

THE EFFECT OF 4P MARKETING MIX ON SATISFACTION J&T EXPRESS SAENTIS SERVICE USERS, MEDAN BRANCH

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ABSTRACT

Marketing Mix is one of the main concepts in modern marketing, which has an important role in influencing customers to buy products and services offered by the market, therefore the marketing mix is said to be a tool that will show the level of marketing success. To find out whether there is an effect of product, price, place, and promotion on the satisfaction of users of the J&T Express Saentis Delivery Service Medan branch. This type of research uses quantitative research methods with primary and secondary data sources. The number of samples in this study was 100 respondents who were determined using the Wibisono formula and purposive sampling technique, namely the technique of determining the sample based on certain considerations. This study uses SPSS 20.0 as a data processing tool. The results of this study indicate that the product has a positive and significant effect on J&T Express customer satisfaction, Price has a positive and significant effect on J&T Express customer satisfaction Place has a positive and significant effect on JN&Express customer satisfaction, and Promotion has a positive and significant effect on customer satisfaction. J&T Express customers. Meanwhile, Product, Price, Place, and Promotion simultaneously have a positive and significant effect on J&T Express customer satisfaction.

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INTRODUCTION

High demand for delivering goods in Indonesia, no regardless of the mixed hand some provider service delivery goods have grown in Indonesia. Each provider of service delivery goods has a specific strategy to capture their market. The company provides service delivery goods such as TIKI, JNE, and Pos Indonesia all the time to compete To get customers with different marketing strategies.

Delivery service goods is something from service offering public convenience in the process of sending goods from one city to city other with safe and can insured answer by the company service. Delivery goods can form documents, logistics, products electronics, and others. Shipping rates charged to the consumer vary depending on the far nearby distance city purpose.

Price or the rates charged to consumer based on decree price from service delivery based on burden transport land and sea. Tools transportation used For sending goods can through track land, sea nor air. Distance to be part important For determining tool transportation and what to use For transporting goods post. From p these following is data regarding the Top Brang Award 2020 from several company delivery services in Indonesia by category service courier :

Table 1. List of Top Brand Index 2020

Brand	Top Brand Index (TBI)	TOP
JNE	27.3%	TOP
J & T	21.3%	TOP
Tiki	10.8%	TOP
Indonesian post	7.7%	TOP
DHL	4.1%	TOP

Source : <http://www.topbrand-award.com>

From table 1 above J & T occupies ranking second, with a total TBI (*Top Brand Index*) of 21.3%, and got a meaningful TOP predicate brand the worthy of Forbear predicate *Top Brand Award 2020*. J & T Express is one moving company in service delivery goods in Indonesia that also utilize internet technology. J & T Express was first established in Indonesia on August 20 2015 with the office center in Pluit, North Jakarta which was inaugurated by the leader of PT. GlobalJetExpress. Although including company is now in its field, J & T Express is optimistic can become an express company that became the choice First Indonesian people to depend on technology for system delivery, top priority service is not quite enough to answer as commitment, as well as price affordable. J & T Express itself serves delivery to the whole inland city and outside cities abroad, not just J & T Express also provides service taking goods and delivery fast to consumers at the same time. In the process of delivery J & T Express goods will carry out the checking process of goods Where goods will be packed, recorded type item, weight goods, and addresses of goods to be sent. The amount sending community goods from a far place make service delivery goods This is very important.

There are many product services offered by J & T Express like guaranteed delivery of goods until to place purpose, warranty For exchanged goods, type delivery (express/economy), packaging goods, as well speed and accuracy promised time J & T within do delivery goods (lbad, 2018). And the price given by J&T Express is appropriate with clear price delivery to each region (T. Hani Handoko, 2012).

According to (Minor, 2012) define satisfaction with user service is the whole attitude shown by consumers toward goods and services after they obtain and use them. (Kotler & Armstrong, 2012) define that *satisfaction as a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance to his or her expectations*, which means satisfaction is feeling somebody about pleasure or the resulting disappointment from comparing the performance perceived product with hope).

Buttle (2009) said that satisfaction with user service is the response from feeling the satisfaction that arises Because experience consumes something product or service, or part small from experience it. Meanwhile, Dunne and Carver (2011) revealed *customer satisfaction is determined by whether or not the total shopping experience has met or exceeded the customer's expectation* which means satisfaction with user service is determined by the experience total shopping has fulfilled or exceeded hope user services.

Theory This discloses that satisfaction is when user service evaluates the medium product they consume. Assessment done boils down to the benefits provided product and whether the benefits offered Can fulfill the desired need of user service or not. Robert (2009) argues that *satisfaction is a big factor for many customers in remaining loyal. In your organization, your effort could be a deciding factor in customer ratings for the quality of service rendered* ymag It means satisfaction is a factor main for Lots of user service For still loyal. In an organization Your alone, effort Can become a factor determinant in ranking user service For quality services provided. Theory This can be interpreted that satisfaction with user service here is key First make user service loyal or loyal For still using a product. Satisfaction with user service is located to How A company gives maximum and different services with a competitor in giving service or service to user service in accordance hope them.

User satisfaction become the main concern for most company services. If performance is given lower than what to expect customer, then the customer will feel disappointed. Likewise when given performance is by what to expect so customer will feel satisfied. Because For interesting consumers to purchase products/services, the company must apply an appropriate marketing strategy on the conditions encountered.

According to (Kotler & Armstrong, 2011), satisfaction is feeling like or disappointed in someone who appears Because compares perceived performance product (or result) against expectations. If performance fails to fulfill expectations, customers will No satisfied. If performance is by expectations, customers will be satisfied. Besides that, when performance exceeds expectations, customers will be very satisfied or happy.

According to (Tjiptono & Chandra, 2012), the satisfaction of customers is an element tree in the thought and practice of modern marketing. Based on theory one can conclude that a satisfied customer is a response or response to customers in the form of feeling or evaluation to use a product Where their hopes and needs are fulfilled.

one role marketing something very decisive company results nope in reaching its inherent position competitive and is a very important factor in helping company groaned opportunities that arise because in marketing one is needed one marketing strategy, one type of marketing strategy is *marketing mix* (mix marketing). Every perpetrator business must formulate a marketing strategy with existing conditions, in matter This required. According to (Sunarsi, 2020) *marketing mix* is *tools* or tool for marketers consisting of various elements of a marketing program that need to be considered so that the implementation of the established marketing and *positioning strategies can be successful*.

Research conducted by (Casielles, 2021) showed that the product had a positive effect and a significant impact on customer satisfaction, while research conducted by (Fathoni, 2021) showed that the product did not affect customer satisfaction. Furthermore, research conducted by (Siregar, 2022) shows that price has a positive effect and has a significant impact on customer satisfaction, while research conducted by (Lubis, 2020) with the results showing that price does not affect customer satisfaction. The research conducted by (Dalimunthe, 2021) shows that promotions have a positive effect and a significant impact on customer satisfaction, while research conducted by (Alexander, 2019a) with the results showing that promotion does not affect customer satisfaction. Next research conducted by (Alexander, 2019b) shows that price has a positive effect and has a

significant impact on customer satisfaction, while research conducted by (Parhusip, 2019) shows that price does not affect customer satisfaction.

Based on observation author's introduction for the company service J & T Express delivery field branch, found each related problem with draft *marketing mix 4 P* covers product, price, distribution, promotion, and people, ie product that doesn't in accordance like goods exchanged, price variable products become consideration consumer moment choose to use service J & T delivery, less time fast in the process of doing delivery goods.

METHODS

Type research used in the study This is type quantitative. Population in research This is the whole consumer J&T Express Saentis Medan branch that uses service J & T delivery. In the study, The sampling technique that will be used in this study is a non-probability sampling technique, so the authors determine the respondents using purposive sampling. Purposive Sampling is a sampling technique based on certain considerations. In determining the sample for this study, the authors used the Wibisono formula which explains that this formula is used if the sampling technique is the population is unknown. The Wibisono formula for an unknown population is as follows:

$$N = \frac{\{(Z\alpha/2) \cdot \sigma\}^2}{e}$$

$$N = \frac{\{(1,96 \cdot 0,25)\}^2}{5\%} = 96.04$$

$$N = 96.04 \text{ rounded to } 100$$

Data collection using questionnaire and data analysis using analysis multiple linear regression.

RESULTS AND DISCUSSION

Analysis Results in Multiple Linear Regression

Test results to variable Product (X1), Price (X2), Place (X3), Promotion (X4), which affect Customer Decisions (Y) can see in the table following :

Table 2. Analysis Multiple Linear Regression

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	std. Error	Betas			
(Constant)	6,256	1,787			3,501	.001
1 Product	-.012	.069	-.018		-.173	.863
Price	.136	.078	.180		1,751	.083
Place	-.174	.078	-.212		-2,240	.027
Promotion	.417	.074	.525		5,602	.000

a. Dependent Variable: Satisfaction Customer

Source: Data processed by SPSS 20

Based on table 2 above is known that mark Constant (6.256), Product (-.012), Price (0.136), Place (-0.174), and Promotion (0.417). So I entered into the equality multiple linear regression and obtained equality as follows: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$

With paying attention to the regression model and the results regression linear double so got equality influencing factors decision purchase as follows:

$$Y = 6.256 - 0.012 X_1 + 0.136 X_2 - 0.174 X_3 + 0.417 X_4 + e$$

Coefficient value regression Satisfaction Customer is 6256 indicates that If variable Product (X_1), Price (X_2), Place (X_3), Promotion (X_4), People (X_5), Environment physical (X_6), and process (X_7) in circumstances constant and not experience change (same with zero), then Satisfaction Customer (Y) is equivalent with 6,256. Coefficient value regression The product (X_1) is -0.012, indicating if the product experience a decline of as big as one unit so will follow with decreased satisfaction customer of -0.012. The coefficient value Price regression (X_2) is 0.136 indicating if the price experience enhancement is a big one unit so will be followed with an enhancement decision purchase of 0.136. Coefficient value regression Where (X_3) is -0.174 denotes if the place experience a decline as big one unit so will be followed by a drop pen satisfaction customer of - 0.174. Coefficient value regression Promotion (X_4) is 0.417 indicates if promotion experience enhancement as big one unit so will be followed with enhancement satisfaction customer of 0.417.

t-test (partial)

Table 3. T-test

Model	Coefficients ^a				t	Sig.
	Unstandardized		Standardized			
	B	std. Error	Betas			
(Constant)	6,256	1,787			3,501	.001
1 Product	-.012	.069	-.018		-.173	.863
Price	.136	.078	.180		1,751	.083
Place	-.174	.078	-.212		-2,240	.027
Promotion	.417	.074	.525		5,602	.000

a. Dependent Variable: Satisfaction Customer

calculated t value obtained from the table above for the Product variable is -0.173 meaning that $t_{table} > t_{count}$ (-1.98 5 > - 0.173) and a significant value of 0.863 > 0.05 means that Product (X_1) does not affect K customer satisfaction (Y) then H_{11} is rejected. t value t_{count} Obtained from the table above for the price variable, which is equal to 1,751, means $t_{count} < t_{table}$ (1,751 < 1.98 5) and a significant value of 0.083 > 0.05 means that price (X_2) does not affect customer satisfaction (Y) then H_{22} rejected. t value t_{count} obtained from the table above for the place variable, which is -2,240 means $t_{arithmetic} > t_{table}$ (-2,240 < - 1.98 5) and a significance of 0.0 27 < 0.05 means Place (X_3) effect on customer satisfaction (Y), then H_{33} is accepted. t value t_{count} obtained from the table above for the Promotion variable which is equal to 5,602 means $t_{count} > t_{table}$ (5,602 > 1.98 5) and a significance of 0.0 00 < 0.05 means that place (X_4) affects Customer Satisfaction (Y) then H_{44} is accepted.

Simultaneous Test F

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Table 4. F test

Model	ANOVA ^a					
	Sum of Squares	Df	MeanSquare	F	Sig.	
1	Regression	78,309	4	19,577	8,389	.000 ^b
	residual	221,691	95	2,334		
	Total	300,000	99			

a. Dependent Variable: Satisfaction Customer
 b. Predictors: (Constant), Promotion, Price, Place, Product

Based on the F test above obtained the value on df ($n_1 = k - 1$ (5-1) is 4 and $df (n_2) = nk$ (100-5) is 95 at the rate significant 5% (0.05) then table F values is 2.47. Seen that mark $F_{count} > F_{table}$ (8.389 > 2.47) and value significant $0.000 < 0.05$ means in a manner together Product (X1), Price (X2), Place (X3), and Promotion (X4) have an effective positive and significant to Satisfaction Customer (Y), then H4 is accepted.

Determination Coefficient Test (R²)

Table 5. Results Test Coefficient Determination (R²)

Model	Summary Model ^b			
	R	R Square	Adjusted R Square	std. The error in the Estimate
1	.511 ^a	.261	.230	1,528

a. Predictors: (Constant), Promotion, Price, Place, Product
 b. Dependent Variable: Satisfaction Customer
 Source: Data processed using SPSS 20

From the table, can be known that the mark coefficient determination (*Adjusted R Square*) is 0.230 or The same as 230%. Numbers mean that variable free consisting from Products, Prices, Places and Promotions influential to variable Satisfaction Customer whereas the remaining 10.1% is variable Satisfaction Customer influenced by other variables that are not researched in a study this.

Influence Product to Customer Satisfaction

Based on the partial test results of the product perception variable on customer satisfaction, the tcount value obtained from the table above for the product variable is -0.173 which means $t_{table} > t_{count}$ (-1.984 > -0.173) and a significant value of $0.863 > 0.05$ means that product (X1) does not affect satisfaction Customer (Y) then H1 is rejected. Based on the results of the pre-survey conducted by the researcher, it showed that J&T Express Saentis service users were dissatisfied with J&T Express products, which showed that 70% said they were dissatisfied with the product, meaning that according to pre-survey data from J&T Express service users, more said that service

users were dissatisfied with J&T Express products. A product has added value and quality according to the wishes of the customer, the better the product offered, the better the level of satisfaction obtained by the customer. So that customer satisfaction will be created more quickly and easily if the product offered meets expectations. The results of this study are in line with the results of research conducted by (S. Nasib, 2021b)(Nofriza, 2022)(Novirsari, 202 C.E.). Product is anything that can be offered to be noticed, searched for, used as material to fulfill the needs and desires of the relevant market (A. F. Nasib, 2019).

Effect of Price on Customer Satisfaction

Perceived price variable on Customer Satisfaction obtained t value obtained from the table above for the price variable which is equal to 1.751 means that $t_{\text{count}} < t_{\text{table}}$ (1.751 < 1.98 4) and is significant at $0.083 > 0.05$ meaning that price (X_2) has no effect on Customer Satisfaction (Y_1) then H_2 rejected. Based on results from The pre- survey conducted by the researchers showed that J&T Express Saentis service users were dissatisfied with J&T Express prices, 90% said they were dissatisfied with prices, meaning that according to pre-survey data from J&T Express service users, more said that service users were dissatisfied with the prices offered. J &T Express. Price can say to be an exchange rate that can be equated with money or other goods to be able to obtain goods or services. The more competitive the price of a product, the higher the quality product offered. Price is the amount billed for a product or service. More broadly, price is the sum of all the values that customers give up for the benefits of having or using a product or service (Sari, 2020). Research results in This are in line with the results study (Rinanda, 2021) (Martin, 2021) (TASMIPSASC Fate, 2021) which stated price is No significant to satisfied customers. In do determination the price of a product to be marketed, several factors must be considered that will influence it such as the cost of goods and services, market demand and supply, anticipation of product and service sales volume, competitor prices, economic conditions, business location, seasonal fluctuations, consumer psychological factors, credit interest, and credit forms, and sensitivity price customer (Amelia, 2018).

Influence Place to Customer Satisfaction

Based on partial test results variable perception Place to Customer Satisfaction obtained t value $t_{\text{calculated}}$ obtained from the table on For variable Place that is as big - 2,240 means $t_{\text{count}} < t_{\text{table}}$ (- 2,240 > - 1.98 4) and significant as large as $0.027 < 0.05$ means Place (X_3) influential to Customer Satisfaction (Y_1) then H_3 is accepted. Based on results from a pre-survey conducted by researchers " Is access to the location on just express easy to find" which showed 80% said "no" and 20% said "yes", meaning that according to pre-survey data from J&T Express service users more stated that service users J&T Express is difficult to find a place J&T Express location. Research results This supports the results study (Fadli, 2020)(AhmadFadli, 2020) (Fadila, 2021) which states that location is influential and significant to the satisfaction of the consumer. Election The right location is very influential for customers in accessing locations. The better the location selection, the better the determination of a strategic location that is often passed and visited by many people as potential customers so that it is easier to find out about the company. A strategic location will make it easier for companies to produce goods and can facilitate marketing because generally, a strategic location is a location that is often passed and visited by many people, so there are more

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potential customers easy know the company. Strategic location as well as easy to reach provide more value in consumer satisfaction for delivery goods. Locations that are remote and have difficult access will make potential customers not interested in going to that location, so these potential customers will prefer to look for more strategic locations with easy access.

Influence Promotion to Satisfaction Customer

Based on the results of the partial test of the promotion perception variable on product purchasing decisions on customer satisfaction, the t value obtained from the table above for the Promotion variable is 5,602, meaning $t_{count} > t_{table}$ (2,240 > 1.98 4) and is significant at 0.0 00 <0.05 means Promotion (X_4) has an effect on Customer Satisfaction (Y) then H_4 is accepted. Based on results from In the pre-survey conducted by researchers, it can be seen that users of the Medan branch of J&T Express products are still said to be unfavorable. This can be seen from the percentage on the dimensions, is the ad that is presented in front helps you find J&T Express, which shows 80% saying "no" and 20% saying "yes", meaning that according to pre-survey data from J&T Express service users, more stated that the advertisement presented in front did not help J&T Express service users in finding the location of the Medan branch of the J&T Express Saentis because No seen. Research results This is in line with the results study previously yag stated that promotion is influential and significant to the satisfaction of consumers (Pakpahan & Fadli, 2021) (Ompusunggu, 2022) (NS Chaniago, 2018). Wrong one of the most important in increasing customer satisfaction is to provide broad and attractive promotions in providing more value in the products or services offered, the better the promotion is carried out, the better the satisfaction obtained (S. Fate, 2021b). Promotion is one activity intended to convey product information produced by the company to the target market to provide information about features, uses, and most importantly its existence, to change or influence consumers to buy the products produced (Almas, 2016). Promotions carried out by a company or business owner can improve decisions to purchase candidate consumers (N. & S. Chaniago, 2018). Promotion will create interest in potential consumers to buy or own a product or service because it is considered more profitable for consumers and the promotion will not last long a long time (S. Fate, 2021a).

Influence Products, Prices, Places, and Promotions on Customer Satisfaction n

Based on the results test simultaneously saw that $F_{count} > F_{table}$ (8,389 > 2.46) and a significant value of 0.000 <0.05 means that together Product (X_1), Price (X_2), Place (X_3), and Promotion (X_4) have a positive and significant effect on Customer Satisfaction (Y), then H_4 is accepted. Based on results from In the pre-survey conducted by researchers, it can be seen that J&T Express service users are still said to be less satisfied. This can be seen from the percentage on the dimension, Do you feel satisfied after using the services of J&T Express which shows 70% saying "no" and 30% saying "yes", meaning that customers are not satisfied after using J&T Express services, that is because many customers complain after use J&T Express services. Based on the coefficient test determination (*Adjusted R square*) obtained the value of the coefficient of determination (*AdjustedRSquare*) is 0.230 or equal to 230 %. This figure implies that the independent variables consisting of Product, Price, Place, and Promotion affect the variable Customer Satisfaction while the remaining 10.1% variable Customer satisfaction is influenced by other variables not examined in this study, such as the quality of service to customers. Research results This is in line with the

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results study previously stated that the marketing mix is influential and significant to satisfaction of consumers (Min, 2020) (Yapanto, 2020) (Listiwati, 2022).

CONCLUSION

Based on the results of the research and discussion that has been done, the researcher concludes the results study as follows: Products do not have a positive and significant effect on J&T Express customer satisfaction, Price has no positive or significant effect on J&T Express customer satisfaction, The place has a positive and significant effect on JN & Express customer satisfaction, The promotion has a positive and significant effect on J&T Express customer satisfaction

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