

The Effect of Marketing Mix on Consumer Loyalty at Alfamart Lengkong

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ABSTRACT

The marketing mix refers to a series of actions or strategies used by a company consisting of product, price, promotion and place to build and market products to customers and then determine the level of marketing success to get the desired response from the target market. Consumer loyalty is the result of companies offering benefits to customers so that they make repeat purchases or continue to make more purchases. The purpose of this study was to determine whether the marketing mix includes product, price, promotion and place has an effect on consumer loyalty at Alfamart Lengkong, Sindangwangi – Majalengka. The sampling method for this survey used accidental sampling, all consumers of Alfamart Lengkong were found randomly and met the requirements as respondents, and the analytical method was used multiple linear regression analysis. The result of this study indicates that product, promotion and place partially have a significant effect on consumer loyalty while price has no significant effect. The variables of product, price, promotion and place simultaneously have a significant effect on consumer loyalty. Given the weak effect of price on consumer loyalty, management must pay attention in the company's marketing plan.

Keywords : Consumer Loyalty, Marketing Mix

INTRODUCTION

To succeed in an increasingly competitive global market, companies must be professional, aware of opportunities, more innovative in their ideas, and able to respond to societal needs (Lumintang, 2013). The hope is that consumers are happy and repurchase, each company makes various efforts with different strategies to meet consumer needs. When consumers become satisfied and loyal, they will not switch to other similar products (Philp, 2002).

Retailers are the last link in the marketing channel. Retail trade is a very important activity in the distribution of goods from producers to consumers. Large and small retail stores as a place to shop such as malls, mini markets, department stores, and plazas have sprung up in big and small cities, and are inseparable from people's needs for practical things. This situation is accelerated by the increasing number of new businesses that open opportunities for the emergence of retail businesses (Kurniawan et al., 2022). As a company that runs a retail business, PT. Sumber Alfaria Trijaya Tbk, a national general sales and retail service company that provides basic needs and daily necessities under the name minimarket (Sondakh et al., 2021)

One of the minimarkets, namely Alfamart, which is located in Lengkong Village, Sindangwangi District, Majalengka Regency, has a strategic location. It is undeniable that with the existence of various small competitors, Alfamart needs to pay more attention to the marketing tactics it uses when dealing with existing competitors. Based on the background of the problems above, it is known that minimarkets grow very fast and are very competitive, so the minimarket owner needs to consider how the marketing mix affects customer loyalty to determine the right strategy to attract customers. Entrepreneurs need to understand how it affects customers who make repeat purchases. Therefore, the researcher is interested in taking the research title 'The Effect of Marketing Mix on Consumer Loyalty at Alfamart Lengkong'.

LITERATURE REVIEW

Ningsih (2021) argues that brand image and marketing mix contributed to consumer loyalty, then the remaining 67.17% was influenced by other variables. Whereas, Suhendro (2019) proves that the independent variables (Product Location, Promotion and Price) simultaneously have no significant effect on the dependent variable (Consumer Loyalty) at minimarkets (Indomaret and Alfamart). There is a distinguishing feature of the research above and this research which lies in the object of research because the researcher discusses the influence of the marketing mix which is located in a different area, namely Alfamart Lengkong, Majalengka Regency.

To be able to create customer loyalty, a powerful product marketing method is needed, because marketing strategy is also a fundamental tool to achieve company goals. Products, prices, promotions, and locations in the marketing mix are a form of marketing strategy that can help market products and create consumer satisfaction (Rachmawati, 2011). One of the processes that must be followed by a business owner or marketer to achieve optimal sales goals is to implement a marketing mix strategy by paying attention to the variables in it (Belendung et al., 2017).

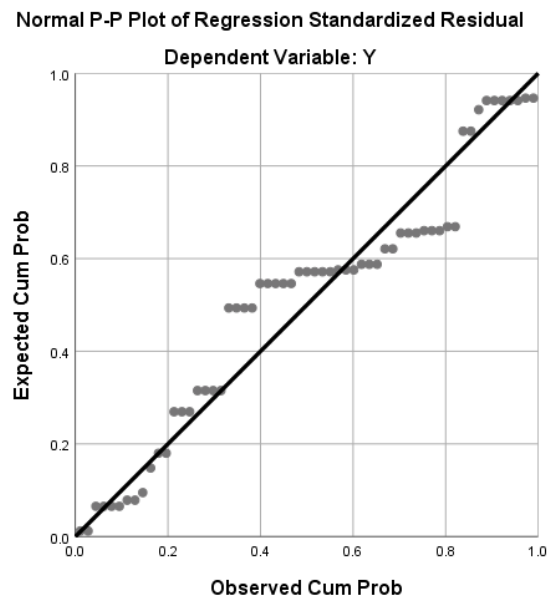
RESEARCH METHODS

This type of research uses quantitative methods, with data collection techniques through distributing questionnaires. The sampling method uses incidental or random sampling based on anyone who accidentally meets the researcher can be used as a sample if it feels right as a respondent. (Dewi & Sugiyanto, 2019). The measurement scale uses a Likert scale which includes instrument testing, classical assumption testing, hypothesis testing and the coefficient of determination used as a data analysis tool used in this study using the assistance program, namely SPSS 23.

RESULT AND DISCUSSION

The first step is carried out by preparing a questionnaire used in the study consisting of 4 questions about product (x1), 4 questions about price (x2), 9 questions about promotion (x3), 4 questions about place (x4) and 9 questions about loyalty. consumers (y) in shopping at Alfamart Lengkong, Sindangwangi District, Majalengka Regency. The first step is to process the data through a validity test. If there are question items in the questionnaire that have a correlation value of less than 0.361, then these question items cannot be used for further analysis or can be declared invalid and can be deactivated and then declared valid if > 0.361 because they meet the criteria. That way, after testing the data instruments and the questions, it is said to be valid, followed by the classic assumption test as shown below:

Table 1. Classical Assumption Test



The normality test using SPSS

Referring to the figure above, the regression model meets the normality assumption because the data spreads around the diagonal then follows the direction of the diagonal line. So that the data can be said to be normally distributed which will then be followed by a multicollinearity test as shown below, which is as follows:

Table 2. Coefficients^a

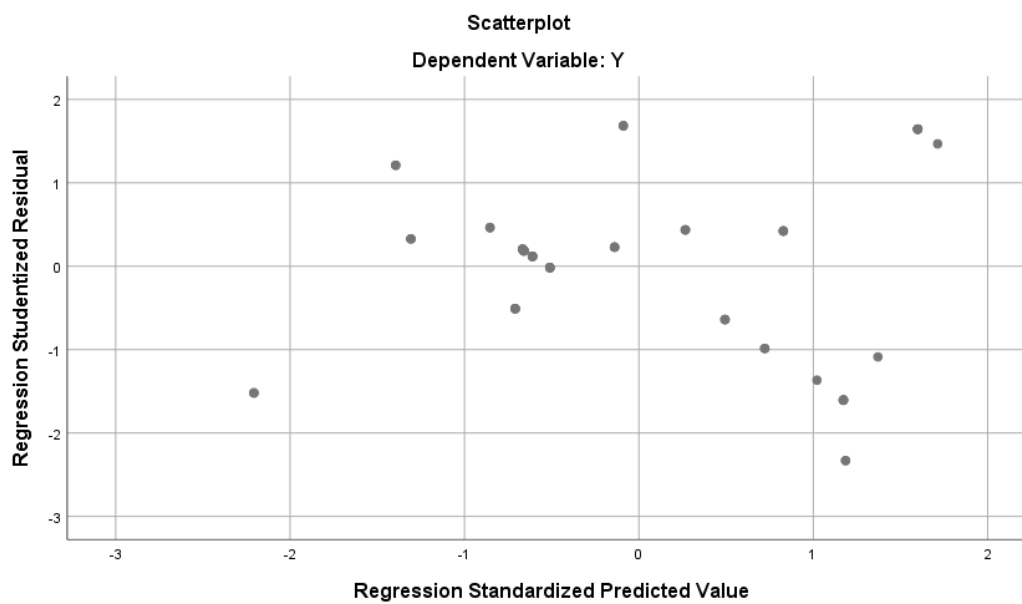
Model	Unstandard. Coefficients			Stand. Coefficients	t	Sig.	Collinearity Statistics	
	B	Stand. Error		Beta			Tolerance	VIF
1	(Constant)	9.624	2.005		4.800	.000		
	X1	.621	.167	.382	3.709	.000	.609	1.643
	X2	.182	.184	.110	.987	.328	.520	1.925
	X3	-.245	.090	-.339	-2.723	.009	.416	2.407
	X4	1.137	.182	.735	6.259	.000	.467	2.139

a. Dependent Variable: Y

Multicollinearity test using SPSS

Based on the picture above, it shows that there are no symptoms of multicollinearity in the variables x1 to x4 because they have $VIF < 5$, so proceed with the test below:

Table 3



Heteroscedasticity test using SPSS

According to the picture above there are no symptoms of heteroscedasticity because the several points in the picture are spread out and do not form a single pattern.

Hypothesis testing

Table 4. Coefficients

Model		Unstand. Co		Stand. Coefficient	t	Sig.
		B	Stand. Error	Beta		
1	Const.	9.624	2.005		4.800	.000
	X1	.621	.167	.382	3.709	.000
	X2	.182	.184	.110	.987	.328
	X3	-.245	.090	-.339	-2.723	.009
	X4	1.137	.182	.735	6.259	.000

a. Dependent Variable: Y
Statistical Test T

From the results of the t test above it proves that the variable X1 is worth 0.000, X3 is worth 0.009 and X4 is worth 0.000 has a sig value < 0.05 which means it has a significant effect on variable Y. Meanwhile, X2 has a sig value of 0.328 and > 0.05 so it has no effect significant.

Table 5. ANOVA

Model.		Sum of Squ.	df	Mean Squ.	F	Sig.
1	Regression	190.917	4	47.729	25.286	.000 ^b
	Residual	101.931	54	1.888		
	Total	292.847	58			

a. Dep. Var: Y

b. Pre: (Constant) X1, X2, X3, X4

Statistical Test F

The test results above show that the sig number obtained is $0.000 < \text{Alpha } (0.05)$ which means that there is a significant influence between the X variables including product, price, promotion and place (independent) simultaneously on the consumer loyalty variable (dependent).

Coefficient of Determination

Table 6. Model Sumr

Mod.	R	R Squ.	Adjust. R Squ.	Stand. Error of the Est..
1	.807 ^a	.652	.626	1.374

a. Pre : (Constant) , X1, X2, X3, X4

Determination Coefficient Test (R^2)

Based on the picture, the coefficient value can be obtained. determination worth 0.652. It shows that 65.2% of the independent variables including product, price, promotion and place explain variations in the consumer loyalty variable. Being influenced by other variables is the rest.

Effect of Products on Consumer Loyalty

From the test results, it shows that the product variable has a significant positive effect on consumer loyalty, related to competitors out there forcing companies to be able to strive for high product adaptation so as to achieve superiority over competitors. Currently, many consumers have reserves and are very careful in deciding to make a purchase by considering the factors of need, feasibility and product advantages as well as price battles before making a purchase. Alfamart Lengkong has good products in terms of product completeness, quality and others. This is indicated by the existence of staple products, baby equipment, and the availability of products such as kitchen ingredients, milk and others. Likewise with brands, Alfamart is quite good in terms of providing product brands.

Effect of Price on Consumer Loyalty

The results of the study show that price does not have a significant effect on consumer loyalty because it is seen from a sig value of $0.328 > 0.05$, meaning that if the company does not approach pricing based on the income of the surrounding community. Even though the goal of setting prices according to the average income of the surrounding community is able to increase consumer satisfaction and loyalty. The price of the product offered is in accordance with the quality referring to the results of field research, but sometimes there are consumers who think the product price is too expensive so it is not worth it to buy. This is evidenced by the availability of products with the quality standards expected by consumers and priced at prices that may not be safe for the pockets of the local village community, which is dominated by the lower middle class.

Effect of Promotion on Consumer Loyalty

The results of this study explain that promotion has an effect on consumer loyalty because the sig value is $0.009 < 0.05$, this states that promotion is an important activity that must be realized in marketing products. With promotions, Alfamart seeks to inform consumers about the product and its advantages so that consumers buy the product. There are various actions taken by Alfamart to advertise its products such as giving discounts, attractive brochures, cheap redemption and services from the employees themselves so that it can be said that promotion is also something that is indeed important in increasing sales. Informing, influencing and increasing sales are the main objectives of these promotional activities.

Effect of Place on Consumer Loyalty

The test results in this study indicate that the location has a significant positive effect on loyalty and consumers. It can be seen in the t-test that results are 0.000, meaning < 0.05 , this t-test states that the location selection decision is correct because the location of Alfamart Lengkong is very strategic, namely on the border between districts and there are lots of tours and work locations that cause many people to pass by the Alfamart, especially visitors to tourist attractions around Lengkong Village itself. So, the choice of location for Alfamart Lengkong is quite strategic.

CONCLUSION

The researchers concludes that simultaneously the product, price, promotion, and place variables have a significant effect on consumer loyalty. While partially the product, promotion and place variables have a significant effect on consumer loyalty and the one that has a significant effect is price. As it is known that the price variable is quite weak, it must be considered and increased the role of price in product marketing. In this study it has limitations only on marketing mix variables. Meanwhile, various other factors that also have an influence are not yet known how much influence they exert. Hopefully future studies will discuss a lot about other factors that have not been studied.

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