

Effect of Marketing Mix and Service Quality on Customer Satisfaction Transmart Carrefour Grand Kawanua and Trans Studio Mini

Christine Natalia Wowiling, Riane Johnly Pio, John A. F. Kalangi
Universitas Sam Ratulangi, Indonesia

Keywords: Marketing Mix, Service Quality, and Customer Satisfaction.

Abstract: The immediate objectives of this research are to determine the effect of classic Marketing Mix which is the product, price, place, and promotion towards Consumer Satisfaction on Transmart Carrefour Grand Kawanua and Trans Studio Mini, Service Quality towards Consumer Satisfaction on Transmart Carrefour Grand Kawanua and Trans Studio Mini. The population in this study were carrefour grand kawanua consumer transmart and mini trans studio. Based on google review, it is known that the number of trans-mart carrefour grand kawanua consumers in 2018 as many as 1920 consumers. The sampling technique in this study uses a non-probability sampling technique, in this study the method is purposive sampling, the sample members are anyone who has visited and shop at carrefour grand kawanua and mini studio trans at least three times. The questionnaires will be distributed with the purposive sampling method. This study uses SmartPLS software to assist, Partial Least Square (PLS) analysis. The study resulted are the two hypotheses were accepted.

1 INTRODUCTION

Competition in the business world today is very tight along with the increasing number of businesses to meet the needs of consumers both goods and services, businesses often face challenges to get the market share they want. On the other hand, consumers tend to be increasingly sensitive to the value offered by each product. In competitive market conditions, knowledge of customer preferences and satisfaction is the key to success for the company. Especially in the present condition, marketing is an essential part of influencing consumer perceptions. To face increasing competition, companies need to pay attention and implement appropriate marketing strategies so that consumers get satisfaction and can have a long-term impact on the company. Of course, the company must carry out continuous development of its marketing strategies, to get customer satisfaction. Meeting the needs and desires of consumers requires a marketing concept called the marketing mix. The city of Manado is embedded as a shopping paradise in Eastern Indonesia. It is strengthened by the presence of retailers that already have a name that is well known in Indonesia. Lippo Group with Lippo Mall, Trans Retail with Transmart Carrefour, Matahari Putra

Prima with Hypermart, to Hero Supermarket Group with Giant, have opened businesses in the city of Manado. Responses from the Manado community themselves, which are summarized by Manado post online. For example, the response from North Sulawesi Bank Indonesia (BI) chief representative Soekowardojo through Deputy Director Buwono Budisantoso stated, the rapid development of retail business in Bumi Nyiur Melambai, due to high public consumption so that many investors in the retail sector did not hesitate to invest. "The consumption power of the people of North Sulawesi is quite good for the growth of the retail business. Can be seen, fashion tenants, accessories and mobile phones continue to grow. This situation proves the people's purchasing power here is quite good for the running of this business. "

Transmart is a retail company in Indonesia which is the owner of the Carrefour supermarket chain and Carrefour Express. Currently, Transmart is a subsidiary of Trans Retail. Transmart a retail company in Indonesia which is the owner of the Carrefour supermarket chain and Carrefour Express. Currently, Transmart is a subsidiary of Trans Retail. PT. Trans Retail comes with a new concept, Transmart Carrefour with a neater division of

shopping corridors and a more comfortable, leisure and airy shopping atmosphere. There is also a lounge in the information area, which has a sofa that makes the customers are comfortable while queuing.

Transmart itself is spread in various cities in Indonesia. Starting from Palembang, Pekanbaru, Bandar Lampung, Padang, Solok, Medan, Bengkulu, Cempaka putih, Cilandak, Kalimalang, Central Park Jakarta, Pasar Raya Blok M, Tangerang, Depok, Bogor, Cimahi, Cipadung, Buah Batu, Soreang, Cirebon, Karawang, Semarang, Pekalongan, Solo, Purwokerto, Tegal, Maguwo, Surabaya, Kediri, Sidoarjo, Jember, Malang, Kubu Raya, Banjarmasin, Balikpapan, Makassar, Kupang, Mataram and of course in Manado.

Before Transmart Carrefour Grand Kawanua, Starsquare Transmart was opened, located on Jl. Walter Monginsidi, Bahu, Malalayang, Manado. It got a good response from the people of the city of Manado in the open Carrefour Grand Kawanua Transmart which has the advantage of Transmart Starsquare which is a family playground that is the centre of attention namely Trans Studio Mini.

Transmart Carrefour Grand Kawanua precisely located at Jl A.A Maramis, Kairagi Dua, Mapanget, Manado and comes with a 3 in 1 concept. Shopping, dining and playing are in one building area. Transmart Carrefour has an area of 7,585 square meters. Therefore, customers do not need to move anymore to shop while spending time with family. Transmart Carrefour Grand Kawanua becomes a shopping centre for people who live around and become a holiday destination.

Various facilities are provided by Transmart Carrefour Grand Kawanua for customers. Starting from a place to buy food, snacks, fast food, beauty products, household products, learning tools, a place to rest that does not need to spend money to wait for families who are shopping. Of course, with the many facilities available, Transmart Carrefour Grand Kawanua must pay attention to whether the customer is satisfied with the existing facilities or not. On certain days or busy days, many customers who come shopping or eating at Transmart Carrefour Grand Kawanua indicates that the products offered and sold can attract the attention of customers.

Transmart Carrefour Grand Kawanua and Trans Studio Mini received good responses in the Manado and surrounding communities. In Google Reviews or Reviews that are summarized by Google, the number of people in Manado who have visited Carrefour Grand Kawanua and Trans Studio Mini can be seen in the following table (Table 1):

Table 1: Number of Visitors.

No	2018	
	Month	Total Customer
1.	Januari	117
2.	Ferbruari	71
3.	Maret	91
4.	April	127
5.	Mei	205
6.	Juni	239
7.	Juli	222
8.	Agustus	198
9.	September	163
10.	Oktober	190
11.	November	157
12.	Desember	140

1.1 Objectives

The objectives of this study are:

1. To analyze the influence of marketing mix on consumer satisfaction Transmart Carrefour Grand Kawanua and Trans Studio Mini.
2. To analyze the influence of Service Quality on consumer Satisfaction Transmart Carrefour Grand Kawanua and Trans Studio Mini.

2 LITERATURE REVIEW

According to Kotler and Armstrong (1997) is a tactical marketing tool that can be controlled, products, prices, distribution, and promotions that are integrated by the company to produce the desired response in the target market. According to Buchari Alma (2005), the notion of the marketing mix is a strategy of combining marketing activities, in order to create the maximum combination so that the most satisfying results will appear. According to Sumarni and Soeprihanto (2010), a Product is anything that can be offered in the market to get attention, demand, usage or consumption that can fulfil a desire or need. Products are not only always goods but can also be services or a combination of both (goods and services). Transmart Carrefour Grand Kawanua provides a variety of products ranging from clothing, various equipment, beauty products, food and vehicle rides. Price describes the amount of rupiah that must be spent by consumers to get one product and prices should be affordable by consumers. According to Sumarni and Soeprihanto (2010), the price is the amount of money needed to get a combination of

goods and their services ". After the product is ready to be marketed, the company will determine the price of the product. The price offered by Transmart Carrefour Grand Kawanua varies according to the product being sold. Place where the product is available in several distribution channels and outlets that allow consumers to obtain a product quickly. The place in the marketing mix is usually called the distribution channel; the channel where the product reaches the consumer. Promotion (promotion) describes a variety of ways in which companies take in order to sell products to consumers. According to Tjiptono (2008), promotion is essentially a form of marketing communication. What is meant by marketing communication is marketing activities that seek to disseminate information, influence / persuade, and/or remind target markets for companies and their products to be willing to accept, buy, and be loyal to the products offered by the companies concerned. Promotion carried out by Transmart Carrefour Grand Kawanua is with electronic and print media.

According to the Fitzsimmons brothers in Sulastiyono (2011) explained that the quality of service is something complex, and guests will assess the quality of service through the five dimensions of service dimensions as their measurements, as follows:

- Reliability (Reliability), is the ability to provide precisely and correctly the type of service that has been promised to guests.
- Responsiveness, namely the awareness or desire to quickly act to help guests and provide timely services.
- Assurance, is knowledge and courtesy of compensation and employee confidence. The assurance dimension has the following characteristics: competence to provide service, being polite and having a respect for guests.
- Empathy (Empathy), gives special attention to individual guests. This empathy dimension has characteristics: the willingness to approach, provide protection and effort to understand the desires, needs and feelings of guests.
- Tangibles, which is visible or tangible, namely: the appearance of employees, and other physical facilities such as equipment and equipment that support the implementation of services.

According to Gerson (2002), customer satisfaction is the customer's perception that expectations have been met or exceeded, if the customer hopes the item will function properly. Otherwise, the customer will be disappointed. Then the company must find ways to overcome these problems so that customers can be satisfied. Satisfied customers will do business more and more often with

a company, so the company's profits are more significant.

2.1 Framework and Hypothesis

Based on the formulation of the problems that have been described regarding the influence of products, prices, promotions, places and services, the theoretical framework proposed in this study is described as follows:

2.1.1 Framework

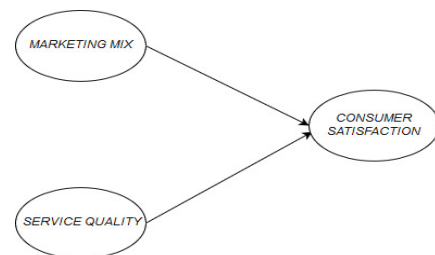


Figure 1: Research Framework.

2.1.2 Hypothesis

H1: Marketing Mix influence on consumer satisfaction Transmart Carrefour Grand Kawanua and Trans Studi Mini.

H2: Service Quality influence on consumer satisfaction Transmart Carrefour Grand Kawanua and Trans Studio Mini.

3 METHODOLOGY

The author uses quantitative research methods in research conducted at Transmart Carrefour Grand Kawanua and Trans Studio Mini, precisely located at Jl A.A Maramis, Kairagi Dua, Mapanget, Manado, North Sulawesi. The population of this study is all customers/consumers of the Carrefour Grand Kawanua and Trans Studio Mini, with a total population of 1920 consumers. The technique used in determining the sample is the Lemeshow formula. If a large population and research are not possible to study everything in the population, for example, limited funds, workforce and time, then research can use samples drawn from that population (Sugiyono, 2008). The population in this study is vast in number and to determine the number of samples using the formula Lameshow et al. (1997).

$$n = \frac{z^2_{1-\alpha/2} P(1-p)}{d^2} \tag{1}$$

- n : number of samples
- $z^2_{1-\alpha/2}$: normal standard values., (α : 0,05, and Z: 1,96)
- $P(1-p)$: estimated population proportion (P: 0,5, and P(1-p): 0,25)
- d : tolerated deviations (10%)

Through the formula above, the number of samples to be used is:

$$n = \frac{(1,96)^2 (0,25)}{(0,10)^2} \tag{2}$$

$$n = 96,04$$

Based on the calculation results, the sample obtained using the above formula was 96.04 but rounded up to 100 people.

This research will use Partial Least Square (PLS) analysis with the help of SmartPLS software to determine the effect of marketing mix variables with consumer satisfaction, service quality variables with consumer satisfaction. The steps to be taken in data analysis after the questionnaire is tabulated are: 1) Creating a table distribution of marketing mix variables. 2) Make a variable distribution table of service quality. 3) Make a consumer satisfaction variable distribution table. 4) Constructing the path diagram. 5) Computational processes.

4 RESULTS

4.1 Validity

The results obtained following the validity test analysis using smartPLS states that all statements on the questionnaire are known that the variables X1 (Marketing Mix), X2 (Service Quality), Y (Consumer Satisfaction), The table below shows that there is no value greater than the number rightmost of each row. Thus it can be concluded that all items meet validity.

Table 1: Results.

	X1	X2	Y
X1	0.724		
X2	0.818	0.895	
Y	0.813	0.820	0.871

4.2 Reliability

Alpha Cronbach value of the three variables has exceeded the value of 0.7. Thus it can be concluded that the instrument has met the stringent and reliable requirements so that the data obtained from the questionnaire can be used for data analysis at a later stage.

5 DISCUSSION

Effect of Marketing Mix (X1) on Consumer Satisfaction (Y), obtained a structural coefficient of 0.428 and P-value $\tau < 0.001$. Because the P-value < 0.05 , indicates that the significant influence of the Marketing Mix (X1) on Consumer Satisfaction (Y). This result means that the higher Marketing Mix (X1), will affect the level of Consumer Satisfaction (Y). Thus, hypothesis 1 of this study was accepted. The results of this study are in line with the results of the research. Mustawadjuhaefa (2017) states that the marketing mix has a significant positive effect on customer satisfaction. His research says the right marketing mix will increase customer satisfaction, and in line with research by Sarker et al. (2012). They found that the marketing mix has a positive impact and significant to customer satisfaction, in his research stated. Therefore, there was a significant positive impact of marketing mix on customer satisfaction.

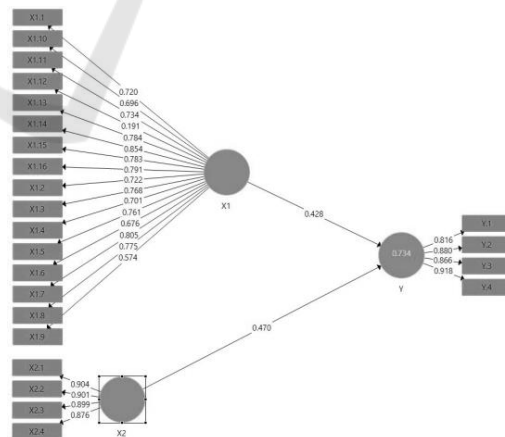


Figure 2: Structural Model.

The effect of Service Quality (X2) on Consumer Satisfaction (Y), obtained a structural coefficient of 0.470 and P-value $\tau < 0.001$. Because the P-value < 0.05 , indicates that the significant influence between Service Quality (X2) on Consumer Satisfaction (Y).

This result means that the higher Service Quality (X2), will affect the level of Consumer Satisfaction (Y). Thus, hypothesis 2 of this study was accepted. The results of this study are in line with the opinion of Lupiyoadi (2006), which states that one way to increase satisfaction with customers is to provide quality products or services. The same thing with research R. J. Pio, H. J. Sumampow, Triyono (2008), with a study entitled Effect of Service Quality on Customer Satisfaction of PT. Angkasa Pura I Manado Sam Ratulangi Airport which states there is an influence of service friendliness on customer satisfaction of users of Sam Ratulangi Airport Manado services.

Sumarni, M., & Soeprihanto, J. 2010. Pengantar Bisnis (Dasar-dasar Ekonomi Perusahaan). Edisi ke 5. Yogyakarta: Liberty Yogyakarta
Tjiptono, F. 2008. *Strategi Pemasaran*. CV. Andi Offset. Yogyakarta.

6 CONCLUSIONS

Based on the results of the analysis described in the previous chapter, the following conclusions can be concluded in this study:

1. There is a significant influence between the Marketing Mix on Consumer Satisfaction. Thus, the level of Consumer Satisfaction is influenced by Marketing Mix. There is a significant influence between product, price, place, and promotion variables and consumer satisfaction variables. High and low consumer satisfaction is influenced by the marketing mix, which in this study includes a classic marketing mix with 4P (Product, Price, Place, and Promotion).
2. There is a significant influence between Service Quality on Consumer Satisfaction. Thus, the level of Consumer Satisfaction is influenced by Service Quality.

REFERENCES

- Buchari, A. 2005. *Manajemen Pemasaran dan Pemasaran Jasa*. Cetakan ke-7. Alfabeta, Bandung.
- Gerson, R. F. 2002. *Mengukur Kepuasan Pelanggan*. Cetakan kedua, Jakarta: PPM.
- Kotler, P. & Amstrong G. 1997. *Dasar-Dasar Pemasaran*. Jilid I, Jakarta: Prenballindo.
- Pio R. J, Sumampow H. J, Triyono (2008) *Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan pada PT. Angkasa Pura I Bandar udara Sam Ratulangi Manado*. Journal of Business and Management, Eksekutif. Volume 5, nomor 1. Hal 38-55.
- Sarker, S et al., 2006. *Natural Product Isolation*. Second Edition. Humana Press Inc. New Jersey.
- Sugiyono. 2008. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV Alfabeta. Bandung.