

MARKETING MIX STRATEGY AND CONSUMER SATISFACTION IN THE DIGITAL AGE

Sri Ayudha Mujiyanti¹, Delina Malindha², Etika Ayu Lestari³, Diah Yulisetiari⁴

The Faculty of Economics, Jember University, Jln. Kalimantan 37, Jember 68121, Indonesia

Abstract

Marketing has an important role in a company organization. Marketing changes following the changing times. Technological developments make changes in consumer behavior. This article discusses the relationship between the marketing mix strategy in the digital age and consumer satisfaction.

Keyword: marketing mix, consumer satisfaction, the digital age

1. INTRODUCTION

The Marketing is one of the main activities directly related to consumers that need to be done by the company as an effort to maintain the survival of its business (G. M. Armstrong, P. Kotler, M. J. Harker, and R. Brennan, 2018). The main purpose of the marketing concept is to serve consumers by several a number of benefits, or it can be interpreted as a comparison between reasonable income and costs.

The marketing concept is achieving organizational goals, and needs depend on determining the desires of the target market, and delivering coveted satisfaction turns out to be more effective than competitors in the company (Kotler & Armstrong in Bakhtiar Tijjang, et al, 2017). Thus, marketers must provide customers with what they want to buy, at prices that represent value for money (J. Blythe and J. Martin, 2019). Marketers usually integrate with Marketing Mix.

Initially, Mix marketing included four marketing mixes dimensions, namely promotion, product, place, price. Then another dimension is added as an additional factor to the formula: process, person and physical evidence (WD Perreault, JP Cannon and EJ McCarthy (2018) in Andre Hasudungan Lubis (2019). A study conducted by Gita Sugiyarti and Aris Mardiyono in Basrah Saidani and I Ketut R. Sudiarditha (2019) who used marketing mix

variables including, psychological, cultural, social, personal, and the results of his research showed that psychological variables were the most (dominant) than other variables.

2. THEORETICAL FRAMEWORK

2.1. Marketing Mix

The marketing mix is a set of tools for tactical marketing tools that can be controlled, products, prices, distribution, and promotions combined by companies to produce the desired response in the target market. In addition, marketing mix can be used as a collection of variables that can be used by companies to influence consumer responses (GM Armstrong, P. Kotler, MJ Harker, and R. Brennan, 2018), (WD Perreault, JP Cannon, and EJ McCarthy, 2011), and (B. Booms, 1981) in Lubis (2019). The marketing concept of Mix includes promotions, products, places, prices, processes, people, and physical evidence. (1) Product. Things that are sold in businesses are both goods and services that have used value and are needed by consumers. The main key to the product, both goods and services must be able to meet a consumer needs. In addition, products must have more value than others to be easily accepted by consumers. Lancaster and Reynolds (2002) in Thwala and Slabbert (2018) explain that products are the basis of the marketing mix. Without a product there will be no price, distribution or promotion and therefore serves as a starting point for marketing strategies. (2) Promotion. A business activity that aims to convey information to consumers to get interested in business products.

In this activity, marketers must be able to change consumers' perceptions to be positive about the product. Kumar & Komaraian (2014) in Al-Azzam (2016) stated that promotion includes all these activities such as advertising, personal selling, public relations, publicity which are intended to stimulate customer demand and develop seller's marketing performance (3)

Places. Marketers must pay attention to whether the location is strategic and easy to visit by the consumers. Products must be available in different target customers and with a different breadth of sales coverage. Distribution channels contain companies such as retailers or wholesalers through which goods pass on their way to consumers (Bookman & Bookman, 2007 in Al-Azzam 2016). (4) price. Consumers consider price as the main consideration before buying several products. Marketers must follow market dynamics to set prices at the right level and represent good value for money. Then, it will be accepted by consumers. (5) Process. In marketing, the process is interpreted as a step taken between marketers and consumers, including the services delivered and the transaction process. Supply chain is an effort to increase the marketer's competitive value to be more efficient, which manages the process flow from raw material suppliers through factories and warehouses to end consumers (S. Devaraj, L. Krajewski, and JC Wei (2007) in Lubis (2016). (6) People: In this aspect, consumers are not the only ones involved, but also all HR including workers or business teams, which is very important because remembering that everyone must have different tendencies in business. (7) Physical evidence. Form of equipment, or devices used to support running a business, for large-scale businesses, requires more equipment and more complex functions and functions.

2.2. Marketing Mix in the Digital Age

Digital age consumers conduct many transactions with online stores, which are usually referred to as e-commerce. In digital marketing the marketing mix acclimates to Warrink et al. (2018):

1) Product

In the digital age, companies engage consumers, suppliers, and distributions channel to create innovation. Companies can learn from consumers, about what products have to make. Companies can use the internet to show their presence and get input from consumers. Consumers in the digital age are more concerned about the environment and society, which is why they like products that are environmentally friendly, and if necessary by using these products they are also charitable at the same time.

2) Place

With a place, consumers want information that is fast and easily accessible from anywhere. As a result, a company that, for example, sells healthy food can benefit from an online store such that once a person looks for information related to this topic, he can immediately buy products online.

3) Price

Ansar (2013) further investigates this matter, concluding that ecologically aware consumers are shown to be significantly willing to pay a premium price for environmentally friendly products, namely environmentally friendly products. In addition, consumers are more willing to pay premium prices to companies known to be involved in more sustainable business processes (Park & Kim, 2014).

4) Promotion

The company not only promotes vertically but also promotes horizontally. Social media is becoming a tool as a promotional tool. Social media is also used to educate consumers about product sustainability.

5) People

Companies must treat consumers and employees fairly. Companies related to employee injustice scandals can be seen by the example of Nike in 2013. When Nike was accused of being involved in poor labor practices, especially with their use of child labor, the company's image was greatly tarnished, and the number of sales decreased significantly.

(6) Physical evidence

Consumers are aware of the brand, and they value originality. The brand is used as proof that a product has character..

2.3. Consumer Satisfaction

Customer satisfaction is an important variable for the company in carrying out its operations. If customer satisfaction is not met, it will cause customers to run to competitors. Business organizations left by the customers will face significant problems due to declining income levels. However, if customer satisfaction is met, customers will continue to come to the company to meet their needs, so that customers will increase which indirectly gets and revenue will continue

to increase; then the business organization will grow, develop, and still be able to survive in the competition. Increasing the intensity of competition and the number of competitors requires companies to always pay attention to the needs, and desires of consumers and try to meet a consumer expectations by providing more satisfying services than competitors. Thus, only quality companies can compete and dominate the market. Quality has closed relationship with customer satisfaction. The class gives encouragement to customers to build a strong bond with the company. In the long-term, such links allow companies to carefully understand customer expectations, and their needs (Saidani and Sudiarditha, 2019).

Satisfaction is the comparison of service perceptions received by expectations before using services (Jasfar 2005) in Tijjang, et al. (2018). Customer satisfaction is an emotional response to the experience of consuming a product for service (Tjiptono, 2000) in Tijjang, et al. (2018). Satisfaction is a response to people who are subjective towards a particular object after comparing expectations and reality. Attitude is an evaluative statement, whether beneficial or unfavorable, about an object, person, or event. Feelings of pleasure or favor (favorable) and favorable evaluative statements can also be referred to individual satisfaction with certain objects (Robbins, 2003) in Tijjang, et al. (2018).

Johnson and Fornell (1991) in Muhammad Elfi Azhar (2019) state that consumer satisfaction is the result of a thorough evaluation of the best-performing consumer products they consume. Yi (1991) in Azhar, et al. (2019) identified two different customer satisfaction concepts, namely specific transaction satisfaction and overall satisfaction. Transaction specific satisfaction is a concept that refers to assessing customer satisfaction after buying a particular product or brand.

While overall satisfaction is a concept that measures the satisfaction (dissatisfaction) of tourists to a particular product or brand as a whole based on the entire experience in consuming the product or brand. Thus, overall satisfaction can be seen as a function of all previous transaction-specific satisfaction. In this study, the concept of customer satisfaction used is overall customer satisfaction. By knowing the results of measuring customer satisfaction, companies can

develop strategies that will implement to create consumer loyalty, Hidayati (2012) in Azhar, et al. (2019).

3. DISCUSSION

3.1. Marketing mix and consumer satisfaction in the digital age

Consumer satisfaction is strongly influenced by the marketing mix. Physical and human facilities are not the main in consuming a product, but the most important is the quality of the product itself that can be used according to its function. The product consumed by consumers is the problem that lies in the benefits of the product itself according to market segments. For this reason, similar companies can look at market segments that allow them not to become competitors among similar companies; product specificity and benefits are an important concern in satisfying consumers. The next researcher hopes to be able to do different research objects and take a closer look at physical facilities, and people by paying attention to the field situation (Saidani and Sudiarditha, 2019).

The better the marketing mix that is used, the higher the satisfaction is generated. Company leadership and the media as an information tool, as well as information from old consumers, can be things that support consumer satisfaction, Tijjang (2017). Azhar, et al. (2019) stated that based on the results of the study showed that the marketing mix had a positive and significant effect on consumer satisfaction. If the implementation of the marketing mix is better, it will increase customer satisfaction. Conversely, if the implementation of the marketing mix is weak, consumers will feel dissatisfied.

4. CONCLUSION

In accordance with previous research, the marketing mix has been proven to be positively related to consumer satisfaction. Media information that has been diverse with the support of social media, and the internet makes it easy for companies to find out the desires of consumers.

Companies can focus on building brands because consumers in the digital age pay attention to physical evidence and value the value of a brand. Satisfied consumers can be a reference for new consumers.

REFERENCES

[1] Warrink, Dennis (2018). The Marketing Mix in a Marketing 3.0 Context. International Journal of Innovation and Economic Development.

[2] Lubis, Andre Hasudungan (2019). Does Information Technology Help Fish Marketing? A Review for A Preferability Fish Marketing in North Sumatera, Indonesia. International Journal of Science and Business. Volume: 3, Issue: 4 Page: 105-115

[3] Saidani, Basrah, Sudiarditha, I Ketut R. (2019). Marketing Mix-7ps: The Effect on Customer Satisfaction. Jurnal Pendidikan Ekonomi & Bisnis

[4] Al-Azzam, Abdel Fattah Mahmoud. (2016). A Study of the Impact of Marketing Mix for Attracting Medical Tourism in Jordan. International Journal of Marketing Studies Vol. 8, No. 1

[5] Tijjang, Bakhtiar., Jeni Kamase, Ilham Labbase, Annas Plyriadi. (2017). The Relevance of Marketing Mix and Service Quality on Students' Decision-Making Factors Regarding Higher Education and Satisfaction. - International Journal of Management & Social Sciences

[6] Akweli, Etumbih Elvis, Misra, Swasti Pandhi. (2017). The Impact of Marketing Mix Variables on Consumer Behavior in the Brewery Industry- A Study. International Journal of Trend in Scientific Research and Development Vol. 2

[7] Elena V. Pogorelova, Irina V. Yakhneeva, Anna N. Agafonova, and Alla O. Prokubovskaya. (2019). Marketing Mix for E-commerce. International Journal of Environmental & Science Education

[8] Muhammad Elfi Azhar, Jufrizen Jufrizen, Muhammad Andi Prayogi, Maya Sari. (2019). The Role of Marketing Mix and Service Quality on Tourist Satisfaction And Loyalty at Samosir. Independent Journal of Management & Production

[9] KC Thwala, E Slabbert. (2018). The Effectiveness of the Marketing Mix for Guesthouses. African Journal of Hospitality, Tourism, and Leisure

[10] Umair, Akram. (2019). How Website Quality Affects Online Impulse Buying: Moderating Effects of Sales

Promotion and Credit Card Use. Asia Pacific Journal of Marketing and Logistics