

MARKETING MIX, SATISFACTION & CUSTOMER LOYALTY

NEW KUTA GREEN PARK PECATU BADUNG

by

Putu Hendita Melati Hapsari

Undiknas Graduate School
Jl. Waturenggong No. 164, Denpasar, Bali

hendita.hapsari@gmail.com

ABSTRACT

The purpose of this study were 1) To analyze the effect of the level of quality of a product to customer satisfaction New Kuta Green Park Pecatu Badung. 2) To analyze the effect of prices of products to customer satisfaction New Kuta Green Park Pecatu Badung. 3) To analyze the effect of the strategic location of the customer satisfaction New Kuta Green Park Pecatu Badung. 4) To analyze the effect of attractiveness of sale to the customer satisfaction New Kuta Green Park Pecatu Badung. 5) To analyze the effect of service quality on customer satisfaction New Kuta Green Park Pecatu Badung. 6) To analyze the effect of the level of customer satisfaction to customer loyalty New Kuta Green Park Pecatu Badung.

The study found that 1) The best model obtained after modification is held, by correlating multiple error indicators that have modification index (MI) > 5,500. 2) structural equation model modified otherwise good, because it has met the three criteria of eight cut of value, namely criteria, Relative Chi-square, RMSA and TLI as well as three other criteria classified as marginal, Probability, GFI, and CFI. 3) From a structural equation shows Regression Weight (γ) seen there are five variables were significant positive effect, namely the influence of Product (X1) to Customer Satisfaction (Y), the influence of Place (X3) against Customer Satisfaction (Y), the influence Promotion (X4) to Customer Satisfaction (Y) and the influence of Provision of Customer Service (X5) against Customer Satisfaction (Y), and the effect of Customer Satisfaction (Y) of the Customer Loyalty (Z). There is no significant negative effect Price (X2) against Customer Satisfaction (Y) 4) Influence on Customer Satisfaction (Y) is equal to 85.6%, and the influence on Customer Loyalty of 63.0%.

Keyword : Product, Price, Place, Promotion, Provision of Customer Service, Customer Satisfaction and Customer Loyalty

DAFTAR PUSTAKA

- Adnyana, R., and Darma, G.S. (2015). Strategi Marketing Mix, Yield Management, Customer Satisfaction and Occupancy Rate, *Jurnal Manajemen & Bisnis*, **12** (1): 92-115.
- Bloemer, R. and Peeters. (1998). Investigating Drivers of Bank Loyalty: The Complex Relationship between Image, Service Quality, and satisfaction, *International Journal of Bank Marketing*, **16**(7): 276-286.
- Darma, G.S. (2005). *88 Konsultasi Praktis Marketing Strategy*. Denpasar: Undiknas Press.
- Ferdinand, A.T. (2006). *Metode Penelitian Manajemen*. Pedoman Penelitian untuk Penulisan Skripsi. Tesis dan Desertasi. Semarang: Badan Penerbit Universitas Diponegoro. **2**.
- Fitzsimmons, J., and Fitzsimmons, M. (1994). *Service Management for Competitive Advantage*. New York: McGraw-Hill.
- Hassan, A. (2009). *Marketing*. Yogyakarta: Med Press.
- Husein, U. (1999). *Metodologi Penelitian, Aplikasi Dalam Pemasaran*. Jakarta: Gramedia Pustaka Utama.
- Jacoby, J., and Chestnut, R.W. (1978). *Brand Loyalty Measurement and Management*. New York: Wiley.
- Kotler, P. and Garry, A. (2003). *Dasar – dasar Pemasaran Edisi kesembilan*. Jakarta: PT. Indeks. Kelompok Gramedia. **1**.
- Kotler, P. (2002). *Manajemen Pemasaran*. Jakarta: PT. Prenhallindo.
- Kotler, P. (2006). *Manajemen Pemasaran*. Jakarta: PT. Indeks. **11**.
- Kotler, P. (2009). *Manajemen Pemasaran*. Jakarta: PT. Macanan Jaya Cemerlang. **1**.
- Laksana, F. (2008). *Manajemen Pemasaran*. Pendekatan Praktis. Yogyakarta: Graha Ilmu.
- Mangkunegara, A.P. (2005). *Perilaku Konsumen*. Bandung: PT. Refika Aditama. Edisi Revisi.
- Nugroho, A.B. (2005). *Strategi Jitu Memilih Metode Statistik Penelitian dengan SPSS*. Andi Yogyakarta: Penerbit.
- Parasuraman, A., and Valarie, A.Z. and Leonard, L.B. (1988). Servqual: A Multiple-Item Scale for Measuring Consumer Perception of Service Quality, *Journal of Retailing*, **64**: pp 12-40.
- Santosa, S. (2005). *Statistik Parametrik dengan SPSS*. Jakarta: ELEX Komputindo.
- Solimun. (2004). *Pemodelan Persamaan Struktural Pendekatan PLS dan SEM Aplikasi Software PLS dan Amos*. Denpasar: Undiknas.
- Suharyadi. and Purwanto, S.K. (2003). *Statistik Untuk Ekonomi dan Keuangan Modern*. Jakarta: Salemba Empat. **1**.

Sugiyono. (2007). *Metode Penelitian Bisnis*. Bandung: CV. Alfabeta.

Sumarwan, U. (2003). *Perilaku Konsumen*. Bogor: Ghalia Indonesia.

Teguh, M. (2005) *Metode Penelitian Ekonomi, Teori dan Aplikasi, Divisi Buku Perguruan Tinggi*. Jakarta: PT. Raja Grafindo Persada.

Tjiptono, F., and Chandra, G. (2005). *Services, Quality and Satisfaction*. Yogyakarta: ANDI.

Usman, H., and Akbar, P. S.(2006). *Pengantar Statistika*. Jakarta: PT. Bumi Aksara.