



The Influence of Marketing Mix and Service Quality on Customer Satisfaction and Its Impact on Customer Loyalty at PT Delta Primalab Saintifik

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Abstract. This research aims to analyze the influence of the marketing mix and service quality on customer satisfaction and its impact on customer loyalty at PT Delta Primalab Scientific. The marketing mix, which includes product, price, place, and promotion, is considered a crucial element in influencing customer satisfaction. In addition, service quality, which encompasses responsiveness, reliability, and empathy, also plays a significant role in building customer satisfaction and loyalty. This research employs a quantitative method using a survey technique (questionnaire) involving a sample of customers from PT Delta Primalab Scientific. The population of this study consists of 61 customers of PT Delta Primalab Scientific. The sampling technique used is the Slovin method, with a sample size of 53 respondents. Data analysis was conducted using SEM-PLS to determine the direct influence between the variables studied. The research results show that the marketing mix significantly influences customer loyalty ($\beta_1 = 0.352$, $t = 3.747$, $p = 0.000$). Service quality significantly affects customer loyalty ($\beta_2 = 0.319$, $t = 2.478$, $p = 0.014$). Customer satisfaction significantly impacts customer loyalty ($\beta_3 = 0.320$, $t = 2.690$, $p = 0.007$). The marketing mix significantly influences customer satisfaction ($\beta_4 = 0.453$, $t = 3.799$, $p = 0.000$), and service quality significantly influences customer satisfaction ($\beta_5 = 0.445$, $t = 3.830$, $p = 0.000$).

Keywords: Marketing Mix, Service Quality, Customer Satisfaction, Customer Loyalty, PT Delta Primalab Scientific.

1. INTRODUCTION

Currently, companies, both large and small, face very fierce competition because of the many businesses offering similar products and services. This situation is often referred to as the "red ocean". To excel in this competition, companies need to implement innovative strategies such as the Blue Ocean Strategy. Blue Ocean Strategy is essentially a strategy to outperform competitors by offering an innovative product or service display that has never been offered by competitors (Yunus & Sijabat, 2021). This shows that this strategy focuses on creating new value that has not been explored by competitors. By creating unique value and providing different experiences and services to customers, companies can achieve higher levels of customer loyalty. Customer satisfaction plays a major role in maintaining customer loyalty, which is usually seen from the customer's desire to make repeat purchases and are willing to offer products or services to the public. This can ultimately increase the company's profits without having to engage in fierce price competition in a saturated market. Customer satisfaction is an important requirement for achieving customer loyalty which can ultimately increase customer retention, reduce marketing costs, and increase company profits.

To win the competition and maintain business sustainability, a business entity needs to understand and optimize the factors that influence customer satisfaction and loyalty. The application of the marketing mix can be an alternative used to help companies increase the

attractiveness of the products and services offered and improve the quality of service to consumers, which can increase customer satisfaction (Febriah *et al.* , 2023) . The challenge faced by management is to create better company marketing and sales, with an organization that has high effectiveness. One of the determining factors for success in business and the sustainability of the company's cycle is marketing. According to Idris *et al.* (2022) , marketing is a social and management process in which a person or group seeks to fulfill needs and wants by creating, offering, and exchanging goods or services that have value. *The Marketing Mix* is one of the important strategies used by companies to encourage consumer decisions to make purchases. Marketing mix components such as product, price, place, and promotion, if implemented properly, can strengthen the attractiveness of products and services and influence customer perceptions of the company (Ulandari, 2023) . An effective marketing mix can create value for customers and create strong relationships with customers (Kotler & Armstrong 2018) . In addition, service quality also plays a crucial role in building customer satisfaction (Wibowo *et al.* , 2022) . Products have major implications for customer satisfaction. When customers receive quality products at the right price, they will be satisfied. Syahrin *et al.* (2023) showed that the marketing mix has an effect on consumer loyalty. Alfiah *et al.* (2023) also showed that the marketing mix also has a significant effect on consumer satisfaction. Research by Wibowo *et al.* (2022) found that the service marketing mix has an effect on customer loyalty through customer satisfaction. However, the results of this study differ from the research conducted by Dhita *et al.* (2022) *marketing mix* measured by 7P reveals that *marketing mix* does not have a significant influence on consumer loyalty, but instead has an effect on consumer satisfaction. Research by Andi *et al.* (2023) shows that there is a positive influence between Products, Promotions, People, on customer satisfaction.

The ability to provide services that meet consumer expectations will result in satisfaction that encourages the desire to use the service again. Pleasant experiences, recommendations from others, and company promotions will continue to be remembered by consumers, forming a positive impression of the company. Companies that are consistently able to provide quality services will maintain customer satisfaction and build customer loyalty in the long term. Research by Kristiyadi *et al.* (2023) and Winton *et al.* (2023) revealed that service quality has a significant influence on customer satisfaction. However, the results of the study are not in line with the research conducted by Budiono (2021) , service quality does not have a significant direct influence on customer loyalty. However, service quality has an indirect effect through increasing customer satisfaction which can affect customer loyalty. This condition explains that customer satisfaction is one of the main indicators that reflects the

success of a company's marketing strategy and service quality. Customer satisfaction plays a key role in shaping loyalty, which in turn helps increase customer retention, reduce marketing costs, and increase company profits. Increased customer satisfaction can create customer loyalty to the use of the product/service. Satisfied customers tend to remain loyal and provide positive recommendations regarding the company and its products. Customer loyalty is also often reflected in their willingness to make repeat purchases and recommend products or services to others, customer satisfaction is an important prerequisite for achieving customer loyalty. Customer satisfaction plays an important role in maintaining loyalty, even when there is a price increase (Ariyanti & Fachrodji, 2021) . Customer satisfaction is the ultimate goal of every company. Consumer satisfaction is a post-purchase assessment, where consumers compare their perceptions of the performance of a product or service with their expectations. If the perceived performance does not meet expectations, it can cause dissatisfaction. Thus, customer satisfaction is the result of customer evaluation of a product or service that meets customer expectations.

2. THEORETICAL BASIS

Basic Concepts of Marketing Management

Management is understood as the art of managing and directing resources to meet predetermined targets. Management is also a series of processes consisting of planning, organizing, implementing, and supervising, which aim to realize organizational goals by utilizing various resources.

Laboratory Supplies Distributor

Based on the Regulation of the Minister of Trade of the Republic of Indonesia Number 22/M-DAG/PER/3/2016 concerning General Provisions for Distribution of Goods, it states that “a distributor is an actor or subject who carries out distribution activities. In the context of trade, a distributor can be interpreted as an individual or company that distributes or channels the products they buy to end buyers. In other words, a distributor functions as a party that takes products from producers to be resold. The products distributed are not only goods, but can also be services. Distributors play an important role in the supply chain as intermediaries between producers and end consumers.”

Marketing Mix

Marketing is a crucial element in determining the success of a company in achieving its goals. Therefore, efficient marketing management needs to be considered more seriously by business entities that have realized the importance of good marketing management. Marketing

activities, including product development, pricing, distribution, and promotion, need to be combined properly and correctly to achieve maximum sales, also called the marketing mix. This marketing mix is managed by the marketing manager based on the target market and the positioning of the product in that market. The right combination of marketing mix variables will be effective if each variable gets a balanced proportion and position according to the needs of the product and its target market.

Quality of Service

Quality service plays a significant role in creating variety, *positioning*, and competitive strategies for marketing companies, both in manufacturing companies and in service companies. Good service quality, companies can stand out in the market, strengthen their position, and compete more effectively in meeting customer needs. Quality is the level of excellence or overall characteristics inherent in a product, service, or process (Rahayu *et al.*, 2021). Meanwhile, service is a process prepared by one party to another party, usually in the form of services or assistance, aimed at meeting the needs, desires, or requests of users or parties receiving services (Mahrizal & Maisur, 2021). Services can take various forms, including user services, professional services, health services, care, entertainment, and more.

Customer satisfaction

Bahrudin & Zuhro (2016) Customer satisfaction is the result of an evaluation carried out after a purchase decision and experience using a product or service. This satisfaction is interpreted as the result of a comparison between initial expectations and perceptions of the performance of the product or service after purchase. Customers will be satisfied if the results of the product or service meet or exceed expectations. Satisfaction is a form of consumer response regarding how well a product or service meets needs and expectations. Satisfaction reflects an evaluation of the special features of a product or service that provide happiness and satisfaction to consumers related to needs (Gunardi & Erdiansyah, 2019).

Customer Loyalty

Loyalty is a form of strong commitment from customers, even though they are influenced by other marketing situations that can encourage them to switch to other products or services (Kotler and Armstrong 2018). This loyalty makes customers continue to support by continuing to choose the same product or service in the future, despite temptations from competitors. Customer loyalty refers to the behavior and attitudes of consumers towards a company's products, which can include goods and services. A large number of business professionals agree that meeting customer loyalty is a very important condition. Loyal customers are more valuable than less loyal ones, because loyal customers tend to provide long-

term benefits and contribute to the company's success in the future. According to Wibowo *et al.* (2022) customer loyalty is a customer's commitment to a brand, store, or supplier that is based on a very positive attitude, and is seen through consistent repeat purchases. This loyalty shows a strong relationship between the customer and the provider of the product or service.

3. METHOD

Types of research

This research method is quantitative and aims to examine the relationship between the variables studied, especially in the context of causal relationship analysis. In this study, there are independent variables (which provide influence) and dependent variables (which receive influence), thus allowing analysis of how one variable influences another variable in a measurable manner (Sugiyono, 2019). Causal associative is a type of problem formulation in research that aims to explore and identify the relationship between two or more variables, with an emphasis on the analysis of the influence or causal relationship between these variables. This research is usually used to understand how one variable significantly influences another variable.

Causal relationship is an interaction that indicates a causal relationship, where one variable (independent variable) has an impact or influences another variable (dependent variable). The independent variable acts as a factor that triggers changes in the dependent variable, while the dependent variable is the result or effect of the influence of the independent variable. The causal associative approach in this study is used to analyze the extent of the causal relationship between the influence of Marketing Mix and Service Quality on Customer Satisfaction, and its impact on Customer Loyalty. Where Marketing Mix (X1), Service Quality (X2), while Customer Satisfaction as variable Z, and Customer Loyalty as variable Y.

Place and Time of Research

This research was conducted at the company PT Delta Primalab Saintifik. Located at Ruko BSD Plaza Sector IV Block RE No. 50, Jl. Pahlawan Seribu Lengkong Wetan - Serpong South Tangerang City 15322.

Table 1 Time to Prepare Thesis Proposal

Kegiatan	Maret				April				Mei				Juni			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
Penyusunan BAB I	■	■	■	■	■	■										
Penyusunan BAB II					■	■	■	■	■							
Penyusunan BAB III									■	■	■	■	■	■		
Seminar Proposal Tesis														■		

4. RESULTS AND DISCUSSION

The Influence of Marketing Mix on Customer Loyalty

The results of the study revealed that the marketing mix has a significant positive effect on customer loyalty as evidenced by the original sample value of 0.352, t-value $3.747 > 1.96$ and p-value $0.000 < 0.05$. The marketing mix, which consists of seven main elements, namely product, price, place, promotion, people, process, and physical evidence, plays a very important role in creating and maintaining customer loyalty in laboratory supply companies (Ummah, 2019). Each element in the marketing mix is interrelated and contributes to building a holistic customer experience. High-quality products are the main foundation in maintaining customer loyalty. In the context of the laboratory, products that meet quality and safety standards are very important, because customers who use these products often depend on accurate and reliable results. Therefore, companies that are able to provide superior quality products tend to be more successful in creating sustainable relationships with customers.

In addition to the product, competitive pricing is a key factor in purchasing decisions. Prices that are commensurate with the value and quality of the product can create a positive view in the eyes of customers. In an increasingly competitive business world, a company's ability to offer attractive prices without sacrificing quality can increase customer appeal and encourage them to stay loyal. According to Latif et al. (2024) fast and timely distribution is also a crucial element in the marketing mix. Customers in the laboratory sector often have tight deadlines, and the speed of product delivery is a determining factor in their experience. By ensuring that products reach customers within the promised time, companies can increase customer satisfaction and loyalty. Delays in delivery can cause significant dissatisfaction and potentially result in customer loss.

Targeted promotional programs also play an important role in increasing customer loyalty. Discounts, special offers, and well-designed loyalty programs can get customers' attention and encourage them to make repeat purchases. Research by Bella et al. (2023) shows that effective promotional strategies not only attract new customers but also strengthen

emotional bonds with existing customers. By utilizing various promotional channels, companies can reach a wider audience and increase their brand visibility. Technical support provided by competent staff is also an important factor in building customer trust. Customers want assurance that they can rely on the company's staff to provide the support and information they need. Therefore, companies must invest in staff training so that they can provide professional and responsive service to customer needs. Efficient business processes, including mechanisms for handling customer complaints, also contribute to positive customer experiences. The better the business procedures implemented, the higher the level of customer satisfaction.

Physical evidence, such as attractive packaging design, clean and organized facilities, and professional marketing materials, also reflect a company's image and can influence customer decisions. All of these elements work together to create a lasting and positive impression in the minds of customers, which can ultimately lead them to choose the brand in the future. By optimizing all elements of the marketing mix, laboratory supply companies can create strong customer loyalty, increase satisfaction, and encourage repeat purchases. In today's competitive business world, creating a holistic and positive customer experience is a critical strategy to ensure the sustainability and growth of a company.

The influence of the marketing mix on customer loyalty is also in line with the research findings of Wibowo et al. (2022) and Syifaiddin et al. (2023), which indicate that elements in the marketing mix contribute significantly to the level of customer loyalty. Their research indicates that when companies can manage and optimize their marketing mix well, they can not only increase customer satisfaction but also create lasting and mutually beneficial relationships.

The Influence of Service Quality on Customer Loyalty

The results of the study indicate that service quality has a significant positive effect on customer loyalty as evidenced by the original sample value of 0.319, t-value $2.478 > 1.96$ and p-value $0.014 < 0.05$. In an increasingly competitive business industry, service quality is not only a supporting element, but also one of the main pillars in building and maintaining customer loyalty. Reliable service, such as on-time delivery and fulfillment of needs according to customer expectations, is very important to build customer trust (Eviani & Hidayat, 2021). This trust is a strong foundation for long-term relationships between customers and companies.

One important aspect of service quality is competent technical support. Customers often face various challenges in using a product or service, and the ability of staff to provide effective and informative assistance can make a significant difference. Prompt response to customer

requests and complaints is also crucial. When customers feel that their problems are taken seriously and promptly, this not only increases satisfaction but also fosters a deep sense of loyalty to the company. In a study conducted by (Pratama et al., 2023) , it was found that personalized service according to the specific needs of customers creates a positive experience that directly drives loyalty. Effective communication between companies and customers also contributes to increased loyalty. Customers want to feel heard and understood, so companies need to ensure that they communicate clearly and openly. When customers feel that the company values their input and feedback, this creates an environment that supports customer engagement and increases mutual trust.

In addition, after-sales services, such as additional maintenance or training, play an important role in optimizing the value of customer trust and satisfaction. Good after-sales service shows that the company not only cares about the initial sale but is also committed to supporting customers in the long term. By providing ongoing service, companies can increase the value perceived by customers, which in turn encourages them to remain loyal (Fatimah & Zahra, 2024) . Overall, good service quality serves as a strong bond in the relationship between the company and its customers. By building consistent positive experiences, companies can strengthen ongoing partnerships with customers and encourage them to remain loyal. Satisfied customers are not only more likely to make repeat purchases, but also have the potential to become active brand ambassadors, recommending the company to others and helping to attract new customers.

A study conducted by Larasati & Setiawati (2021) also provided findings that were in line, showing that there is a positive influence between service quality and customer loyalty. This study underlines the importance of providing consistent and high-quality service to build lasting relationships. Furthermore, research by Khoirunnisa & Wijayanto (2021) further explains that service quality has a positive effect on customer loyalty, indicating that when companies focus on improving aspects of service, they can create an environment that supports long-term loyalty.

It is important for companies to continually evaluate and improve the quality of their services. Through a customer-focused approach and investment in staff training, technology, and efficient business processes, companies can not only meet but exceed customer expectations, ultimately optimizing customer loyalty and overall business success.

The Influence of Customer Satisfaction on Customer Loyalty

The results of the study indicate that customer satisfaction has a significant positive effect on customer loyalty as evidenced by the original sample value of 0.320, t-value 2.690>

1.96 and p-value $0.007 < 0.05$. In a competitive business context, customer satisfaction is not only a goal to be achieved, but also a prerequisite for building long-term relationships that benefit both parties between the company and the customer. One of the main elements that contributes to increasing customer satisfaction is high product quality. If the product is able to meet or even exceed customer expectations, they will be encouraged to buy again and recommend it to others. Product quality includes not only technical features and specifications, but also aspects such as durability, safety, and ease of use. When customers feel that the product they buy provides added value, they are more likely to maintain loyalty to the brand. This is important, especially in a market filled with a variety of product choices. According to research by (Jumawan & Prasetyo, 2018), satisfactory service, from the ordering process to after-sales support, also contributes to a positive customer experience. A simple and fast ordering process, as well as clear communication throughout the process, will create a sense of comfort for customers.

When companies provide responsive and friendly customer service, customers feel cared for and appreciated, which in turn increases their satisfaction levels. Adequate technical support is also crucial in generating customer satisfaction. Customers who receive appropriate training, clear product usage guides, and support in resolving technical issues will feel more confident in using the product. In addition, timely delivery is an equally important aspect. Timely delivery shows that the company values the customer's time and is committed to fulfilling its promises. When customers feel that the products they ordered arrive on time and in good condition, this further strengthens their satisfaction (Sinulingga et al., 2023). Satisfied customers tend to be more loyal and make repeat purchases. They are also more likely to recommend the company to others, creating a sustainable positive influence effect. In today's business world, where information can easily spread through social media and online reviews, word-of-mouth recommendations are one of the most efficient marketing tools. Therefore, maintaining consistent customer satisfaction is key to maintaining loyalty and supporting long-term business growth.

Research conducted by Gultom et al. (2020) also provides findings that are in line, showing that there is a positive influence between customer satisfaction and customer loyalty. This finding confirms that companies must pay attention to and continue to improve aspects that influence customer satisfaction to ensure that they remain committed to the brand. Furthermore, research by Rohana (2020) further explains that customer satisfaction has a positive effect on customer loyalty, confirming that when customers feel fulfilled, they are more likely to continue choosing the same company in the future.

It is essential for companies to adopt a customer-centric approach, by investing in product quality improvement, customer service development, and overall customer experience management. Through continuous efforts in maintaining and improving customer satisfaction, companies will not only strengthen customer loyalty levels, but will also build a loyal customer base, which is a valuable asset for the sustainability and growth of the business in the future.

The Influence of Marketing Mix on Customer Satisfaction

The research findings reveal that the marketing mix has a significant positive effect on customer satisfaction as evidenced by the original sample value of 0.453, t-value $3.799 > 1.96$ and p-value $0.000 < 0.05$. In an increasingly competitive business environment, customer satisfaction is one of the main determining factors for retaining and attracting new customers. One of the main factors that contributes to increasing customer satisfaction is high product quality. Products that meet standards and have innovative elements will not only attract customers but also make them feel satisfied with the choices they make. Christiani & Fauzi (2022) emphasize that quality products not only function well but also provide the added value expected by customers. In addition, competitive and transparent prices also play an important role in increasing customer satisfaction. Customers usually feel more satisfied when offered attractive offers and are confident that the price they pay is worth the value they get. In this case, price transparency can increase customer trust in the company. They want to be sure that there are no hidden costs that will arise later, and that they are really getting the best value for their investment.

According to (Tambunan & Charos, 2023) product accessibility through efficient distribution and timely delivery is also very important in creating a positive experience for customers. When customers can quickly find the products they are looking for and receive timely delivery, this directly contributes to higher levels of satisfaction. A positive shopping experience, from ordering to receiving the product, can strengthen customer loyalty and encourage them to return to transact in the future. Effective promotions also serve as an important tool in increasing customer satisfaction. When companies are able to clearly communicate product benefits and attract customers' attention through attractive promotions, customers become more aware of what is being offered and how the product can meet their needs. Well-designed promotions can create realistic and attractive expectations, so that customers feel motivated to make purchases.

Overall, the right marketing mix strategy can increase customer satisfaction levels, which in turn drives the company's long-term success (Pratama et al., 2023) . When customers

are satisfied, they are not only more likely to make repeat purchases but also to recommend the product to others, resulting in a positive effect that can increase the company's market share.

This finding is in line with the results of studies conducted by Sunarsi (2020) and Pratama et al. (2023) , which indicate that the marketing mix has an effect on customer satisfaction. Their research underlines the importance of integrating all elements of the marketing mix to create a positive customer experience. By ensuring that all aspects of the marketing mix—from product, price, distribution, to promotion—are well managed, companies can create significant added value for customers.

Therefore, companies must continuously evaluate and adjust their marketing mix strategies to meet the evolving expectations and needs of customers. By focusing on improving product quality, transparent and competitive pricing, efficient distribution, and effective promotion, companies can create stronger relationships with customers, ensure their satisfaction, and ultimately, achieve sustainable success in a competitive market.

The Influence of Service Quality on Customer Satisfaction

The results of the study indicate that service quality has a significant positive effect on customer satisfaction as evidenced by the original sample value of 0.445, t- value $3.830 > 1.96$ and p-value $0.000 < 0.05$. In this context, service is defined as a service or service provided by a service provider, which includes various important aspects, such as convenience, speed, relationships, capabilities, and friendliness. All of these elements are reflected through the attitude and character of the service provider in providing services aimed at achieving customer satisfaction. According to Hidayat et al. (2023) In a competitive business world, high service quality is not only an added value, but also a key element in building customer loyalty.

Service quality can be measured by comparing consumer perceptions of the services they receive with their hopes or expectations of the service elements of a business entity. Each dimension of service quality has a unique function, but supports each other in creating a holistic customer experience. Customer satisfaction is determined by the feelings of pleasure or disappointment that arise when they compare the products or services received with their expectations and imaginations. When consumers experience that the products or services provided meet or even exceed their expectations, they will feel high satisfaction. Conversely, if the service does not meet expectations, customers will feel disappointed. From this explanation, it can be concluded that if customers feel satisfied, they are likely to continue to use the company's products or services in the long term.

Customer satisfaction also has a significant effect on their future purchasing behavior. Consumers who feel satisfied are more likely to make repeat purchases and recommend

products or services to others, which in turn can optimize sales and build a positive reputation for the company. Therefore, maintaining high service quality is not only important for customer satisfaction but also for the long-term success of the company. The fit between service quality and customer satisfaction is something interesting to study further. Previous studies conducted by Ardista (2021) and Alfiah et al. (2023) showed that service quality has a significant impact on customer satisfaction. These findings emphasize that companies need to continue investing resources in staff training, service process development, and infrastructure improvements that support quality service.

Good overall service not only drives customer satisfaction, but also strengthens the company's image. In an increasingly competitive business environment, companies that are able to provide high-quality service will be better able to compete and retain their customers. Thus, it is important for companies to integrate service quality as part of their business strategy, in order to achieve sustainable success in the future.

5. CONCLUSION

Conclusion

Based on the discussion that has been conducted, several things can be concluded as follows:

1. Marketing mix has a positive and significant influence on customer loyalty. This is evidenced by the path coefficient value of 0.352 and t-value of 3.747. This means that elements in the marketing mix such as product, price, place, promotion, people, process, and physical evidence together can increase customer loyalty to a company.
2. Service quality has a positive and significant influence on customer loyalty. This is evidenced by the path coefficients value of 0.319 and t-value of 2.478. This means that the better the service provided by the company can increase customer loyalty to the brand or company.
3. Customer satisfaction has a positive and significant influence on customer loyalty. This is evidenced by the path coefficients value of 0.320 and the t-value of 2.690. This means that the level of satisfaction felt by customers towards the products or services they receive can increase their loyalty to the brand or company.
4. Marketing mix has a positive and significant influence on customer satisfaction. This is evidenced by the path coefficients value of 0.453 and t -value of 3.799. This means that

good marketing mix management creates a comprehensive and positive customer experience. When all these elements function well, customers tend to feel more satisfied.

5. Service quality has a positive and significant influence on customer satisfaction. This is evidenced by the path coefficients value of 0.445 and t -value of 3.830. This means that when a company is able to provide services that meet or even exceed customer expectations, their level of satisfaction will increase.

Suggestion

Based on the conclusions of the research, there are several suggestions that can be given, namely:

1. Since the marketing mix has a positive influence on customer loyalty, companies can improve each element in the marketing mix, which in turn will contribute to increasing customer loyalty and to improve the effectiveness of the marketing mix, companies need to develop a more integrated strategy between the elements of the marketing mix. For example, promotions must be aligned with product quality, competitive prices, and effective distribution. With a holistic approach, customers will get a consistent and satisfying experience, which can increase long-term loyalty.
2. Since service quality has a positive influence on customer loyalty, companies need to continuously evaluate and improve service quality. This can be done through ongoing training for staff, using technology to speed up the service process, and ensuring effective communication with customers. Maintaining high service standards will help increase customer satisfaction and loyalty levels.
3. Since customer satisfaction has a positive influence on customer loyalty, companies are advised to develop a mechanism for monitoring customer satisfaction regularly. Customer satisfaction surveys or direct feedback can be effective tools for evaluating customer experience. With this data, companies can identify areas that need improvement early and ensure that the services and products provided remain relevant to customer expectations. High customer satisfaction will build strong loyalty, where customers tend to make repeat purchases, recommend products to others, and become positive brand ambassadors.
4. Since the marketing mix has a positive influence on customer satisfaction, to improve customer satisfaction, companies are advised to use a data-driven approach in managing the marketing mix. Customer behavior data, preferences, and market trends can be used to refine products, prices, places, promotions, and customer services, making them more relevant and attractive to the target market.

Since service quality has a positive influence on customer satisfaction, companies are advised to focus on improving service standards (service excellence) to ensure that the services provided not only meet but also exceed customer expectations. Good service quality not only increases customer satisfaction but also builds positive long-term relationships, which in turn will support customer loyalty and overall business growth.

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