

THE EFFECT OF SERVICE MARKETING MIX STRATEGY ON CUSTOMER PERCEIVED VALUE AND ITS IMPACT ON CONSUMER SATISFACTION : STUDY AT PT.DUNIA BARUSA BANDA ACEH

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ABSTRACT

This study is to analyze the effect of marketing mix on customer perceived value and its impact on consumer satisfaction. The object is PT. Dunia Barusa Banda Aceh as a Toyota Dealer. The responden is their customers and in this study is taken 250 people. The hypothesis is tested by the Structural Equation Modeling (SEM) method. The result proves that product effects customer perceived value, price effects customer perceived value, location effects customer perceived value, promotion effects customer perceived value, people effects customer perceived value, physical evidence effects customer perceived value, process effects customer perceived value, customer perceived value effects consumer satisfaction, product effects costumer satisfaction, price effects consumer satisfaction, location effects consumer satisfaction, promotion effects consumer satisfaction, people effects consumer satisfaction, physical evidence effects consumer satisfaction, process effects consumer satisfaction, product effects consumer satisfaction through customer perceived value, price effects consumer satisfaction through customer perceived value, location effects consumer satisfaction through customer perceived value, promotion effects consumer satisfaction through customer perceived value, people effects consumer satisfaction through customer perceived value, physical evidence effects consumer satisfaction through customer perceived value, process effects consumer satisfaction through customer perceived value, in PT. Dunia Barusa Banda Aceh. These results strengthen the previous causality theories and this model can be a premise for the further research. The originality resides in the integration of the previous models, and in the new object. The limitation is in amount of the variables and the scope of the object. The resulting research model can also be a reference for practical people, especially the employees of PT. Barusa World Banda Aceh. Some of implications are mapped. PT. Barusa World Banda Aceh should be able to set higher quality of its marketing mix components

Keyword: Product, Price, Location, Promotion, People, Physical Evidence, Process, Customer Perceived Value, and Consumer satisfaction.

1. INTRODUCTION

The increasingly complex lifestyle of the community is an opportunity that can be looked at by every company, namely by offering various types of quality and competitive products.

(Malhotra, 2011) stated that the company's ability to survive in the market depends on the ability to compete. On the other hand, facing competition at this time of course the company set marketing strategies that can later be applied to increase sales of the company's products.

One of the products needed by the community is transportation. (Simamora, 2002) stated that transportation facilities have become an important part of human life today. This is because transportation is one of the main means for humans in their daily activities to move and move from one place to another quickly.

Marketing mix is a set of marketing tools used by marketers to continuously achieve marketing objectives in the target market (Kotler & Keller, 2018). The marketing mix includes products, prices, places, promotions that need to be done and understood well by the company so that it can continue to develop in a very tight competition. (Cannon, 2009) stated that marketing mix, often referred to as a means of translating marketing planning into practice. Products (products and / or services), adjusted for optimal customer benefit, prices according to the ability of buyers to pay for products, made available places for customers to buy (places), and promoted so that potential buyers know as much as needed about the products offered . (Oetama, 2011) in his research also said that the marketing mix consisting of products, prices, promotions, and distribution channels influence consumer decisions in making purchases. Purchasing decisions made by consumers are made by considering the attributes offered by the company (Widyawati & Listadi, 2014). This opinion is also supported by research Haryoso (2010) which stated that the marketing mix affects one's decision to buy a product and research conducted by (Hariadi & Martoatmodjo, 2012) which states that marketing mix has a significant effect on purchasing decisions.

Automotive companies use the marketing mix as a strategy to attract the attention of consumers. One of them is PT. Dunia Barusa Banda Aceh which sells various types of Toyota brand vehicles. Most of the products sold by PT. The Barusa Banda Aceh World is a minibus type vehicle. As a main dealer of PT. Toyota Astra Motor (TAM) PT. Dunia Barusa Banda Aceh has made every effort to manage its business. The minibus products offered consist of various types, namely Toyota Avanza, Kijang Innova, Fortuner, Alphard and Hilux, Agya, Rush, Yaris and Sienta.

The phenomenon that occurs in increasing the value felt by consumers and also in increasing consumer satisfaction, the PT. World Barusa Banda Aceh applies a service marketing mix strategy as an effort to market its products, amid competition among fellow car dealers in Banda Aceh City who also market products - car products from various manufacturers in the country. This certainly encourages PT.Dunia Barusa Banda Aceh to win the competition in capturing a large market share, so that it can provide value that can be felt by consumers and also increase satisfaction. The service marketing strategy undertaken includes product quality, determining the selling price, choosing the right location, promotion carried out, people or resources owned by the company, physical evidence that is the quality of the car and showroom products and the process of sending and selling Toyota car products. With the service marketing strategy undertaken by PT.Dunia Barusa Banda Aceh can have an impact on increasing the satisfaction felt by consumers.

Phenomenon related to the value perceived by consumers also shows a tendency that is not good, this can be seen from the life cycle of products that have been purchased, then the level of benefits or benefits perceived by consumers related to products that have been purchased by

consumers and the presence of negative information relating to Toyota products such as product recall.

According to (Kotler & Keller, 2018) in general satisfaction is a feeling of pleasure or disappointment someone who comes from a comparison between his impression of the performance of a product and its expectations. The creation of consumer satisfaction can provide benefits, including the relationship between the company and its customers to be harmonious, provide a good basis for repeat buyers and the creation of customer loyalty, and can also form a word of mouth recommendations that benefit the company.

2. LITERATURE REVIEW

Understanding Strategy

(Nawawi, 2005) said, the use of the word strategy in management or an organization is defined as "tips or the main tactics that are designed systematically in carrying out management functions that are directed at the strategic objectives of the organization.

(Jauch & Glueck, 1988) interpret the strategy cited by (Rosdiana, 2011), which is a unified, comprehensive and integrated plan that links the advantages of the company's strategy with environmental challenges and is designed to ensure that the main objectives the company can be achieved through proper implementation by the company.

(Alma, 2005), said the company's strategy is a pattern of decisions in the company that determines the goals, intentions or objectives that produce the main policy and plans for achieving goals and detailing the range to be achieved. Marketing strategy is to choose and analyze the target market which is a group of people who want to be achieved by the company and create a marketing mix that is suitable and that can satisfy the target market. Strategy is also defined as the art and knowledge of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its goals (David, 2011).

According to (Robins & Coulter, 2012) strategy management is a group of managerial decisions and actions that determine the long-term performance of an organization. Meanwhile, according to (Peter & Olson, 1999) defines marketing strategy as a plan designed to influence exchange in achieving organizational goals. From the various meanings above, the author can conclude about the notion of strategy which is a unity of decisions and actions to determine long-term performance to achieve company goals.

Understanding of Marketing

Every producer always strives through the products they produce so that the company's goals and objectives are achieved. The products it produces can be sold or purchased by end consumers at a price level that provides long-term corporate profits. Through products that can be sold, the company can guarantee its life or maintain the stability of its business and develop. In this framework, each producer must think about the marketing activities of their products, long before these products are produced until the product is consumed by the end consumer (Assauri, 2018).

Talking about marketing issues, generally what is meant is sales, purchases and prices. Many among the people involved in the world of marketing itself there are still many who interpret marketing in a small scope of marketing itself. Exactly what is the meaning of marketing itself? Here will be explained several interpretations of marketing according to several experts, namely:

The American Marketing Association (1960), stated marketing is the result of work performance of business activities related to the flow of goods and services from producers to consumers. Besides this interpretation there is also a broader view, which states that marketing is a process of activity that begins long before the goods or materials enter the production process. (Assauri, 2018).

Still according to the American Marketing Association in (Kotler & Keller, 2018), defined marketing as a process of planning and implementing thought, pricing, promotion, and channeling ideas, goods, and services to create exchanges that meet individual and organizational goals. According to (Kotler & Keller, 2018) marketing is a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging valuable products with other parties.

Marketing Mix

One strategy related to company marketing activities is the marketing mix strategy defined by (Kotler & Keller, 2018) quoted by (Sukotjo & Radix, 2010) which stated that marketing mix as the set of controllable marketing variables that the firm bleads to produce the response it wants in the target market ". From the above definition it can be interpreted that the marketing mix is controlled variables that are combined to produce the expected response from the target market.

The marketing mix is a marketing activity carried out in an integrated manner. This means that this activity is carried out simultaneously between the elements present in the marketing mix itself. Each element cannot run independently without the support of other elements. Marketing mix is a set of marketing tools that companies use to continuously achieve their marketing goals in the target market (Kotler & Keller, 2018). According to (Tjiptono, 2017) the service marketing mix is a set of tools that marketers can use to shape the characteristics of services offered to customers.

(Lupiyodi & Hamdani, 2006) said that the marketing mix of products that we know so far is different from the marketing mix for service products. This is related to differences in the characteristics of services and goods. Marketing product mix includes 4P: product, price, place, and promotion. As for the four services, these are still considered inadequate. Marketing experts add three more elements, namely: people, processes, and customer service. These three things are related to the nature of services in which production or operations to consumption are an inseparable chain and directly involve consumers and service providers, in other words, there is a direct interaction between the two (though not for all types of services). As a mix, these elements influence one another, so if one does not properly organize it will affect the overall marketing strategy.

The elements of the service marketing mix (7P) are described as follows:

a. Product

Service product according to (Hurriyati, 2010), is "everything that producers can offer to be noticed, requested, sought, bought, used or consumed by the market as meeting the needs or desires of the relevant market".

b. Price

Price according to (Kotler & Keller, 2018) is the amount billed for a product or service, or the sum of all values given by customers to benefit from owning or using a product or service.

c. Place

According to (Lupiyodi & Hamdani, 2006), place in service is a combination of location and decision on distribution channels, in this case related to how to deliver services to consumers and where strategic locations.

d. Promotion (Promotion)

According to (Lupiyodi & Hamdani, 2006) quoted by (Wijayanti & Sumekar, 2009) promotion is a tool used by service organizations to communicate with their target markets.

e. People

According to (Zeithaml, Bitner, & Gremler, 2018), people are all actors who play a role in the presentation of services so that they can influence buyer perceptions. The elements of people are company employees, consumers, and other consumers in the service environment.

f. Physical evidence

According to (Zeithaml et al., 2018) physical evidence is something that significantly influences the consumer's decision to buy and use the services offered. Physical evidence is the physical environment of service companies where services are created and where service providers and customers interact, plus existing tangible elements that are used to communicate or support the role of services.

g. Process

(Zeithaml et al., 2018) defined the process as a procedure, mechanism and series of activities to deliver services from producers to consumers.

Customer Perceived Value

Customer perceived value is the customer's perception of the value in which the company must consider the value in developing its products and services so that it matches what the customer expects (Richard & Vanessa, 2007). According to Best in (Sumarwan, 2011) stated, customer value is the benefit obtained by the customer minus the purchase cost. Based on this concept, customer value comes from economic benefits, customer benefits, and emotional benefits.

Consumer satisfaction

(Lupiyodi & Hamdani, 2006) said satisfaction is the level of feeling in which someone states the results of a comparison of the performance of products or services received and expected. Still according to (Kotler & Keller, 2018), satisfaction is someone's happy or disappointed feelings that arise after comparing between their perceptions or impressions on the performance (or results) of a product and its expectations. (Oliver, 1996) in (Collier, Barnes, Abney, & Pelletier, 2018) defined satisfaction as customer response to the fulfillment of their needs. That means the assessment that a particular form of goods or services or the goods or services themselves, provides a level of comfort associated with fulfilling a need, including meeting needs below expectations or meeting needs beyond customer expectations. Then the research of (Abizar, Tabrani, Djalil, & Putra, 2019) described that product quality and value perceived by consumers have an influence in increasing consumer satisfaction and also increasing consumer loyalty to the products sold

Research Hypothesis

From the literatures that is explained above, authors formulate the research hypothesis as

follows.

- H1 :product effects customer perceived value,
- H2 :price effectscustomer perceived value,
- H3 :location effects customer perceived value,
- H4 :promotion effects customer perceived value,
- H5 :people effects customer perceived value,
- H6 :physical evidence effects customer perceived value,
- H7 :process effectscustomer perceived value,
- H8 : customer perceived value effects consumer satisfaction,
- H9 :product effects costumer satisfaction,
- H10 :price effects consumer satisfaction,
- H11 : location effects consumer satisfaction,
- H12 :promotion effects consumer satisfaction,
- H13 :people effects consumer satisfaction,
- H14 :physical evidence effects consumer satisfaction,
- H15 :process effects consumer satisfaction,
- H16 :product effects consumer satisfaction through customer perceived value,
- H17 :price effectsconsumer satisfaction through customer perceived value,
- H18 :location effects consumer satisfaction through customer perceived value,
- H19 :promotion effects consumer satisfaction through customer perceived value,
- H20 :people effects consumer satisfaction through customer perceived value,
- H21 :physical evidence effects consumer satisfaction through customer perceived value,
- H22 :process effectsconsumer satisfaction through customer perceived value

2. RESEARCH METHOD

Location and Research Object

This research is conducted in PT. DuniaBarusa Banda Aceh as a Toyota Dealer in Banda Aceh. The responden is their customers and in this study is taken 250 people. The hypothesis is tested by the Structural Equation Modeling (SEM) method.

Data Analysis Tools

After collecting data, the next step is to analyze the data using SEM (Structual Equation Modeling) using the version 19 of the AMOS (Analysis of Moment Structure) program package and SPSS (Statistical Program for Social Sciences) version 22.0. The use of SEM allows researchers to examine the relationships between complex variables to get an overall picture of the whole model. According to (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014) SEM method is a development of path analysis and multiple regression which are both a form of multivariate analysis.

By analyzing all the questions on the independent variables so that the hypothesis test results are obtained. If the results of the hypothesis test do not meet the eligibility index requirements. Then it needs to be analyzed by the confirmatory factor analysis (CFA) method. The way to eliminate questions that results is less independent variables by considering the magnitude of the regression of each question so that the questions that are not eliminated have a difference in regression that is not striking.

For the indicators to be measured, authors build constructs that are :

1. for the service marketing mix strategy :

1. Product : Product diversity; Quality; Design; Characteristics; Brand name; Packaging; Size; Service; Guarantee; and Rewards.
2. Price : Price list; Rebates / discounts; Time period; Profit margins; Profit sharing; Payments; and Credit terms.
3. Promotion : Sales Promotion; Advertising; Sales force; Public Relations; and Direct marketing
4. Place : Marketing Channels; Market Coverage; Grouping; Location; Inventory; and Transportation.
5. People : Founders; Employees; Culture; and Customer service
6. Physical evidence : User stories; Recommendations; Office placement; and Buzz
7. Process : Delivery Service; complaints; and response time.

2. For the customer perceived value :(1) Life cycle costs, (2) Performance prices, (3) Perceived benefits, (4) Customer benefits , (5) emotional benefits, (6) information and (7) product quality.

3. For the consumer satisfaction: (1) Quality of service, (2) Quality of goods, (3) Price, (4) Situation and personal factors, (5) Comfort, (6) Security.

Some indicators are eliminated depends on the confirmatory factor analysis test in the result chapter.

3. RESULT

Characteristics of Respondents

Respondent characteristic in this study is divided based on gender, age level of respondents, marital status, the last education of respondents, and respondent income, that is shown in table 1 below.

Table 1. Respondent Characteristics

No.	Description	Percentage	Frequency
1.	Age of respondent:		
	▪ 20 – 24 years old	18	2.5
	▪ 25 – 29 years old	50	29.1
	▪ 30 – 34 years old	101	48.1
	▪ > 35 years old	81	20.3
Amount		250	100.0
2.	Gender:		
	▪ Men	167	66.8
	▪ Women	83	33.2
Amount		250	100.0
3.	Marital status		
	▪ Married	232	92.8
	▪ Not yet married	18	7.2
Amount		250	100.0

4.	Last Education		
	▪ High school	67	26.8
	▪ Diploma III	58	23.2
	▪ Bachelor	117	46.8
	▪ Postgraduate	8	3.2
Amount		250	100.0
5.	Income		
	▪ Rp 2,000,000 – 2,999,999	13	5.2
	▪ Rp 3,000,000 – 3,999,999	149	59.6
	▪ >Rp 4,000,000	88	35.2
Jumlah		250	100.0

Source: Primary Data, 2019 (processed)

The table above explains that as many as 167 people or 66.8% consisted of male respondents and as many as 83 people or 33.2% consisted of female respondents, thus the consumer respondents are dominated by male respondents.

The data of the age of the respondent reveals that as many as 18 people or 2.5% aged between 20 to 24 years, as many as 50 people or 29.1% of respondents aged 25 to 29 years, as many as 101 people or 48.1%, respondents aged 30 to 34 years and as many as 81 people or 20.3% of respondents aged over 35 years. Thus respondents aged 30-39 years are more dominant than respondents aged 20-29 years, so that they have the maturity in thinking in choosing a brand so that this has an impact on customer perceived value and consumer satisfaction of PT. Dunia Barusa Banda Aceh products.

Characteristics of respondents based on marital status figures that as many as 232 people or 92.8% of respondents are married, and as many as 18 people or 7.2% of respondents are not married.

Then the from the level of education data, it illustrates that as many as 67 people or 26.8% have the last high school education, as many as 58 people or 23.2% of respondents are educated with a Diploma III, as many as 117 people or 46.8% with the last degree education while the last postgraduate educated respondents are 8 people or 3.2% of the total respondents studied.

Regarding income data, it reveals that as many as 13 people or 5.2%, respondents have income of Rp. 2,500,000 - 2,999,999, - as many as 149 people or 59.6% of respondents have income of Rp. 3,000,000 - 3,999,999, - as many as 88 people or 35.2% of respondents have an income of more than Rp. Rp. 4,000,000.

Confirmatory Factor Analysis for Normality Test

The results of data processing for confirmatory factor analysis for all constructs in this study are shown in Figure 1.

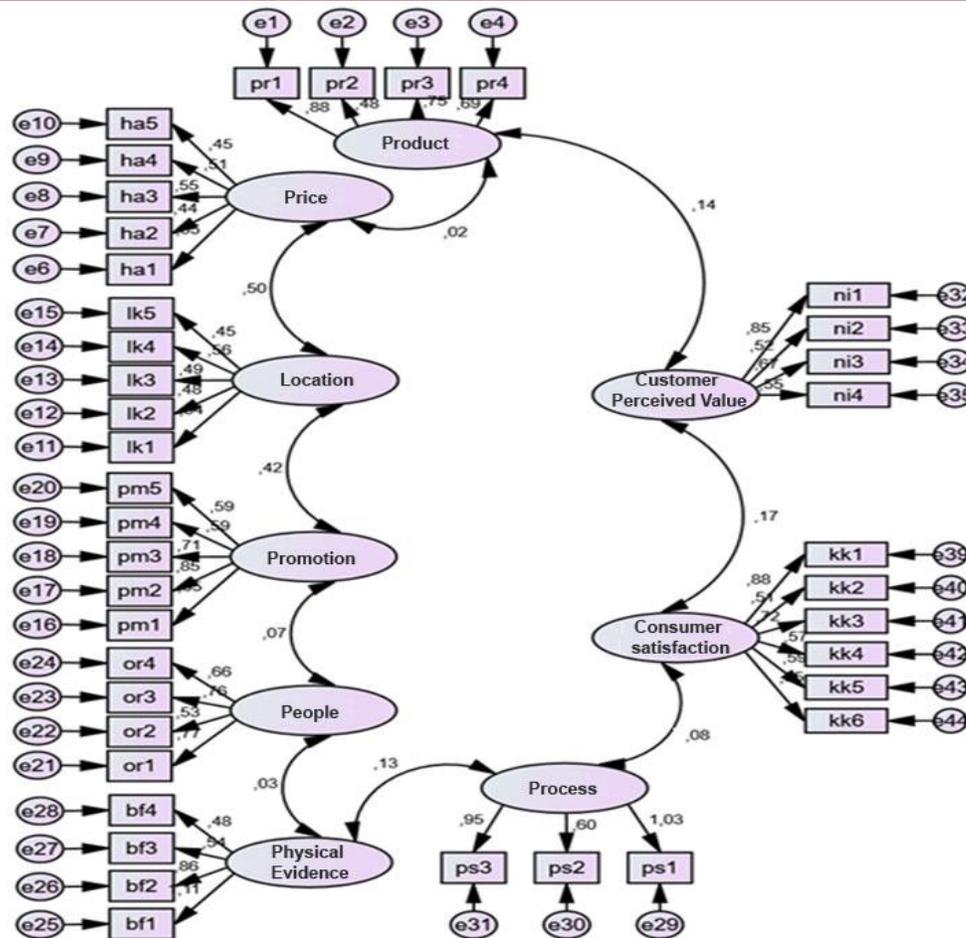


Figure 1. Constructive Confirmatory Factor Analysis

The loading factorsthat are proven their validation can be seen as follows.

Table 2.Loading Factor Indicators For Variables

			Estimate
pr1	<---	Product	.884
pr2	<---	Product	.476
pr3	<---	Product	.749
pr4	<---	Product	.688
ha1	<---	Product	.545
ha2	<---	Product	.638
ha3	<---	Product	.549
ha4	<---	Product	.512
ha5	<---	Product	.554

			Estimate
lk1	<---	Location	.537
lk2	<---	Location	.683
lk3	<---	Location	.692
lk4	<---	Location	.560
lk5	<---	Location	.548
pm1	<---	Promotion	.654
pm2	<---	Promotion	.845
pm3	<---	Promotion	.711
pm4	<---	Promotion	.586
pm5	<---	Promotion	.586
or1	<---	Person	.768
or2	<---	Person	.528
or3	<---	Person	.761
or4	<---	Person	.657
bf1	<---	Physical Proof	.608
bf2	<---	Physical Proof	.862
bf3	<---	Physical Proof	.536
bf4	<---	Physical Proof	.484
ps1	<---	Process	.535
ps2	<---	Process	.600
ps3	<---	Process	.949
ni1	<---	Value	.845
ni2	<---	Value	.525
ni3	<---	Value	.669
ni4	<---	Value	.551
kk1	<---	Consumer_Satisfaction	.876
kk2	<---	Consumer_Satisfaction	.508
kk3	<---	Consumer_Satisfaction	.717
kk4	<---	Consumer_Satisfaction	.570
kk5	<---	Consumer_Satisfaction	.587
kk6	<---	Consumer_Satisfaction	.554

Source: Primary Data, 2019 (processed)

From the table above, it appears that the indicators included have met the requirements for inclusion in the subsequent data processing because all the estimated values have a coefficient of greater than 0.5. Before proceeding to the structural stage, the feasibility of the existing model has been seen first through goodness of fit test.

Structural Equation Modeling Analysis (SEM)

The next analysis is a full model Structural Equation Model (SEM) analysis, after an analysis of the uni dimensionality level of the indicators forming latent variables was tested with confirmatory factor analysis. Analysis of the results of data processing at the full SEM model stage is carried out by conducting a suitability test and a statistical test. The results of data processing for the full SEM model analysis are shown in Figure 1.

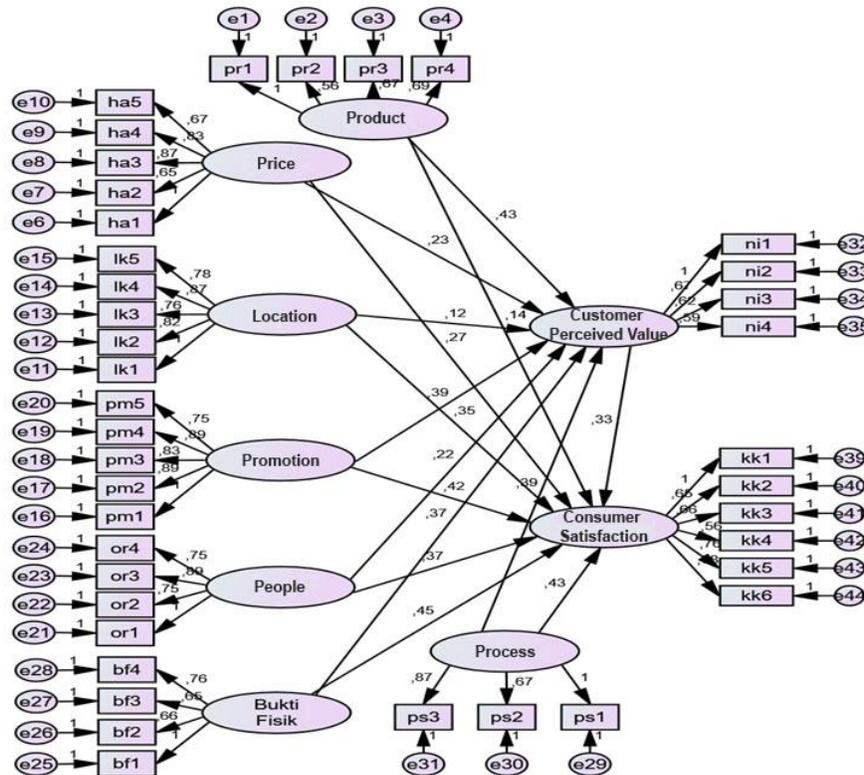


Figure 2. Structural Equation Model (SEM) Test Result

On the figure 2, it shows the influence of each variable that verify the hypothesis in this research, that can be explained as follows.

Hypothesis Test

The result of hypothesis test can be seen through the Critical Ratio (CR) and p values, that are figured as follows.

Table 2 Regression Weight Structural Equational Model

			Estimate	S.E.	C.R.	P
Value	<---	Product	.551	.075	11.268	***
Value	<---	Price	.178	.043	6.079	***
Value	<---	Location	.097	.090	9.647	***
Value	<---	Promotion	.373	.086	10.715	***
Value	<---	Person	.244	.031	8.983	***
Value	<---	Physical Evidence	.381	.048	9.826	***
Value	<---	Process	.558	.065	10.350	***
Consumer_Satisfaction	<---	Value	.246	.069	9.668	***
Consumer_Satisfaction	<---	Product	.134	.071	9.886	***
Consumer_Satisfaction	<---	Price	.156	.067	10.321	***
Consumer_Satisfaction	<---	Location	.211	.070	9.347	***
Consumer_Satisfaction	<---	Promotion	.299	.068	10.007	***
Consumer_Satisfaction	<---	Person	.306	.054	9.894	***
Consumer_Satisfaction	<---	Physical Evidence	.345	.061	9.640	***
Consumer_Satisfaction	<---	Process	.458	.075	10.230	***

Source: Primary Data Processed, (2019)

The effect of the product on customer perceived value show a CR value of 11.268 and with a probability of 0.000. Both values meet the requirements for H1 acceptance, namely a CR value of 11.268 which is greater than 1.96 and a probability smaller than 0.05. Thus it describes that the product has an influence on increasing the value perceived by consumers at PT. Dunia Barusa Banda Aceh.

The effect of the price on customer perceived value show a CR value of 6.079 and with a probability of 0.000. Both values meet the requirements for H2 acceptance, namely a CR value of 11.268 which is greater than 1.96 and a probability smaller than 0.05. Thus it explains that the price has an influence on increasing the value perceived by consumers at PT. Dunia Barusa Banda Aceh.

The effect of location on customer perceived value show a CR value of 9.647 and with a probability of 0.000. Both values meet the requirements for H3 acceptance, namely a CR value of 9.647 which is greater than 1.96 and a probability smaller than 0.05. Thus it concludes that location has an effect on increasing the value perceived by consumers at PT. Dunia Barusa Banda Aceh.

The effect of promotion on customer perceived value shows a CR value of 10.715 and with a probability of 0.000. Both values meet the requirements for H4 acceptance, namely a CR value of 10.715 which is greater than 1.96 and a probability smaller than 0.05. Thus it can be concluded that promotion has an effect on increasing perceived value. This indicates that promotion has an influence on the value perceived by consumers.

The effect of people on customer perceived value show a CR value of 8.983 and with a probability of 0.000. Both values meet the requirements for H5 acceptance, namely a CR value of 8.983 which is greater than 1.96 and a probability smaller than 0.05. Thus it figures that people have an influence on increasing the value perceived by consumers at PT. Dunia Barusa Banda Aceh. This indicates that people or human resources will have an impact on the perceived value of consumers.

The effect of physical evidence on customer perceived value show a CR value of 11.268 and with a probability of 0.000. Both values meet the requirements for H6 acceptance, namely a CR value of 11.268 which is greater than 1.96 and a probability smaller than 0.05. Thus it can be concluded that physical evidence has an influence on increasing the value perceived by consumers at PT. Dunia Barusa Banda Aceh. This indicates that physical evidence has an influence on the perceived value of consumers on products marketed by PT. Dunia Barusa Banda Aceh.

The effect of the process on customer perceived value show a CR value of 10,350 and with a probability of 0.000. Both values meet the requirements for H7 acceptance, namely a CR value of 10.350 which is greater than 1.96 and a probability smaller than 0.05. Thus it can be concluded that the process has an influence on the perceived value of consumers at PT. Dunia Barusa Banda Aceh. This indicates that the process has an influence on the perceived value of consumers in products marketed by PT. Dunia Barusa Banda Aceh.

The effect of customer perceived value on consumer satisfaction shows a CR value of 9.668 and with a probability of 0.000. Both values meet the requirements for H8 acceptance, namely a CR value of 9.668 which is greater than 1.96 and a probability smaller than 0.05. Thus it can be concluded that the customer perceived value will affect consumer satisfaction of PT. Dunia Barusa Banda Aceh. This indicates that the higher the customer perceived value will directly influence consumer satisfaction, especially in providing services to consumers who have purchased products from PT. Dunia Barusa Banda Aceh.

The effect of the product on consumer satisfaction show a CR value of 9.886 and with a probability of 0.000. Both values meet the requirements for H9 acceptance, namely a CR value of 9,886 which is greater than 1.96 and a probability smaller than 0.05. Thus it concludes that the product provides an influence on increasing consumer satisfaction at PT. Dunia Barusa Banda Aceh.

The effect of prices on consumer satisfaction show a CR value of 10.321 and with a probability of 0.000. Both values meet the requirements for H10 acceptance, namely a CR value of 10.321 which is greater than 1.96 and a probability smaller than 0.05. Thus it explains that the price has an influence on increasing consumer satisfaction by consumers at PT. Dunia Barusa Banda Aceh.

The effect of location on consumer satisfaction shows a CR value of 9.347 and with a probability of 0.000. Both values meet the requirements for H11 acceptance, namely a CR value of 9,347 which is greater than 1.96 and a probability smaller than 0.05. Thus it can be concluded that location has an influence on increasing consumer satisfaction by consumers at PT. Dunia Barusa Banda Aceh.

The effect of promotion on consumer satisfaction shows a CR value of 10.007 and with a probability of 0.000. Both values meet the requirements for H12 acceptance, namely a CR value of 10.007 which is greater than 1.96 and a probability smaller than 0.05. Thus it describes

that promotion has an effect on increasing consumer satisfaction.

The effect of people on consumer satisfaction show a CR value of 9.894 and with a probability of 0.000. Both values meet the requirements for H13 acceptance, namely a CR value of 9.894 which is greater than 1.96 and a probability smaller than 0.05. Thus it can be concluded that people have an influence on increasing consumer satisfaction at PT. Dunia Barusa Banda Aceh.

The effect of physical evidence on consumer satisfaction show a CR value of 9.640 and with a probability of 0.000. Both values meet the requirements for H14 acceptance, namely a CR value of 9,640 which is greater than 1.96 and a probability smaller than 0.05. Thus it figures that physical evidence has an influence on increasing consumer satisfaction by consumers at PT. Dunia Barusa Banda Aceh.

The effect of the process on consumer satisfaction shows a CR value of 10.230 and with a probability of 0.000. Both values meet the requirements for H15 acceptance, namely a CR value of 10.230 which is greater than 1.96 and a probability smaller than 0.05. Thus it explains that the process provides an influence on consumer satisfaction by consumers at PT. Dunia Barusa Banda Aceh.

Indirect Effect

The direct effect of product on customer perceived value is 0.551. While the effect of the product on consumer satisfaction when through the customer perceived value variable is 0.033. This means that if you want to increase consumer satisfaction, it will be better if the company can improve more the quality of products. Then the H16 is acceptable.

The direct effect of the price on customer perceived value is 0.178. While the effect of price on consumer satisfaction when through the customer perceived value variable is 0.038. This means that if you want to increase consumer satisfaction, it will be better if the company can directly adjust the price, especially related to the price of the closest competitor's product, such as the price set by the PT. Dunia Barusa Banda Aceh. Then the H17 is acceptable.

The direct effect of location on customer perceived value is 0.097. While the influence of location has an influence on consumer satisfaction when it is felt that the value of the variable is 0.052. This means that if you want to increase consumer satisfaction, it will be better if company leaders can improve to determine the strategic location of the company, so it is easy to reach by consumers and potential customers, so that it has an impact on consumer satisfaction. Then the H18 is acceptable.

The direct effect of promotion on customer perceived value is 0.373. While the effect of promotion has an influence on consumer satisfaction when it is felt that the value of the variable is 0.074. This means that if you want to increase consumer satisfaction, it will be better if company leaders can do the right product promotion, so that consumers and potential customers know the products offered to consumers, so that it has an impact on consumer satisfaction. Then the H19 is acceptable.

The direct effect of people on the customer perceived value is 0.244. While the influence of people has an influence on consumer satisfaction when through the perceived value variable is 0.075. This means that if you want to increase consumer satisfaction, it will be better if company leaders can develop the company's human resources, so that employees can provide the best service so that it can have an impact on consumer satisfaction. Then the H20 is acceptable.

The direct effect of physical evidence on customer perceived value is 0.381. While the influence of physical evidence has an influence on consumer satisfaction when it is felt that the value of the variable is 0.085. This means that if you want to increase consumer satisfaction, it will be better if company leaders can prove physical evidence of car products and physical evidence of service services, so that it can have an impact on customer. Then the H21 is acceptable.

The direct effect of the process on customer perceived value is 0.558. While the effect of the process of influencing consumer satisfaction when through the perceived value variable is 0.113. This means that if you want to increase consumer satisfaction, it will be better if the company's leadership can process both the product sales process and the service service process without differentiating their social status, so that it can have an impact on consumer satisfaction. Then the H22 is acceptable.

Based on the results of the analysis show that all exogenous variables significantly influence endogenous variables and no significant variables were found, so that this study does not occur fully mediated. Thus it figures that the findings in this sub-sample, consistent with findings in the entire sample, where the price, brand image and product quality variables have a role as partially mediated variables among the perceived value variables with consumer satisfaction.

4. CONCLUSION

The result proves that product effects customer perceived value, price effects customer perceived value, location effects customer perceived value, promotion effects customer perceived value, people effects customer perceived value, physical evidence effects customer perceived value, process effects customer perceived value, customer perceived value effects consumer satisfaction, product effects customer satisfaction, price effects consumer satisfaction, location effects consumer satisfaction, promotion effects consumer satisfaction, people effects consumer satisfaction, physical evidence effects consumer satisfaction, process effects consumer satisfaction, product effects consumer satisfaction through customer perceived value, price effects consumer satisfaction through customer perceived value, location effects consumer satisfaction through customer perceived value, promotion effects consumer satisfaction through customer perceived value, people effects consumer satisfaction through customer perceived value, physical evidence effects consumer satisfaction through customer perceived value, process effects consumer satisfaction through customer perceived value, in PT. Dunia Barusa Banda Aceh. These results strengthen the previous causality theories and this model can be a premise for the further research. The originality resides in the integration of the previous models, and in the new object. The limitation is in amount of the variables and the scope of the object. The resulting research model can also be a reference for practical people, especially the employees of PT. Barusa World Banda Aceh. Some of implications are mapped. PT. Barusa World Banda Aceh should be able to set higher quality of its marketing mix components.

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