotler and Armstrong, marketing is a process in which individuals and groups get what they need and want through the creation and exchange of goods and values with others (Kotler & Armstrong, 2008).

Marketing mix

A marketing strategy is a set of strategies and policies that are used effectively to match marketing systems (products, prices, promotions, and distribution) with target market opportunities to achieve business goals. More specifically, marketing strategies show how marketing objectives can be accomplished (Wensley, 2010). At that point, there are specifics about the product, price, location, and promotion, or more commonly referred to as 4P in marketing. The use of the marketing mix principle is considered necessary. It is therefore not unusual for people to see marketing as simply a marketing mix (Khan, 2014). Buyers generally differ from one another in the market, both in motives and behavior and in their buying habits, all of which show the characteristics or nature of the buyer / consumer. This difference shows that the market for a product is not homogeneous, but heterogeneous in reality (Peter & Olson, 2014). The concept of holistic marketing recognizes that "anything can happen" to a broad and integrated marketing and marketing perspective is often needed. The four components of holistic marketing are relationship marketing, integrated marketing, internal marketing, and socially responsible marketing (Woodruffe-Burton, Eccles & Elliott, 2002).

Customer Satisfaction

We study both consumers and marketers (companies) in marketing while being a consumer is a role that we play every day. As far as advertisers are concerned, there are a lot of things that we can easily experience every day. Oliver (2014) defines customer satisfaction as a buyer's evaluation where the alternative is approximately equal to or exceeds customer expectations, while customer dissatisfaction arises when the results do not meet expectations.

Grigoroudis & Siskos (2010) established four methods for assessing customer satisfaction by (1) Complaints and Suggestion Systems, (2) Ghost Shopping, (3) Lost Customer Service, (4) Customer Satisfaction Surveys. Customization enhances perceptions of service quality, customer satisfaction, customer trust and, eventually, customer loyalty to service providers. Customization has a direct and mediated effect on customer loyalty and interacts with customer satisfaction and customer loyalty (Coelho & Henseler, 2012).

4. RESULT

Table 1
Characteristics of Respondents based on sex

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Sex	55	1	2	1.69	.466	-.850	.322	-1.328	.634
Valid N (listwise)	55								

Based on the data above that the effect of marketing mix on customer satisfaction can be seen that the gender of customer respondents in PT. Pos Indonesia (Persero) Medan Main Post Office as respondents shows that the majority of respondents are women (max statistics shows the number 2 = women). And the value of skewness and kurtosis each shows -0,850 and -1,328. so it can be concluded that the respondent data based on sex is normally distributed.

Table 2
Characteristics of Respondents based on profession

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Profession	55	1	4	2.27	1.269	.478	.322	-1.093	.634
Valid N (listwise)	55								

Based on the above results, the effect of the marketing mix on customer satisfaction can be seen from the work of the customer in the PT. Pos Indonesia (Persero) Medan Main Post Office shows that the majority of the respondents ' profession are private employees (max statistic shows number 5= private employees). The value of skewness and kurtosis is 0.478 and-1.093, respectively. Therefore, it can be concluded that the data of the respondent is based on the profession normally distributed.

Table 3
Characteristics of Respondents based on age

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Age	55	1	3	2.62	1.163	.363	.322	-.576	.634
Valid N (listwise)	55								

The table above shows that the majority of the respondents to the marketing mix on customer satisfaction are over the age of + 30. The value of skewness and kurtosis is 0.363 and-0.576, respectively. Thus, it can be concluded that age-based data of the respondent is normally distributed.

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Table 4
Characteristics of Respondents based on education

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Education	55	1	4	3.07	.879	-.655	.322	-.281	.634
Valid N (listwise)	55								

Based on the above results, the role of the marketing mix in customer satisfaction with customer education PT. Pos Indonesia (Persero) Medan Main Post Office shows that the majority of respondents are bachelor (max statistic shows number 4= college).

And the value of skewness and kurtosis shows-0,655 and-0,281 so that it can be concluded that the education-based data of the respondent is normally distributed.

Table 5
Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	X	1.000	1.000

a. Dependent Variable: Y

From the results of the multicollinearity analyses, it is understood that the tolerance value is less than 0.1, which means that the independent variable (marketing mix) has no correlation between the independent variables with a 95 percent value. The results of the VIF calculation of the marketing

mix variable are far from 10. Thus, it can be concluded that there is no multicollinearity between the independent variables in the regression.

Table 6
Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.263[a]	.054	.065	3.088	0.703

a. Predictors: (Constant), X

a. Predictors: (Constant), X
b. Dependent Variable: Y
Source: primary data processed 2019

The DW value of 1,703 will be compared with the table value of 5 percent, the junior high school number 55 (n) and the number of independent

variables 1 (K = 1), and the DW table will be compared to Dl = 1,528 and Du = 1,601.

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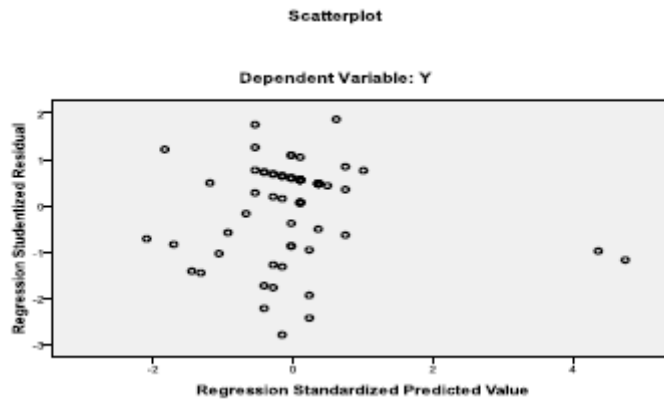
Heteroscedasticity Test

Figure 1
Heteroscedasticity Test

Based on scatterplot graphs show that there are clear patterns and points that spread above and below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity in the regression.
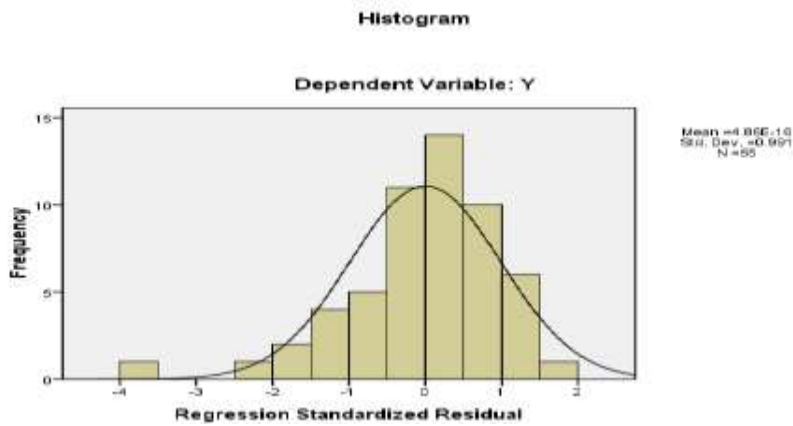

Figure 2
Histogram Graph

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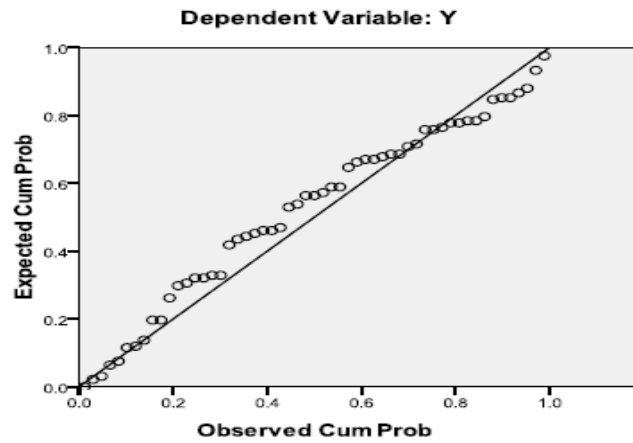

Figure 3
Normal plot graph

From the histogram graph or the normal plot graph, it can be concluded that the histogram graph gives the right and normal skew pattern. Whereas the normal plot graph shows that it extends around the diagonal line and randomly spreads below the number 0 on the y-axis.

5. ANALYSIS
From the calculation results obtained the coefficient of determination as follows:

Table 7
Coefficient of determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.263^a	.054	.065	3.088	0.703

a. Predictors: (Constant), X

b. Dependent Variable: Y

Source: Primary data processed

The SPSS 17.0 output reveals that the adjusted R2 is 0.065, which means that customer satisfaction can be explained by a marketing mix variable of only 6.5 percent, while the remain (100 percent-6.5 percent = 93.5 percent) is explained by other variables.

Tabel 8
ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2.018	1	2.018	6.212	.047^a
Residual	55.509	53	.538		
Total	57.527	54			

a. Predictors: (Constant), X

b. Dependent Variable: Y

Source: primary data processed 2019

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From the table above, it is shown that the result of the calculation is F of 6.212 with a significance value of 0.047 because the significant value is less than 0.05, so H_a is accepted and H_o is rejected. In this way, it can be concluded that the marketing mix affects customer satisfaction.

Therefore, it can be concluded that the null hypothesis states that "there is no effect on customer satisfaction between the marketing mix variables" and accepts the alternative hypothesis that "there is an effect on customer satisfaction between the marketing mix variables."

Tabel 9
Multiple Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.057	11.978		1.508	.138
X	.566	.144	.063	.460	.047

a. Dependent Variable: Y

From the table above it can be seen that the results of the regression analysis obtained a coefficient for variables of 0.566 with a constant value of 1.057 so that the regression equation is as follows:

$$Y = 1{,}057 + 0{,}566X$$

Where:
Y= customer satisfaction
X= marketing mix
   a. A constant of 1.057 states that if the independent variable is considered constant, then the dependent variable is 1.057
   b. The regression coefficient of 0.566 states that if the independent variable (marketing mix) increases by 1%, then the dependent variable (customer satisfaction) will increase by 56.6%. Conversely, if the independent variable (marketing mix) down by 1%, then the dependent variable (customer satisfaction) will decrease by 56.6%.

6. DISCUSSION
The influence of each independent variable (marketing mix) and the dependent variable (customer satisfaction) can be explained as follows.

From the results of tests carried out it is proven that the combined marketing has a significant influence on customer satisfaction at PT. Pos Indonesia (Persero) Medan Main Post Office (P value <0.05). Marketing mix is a factor that needs to be taken into account in customer satisfaction. The better the marketing mix is given, the customer will show more satisfaction to PT. Pos Indonesia (Persero) Medan Main Post Office. From the results of tests conducted it is proven that the combined marketing has a significant effect on customer satisfaction at PT. Pos Indonesia (Persero) Medan Main Post Office.

While the results of testing the effect of independent variables on the dependent variable can be explained by the P-value of 0.047 in the ANOVA table, which is smaller than the significance level of 0.5, this means that the marketing mix variable has an effect on customer satisfaction at PT. Pos Indonesia (Persero) Medan Main Post Office. And this also answers that hypothesis two (H_2) that there is a significant influence between marketing mix on customer satisfaction at PT. Pos Indonesia (Persero) Medan Main Post Office.

7. CONCLUSION
By looking at the results of the research that has been discussed, it can be concluded: the marketing mix (X) variable has a significant role in customer satisfaction at PT. Pos Indonesia (Persero) Medan Main Post Office. Seen $t_{statistic}$ (0.460) > t $_{table}$ (1.6736) which means that the marketing mix has a role in influencing customer satisfaction at PT. Pos Indonesia (Persero) Medan Main Post Office. The $F_{statistic}$ is 6.212 with a significance value of 0.047, because the significant value is less than 0.05, which marketing mix has a role in influencing customer satisfaction at PT. Pos Indonesia (Persero) Medan Main Post Office. Among the products, prices, location, and promotions that most influence customer satisfaction are services.

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