

# THE EFFECT OF PRODUCTS, LOCATION, PRICE AND PROMOTION ON CUSTOMER SATISFACTION (STUDY OF LOTTE WHOLESALE PEKANBARU)

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## Keywords

*Product, Location, Price, Promotion, Customer Satisfaction*

## ABSTRACT

With the rapid growth of modern retail in Pekanbaru, where Lotte Grosir is one of the many existing retailers. The company must understand the importance of analyzing the marketing mix in relation to customer satisfaction to innovate and face competition. In this context, the marketing mix includes product, location, price and promotion, known as 4Ps. The purpose of this study is to analyze whether the components of the marketing mix have an impact on customer satisfaction, providing a descriptive overview of the current conditions and serving as a consideration for the company in improving customer satisfaction. This research uses a descriptive quantitative method. The sample selected in this study consist of Lotte Grosir Pekanbaru customers using the Simple Random Sampling method, resulting in 105 respondents who filled out the questionnaire. Data were analyzed using instrument test, validity test, reliability test, classical assumption test, multiple linear regression, and hypothesis testing with SPSS software. The result show that partially, the product variable (X1) does not significantly affect customer satisfaction (Y), while the location (X2), price (X3) and promotion (X4) variables have an impact on customer satisfaction (Y) variable. Other results indicate that simultaneously, product location, price and promotion have an influence on customer satisfaction with a coefficient of determination of 81.8% and the remaining 18.2% is influenced by others factors not examined in this study.

## INTRODUCTION

The increasing economy in Indonesia today makes the competition between every businessman more competitive, so every businessman is required to have more advantages in order to survive and win the competition in order to achieve the goals that have been set. A good business process must have

objectives such as; effective, efficient and make it easy to adapt to the process, that is, the business process is a business process that is oriented to the quantity and quality of output products, minimal in using resources and can adapt according to business and market needs (Hidayah, Ariefantoro, & Widi Pratito, 2021).

Modern markets are one of the facilities that are in great demand by the community, with the availability of various facilities some of which are not found in government markets or traditional markets, including parking convenience, convenient access to the market, cleanliness, space governance, completeness, quality, competitive prices, ease of payment and so on. Not a few people make modern markets as an alternative to meet their daily needs.

There are many modern retail markets, one of which is in the form of modern bullying (*wholesaler*) that can stand and survive and are able to shift the role of the retail market or traditional market. As a form of changing the lifestyle of the community that demands improved services in line with the progress of the times and practical. The modern market must be able to answer these challenges that are able to provide goods and services that are able to meet the alternative tastes of the community as consumers from various circles, the elderly, housewives, career men and or women, young shoppers, children and adolescents (Fransisca, 2014).

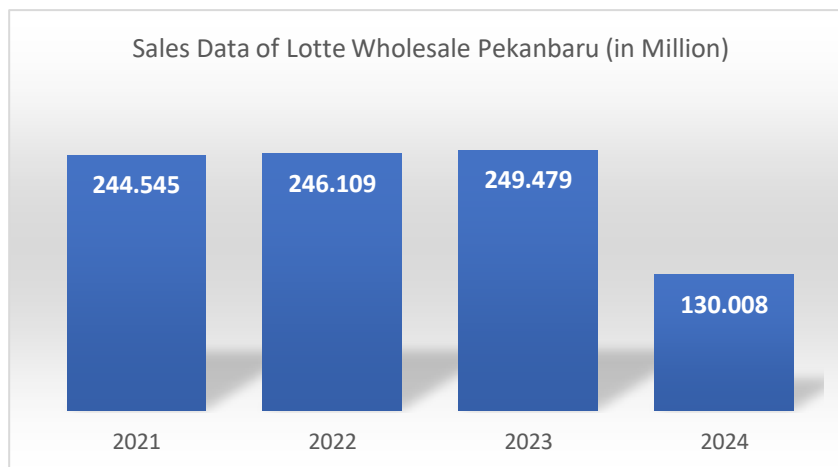
Urban people, in general, choose a more practical way than to queue so they need shopping services Online that must be met by the modern market, and people like to visit the market with a single visit can meet all their needs (Hidranto, 2021). The large and retail trade sectors as part of retail trade activities continue to squirm in line with the better handling of Covid-19, in addition to being supported by the trend of economic recovery which is already on a positive track. Data from BPS, the number of retail business actors in Indonesia consisting of shopping centers and supermarkets in 2020 reached 2,133 units. According to data from the Pekanbaru City Statistical Center from 2018 to 2022, there are 11 government markets and 4 private markets and in 2023 there is an increase in private markets or what can be called modern markets (Pekanbaru, 2023).

Malls and retail have a strong relationship, as they complement each other. The mall is a large modern market building, complete with entertainment and lifestyle facilities. The mall is filled with tenants who sell various products. The mall is then equipped with a hypermarket that operates there as its main attraction. Each hypermarket carries out a strategy that aims to attract and retain customers. Visitor grouping is very important because every visitor has different needs and desires when shopping. Hypermarkets want to have a good relationship with consumers, keep existing customers and look for more new customers. The tough task to do is to increase the satisfaction of their target market of consumers, and they have to find out that consumer satisfaction is very important (Mirzaee, Aghaei; Dajdidi, Hasanpour, Salehi, 2012).

Wholesale stores like Lotte Mart Wholesale is a form of modern market that focuses not only on individuals, both retail (traditional) but also for business actors (modern and traditional retails). PT. Lotte Shopping Indonesia, which was acquired from PT. Mart Indonesia in October 2008 is a company engaged in the field of wholesale with foreign capital (PMA) status from South Korea. PT. Lotte Shopping Indonesia or called Lotte Mart with its head office is in JL. South Ring Kav 5 & 6 East Jakarta Until December 2019, Lotte Grosir has 35 outlets and 49 warehouses throughout Indonesia. In Pekanbaru, Lotte Grosir is the 15th branch with store type D. located on Jl. Seokarno Hatta No. 50, Labuh Baru Timur Village, Payung Sekaki District with a land area of 22,269 m<sup>2</sup>. Lotte Mart Pekanbaru store was built in 2004 and began to carry out operational activities on September 28, 2004. Lotte Grosir Pekanbaru Store is a company with the concept of sales in large volumes, efficient, low prices, low costs, *Cash and Carry* as well as making sales to consumers who are already members. The main target is consumers in the hospitality sector (hotels, restaurants, catering). Retail (diluent traders) and services such as hospitals,

offices with bargaining power in the international and local markets, so as to provide the cheapest prices to customers. According to data from Trend Asia, to win the market, Lotte Grosir builds a new concept, which is to create a new experience for customers. In addition to providing quality products not only from local but also products from Korea, adding a dining and gathering area for customers, providing delicious dishes, especially those from Korea. Lotte Mart's future shopping concept is presented with a modern atmosphere, hundreds of new foods and drinks, new types of vegetables and fruits that cannot be found anywhere else, one of which comes from Korean plantations, delicious snacks, and household products at affordable prices (Dianka, 2020).

In the last three years, Lotte Grosir Pekanbaru has sales results that show positive progress from 2021 to 2023.



**Figure 1.** Lotte Wholesale Sales Data Pekanbaru

From the observation of the data above, it was found that sales in mid-2024 have reached half of the average sales in the last three years, this shows that Lotte Grosir is able to increase the company's productivity, which indicates consumer satisfaction to use the products and services offered by Lotte Grosir Pekanbaru even though it is not one of the retailers in the city of Pekanbaru.

Although there has been an increase in sales, this is an interesting part to research in terms of analyzing the marketing mix on consumer or customer satisfaction. The basics are as follows:

- 1) As a material for evaluating strategies, that is, to ensure that sales are not just a coincidence
- 2) To better understand the market, i.e. to identify what factors contributed to the increase
- 3) For continuous improvement, i.e. to optimize strategies and find new opportunities
- 4) To anticipate changes, the market is always changing and analysis helps companies to stay relevant.

Lotte Grosir Pekanbaru is not the only modern market in Pekanbaru, with many competitors such as Hypermart, Indogrosir, Transmart, and others requiring Lotte Grosir to be harder in winning the market, namely to form satisfied and loyal consumers to Lotte Grosir Pekanbaru's products and services. Competition among modern retail business people is getting tighter, business people are trying to attract consumers, one of which is by competing for cheap prices.

There are several other considerations besides price, including quality products, easy-to-reach locations or distribution channels, as well as promotions that affect consumer decisions in shopping, therefore, modern retail business people must know the appropriate strategies to increase not only consumer buying interest but can increase consumer or customer loyalty and satisfaction. The offering

category varies from pure tangible goods to pure services in service components, companies such as Lotte Grosir are included in the category of tangible goods accompanied by service services, where Lotte Grosir is one part of the distribution chain that distributes goods for business purposes or final consumer consumption. The distribution of these goods is accompanied by complementary services, namely additional services such as providing guarantees, exchanges and cancellation of purchases, and others (Andrianus, 2013).

Based on the results of the study, the condition of Lotte Grosir Pekanbaru on customer satisfaction, perception factors such as products, prices, location and service and convenience simultaneously have a significant effect on consumer buying interest, however, service does not seem to have a significant influence on consumer buying interest. Therefore, it is necessary to analyze the marketing strategy, in this case the marketing mix that pays attention to the factors that can help Lotte Grosir Pekanbaru to survive in the future (Nofrizal, 2019).

In the face of this competition, the right strategy is needed to be implemented in the company. Strategy is a long-term plan that consists of important activities to achieve strategic goals aimed at ensuring that the company survives and develops in the future. In line with that, companies that are not prepared to face change and competition will be replaced by new companies. Customers in the future will have more options to choose companies that provide benefits through their advantages, in line with that companies must work extra to create new competitive strategy policies in introducing their products and services to customers in essence, the more competition, the more options for customers to choose existing products or services according to what they expect (Dahlan, Umar; Firman, Baharuddin Aris; Didin, Aslinda, 2022).

There are various strategies carried out by companies in Indonesia, one of which is the marketing mix strategy. The marketing mix consists of a set of variables that can be controlled and used by the company to influence customer responses in its target market. These variables or activities need to be combined and coordinated by the company as effectively as possible in carrying out marketing activities (Aprileny, rizky, & Emarawati, 2022).

From this, the company not only has the best combination of activities, but can coordinate various variables of the marketing mix to implement an effective marketing program. The elements or variables of the marketing mix strategy consist of four, namely: products, price, location/distribution channel (Place), and promotion (Assauri, 2015)

Consumer satisfaction is part of the strategy to win the increasingly competitive competition between retailers. This strategy requires companies to be able to respond to increasingly complex consumer needs, be able to know the situation and have an advantage that competitors do not have. The marketing mix has an important role in creating and maintaining customer satisfaction and loyalty,

Every company must know how their company's products can provide satisfaction for customers so that they are able to attract and maintain customer loyalty, such as Lotte Grosir Pekanbaru which is engaged in the marketing of products both from within and outside the country. With the large number of consumers, the number of retailers or wholesalers and the diversity of purchasing desires caused by companies, the researcher is interested in researching about the marketing strategy raised in the form of a research entitled "The Effect of Products, Location, Price and Promotion on Customer Satisfaction (Study of Lotte Wholesale Pekanbaru)".

The hypotheses used are:

- 1) H1: Product variable (X1) affects customer satisfaction (Y1)
- 2) H2 : Place variable (X2) affects customer satisfaction (Y1)
- 3) H3: Promotion variable (X3) affects customer satisfaction (Y1)
- 4) H4: Price variable (X4) has a significant effect on customer satisfaction (Y1)

- 5) H5 : Product variables (X1), place (X2), promotion (X3), and price (X4) have a simultaneous effect on customer satisfaction

## METHODS

This research is a type of quantitative descriptive research. In this study, the researcher made Lotte Grosir Pekanbaru customers or consumers as the object of research, using 100 respondents who will be the primary data. The determination of the location of the study was carried out with the consideration that Pekanbaru is the capital of Riau Province which is currently found to be growing rapidly in the modern market, including grocery, and this research was carried out for 2 (two) months starting from June to July 2024.

The types of data used in this study are primary data and secondary data. Primary data is data whose source comes from data collected from the first source, which is the Lotte Grosir company in the city of Pekanbaru. The data needed from primary data includes product information, and the type of service provided to consumers. The secondary data needed is obtained from surveys conducted on consumers. Data were collected through observation and questionnaires.

The data analysis technique used in this study is multiple linear regression. In this study, the author uses a data analysis tool of multiple linear regression formula to measure the independent variable, namely the marketing mix consisting of products, prices, places and promotions on customer satisfaction of Lotte Grosir Pekanbaru customers as bound variables.

## RESULTS

### Test T (partial)

**Table 1.** Test Result T (partial)

<b>Coefficients<sup>a</sup></b>					
<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
(Constant)	2.976	1.458		2.041	.044
1 Product	.177	.142	.113	1.245	.216
Place	.523	.143	.378	3.665	.000
Price	.316	.104	.281	3.047	.003
Promotion	.186	.076	.195	2.429	.017

a. Dependent Variable: Customer Satisfaction

*Source : SPSS Version 21.0 For Windows Output Results*

Based on the results of the T test presented in the table, it can be concluded that the results of hypothesis testing on each variable are as follows:

### ***The Influence of Products on Customer Satisfaction***

To see if there is an influence of the product on customer satisfaction, it can be done with the following analysis steps:

- a. Determining a hypothesis

H0 = the product has no influence on customer satisfaction.

Ha = the product has an influence on customer satisfaction.

- b. Define test criteria

Ha is accepted and H0 is rejected if the significance value  $\alpha < 0.05$

Ha is rejected and H0 is accepted if a significance value  $\alpha > 0.05$

c. Decision

Based on the results of the hypothesis test of the sig value on the variables of  $0.216 > 0.05$ , it can be concluded that the hypothesis  $H_a$  is rejected and  $H_0$  is accepted. This means that there is no influence between products on customer satisfaction.

### ***The Influence of Place on Customer Satisfaction***

To see if there is an influence of the place on customer satisfaction, it can be done with the following analysis steps:

a. Determining a Hypothesis

$H_0$  = place has no influence on customer satisfaction.

$H_a$  = place has an influence on customer satisfaction.

b. Determining the testing criteria

$H_a$  is accepted and  $H_0$  is rejected if the significance value  $\alpha < 0.05$

$H_a$  is rejected and  $H_0$  is accepted if a significance value  $\alpha > 0.05$

c. Decision

Based on the results of the hypothesis test of the sig value at the quality cost of  $0.000 > 0.05$ , it can be concluded that the hypothesis  $H_a$  is accepted and  $H_0$  is rejected. This means that there is an influence of place on customer satisfaction.

### ***The Effect of Price on Customer Satisfaction***

To see if there is an effect of price on customer satisfaction, it can be done with the following analysis steps:

a. Determining a hypothesis

$H_0$  = price has no effect on customer satisfaction.

$H_a$  = price has an influence on customer satisfaction.

b. Define test criteria

$H_a$  is accepted and  $H_0$  is rejected if the significance value  $\alpha < 0.05$

$H_a$  is rejected and  $H_0$  is accepted if a significance value  $\alpha > 0.05$

c. Decision

Based on the results of the hypothesis test of the sig value at the quality cost of  $0.003 > 0.05$ , it can be concluded that the hypothesis  $H_a$  is accepted and  $H_0$  is rejected. This means that there is an influence of price on customer satisfaction.

### ***The Effect of Promotion on Customer Satisfaction***

To see if there is an effect of promotion on customer satisfaction, it can be done with the following analysis steps:

a. Determining a Hypothesis

$H_0$  = promotion has no effect on customer satisfaction.

$H_a$  = promotion has an influence on customer satisfaction.

b. Determining the testing criteria

$H_a$  is accepted and  $H_0$  is rejected if the significance value  $\alpha < 0.05$

$H_a$  is rejected and  $H_0$  is accepted if a significance value  $\alpha > 0.05$

c. Decision

Based on the results of the hypothesis test of the sig value of the promotional variable of  $0.017 > 0.05$ , it can be concluded that the hypothesis  $H_a$  is accepted and  $H_0$  is rejected. This means that there is an influence of promotion on customer satisfaction.

**Test F (Simultaneous)**

The Simultaneous Test (Test F) aims to determine whether or not there is a simultaneous influence of independent variables on the bound variables. Decision-making in this test can be carried out using a P value with a significance level of 5% or 0.05. If the significance value is more than 0.05, the independent variable does not affect the dependent variable simultaneously, while the significance value is less than 0.05, the independent variable simultaneously affects the dependent variable is shown in the following table. Decision-making criteria in tests that use *p value* or F calculation (Ghozali, 2016:99).

**Table 2.** Test Result F (Simultaneous)

<b>ANOVAa</b>					
<b>Model</b>	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
1 Regression	1984.632	4	496.158	117.606	.000b
Residual	421.882	100	4.219		
Total	2406.514	104			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Promotion, Product, Price, Venue

*Source : SPSS Version 21.0 For Windows output*

The simultaneous influence of products, prices, venues and promotions on customer satisfaction. Based on the results of the F test presented in the table, it can be concluded that the results of hypothesis testing on independent variables together affect the dependent variables as follows.

**Determining a hypothesis**

- H0 = product, price, venue and promotion have no simultaneous effect on customer satisfaction.
- Ha = product, price, place and promotion have a simultaneous influence on customer satisfaction.

**Define test criteria**

- Ha is accepted and H0 is rejected if the significance value  $\alpha < 0.05$
- Ha is rejected and H0 is accepted if the significance value  $\alpha > 0.05$

**Decision**

Based on the results of the hypothesis test of the *gis* value of  $0.000 < 0.05$ , it can be concluded that Ha is acceptable. This means that there is a simultaneous influence between product, price, place and promotion on customer satisfaction.

**Multiple Linear Regression Test Results**

Multiple regression analysis tests are used to analyze the influence between independent variables on dependent variables partially or together. Based on the results of data processing that has been carried out using SPSS 21 For Windows, the results of multiple regression will be presented in the following table.

**Table 3.** Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	2.976	1.458	2.041	.044
1	Product	.177	.142	.113	1.245 .216
	Place	.523	.143	.378	3.665 .000
	Price	.316	.104	.281	3.047 .003
	Promotion	.186	.076	.195	2.429 .017

a. Dependent Variable: Customer Satisfaction

Source : SPSS Version 21.0 For Windows Output Results

Based on the table, it can be seen that the constant value for the *Unstandardized Coefficients B* column is 2.976, the value of the product variable is 0.177 for the value of the place variable of 0.523, for the value of the price variable is 0.316 and for the promotion variable is 0.186. The regression model formed based on the results of multiple regression analysis in the coefficientsa table is as follows:

Customer Satisfaction = 2,976 + 0,177products + 0,523places + 0,316price + 0,186promotions + e

The regression equation can be interpreted as follows:

- A constant value of 2.976 indicates that if the independent variable is considered constant, the customer satisfaction value is 2.976.
- The regression coefficient value for the product variable has a positive value of 0.177. This shows that if the product experiences a 1% increase, then customer satisfaction will increase by 0.177 assuming other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between independent variables and dependent variables.
- The regression coefficient value for the place variable has a positive value of 0.523. This shows that if the place experiences a 1% increase, then customer satisfaction will increase by 0.523 assuming other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between independent variables and dependent variables.
- The regression coefficient value for the price variable has a positive value of 0.316. This shows that if a place experiences a 1% increase, then customer satisfaction will increase by 0.316 assuming other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between independent variables and dependent variables.
- The regression coefficient value for the promotion variable has a positive value of 0.186. This shows that if the place experiences a 1% increase, then customer satisfaction will increase by 0.186 assuming other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between independent variables and dependent variables.

### Determination Coefficient Test (R<sup>2</sup>)

The Coefficient of Determination test is used to determine the extent to which variables of products, prices, venues and promotions can holistically explain customer satisfaction. The magnitude of the ability of independent variables to explain dependent variables can be determined from the magnitude of the Adjusted Square.



**Table 4.** Results of Determination Coefficient Analysis

<b>Model Summary<sup>b</sup></b>				
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.908a	.825	.818	2.054

a. Predictors: (Constant), Promotion, Product, Price, Place

b. Dependent Variable: Customer Satisfaction

*Source : SPSS Version 21.0 For Windows Output Results*

Based on the table, it can be seen that the value of the R<sup>2</sup> (*Adjusted R Square*) determination coefficient is 0.818, meaning that the contribution of the product (X1), place (X2), price (X3) and promotion (X4) to customer satisfaction (Y) is 81.8% and the remaining 18.2% customer satisfaction is influenced by other factors other than those studied.

## Discussion

Based on the results of the hypothesis test, it can be seen that the product variable (X1) has a sig of 0.216. The level of significance is greater than the significance level of  $\alpha = 0.05$ , so it can be concluded that the product has no effect on customer satisfaction. The results of this study support previous research conducted by Cindy (2022) which showed that product variables had no effect on Gojek customer satisfaction. In reality, Lotte Grosir companies sell the same products that can also be obtained from other modern retailers, so the company needs to evaluate a more quality product strategy according to customer needs and is not easy to obtain elsewhere.

The results of hypothesis testing prove that there is an influence between places (X2) on customer satisfaction with a sig value of 0.000 which is smaller than the significance level of  $\alpha = 0.005$ . A strategic location or place can increase customer comfort and satisfaction with the support of large parking spaces, easy access to products and safety of the place. The right location is an important factor in building a good relationship with customers. The results of this study support the results of previous research conducted by Ariyanti (2022) which stated that location has a partial effect on customer satisfaction.

Based on the results of the hypothesis test, it can be seen that the price variable has a sig value of 0.003. The significance level is smaller than the significance level of  $\alpha = 0.05$ , so it can be concluded that the price variable has an effect on customer satisfaction and H<sub>2</sub> is accepted. The results of this study support previous research conducted by Ghofur (2019), which showed the results that price variables affect customer satisfaction. It also supports the concept that the right price influences consumer decisions and leads to customer satisfaction, and influences customer perception of product and service quality. From this study, it was found that the standard deviation of price variables was smaller than the average which indicated that the price tended to be stable and the variation was not too large compared to the average price, in other words, the price of the products offered by Lotte Grosir Pekanbaru was relatively consistent and customers could predict the price more easily.

The results of hypothesis testing prove that there is an influence between promotion (X4) and customer satisfaction, namely from the analysis it was found that the promotion variable has a sig value of 0.017 smaller than the significance level of  $\alpha = 0.05$ . This supports previous research related to the influence of promotions on customer satisfaction conducted by Astrio and Hidayat, (2023) found that promotions have an influence on Go-Food customer satisfaction. By maximizing the use and effectiveness of promotions, it can increase customer satisfaction.

The results of hypothesis testing in this study prove that there is a simultaneous influence between product, place or location, price and promotion on customer satisfaction, this can be seen from the results of the analysis of the F test (Simultaneous) with an F value of 117.606 with a sig of 0.000 which is smaller than the significance level of 0.05 and with an influence of 0.818 or 81.8% of the results of the determination coefficient value that contributes to the product, Location, price and promotion, the remaining 18.2% were influenced by other factors that were not discussed in this study. By paying attention to the evaluation of the marketing mix strategy, it can maximize customer satisfaction which has an impact on increasing sales.

## CONCLUSION

Research on Marketing Mix Analysis on Customer Satisfaction at Lotte Grosir Pekanbaru concluded several important things. First, the product (X1) has no significant effect on customer satisfaction because the quality is standard and lacks the unique features that set it apart from competitors. Location (X2) or place has proven to have a positive effect because Lotte Grosir's strategic location, easy accessibility, and convenient facilities support a positive shopping experience. Price (X3) also has a significant effect; Prices that are considered fair and competitive increase customer satisfaction. Promotions (X4) are influential through promotional media, discounts, and loyalty programs that reinforce positive customer perceptions.

Overall, the variables of product, location, price, and promotion together affect customer satisfaction. Although the product does not partially have a significant effect, the strategic location, reasonable prices, and effective promotions holistically increase customer satisfaction. Therefore, the management of Lotte Grosir Pekanbaru is advised to improve product quality and consider diversification with new features to provide added value. In addition, management must ensure competitive and reasonable prices, and continue to pay attention to the accessibility and convenience factors of the location.

Management also needs to keep an eye on the effectiveness of promotions on a regular basis to increase brand awareness and relationships with customers. The next suggestion for researchers is to expand the analysis by considering other variables that also affect customer satisfaction, because this research is limited to four variables of the marketing mix, namely product, location, price, and promotion. Further research is expected to provide more comprehensive insights into the factors that affect customer satisfaction at Lotte Grosir Pekanbaru.

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