#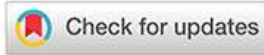 MARKETING MIX EFFECT TOWARDS CONSUMER SATISFACTION AND ITS IMPACT ON LOYALTY: CASE STUDY ON JERUK PECEL TULEN SOY SAUCE IN SURABAYA CITY

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ABSTRACT

The purpose of this study is to analyze the effect of 4P's marketing mix (product, price, place, promotion) on consumer satisfaction and analyze the effect of satisfaction on consumer loyalty. This research involves quantitative data collection by distributing questionnaires to a purposively selected sample of 100 consumers of Jeruk Pecel Tulen soy sauce in Surabaya City. The analysis method used is the PLS-SEM (Partial Least Square – Structural Equation Modeling). The results showed that the 4P's marketing mix variables have a positive relationship with consumer satisfaction, but not all of them have a significant effect. The variables of product and price have a positive and significant effect on satisfaction, while the variables of place and promotion do not have a significant effect on the satisfaction of consumers. Furthermore, satisfaction has a positive and significant effect on consumer loyalty of Jeruk Pecel Tulen soy sauce. The limitation of this study is that other variables can measure customer satisfaction and loyalty besides the marketing mix. However, conducting this research can provide insights for future research in helping companies build stronger relationships with consumers, increase consumer loyalty, and ultimately drive business growth.

Keywords: Marketing Mix; Consumer Satisfaction; Consumer Loyalty

INTRODUCTION

Based on data from Kementerian Pertanian (2021), the average household consumes 0.8 kg/capita/year of soy sauce, which is significant for the growth of the soy sauce industry. The use of soybeans for soy sauce production in Indonesia in 2021 reached 325,220 tons. According to Nursamawati et al (2022), this indicates high demand and considerable public consumption. In addition, the high demand for soy sauce is followed by the growth of the soy sauce industry from the existence of 106 soy sauce business units (Kementerian Perindustrian, 2021) both large and medium industries throughout Indonesia, causing many brands available.

The increase in public consumption of soy sauce has implications for the development of the soy sauce industry in several regions. This is due to the massive presence of small-scale and large-scale soy sauce companies such as the presence of national soy sauce brands that try to meet this demand (Nursamawati et al., 2022). The existence of competition has an impact on the continuity of the development of each existing soy sauce industry, such as PT Hwang Kieng Hien, which produces Jeruk Pecel Tulen soy sauce.

Changes in the market share of the sweet soy sauce industry are suspected that some consumers have switched to using other brands of sweet soy sauce. Competition between soy sauce producers is also evident from the marketing mix factor. Consumer freedom in making choices is a challenge for soy sauce producers to maintain consumer loyalty (Sa'diyah et al., 2017). Analyzing consumer satisfaction needs to be done because it will have an impact on the loyalty process. According to Sembiring (2014), consumer loyalty is a continuation of customer satisfaction. Loyalty actually cannot be formed if the consumer does not or has not made a purchase process first. Therefore, this study was conducted to analyze the effect of marketing mix on satisfaction and the effect of satisfaction on loyalty.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES
Marketing Mix

According to the American Marketing Association (2017), marketing is an activity, a collection of organizations, and a process for producing, communicating, delivering, and exchanging offers that are valuable to customers, clients, partners, and society at large. Within the scope of marketing, there is a marketing mix which is a series of marketing variables that must be controlled and understood by the company to achieve company goals (Nasrun, 2018 ; Fanggidae et al. 2020). This is in line with the opinion of Kotler & Amstrong (2012), that the marketing mix is a collection of promotional resources a business uses to achieve its marketing goals. According to Kotler & Keller (2016), the marketing mix consists of 4P which is explained in the following paragraphs.

Product

Definition of product, according to Tjiptono (2012), a product is everything that a producer can provide to the market to be noticed, desired, sought after, bought, used, or consumed by the market to satisfy its requirements or desires. Several product components are product indicators according to Kotler & Amstrong (2012) :
1) Brand name, is a name, term, sign, symbol, design, or combination of them that identifies and distinguishes a seller's or group of sellers' products from those of competitors. Consumers consider the brand of a product to be an important component, and brands can add value to a product.

2) Product quality, is the capacity of a product to carry out its functions, including flavor, longevity, dependability, accuracy, simplicity of use and maintenance, and other desirable qualities.
3) Product features, are any aspects of a product that consumers value highly. These aspects can include a product's appearance, functionality, form, weight, size, scent, material, color, or other aspects.
4) Product design, encompasses all elements that influence how a product looks, feels, and performs based on consumer needs, including packaging, services, and other elements.

Price
According to Al Badi (2015), price is the sum of money that customers must pay to receive goods or services or the sum of money they must exchange for the worth of a good to enjoy its advantages, acquire its ownership, or make use of it. The following are indicators of price according to Kotler & Amstrong (2012):
1) Price accessibility; customers can afford the amount the business has established as its price. There are various product categories and a range of prices from the least expensive to the most expensive. Buyers buy the product at the given price.
2) The product's price should be in line with its quality; buyers frequently view price as a gauge of quality. If there are two products of different quality, people frequently choose the more expensive one, assuming that if the price is higher, the quality must also be better.
3) Price-benefit compatibility: Customers choose to purchase a product if they believe the advantages will outweigh the price they paid for it. Customers will presume a product is pricey and will hesitate to make subsequent purchases if they believe the benefits of the product outweigh the cost.
4) Price competitiveness; customers frequently assess a product's cost concerning that of competing goods. In this instance, shoppers take into account a product's high price while making a purchase.

Place
Distribution is an action that entrepreneurs must perform to disseminate, distribute, send, and deliver commodities that they market to consumers (Gitosudarmo, 2012). Places in the marketing mix are commonly referred to as distribution channels or marketing channels, the channels by which these products reach consumers. Indicators of place or distribution channels according to Kotler & Armstrong (2012):
1) Channel, channels are intermediaries through which manufacturers can sell products to consumers
2) Supplies, inventory is the amount of products available for purchase.
3) Market coverage, market coverage is the reach of the market to meet consumer needs by the company

Promotion
One component of the marketing mix that is crucial is promotion. According to Zebua (2018), promotion is an effort to inform or offer products or services to the public (market) to attract consumers to buy or consume them. Promotion indicators mean the selection of media or promotional tools carried out so that consumers can find out about their products. The following is the process of promotion itself which is the process of

consuming the company's program to the consumer community through several methods or variables. Several ways can be taken according to Kotler & Amstrong (2012):

1) Sales Promotions

Sales promotions are temporary incentives designed to boost the sale or purchase of a good or service. Discounts, coupons, displays, demonstrations, competitions, sweepstakes, and events are a few of the promotional methods used. Public relations.

2) Public relations

The goal of public relations is to establish trusting connections with the many audiences that the company interacts with to generate positive press, enhance the organization's reputation, and handle or clarify negative rumors, stories, and occurrences. Press releases, sponsorships, special events, and websites are examples of employed promotion strategies.

3) Direct selling

To acquire quick replies and establish long-lasting relationships with customers, direct selling involves having direct contact with target customers. Catalogs, telephone marketing, kiosks, the internet, mobile marketing, and other methods of promotion are used.

4) Word of mouth

Marketing initiatives include direct communication between individuals, textual or electronic communication tools, and experiences with using goods and services.

Consumer Satisfaction

Consumer satisfaction, according to Tjiptono (2012), is a feeling of disappointment or pleasure that emerges from comparing a product's perceived performance to its expectations. The consumer is not satisfied if expectations are lower than perceptions, and vice versa if expectations are higher than perceptions. Consumer satisfaction is a consequence of the comparison made by consumers who compare the level of perceived benefits to the benefits expected by consumers. The indicators of consumer satisfaction (Zeithaml et al., 2006) ÷

1) Product Quality

Consumers are satisfied if after buying and using the product, it turns out that the product quality is good. The quality of the goods provided together with the service will affect consumer perceptions.

2) Price

Buyers frequently consider pricing to be an indicator of a product's quality. Consumers tend to use price as a basis for estimating product quality. Consumers therefore tend to assume that higher prices represent higher quality.

3) Situational and personal factors

Individual economic conditions, both personal and community environments, have an impact on satisfaction with the goods or services used. The value and benefits of a good or service used by consumers can make them come again to the place where they get it, which for them is an experience, of course emotionally influencing consumer actions.

Consumer Loyalty

According to Abdullah & Hilmi (2014), customer loyalty refers to the connection or attachment that customers have with a good or service. Consumer loyalty, according to Tjiptono (2012), is a commitment on the part of a customer to a brand, retailer, or

supplier that is founded on a very positive attitude and is demonstrated by regular repeat purchases. Griffin (2015) asserts that the following are examples of consumer loyalty indicators:

1) Make regular repurchases, ie consumers repurchase the same products offered by the company (repeat purchases)
2) Making purchases between product and service lines, namely consumers making purchases on other products in the same company (committed buyers)
3) Referring to others, namely consumers communicate regarding the product to others (refers other)
4) Shows immunity to competitors, i.e. consumers are not interested in similar product offers produced by competitors (consumer retention)

Hypotheses

Based on previous research, the hypotheses in this study are:

H1. The marketing mix of "product, price, place, and promotion" has a positive effect on consumer satisfaction of Jeruk Pecel Tulen soy sauce

H2. Consumer satisfaction has a positive effect on consumer loyalty of Jeruk Pecel Tulen soy sauce
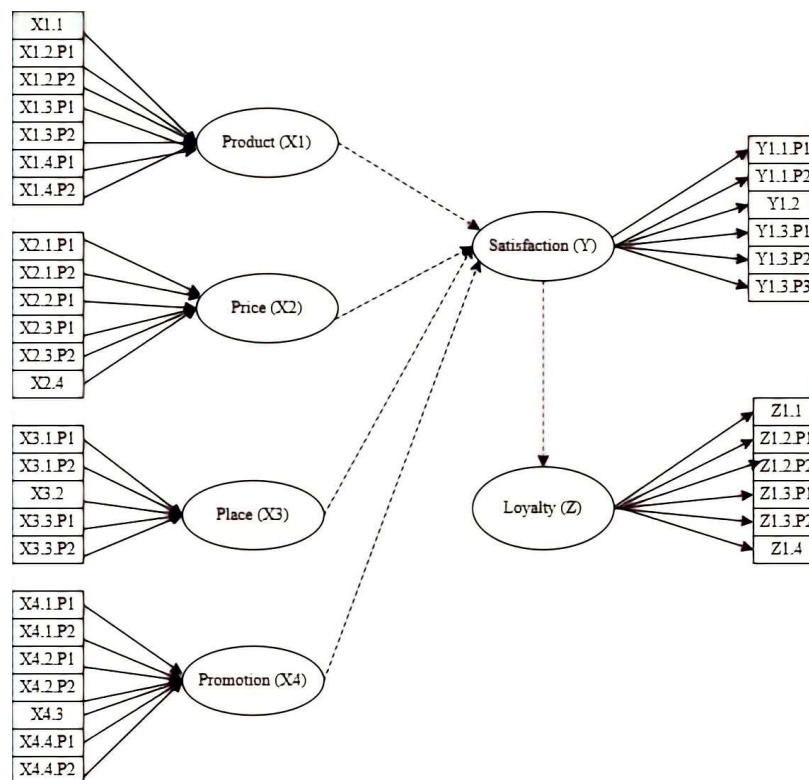
Source: constructed by the authors, 2023

Figure 1
Research Framework

METHOD

The research employed a quantitative approach, which involved gathering data, processing it, and interpreting the findings. Data collection methods utilized in this study is surveys through the use of a questionnaire. The analysis of this research was conducted

using Partial Least Square (PLS) with assistance from WarpPLS software version 8. The population in this study were people or consumers who had consumed Jeruk Pecel Tulen Soy Sauce. The determination of the number of samples in this study is based on the requirements for the number of samples in the PLS-SEM analysis technique, which is 100 samples (Ghazali & Latan, 2015). This research sample was determined by non-probability sampling, namely purposive sampling. The criteria for respondents who will be used as samples for this study are (1) Consumers who have bought Jeruk Pecel Tulen Soy Sauce products at least once; (2) Aged more than 17 years, the age limit is taken because at that age it is considered capable of understanding the statements given in the questionnaire.

RESULTS AND DISCUSSION

The WarpPLS study results are used to examine how the 4P's marketing mix variables affect consumer satisfaction and how satisfaction affects customer loyalty. It is vital to assess the measuring model, which includes validity and reliability tests, as well as the structural model, which can be seen from the established model fit criteria, before learning the impact of each variable (Sholihin & Ratmono, 2021).

Outer Model Evaluation

The PLS-SEM model assessment begins with an evaluation of the measurement model (outer model) showing the relationship between indicators and latent variables which aims to evaluate construct reliability and validity. According to Sholihin & Ratmono (2021), the evaluation of the measurement model carried out depends on the type of construct used. Reflective constructs are evaluated with a reflective measurement model consisting of convergent validity, discriminant validity, and reliability. Meanwhile, formative constructs are evaluated using the significance and relevance of outer weights.

This study uses formative constructs on the constructs of marketing mix variables and uses reflective constructs on satisfaction and loyalty variables, so that the measurement model evaluation will be carried out in two stages, reflective and formative. Formative construct validity must have a p-value <0.05 & VIF <2.5 (Kock, 2020), while reflective constructs are said to be valid if the loading factor value is <0.70 (Sholihin & Ratmono, 2021).

Table 1
Convergent Validity

Variables	Indicator Item	*Loading Factor*	P-Value	Description
Satisfaction (Y)	Y1.1	0.706	<0.001	**Valid**
	Y1.2	0.713	<0.001	**Valid**
	Y1.3.P1	0.767	<0.001	**Valid**
	Y1.3.P2	0.726	<0.001	**Valid**
	Y1.3.P3	0.757	<0.001	**Valid**
Loyalty (Z)	Z1.1	0.781	<0.001	**Valid**
	Z1.2.P1	0.734	<0.001	**Valid**
	Z1.2.P2	0.744	<0.001	**Valid**
	Z1.3.P1	0.768	<0.001	**Valid**
	Z1.3.P2	0.717	<0.001	**Valid**
	Z1.4	0.813	<0.001	**Valid**

Source: Data Analyzed, 2023

Table 1 shows the loading factor value of each indicator item on the satisfaction and loyalty variables, while the loading factor of the marketing mix variable is presented in the next table because it uses formative constructs. Based on the values in the table, it can be seen that the measurement of satisfaction and loyalty constructs has met the requirements of convergent validity. This is exemplified in the satisfaction variable in indicator Y1.1 which has a loading factor of 0.706 (>0.7) and is significant with a p-value of less than <0.001 (<0.05).

Testing formative construct validity is different from testing reflective construct validity. Evaluation of the feasibility of formative construct validity is seen based on the value of the weight component or indicator weight (Sholihin & Ratmono, 2021). If both of these conditions have been met, formative construct measurement can be said to be feasible (Solimun, 2020). Table 2 presents the p-value, VIF, and weight of indicators in the calculation of marketing mix variables.

Table 2
Indicator Weight Value

Variables	Indicator	P value	VIF	Description
Product	X1.1	0.014	1.642	Valid
	X1.2.P1	0.013	1.733	Valid
	X1.2.P2	0.013	1.778	Valid
	X1.3.P1	0.036	1.372	Valid
	X1.3.P2	0.011	1.653	Valid
	X1.4.P1	0.036	1.313	Valid
	X1.4.P2	0.01	1.773	Valid
Price	X2.1.P1	0.002	1.383	Valid
	X2.1.P2	0.001	1.492	Valid
	X2.2	0.003	1.496	Valid
	X2.3.P1	0.018	1.282	Valid
	X2.3.P2	0.007	1.287	Valid
	X2.4	0.003	1.48	Valid
Place	X3.1.P1	<0.001	1.739	Valid
	X3.1.P2	<0.001	1.677	Valid
	X3.2	0.007	1.189	Valid
	X3.3.P1	<0.001	1.385	Valid
	X3.3.P2	0.005	1.226	Valid
Promotion	X4.1.P1	0.032	1.545	Valid
	X4.1.P2	0.017	1.774	Valid
	X4.2.P1	0.014	1.937	Valid
	X4.2.P2	0.021	1.852	Valid
	X4.3	0.021	1.762	Valid
	X4.4.P1	0.021	1.783	Valid
	X4.4.P2	0.019	1.758	Valid

Source: Data Analyzed, 2023

Each latent variable score is calculated as a linear combination of its indicators, where the weight is a multiple regression coefficient that connects the indicators to the latent variable. The results show that all indicators of the marketing mix variable have a

p-value <0.05 and a VIF value <2.5, so it can be concluded that all indicators in the marketing mix construct meet the convergent validity test criteria. The VIF value in evaluating this formative model can also be a guide in assessing model collinearity. Collinearity problems occur if the VIF value is <5 (Hair et al., 2017), so the results in Table 2 show that the formative constructs of this study are free from collinearity. The indicator weight value in more detail is shown in the following table:

Table 3
Quadratic Value of AVE

	Product	Price	Place	Promotion	Satisfaction	Loyalty
Product	**(0.698)**	0.445	0.404	0.249	0.186	0.403
Price	0.445	**(0.649)**	0.505	0.398	0.269	0.419
Place	0.41	0.504	**(0.698)**	0.582	0.28	0.475
Promotion	0.249	0.398	0.503	**(0.726)**	0.313	0.359
Satisfaction	0.186	0.269	0.22	0.313	**(0.734)**	0.382
Loyalty	0.403	0.419	0.391	0.359	0.382	**(0.76)**

Source: Data Analyzed, 2023

Table 3 shows the squared AVE value or correlation coefficient between latent variables. The criterion used is the square root of the AVE (average variance extracted), which is the diagonal column and is bracketed; must be higher than the correlation between latent variables in the same column (above or below). This criterion applies to reflective and formative constructs (Sholihin & Ratmono, 2021). Based on these criteria, the validity of all constructs in this study is declared valid. For example, the discriminant validity of the place construct has been met because the root AVE of 0.698 is greater than the root AVE above (0.404 and 0.505) and below (0.503; 0.22; and 0.391)

The following is the reliability value of the satisfaction and loyalty variables measured reflectively:

Table 4
**Composite Reliability & Cronbach's Alpha values**

	Products	Price	Place	Promotion	Satisfaction	Loyalty
Composite Reliability	0.886	0.812	0.824	0.868	0.854	0.891
Cronbach Alpha	0.85	0.721	0.731	0.822	0.786	0.853

Source: Data Analyzed, 2023

Based on the data in Table 4, the composite reliability and Cronbach's alpha values for the satisfaction and loyalty variables have met the predetermined criteria, which have values above 0.70. It can be concluded that the outer model of this study is reliable.

Inner Model Evaluation
To indicate how the study's latent variables relate to one another, the structural model's (inner model) evaluation has been completed. By measuring the overall fit of the model and ensuring that it has a good Goodness of Fit Model by paying attention to the R2, Path Coefficients and P-value, and model fit and quality indices. The following graphic displays the WarpPLS outcomes for the inner model used in this research:
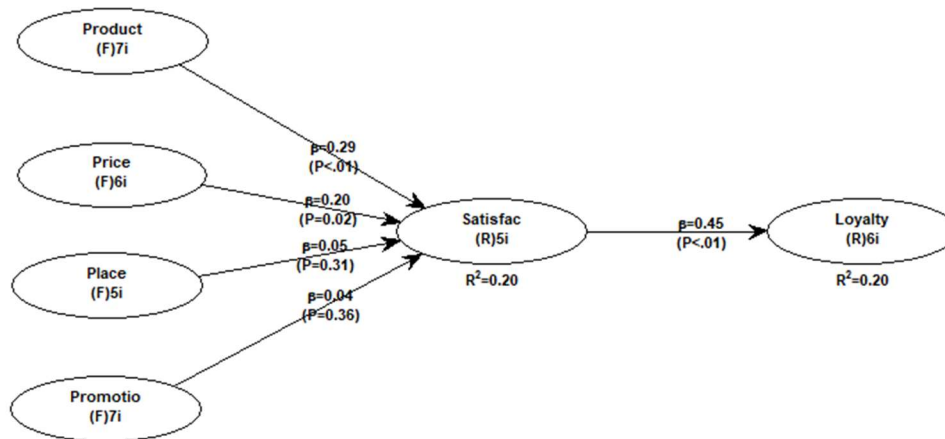
Source: Data analyzed, 2023

Figure 2
Path Diagram

a. R-Square

The R-square is shown in the satisfaction variable which shows an R2 value of 0.20 in Figure 2. This can be interpreted that there is a contribution of product variables (X1), price (X2), place (X3), and promotion (X4) to consumer satisfaction by 20% and the rest is influenced by other variables not carried out in this study. The loyalty variable shows an R2 value of 0.20. This can be interpreted that the contribution of the consumer satisfaction variable (Y1) to consumer loyalty is 20% and the rest is influenced by other variables not carried out in this study.

b. Path Coefficients & P-value (Hypotheses Testing)

The path coefficient (P) in Figure 2 shows the relationship or influence between constructs. The product and price variables on satisfaction have a significant effect with a path coefficient value of 0.29; 0.20 and significant at a p-value of 0.02. The place and promotion variables show a path coefficient value that has no significant effect on consumer satisfaction, which is indicated by a p-value of more than 0.05. The satisfaction variable on consumer loyalty has a significant effect with a path coefficient value of 0.45 and a significant p-value <0.01.

c. Model Fit

In the inner model evaluation, APC, ARS, and AVIF are evaluated which are indicators of the goodness of fit model. The fit value is quite good where the value of the Average Path Coefficient (APC) is 0.206 and the P-value 0.008, the Average R-Squared (ARS) value is 0.201 with a p-value of 0.009 and the Average block VIF (AVIF) value of 1.295 which shows a value of less than 3.3, this indicates that there is no multicollinearity problem between indicators and between exogenous variables. The Tenenhaus GoF generated in this study shows a value of 0.319, which means that the fit model is included in the large and feasible category because it is more than 0.3.

Table 5
Goodness of Fit Model

No	Model Fit & Quality Indices	Fit Criteria	Analyzed Results	Description
1	Average path coefficient (APC)	p < 0,05	0.206, P=0.008	Good
2	Average R-squared (ARS)	p < 0,05	0.201, P=0.009	Good
3	Average block VIF (AVIF)	Acceptable if ≤ 5, ideal if ≤ 3.3	1295	Ideal
4	Tenenhaus GoF (GoF)	Acceptable if ≤ 5, ideal if ≤ 3.3	0.319	Ideal

Sumber: Data Analyzed, 2023

The Effect of Products on Consumer Satisfaction
Based on the results of hypothesis testing in Figure 2, shows that the product variable (X1) has a positive and significant effect on consumer satisfaction, as evidenced by the path coefficient of 0.29 and p-value <0.01. This shows that the company's efforts in making and developing Jeruk Pecel Tulen soy sauce can have an impact on the implementation of the product mix. Actions related to products have been carried out by the company to stay afloat in running and facing existing competition. Product variables have several indicators including brand name, product quality, product features, and product design.

In terms of the average score value generated by the product variable, the indicator using selected raw materials so that soy sauce has a distinctive taste is the most important indicator in explaining the product variable. This value is good and by the implementation that has been carried out. This is indicated by the results of the respondents' good assessment and the resulting final average score, so it needs to be maintained and improved again.

In line with the results of research by Purnamasari et al (2018) and Meilda et al (2022) state that products have a positive and significant effect on consumer satisfaction. The product is something that the company offers to meet consumer needs, so the product must be considered to achieve satisfaction. Satisfaction is a feeling of pleasure or satisfaction experienced by consumers after trying or comparing a product.

The Effect of Price on Consumer Satisfaction
The results of hypothesis testing in Figure 2 show that the price variable (X2) has a positive and significant effect on consumer satisfaction, with a path coefficient of 0.20 and a p-value of 0.02 The results of this study expand the results of previous research by Rahmatia et al (2020) which states that price has a positive and significant effect on consumer satisfaction. Affordable prices will increase consumer satisfaction. This means that the more appropriate the pricing given to consumers, the greater the level of consumer satisfaction.

Based on consumer assessments, the price of soy sauce is by the quality of Jeruk Pecel Tulen soy sauce, the price is also relatively affordable, the pricing of each size is very appropriate, and the price offered is competitive or by the purchasing power of the community. This is evidenced by the average final score generated by the price variable, showing that respondents agree with the price that has been set. The highest average score is on the indicator stating that the price of Jeruk Pecel Tulen (JPT) soy sauce is on the quality of the product, this means that the most important indicator in explaining the price variable. This means that price compatibility with quality needs to be maintained.

Therefore, the quality of JPT soy sauce must be maintained along with the right pricing, so that consumer satisfaction can be formed.

The Effect of Places on Consumer Satisfaction
The place variable (X3) has a p-value of> 0.05, meaning that it is insignificant but has a positive direction indicated by a path coefficient value of 0.049, so the hypothesis is rejected and it can be concluded that place has no significant effect on consumer satisfaction. This is in line with research conducted by Elat et al (2014), Mahyardiani et al (2020), and Wahyuddin (2022) that place has no significant effect on satisfaction. The place variable also shows insignificant but positive results in research from Firmansyah & Mochklas (2018) which means that place affects consumer satisfaction but this influence is not significant, so it is necessary to increase the place variable to increase consumer satisfaction.

Based on the respondents' assessment of the place variable, according to some consumers, the place of sale of JPT soy sauce does not provide various sizes. To the conditions that occur, retailers only provide Jeruk Pecel Tulen soy sauce in the size of 600 ml plastic bottles, so consumers do not agree are consumers who buy products through retailers. Therefore, this study shows that place does not have a significant effect on consumer satisfaction, because the uneven provision of variations in the size of soy sauce in various distribution channels allows place to have no effect.

The Effect of Promotion Consumer Satisfaction
Figure 2 shows that the promotion variable (X4) has a p-value of 0.36 (>0.05), meaning that it is insignificant but has a positive direction indicated by a path coefficient value of 0.036, so the hypothesis is rejected and it can be concluded that promotion has no significant effect on consumer satisfaction. The results of this study are in line with research conducted by Mahyardiani et al (2020), Woen & Santoso (2021), and Sondak et al (2021) that promotion has no significant effect on satisfaction. This can be caused by the development of the soy sauce industry which is currently very rapid so the way of promoting JPT soy sauce may not be effective, given the many products offered by competitors featuring more attractive promotions and tailoring consumer needs.

The lack of effect of the promotion variable on consumer satisfaction can indicate that the promotion carried out by JPT soy sauce can only be felt by some consumers. For example, promotional efforts through factory visits and news coverage are only felt by people who have visited the factory and read the news. This is supported by the answers to open questions on the questionnaire, that the respondents who filled out the questionnaire in this study were consumers who had never done these two things, so consumers did not feel the impact of the promotion provided.

Respondents' assessment of the promotion variable shows that consumers support promotion through open factory visits and promotion through the marketplace. But overall, consumers think that Jeruk Pecel Tulen soy sauce has a good sales promotion. So what can be applied to the promotion variable is to maintain and improve promotions carried out through open factory visits, by expanding cooperation with agencies/institutions/communities and increasing sales through the marketplace by educating agents to sell products through the marketplace. As well as increasing sales promotions by providing discounts, vouchers, and so on.

The Effect of Satisfaction on Consumer Loyalty

The results showed that consumer satisfaction has a positive and significant effect, with a p-value of <0.001 and a path coefficient value of 0.453. This means that the more satisfied a consumer is, the more his loyalty will increase. In addition, based on the results of the respondent's assessment of the satisfaction variable, overall the respondents were satisfied with the Jeruk Pecel Tulen soy sauce, indicated by the final average score which was classified as good. The results of this study support research conducted by Mustaqimah et al (2019), Mahyardiani et al (2020), and Djumarno et al (2020) which states that consumer satisfaction has a positive and significant effect on consumer loyalty.

Consumer satisfaction with JPT soy sauce is influenced by the quality of soy sauce and the taste of soy sauce, the price offered, the ease of purchase, and the promotions carried out. The indicator satisfied with the promotion (Y1.3.P3) has the lowest average score, which means that the company needs to maximize the promotions carried out because according to some consumers, the promotions that have been carried out by JPT soy sauce have not been able to make consumers feel satisfied. Satisfied consumers will have a high level of loyalty to the product or service offered compared to consumers who are not satisfied. Consumer loyalty is a continuation of consumer satisfaction because loyal consumers will create a good relationship between the company and consumers. Consumers will make repeat purchases (Z1.1), faithfully use the product (Z1.2.P1-P2), so that consumers recommend and tell good things about JPT soy sauce to others (Z1.3.P1-P2), and are not interested in other soy sauce brands (Z1.4). This is formed due to consumer satisfaction. Therefore, companies must be wise in shaping consumer satisfaction first, with a series of satisfactions that have been created by the company, it will be easier to bring loyalty to consumers.

CONCLUSION AND SUGGESTION

Based on the results of the analysis and discussion, this research yields several key conclusions. Firstly, product, price, place, and promotion all exhibit a positive relationship with consumer satisfaction, although not all possess a significant influence. Notably, both the product and price variables exert a positive and significant impact on satisfaction, whereas place and promotion variables fail to significantly affect consumer satisfaction for Jeruk Pecel Tulen soy sauce. Secondly, it is established that consumer satisfaction holds a positive and significant effect on consumer loyalty. The satisfaction of consumers with Jeruk Pecel Tulen soy sauce is influenced by multiple indicators, with quality and taste ranking as the most crucial factors.

The hypothesis testing and discussion outcomes offer valuable suggestions and recommendations for the company's future development. Firstly, Jeruk Pecel Tulen (JPT) soy sauce must maintain product quality consistent with the specified price, aligning price with quality to satisfy consumer preferences and achieve loyalty. Secondly, the company should aim to standardize the availability of soy sauce sizes across various distribution channels, including small bottle sizes at retailers to expand consumer choices and boost sales. Thirdly, enhancing sales promotions through discounts, bundling promos, and incentives like gifts with a minimum purchase can improve consumer perception. Maintaining and expanding the target market for JPT soy sauce promotions is also advisable.

Lastly, other variables can measure consumer satisfaction and loyalty besides the marketing mix, which is a limitation in this study. Despite these limitations, this research can provide a better understanding of how the various components of the marketing mix can influence consumer behavior. By analyzing the impact of each component on

consumer satisfaction and loyalty, companies can develop more effective marketing strategies tailored to the needs and preferences of their target audience. This research can also help companies identify areas where they need to improve their marketing efforts to better meet the needs of their consumers. Ultimately, the research can provide insights for future research in helping companies build stronger relationships with their consumers, increase consumer loyalty, and ultimately drive business growth.

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