

**THE IMPACT OF MARKETING MIX ON CUSTOMER
LOYALTY WITH CUSTOMER SATISFACTION AS
MEDIATING VARIABLE: THE CASE OF PLASTIC
BAGS USERS IN SURABAYA**



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WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2020**

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APPROVAL PAGE

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PREFACE

Praise the author to the presence of God Almighty because of His blessings and grace this thesis can be resolved properly and on time. This thesis is structured to fulfill several academic requirements to get a bachelor's degree. Final assignment with the title “The Impact of Marketing Mix on Customer Loyalty with Customer Satisfaction as Mediating Variable: The Case of Plastic Bags Users in Surabaya” was arranged to meet one of the requirements of the final assignment S1 education program at the Widya Mandala Catholic University Surabaya. During the process of writing this thesis, the writer is assisted, guided and supported by several sources. Thus, the author would like to express my deepest gratitude to:

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Surabaya, June 2020

Author,

Wennalin Siutiyani Ongkowitz

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ABSTRAK

Perubahan secara drastis yang terjadi di Indonesia telah mengubah kehidupan manusia. Manusia yang sudah bergantung dengan menggunakan kantong plastik, perlahan harus mengurangi penggunaan kantong plastik oleh pemerintah. Karena peraturan pemerintah, banyak perusahaan yang memproduksi kantong plastik dan toko yang menjual kantong plastik mengalami kerugian. Oleh karena itu perusahaan kantong plastik maupun toko yang menjual kantong plastik harus pandai dalam mengatur marketing mereka. Penelitian ini dipengaruhi oleh penelitian sebelumnya yang mencari pengaruh *marketing mix (4P)* terhadap *customer loyalty* yang dimediasi oleh *customer satisfaction*

Penelitian ini dilakukan untuk memahami dampak *marketing mix* terhadap *customer loyalty* di Surabaya, dengan menggunakan *customer satisfaction* sebagai mediator. Penelitian ini menggunakan metode penelitian kuantitatif, dengan 100 responden yang berusia 17 tahun atau lebih, pernah menggunakan kantong plastik dan tinggal di Surabaya. Responden akan mengisi kuesioner yang diberikan menggunakan bentuk *google form*.

Peneliti menggunakan Structural Equation Modeling dengan SmartPLS

3.0 sebagai alat dalam penelitian ini. Penelitian ini menemukan bahwa *product* memiliki dampak terhadap *customer satisfaction*; *price* memiliki dampak terhadap *customer satisfaction*; *place* memiliki dampak terhadap *customer satisfaction*; *promotion* memiliki dampak terhadap *customer satisfaction*; *customer satisfaction* memiliki dampak terhadap *customer loyalty*; *customer satisfaction* memediasi hubungan antara *product* dan *customer loyalty*; *customer satisfaction* memediasi hubungan antara *price* dan *customer loyalty*; *customer satisfaction* memediasi hubungan antara *place* dan *customer loyalty*; *customer satisfaction* memediasi hubungan antara *promotion* dan *customer loyalty*.

Kata Kunci: *Product, Price, Place, Promotion, Customer Satisfaction, Customer Loyalty.*

ABSTRACT

The drastic changes that have taken place in Indonesia have changed human lives. Humans who are already dependent on using plastic bags, should slowly reduce the use of plastic bags by the government. Due to government regulations, many companies that produce plastic bags and shops that sell plastic bags suffer losses. Therefore, plastic bag companies and shops that sell plastic bags must be clever in managing their marketing. This study was influenced by previous research that sought the effect of marketing mix (4P) on customer loyalty mediated by customer satisfaction.

This research was conducted to understand the impact of marketing mix on customer loyalty in Surabaya, using customer satisfaction as a mediator. This research uses quantitative research methods, with 100 respondents aged 17 years or older, who have used plastic bags and lived in Surabaya. Respondents will fill in the questionnaire given using the Google form.

Researchers used Structural Equation Modeling with SmartPLS 3.0 as a tool in this study. This research found that the product has an impact on customer satisfaction; price has an impact on customer satisfaction; place has an impact on customer satisfaction; promotion has an impact on customer satisfaction; customer satisfaction has an impact on customer loyalty; customer satisfaction mediates the relationship between product and customer loyalty; customer satisfaction mediates the relationship between price and customer loyalty; customer satisfaction mediates the relationship between place and customer loyalty; customer satisfaction mediates the relationship between promotion and customer loyalty.

Keywords: Product, Price, Place, Promotion, Customer Satisfaction, Customer Loyalty.