The Effect of the Four Marketing Mix Factors on Customer Loyalty (Case Study: Consumers of Boots Café Makassar)

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

Original Research Article

ABSTRACT

Aims: The development of restaurants and cafes today has been offered with various kinds of competition in all fields. Seeing these conditions, café and restaurant managers are increasingly required to act quickly and precisely so as not to lose the competition. Winning this competition can be done by displaying the best products and can meet consumer tastes that are always developing and changing, as well as with satisfying services. Companies are required to consider market customers who are increasingly focused on customer loyalty. This study aims to determine the partial and simultaneous effects of marketing mix components, namely product, price, place, and promotion on customer loyalty and which variable has the dominant influence on customer loyalty at the Boots Café Makassar.

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Methodology: This research is a descriptive quantitative study conducted from July to December 2022. Sampling using purposive sampling method. The total sample in this research are 210 customers (78 male, 132 female, age range 15-35 years) during 2022 who made more than two purchases. Data collection uses a questionnaire with a Likert scale, which will be tested for validity and reliability. The classical assumptions used include normality, heteroscedasticity and multicollinearity. **D**ata processing uses SPSS application.

Results: Data is normally distributed, there is no multicollinearity problem and no heteroscedasticity problem in the regression model. Based on T test, it is found that the promotion variable has the strongest influence on customer loyalty. All independent variables simultaneously affect customer loyalty The R-Square value is 0.752, this means that the ability of Product, Price, Place, and Promotion to explain the customer loyalty variable is 75.2% while the rest (100% - 75.2% = 24.8%) is explained by other variables that are not in this study.

Conclusion: Customer loyalty is positively and significantly impacted by the marketing mix, which consists of product, price, place, and promotion. The promotion variable has the highest value when compared to other variables, despite the fact that all independent variables have an impact on customer loyalty. The results of this study's theoretical contribution suggest that customer loyalty may be partially and simultaneously influenced by product, price, place, and promotion. Regarding the managerial contribution, this study contends that in order to keep their clientele loyal, business owners and policymakers must evaluate and enhance the marketing mix.

1. INTRODUCTION

Regarding the economy in the current era of globalization, Indonesia is one of the developing countries that has a large enough and consumptive nature. In addition, Indonesia is a country with a potential market for marketing various types of products. The increasing population in Indonesia results in an increase in the need for food consumption that must be provided, food is one of the basic needs of humans, so the fulfillment and needs of food are absolute for humans for their survival.

Culinary growth in Indonesia has increased significantly from year to year. The culinary industry is currently growing very fertile [1]. There are several things that indicate this. This is at least seen from consumption patterns that have begun to shift to ready-to-eat food and drinks [2]. Therefore, the culinary industry competition is growing rapidly at this time is the café and restaurant industry [3]. There is a huge opportunity that can be achieved by companies to embrace consumers and maintain their business existence.

"The development of restaurants and cafes today has been offered with various kinds of competition in all fields. Seeing these conditions, café and restaurant managers are increasingly required to act quickly and precisely so as not to lose the competition. Winning this competition can be done by displaying the best products and can meet consumer tastes that are always developing and changing, as well as with satisfying services" [4]. Companies are required to consider market customers who are increasingly focused on customer satisfaction which will ultimately have an impact on customer loyalty. Therefore, it can be said that marketing activities are needed by organizations and companies as the spearhead of their lives [5].

"Creating loyalty to customers for a trading business is not an easy thing to do, besides requiring a lot of time, it also costs a lot of money. Loyal customers are one of the expectations that the company wants to achieve, loyal customers are usually characterized by making repeated purchases and conveying positive things about the company to other parties" [6,7]. Most trading businesses do not want customers to only come once and then no longer come to their store, except for acceptable reasons [8]. "In marketing, there is a marketing strategy called the marketing mix which is considered one of the most potential strategic elements and has a role in influencing consumers and has a role in influencing consumers to buy a product or service offered by the company. Four elements of the marketing mix determine whether people buy a particular product, use or consume that product later, and buy that product again or another product. Therefore, the marketing mix has a direct impact on customer loyalty, as [5] did. On the other

hand, based on Tjan [9] research, the marketing mix has no effect on customer loyalty.

Based on the above discussion, in the context of marketing management, this study unfortunately finds that there is a lack of previous research to explain the influence of the marketing mix on customer loyalty in the restaurants and café industry. Therefore, in order to address gaps in research, such as lack of previous studies e.g., this study aimed to conduct a study focusing on the aforementioned marketing mix on customer loyalty in Boots Café Makassar, which are: contributes to the body of literature as a contribution of novelty from both a theoretical and managerial perspective.

2. LITERATURE REVIEW

2.1 Marketing Mix Concept

"Marketing strategy is the marketing logic by which companies hope to create value for customers and can achieve profitable relationships with customers" [10]. The company's expectations of how different marketing initiatives or campaigns will affect demand for its goods or product lines in particular target markets are outlined in the marketing strategy.

Because each type of programme, such as advertising, sales promotion, personal selling, customer service, or product development, has a different impact on demand, businesses can run two or more marketing programmes at once. In order to align and integrate marketing programmes in a synergistic way, a mechanism to coordinate those programmes is required. Marketing strategy is the term used to describe this mechanism.

"The marketing mix is a good marketing tool that includes product, pricing, place, and promotion combined to produce the desired response to the target market" [10]. "The marketing mix is a device or tool for marketers consisting of various elements of a marketing program that need to be considered so that the implementation of marketing strategies and positioning that is determined can run successfully" [11].

In the marketing mix to increase the number of product sales, it is necessary to implement a marketing strategy. According to four variables in marketing mix activities are products, distribution channels, prices, and promotions.

"A product is something that can be offered to the market to get attention, so that the products sold will be bought, used, or consumed which can fulfill a consumer's wants or needs. A product is anything that can be offered to the market to meet consumer needs and desires" [12]. Products are significant to the company because without a product, the company would be unable to conduct any business at all. A product must be tailored to the wants or needs of the buyer if product marketing is to be successful because customers will purchase a product if they find it suitable. To put it another way, producing goods is better tailored to market demands or consumer preferences.

Price is a value expressed in units of currency. In other circumstances price is defined as the amount paid by the buyer. Price is the amount of money a customer must pay to obtain a product [13]. Price is a way for a seller to differentiate his offerings from competitors. Pricing can be considered as part of the goods differentiation function in marketing. In general, sellers have several objectives in setting production prices Price is the value of an item expressed in money [14]. Based on the above opinion, it is concluded that price is the value, usually expressed in money, that must be sacrificed to be able to own, use, or consume a good and service in order to get satisfaction. So, it can be concluded that if the price is very high, ordinary consumers expect high quality, and their actual perception will be influenced by expectations. If the price is too high, the organization is perceived as not caring about the customer, or is considered to be committing fraud. Conversely, if the price is too low, the customer may doubt the organization's ability in terms of service quality.

Location, related to the delivery system, in services is a combination of location and satisfaction with distribution channels [15]. This relates to how services are delivered to consumers and where the strategic location is. Location means relating to where the company must be headquartered to carry out its operations or activities. In this case there are three types of interactions that affect location, including (1). Consumers come to service providers (companies); (2) Service providers come to consumers; and (3) Service providers and consumers do not meet directly but interact through certain means such as telephone, computer or mail.

"Promotion is an effort from marketing in informing and influencing people or other parties

so that they are interested in making transactions or exchanging the goods or services they market. Promotion is an activity that conveys product benefits and persuades customers to buy these products" [10]. According to this definition, producers can provide consumers with a variety of information by holding promotional events. Through messages that persuade, remind, inform, and encourage consumers to buy the products offered, promotion can also assist in introducing consumers to a product so they are able to choose which product they want.

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2.2 Customer Loyalty

"Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing between performance or expected results. If consumers are satisfied with a product or service, they are more likely to make a purchase, and more willing to spread positive word of mount. On the other hand, customer satisfaction is considered a major determining factor in repeat purchases. The greater the satisfaction experience, the greater the profitability of consumers will revisit the same product provider" [16] and this will create customer loyalty.

"Customer loyalty is the behavior associated with a product brand, including the possibility of renewing a brand contract in the future, how likely customers are to change their support for the brand, how likely customers are to want to improve the positive image of a product. If the product is unable to satisfy the customer, the customer will stop buying the brand or product and the customer expresses dissatisfaction directly to the company" [16]. By understanding the level of customer loyalty, the company will be able to get a picture of the customer so that it can facilitate the feeling of designing the right marketing strategy and policy for the company.

Loyal consumers are people who make regular repeat purchases / between products, referring to others who show immunity to competing products [17]. Customer loyalty has eight stages [17]: (1) Suspects, (2) Prospect, (3) Disqualified Prospect, (4) First Time Costumers, (5) Repeat Costumers, (6) Client, (7) Advocates, and (8) Partner.

"Customer loyalty as the strength of the relationship between an individual's relative attitude towards a unit (brand, service, store, or supplier) and repeat purchases" [18]. Customer loyalty emphasizes the sequence of purchases made by consumers such as the proportion and probability of purchase.

There are several indicators that can be used to assess a customer's loyalty [19] including: (1) Repurchase, when someone repurchases a product, this can indicate loyalty, (2) The habit of consuming the brand, someone who is used to using a brand will continue to buy the same product, (3) Always like the brand, brand loyalty can also be shown by liking a brand, (4) Keep choosing the brand, someone can continue to choose a brand even though they have other choices, (5) Believing that the brand is the best, considering a brand better than all other brands is also a sign of customer loyalty, (6) Recommend the brand to others, someone who is loyal to a brand and satisfied with its service products is very likely to offer the product to people around him.

3. METODHOLOGY

3.1 Validity Test

The validity test is a testing tool for questionnaire instruments that are formed in such a way as to measure the accuracy, accuracy and validity of a questionnaire instrument. The validity test is carried out by comparing the value of r count with r table [20].

The criteria used are:

a. If r count> r table, then the indicator is said to be valid
b. If r count < r table, then the indicator is said to be invalid.

3.2 Reliability Test

This test is needed to determine the level of reliability of the questionnaire in this study. A reliable questionnaire is one that if used repeatedly to the same group, it will produce data that remains the same. Testing is done by comparing the reliability coefficient with the reliability coefficient table. Cronbach's alpha was used for the reliability test with the following criteria:

1. Less than 0.6: Not reliable
2. 0,6 - 0,7: Acceptable
3. 0,7 - 0,8: Good
4. More than 0.8: Reliable

3.3 Normality Test

"The normality test is a test conducted to determine whether the research has a normal distribution or not. This normality test uses the Kolmogorov-Smirnov technique. If the residual variables are not normally distributed, the t and f statistical tests will be invalid. Data is said to be normally distributed if it has a significance level greater than 0.05 or 5%" [21]

3.4 Heterosceasticity Test

"The heteroscedasticity test is to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance of the residuals of one observation to another observation is constant, it is called homoscedasticity and if the variance is different, it is called heteroscedasticity. A good regression model is homoscedasticity or no heteroscedasticity" [22].

3.5 Multicollinearity Test

"The multicollinearity test is to test whether the regression model found a correlation between independent variables. In a situation where multicollinearity occurs in a multiple regression model, the coefficient value changes. If there is a correlation, it is called a multicollinearity problem" [22]. A good regression model should not have a correlation between the independent variables.

4. RESULTS AND DISCUSSION

In this study the authors used a quantitative approach because the data collected in the questionnaire numbers. Based on this quantitative approach, researchers collect primary data through distributing questionnaires online to people or respondents who make purchases at Boots Café Makassar. To determine the number of samples used purposive sampling and obtaining 100 respondents.

The analytical techniques used are multivariate regression analysis. Through multiple regression analysis, it can be drawn that the contribution of the relationship is explained by the results of the hypothesis tests. The data used in this study was instrumentally tested, through tests for validity and reliability.

The variables examined in this article can be seen in Table 1.

Table 1. Dimension of the variables X and Y

Variable	Dimension	Symbol
Product (Kotler & Armstrong, 2009)	Brands	X1.1
	Packing	X1.2
	Product Quality	X1.3
Price (Kharis, 2010; Wright, 2005)	Affordability	X2.1
	Price Match with Product Quality	X2.2
	Price Conformity with Benefits	X2.3
	Price Competitiveness	X2.4
Place (Lopiyoadi, 2016)	Consumers come to the service provider or company	X3.1
	Service providers come to consumers	X3.2
	Service providers and consumers do not meet directly	X3.3
Promotion (Kotler & Armstrong, 2012)	Advertising	X4.1
	Sales promotion	X4.2
	Personal selling	X4.3
	Public relation	X4.5
Customer Loyalty (Tjiptono, 2022)	Repeat purchases	Y1.1
	Habit of consuming the products	Y1.2
	Always like the products	Y1.3
	Keep choosing products	Y1.4
	Convinced that the products are the best	Y1.5
	Recommend to others.	Y1.6

4.1 Statistical Test

4.1.1 Normality test

"The normal distribution will form one straight diagonal line and the data plotting will be compared with the diagonal line. If the data distribution is normal, then the line connecting the actual data will follow the diagonal line" [23]. The Normal Q-Q Plot graph shows that the data follows and approaches the diagonal line. Therefore, it can be concluded that in this study the data distribution can be said to be normal.

The results of the Probability Plot graphical normality test using SPSS for the Customer Loyalty variable are shown in the graph below.

4.1.2 Heteroscedasticity test

Based on Fig. 2, it can be seen that the data (dots) does not form a clear pattern. The dots spread above and below the number 0 on the X axis. It can be concluded that there is no heteroscedasticity problem in the regression model.
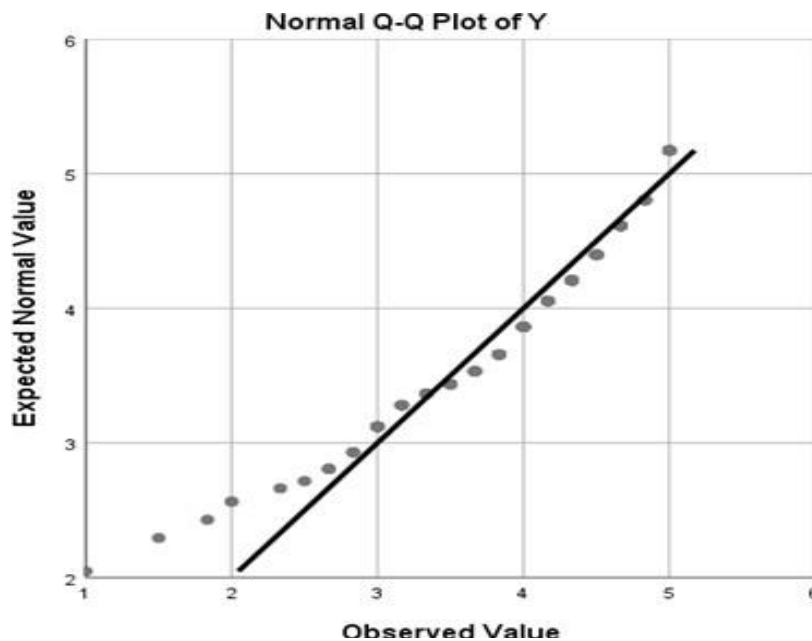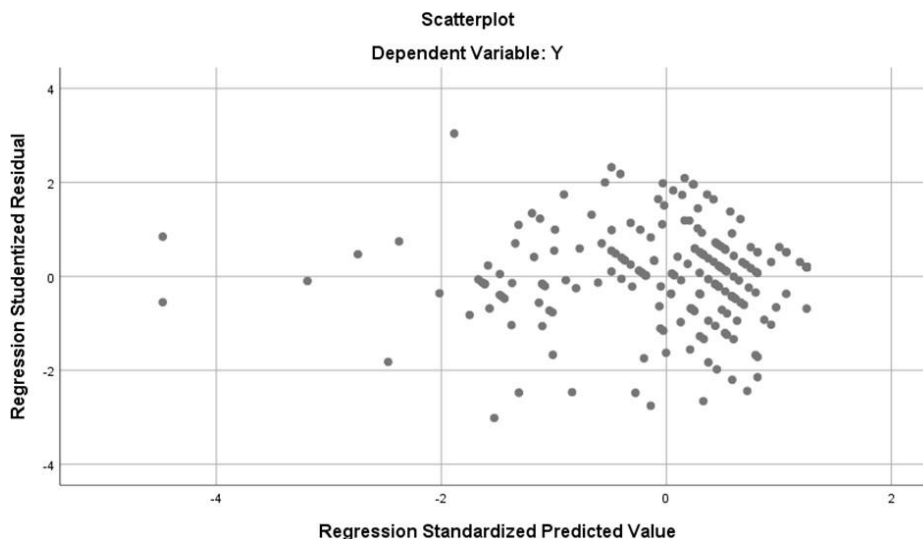

Fig. 1. Normality test

Fig. 2. Heteroscedasticity test

Table 2. Multicollinearity test

Model		Collinearity statistics	
		Tolerance	VIF
1	X1 (Product)	.337	2.968
	X2 (Price)	.271	3.685
	X3 (Place)	.304	3.285
	X4 (Promotion)	.226	4.421

a. Dependent Variable: Customer Loyalty

4.1.3 Multicollinearity test

Table 2 shows that all independent variables have a tolerance value above 0.10. Looking at the VIF column, it can be seen that the VIF value for Products is 2.968; Price is 3.685; Place is 3.285; and Promotion is 4.421. Because the VIF value is less than 10, it can be concluded that there is no multicollinearity problem in the regression model.

4.2 Hypothesis Test

4.2.1 T- test

Based on the comparison of the t value with the t table, the results show that the effect of product on customer loyalty is significant. This is evidenced by the t value of the product variable (X1) of 4.482 which is greater than the t table of 1.652. Meanwhile, for the regression coefficient value, it can be stated that its significance is 0.000 less than $\alpha = 0.05$ (0.000 <0.05) where 0.05 is the maximum significant level so that these results indicate that the product (X1) has a significant effect on customer loyalty.

Based on the comparison of the t value with the t table, the results show that the effect of price on customer loyalty is significant. This is evidenced by the t value of the price variable (X2) of 2.406 which is greater than the t table of 1.652. Meanwhile, for the regression coefficient value, it can be stated that its significance is 0.017 less than $\alpha = 0.05$ (0.017 <0.05) where 0.05 is the maximum significant level so that these results indicate that price (X2) has a significant effect on customer loyalty.

Based on the comparison of the t value with the t table, the results show that the effect of place on customer loyalty is significant. This is evidenced by the t value of the place variable (X3) of 2.676 which is greater than the t table of 1.652. Meanwhile, for the regression coefficient value, it can be stated that its significance is 0.008 less

than $\alpha = 0.05$ (0.000 <0.05) where 0.05 is the maximum significant level so that these results indicate that place (X3) has a significant effect on customer loyalty.

Based on the comparison of the t value with the t table, the results show that the effect of promotion on customer loyalty is significant. This is evidenced by the t value of the promotion variable (X4) of 4.754 which is greater than the t table of 1.652. Meanwhile, for the regression coefficient value, it can be stated that its significance is 0.000 less than $\alpha = 0.05$ (0.000 <0.05) where 0.05 is the maximum significant level so that these results indicate that promotion (X4) has a significant effect on customer loyalty.

4.2.2 F-test

Based on Table 4. it can be seen that the F test results show the value of F count = 155.350 which is greater than F table = 2.415 with a significance of 0.000 which is smaller than 0.05 so it can be concluded that the independent variables, namely Promotion, Product, Place, and Price, have a simultaneous effect on Customer Loyalty so that the proposed hypothesis is accepted.

4.2.3 Analysis of the coefficient of determination (R-Square)

The R-Square value is 0.752, this means that the ability of Product, Promotion, Place, and Price to explain the customer loyalty variable is 75.2% while the rest (100% - 75.2% = 24.8%) is explained by other variables that are not in this research.

4.3 Discussion

The following is a discussion of hypotheses from the results of research that has been conducted and based on existing theories and previous research.

Table. 3. T Test

Model		Unstandardized coefficients		Standardized coefficients	T	Sig.
		B	**Std.Error**	**Beta**		
1	(Constant)	.265	.157		1.694	.092
	X1 (Product)	.262	.058	.269	4.482	.000
	X2 (Price)	.156	065	.161	2.406	.017
	X3 (Place)	.159	.060	.169	2.676	.008
	X4 (Promotion)	.355	.075	.348	4.754	.000

a. Dependent Variable: Customer Loyalty

Table. 4. F Test

Model		ANOVA[a]				
		Sum of squares	**Df**	**Mean square**	**F**	**Sig.**
1	Regression	88.644	4	22.161	155.350	.000[b]
	Residual	29.244	205	.143		
	Total	117.888	209			

a. Dependent Variable: Y
b. Predictors: (Constant), X4, X1, X3, X2

Table 5. Coefficient of determination

Model Summary[b]				
Model	**R**	**R square**	**Adjusted R square**	**Std. error of the estimate**
1	.867[a]	.752	.747	.37769

a. Predictors: (Constant), X4, X1, X3, X2
b. Dependent Variable: Y

Hypothesis 1: The regression model constructed from marketing mix variables has a significant impact on customer loyalty

The results of the F test analysis together include product (X1), price (X2), place (X3), and promotion (X4) have an effect on customer loyalty (Y). This is indicated based on the results of the F test count with a value of 155.350 at a significant level of 0.000 less than 0.05. In accordance with H1 which suspects that the marketing mix strategy consisting of Product, Price, Place, and Promotion together has a positive and significant influence on Customer Loyalty. Thus, H1 is accepted. As for the interpretation, it states that the greater the product, price, place, and promotion felt by consumers towards Boots Café, the greater the consumer loyalty itself. This can be seen from Boots Café products has various types of varied and high quality products, prices that are adjusted to quality, has a location that is easily accessible to consumers because it is close to the urban center and good promotion in increasing loyalty. The test results support previous research by Tambajong [24] that the

marketing mix in this case the variables of product, price, place, and promotion together have a significant influence on the sales volume of Yamaha Motorbikes at PT. Sarana Niaga Megah Kerta Manado.

Hypothesis 2a: The product has a significant impact on customer loyalty

From the data analysis, it is obtained that the product variable (X1) has a significant influence on customer loyalty because the significant level shown is smaller than 0.05, namely 0.000. In its interpretation, it states that the greater the product felt by consumers towards Boots Café products, it will greatly affect the customer loyalty. But if the product decreases, then customer loyalty will decrease so that Boots Café will experience a decrease in sales of a product. From the results of this interpretation, that the product has a positive and significant effect on customer loyalty which may be due to consumers who use Boots Café products considering that the price of this product is in accordance with the quality and can give a good impression, and feel that the product can be relied on. The test results

support previous research by Hasrina [25] that product variables have a positive and significant effect on decision to purchase a Toyota Yaris car at PT. Hadji Kalla Urip Sumiharjo Branch in Makassar City.

Hypothesis 2b: The price has a significant impact on customer loyalty

From the data analysis, it is obtained that the price variable (X2) has a significant influence on purchasing decisions because the significant level shown is smaller than 0.05, namely 0.017. In its interpretation, it states that the more affordable the price felt by consumers for Boots Café products will greatly affect Boots Café customer loyalty. From the results of this interpretation, that price has a positive and significant effect on customer loyalty which may be due to the perspective of customers who are mostly students who have an income of less than IDR 1,000,000 per month, so they think that the price set by Boots Café is relatively affordable so that it affects customer loyalty. The test results support previous research by Wantara & Tambrin, [26] that price have a positive and significant effect on customer loyalty on Madura Batik.

Hypothesis 2c: The place has a significant impact on customer loyalty

From the data analysis, it is obtained that the place variable (X3) has a significant influence on purchasing decisions because the significant level shown is smaller than 0.05, namely 0.008. The interpretation states that the weaker or stronger the influence of place, the more it will affect customer loyalty. From the results of this interpretation, that place has a positive and significant influence on customer loyalty which may be due to the fact that Boots Café is already in the consumer's place and in the center of the crowd. The test results support previous research by Sudari et al. [27] that place have a positive and significant effect on of food and beverage products SMEs in Malaysia.

Hypothesis 2d: The promotion has a significant impact on customer loyalty

From the data analysis, it is obtained that the promotion variable (X4) has a significant influence on purchasing decisions because the significant level shown is less than 0.05, namely 0.000. In its interpretation, the greater the promotion that consumers feel for a product at Boots Café, the greater the influence on

customer loyalty. From the results of this interpretation, that promotion has a positive and significant influence on purchasing decisions, this is because Boots Café provides interesting information through various media and has a good image so that consumers are interested in buying. The test results support previous research by Luthfi and Hapsari [28] and Khairawati [29]

Hypothesis 3: That the product variable has the most dominant influence on Boots Café customer loyalty

Based on partial testing (t test) between product, price, place, and promotion variables, the t value of the product is 4.482; with a regression coefficient of 0.262; significance of 0.000. The t value of the price is 2.406; with a regression coefficient of 0.156; significance 0.017. The t value of place is 2.676; with a regression coefficient of 0.159; significance 0.008. The t value of promotion is 4.754; with a regression coefficient of 0.355; significance 0.000. This shows that the most dominant variable in this study is the promotion variable. Thus, H2 is rejected. Therefore, the management and implementation of Boots Café promotions must be improved in order to obtain increased customer loyalty. The test results support previous research by Hanifaradiz & Satrio, [30] that the promotion variable has the most dominant influence on Lifebuoy bath soap purchasing decisions in Surabaya.

5. CONCLUSION

Service organizations in marketing are unstable because they are very difficult to measure. Marketing and managing service products is not just a promise but must be proven, marketing service products begins with the delivery of product information, product processes and post-purchase services. As for the theoretical implication, this study suggests that, based on the results and discussions section of this paper, there is a significant effect and positive value both partially and simultaneously from the product, price, place, and promotion toward customer loyalty of Boots Café. Moreover, for practical implication, the result provided a guideline for business owner to maintain and increase the marketing mix to enhance customer loyalty. As a limitation, this research limited by the size of the sample and time constrain, therefore, it suggested that for next researcher to explore more variables (such as customer

satisfaction, brand image, service quality, etc.) and sample for in depth result.

COMPETING INTERESTS

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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