



## International Journal of Applied Business and Economic Research

ISSN : 0972-7302

available at <http://www.serialsjournal.com>

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Volume 15 • Number 20 • 2017

### Customer Satisfaction Model: Product Analysis, Price, Promotion And Distribution (Case Study at PT Integrasia Utama)

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*Abstract:* The purpose of research to analyze the influence of product, price, promotion and distribution to customer satisfaction at PT Integrasia Utama. The analytical unit is a customer of PT Integrasia Utama. There is a population of 483 of total sales of vehicle GPS units and sample determination using Slovin, which is 83 samples. Quantitative and descriptive analysis with multiple linear regression analysis method, followed by determination analysis (R Square). Hypothesis testing is partial ( $t$  test) and simultaneous ( $F$  test) with alpha (0.05). Before the first analysis in the test instrument (questionnaire) with validity and reliability test and classical assumptions with SPSS version 22.0 analysis tool. The result of determination analysis showed that the variable of product, price, promotion and distribution in explaining customer satisfaction variable equal to 77.7 per cent and the rest 22.3 per cent explained by others variable. The results of this study have a positive and significant influence between product, price, promotion and distribution of customer satisfaction either partially or simultaneously. The better the product, price, promotion and distribution, the higher the level of customer satisfaction.

**Keywords:** Customer Satisfaction, Distribution, Price, Product, Promotion.

#### 1. INTRODUCTION

The rapid development of science and technology today, is very supportive and help a group of individuals and organizations in carrying out their work activities, Information Technology and Information System brings a major change for a group of individuals and organizations in addressing various problems encountered as the competitive business competition that occurs when this.

PT Integrasia Utama was established in 2001, with a core business engaged in the IT industry in digital mapping and tracking systems, using 'one spirit logistic' technology or OSLOG. PT Integrasia Utama has gradually become one of the best companies offering 'GIS' and 'IT Industry Solution' services in

Indonesia. In 2006, PT Integrasia Utama expanded its business portfolio in serving industry logistics and transportation.

In 2008, PT Integrasia Utama expanded its business again in the development of 'Radio frequency identification' (RFID) technology. And at present, PT Integrasia Utama has been able to compete in the IT industry by offering products such as 'RFID Product are Asset Management', 'Tire Controlling System' and 'Inventory Tracking System'.

Despite getting the best company category in the IT industry, PT Integrasia Utama has not experienced significant sales increase in recent years, as business competition is getting tighter and more and more competitors are emerging.

Until the end of 2015, sales of GPS Tracking units are not increasing. It can be concluded researchers when the researcher asked for sales data of PT Integrasia Utama in the last 5 years as follows.

**Table 1**  
**Sales Report Data Unit of PT Integrasia Utama GPS Unit**

| Year 2011   |      | Year 2012   |      | Year 2013   |      | Year 2014   |      | Year 2015   |      |
|-------------|------|-------------|------|-------------|------|-------------|------|-------------|------|
| Month       | Unit | Month       | Unit | Month       | Unit | Month       | Unit | Month       | Unit |
| January     | 55   | January     | 52   | January     | 45   | January     | 42   | January     | 43   |
| February    | 51   | February    | 56   | February    | 51   | February    | 51   | February    | 42   |
| March       | 68   | March       | 54   | March       | 25   | March       | 25   | March       | 16   |
| April       | 72   | April       | 60   | April       | 69   | April       | 69   | April       | 58   |
| May         | 22   | May         | 75   | May         | 50   | May         | 50   | May         | 32   |
| June        | 58   | June        | 51   | June        | 45   | June        | 42   | June        | 16   |
| July        | 15   | July        | 25   | July        | 16   | July        | 16   | July        | 20   |
| August      | 65   | August      | 69   | August      | 72   | August      | 16   | August      | 54   |
| September   | 71   | September   | 50   | September   | 22   | September   | 72   | September   | 60   |
| October     | 82   | October     | 29   | October     | 58   | October     | 22   | October     | 75   |
| November    | 52   | November    | 42   | November    | 15   | November    | 58   | November    | 51   |
| December    | 26   | December    | 22   | December    | 26   | December    | 23   | December    | 16   |
| Total Units | 637  | Total Units | 585  | Total Units | 494  | Total Units | 486  | Total Units | 483  |

Source: PT Integrasi Utama (2015).

On the other hand, researchers found factual data from the Central Bureau of Data and Statistics of the Republic of Indonesia (BPS RI) that said in the BPS Catalog No. 8301007.31 on Jakarta Transportation Statistics, states that vehicle sales are increasing by more than 8% every year. This can be seen in Table 1 below.

Seen from Table 1 above, shows the growth of motor vehicles during the last 5 years reached 9.93 per cent per year if averaged. And if detailed by vehicle type, passenger cars, load cars, and bus cars have increased sales per year.

With the data in Table 1 above which experienced an increase in motor vehicle sales, which researchers can relate to the phenomenon that occurs in the sales of GPS units in PT Integrasia Utama, namely the decline in sales of GPS units in each year.

**Table 2**  
**Number of Registered Vehicles in 2010-2014**

| <i>Transportation type</i> | <i>2010</i> | <i>2011</i> | <i>2012</i> | <i>2013</i> | <i>2014</i> | <i>Annual Growth (%)</i> |
|----------------------------|-------------|-------------|-------------|-------------|-------------|--------------------------|
| Passenger car              | 2.334.883   | 2.541.351   | 2.742.414   | 3.010.403   | 3.266.009   | 8.75                     |
| Car Charges                | 555.727     | 581.290     | 561.918     | 619.027     | 673.661     | 4.46                     |
| Bus Car                    | 332.779     | 363.710     | 358.895     | 360.223     | 362.066     | 2.13                     |
| Total                      | 11.997.519  | 13.347.802  | 14.618.313  | 16.072.869  | 17.523.967  | 9.93                     |

*Source:* Data and Statistics Center of the Republic of Indonesia (2015).

Based on the background of the problem, the purpose of this research is to:

1. Analyzing the effect of Product on Customer Satisfaction partially.
2. Analyzing the effect of Price on Customer Satisfaction partially.
3. Analyzing the influence of Promotion on Customer Satisfaction partially.
4. Analyzing the influence of Distribution to Customer Satisfaction partially.
5. Analyzing the influence of Product, Price, Promotion, and Distribution to Customer Satisfaction simultaneously.

## **2. LITERATURE REVIEW**

Marketing is an attitude to identify and discover human social needs. Or in other words “finding the needs of someone who can benefit us. An activity, and a process for communicating or communicating goods or services that have value to customers, partners, clients, and communities called Marketing. Marketing happens when at least one party exchanges something that has the potential to have a profit. (Kotler and Keller, 2012, p.51).

Marketing is also known as a process whereby a company creates value for customers and builds good relationships with customers to get good values from customers. (Kotler and Armstrong, 2014, p.29)

### **Customer Satisfaction**

Satisfaction is a feeling of pleasure or disappointment from someone who has emerged after comparing the perception or the impression of the performance or the outcome of a product. Thus, satisfaction is a function of perception or impression of performance and expectations. If performance is below expectations then customers will not be satisfied. If performance meets expectations then customers will be satisfied. If performance exceeds expectations then customers will be very satisfied (Kotler and Keller, 2012, p.150).

The extent to which perceived product performance can meet the expectations of a buyer is called consumer satisfaction. If the product performance is lower than the buyer’s expectations, then the buyer is satisfied and happy (Kotler and Armstrong, 2014, p.9). while the difference between the level of importance and performance or perceived result is a customer satisfaction (Rangkuti, 2009, p.56).

Size of customer satisfaction can be categorized as less satisfied, satisfied and very satisfied. This can be known by:

1. studying customer perceptions on the quality of service sought, sought and accepted or not received by customers, and ultimately customers will feel satisfied and continue to cooperate;
2. knowing the wishes, requirements, needs and expectations of the real customer with the customer's expectation of the service received;
3. improve the quality of service in accordance with customer expectations; and
4. develop work plans and improve the quality of future services (Kotler and Keller, 2012).

## **Product**

The product deficit is something that can be offered to the customer to satisfy the customer's wishes. The products marketed include goods and services (Kotler and Keller, 2012, p.348). In addition (Kotler and Armstrong, 2014, p.23) states the product is a subjective understanding of the manufacturer to achieve organizational goals as well as market purchasing power which is a subjective understanding of the producers as well. While (Solomon, Marchall, and Stuart, 2015, p.29) states that a product is an idea that is combined on services created to meet consumer needs through an exchange process.

Product quality dimensions include:

1. performance (performance) related to the basic operating characteristics of a product;
2. durability (durability) which means how long or the age of the relevant product survives before the product must be replaced;
3. conformance to Specification, ie the extent to which the basic operating characteristics of the product meet certain specifications of the consumer or the absence of defects in the product;
4. features (features) are product characteristics designed to improve product functionality or increase consumer interest in the product;
5. reliability (reliability) is the probability that the product will work satisfactorily or not within a certain period of time. The less likely the damage will be that the product will be reliable;
6. perceived Quality (impression quality) is the result of the use of measurements made indirectly because there is a possibility that consumers do not understand or lack information on the product in question (Kotler and Armstrong, 2014, p.23).

## **Price**

Price is the element of marketing-mix that serves to adjust a product that is marketed (Kotler and Keller, 2012, p.407). Kotler and Armstrong, (2014, p.314) puts a price on the amount of money charged to a product or service to a customer. While (Solomon, Marchall, and Stuart, 2015, p.30) states that price is the value of the goods or services offered to the prospect. Payments can be money, goods, services, favors, people, or anything else that has value to other parties.

There are several dimensions of price that can be used by a company or marketer to sell its products (Kotler and Armstrong, 2014, p.315), including:

1. Price fairness:
  - (a) product line pricing;
  - (b) establishing price levels among products in a product line based on the cost differences between the products; and
  - (c) optional product pricing;
2. Price conformity:
  - (a) Segmented pricing. Adjust the price to make a difference to product customers and allocations. Where to sell products or services at two or more prices;
  - (b) psychological pricing. A price approach that considers price psychology and not just the price economy used to declare something about a product;
  - (c) Geographic pricing. Adjust the price to take into account the customer's geographic location; and d) international pricing. Adjusting prices for international markets;
3. Price discounts:
  - (a) promotion pricing. The company temporarily reduces the price to attract short-term sales;
  - (b) pricing based on value. Adjust the price to offer the right combination of quality and service at a reasonable price;
  - (c) discount pricing and price reductions. Reduce prices to reward customers who respond like paying early or promoting products.

### **Promotion**

Promotion is one of the absolute marketing mixes used in a manufacturer's business to introduce its products or services, as well as attracting interest to influence customers to buy (Kotler and Keller, 2012, p.139). In addition (Kotler and Armstrong, 2014, p.486) promotion is an interaction between the seller and the consumer to the prospect and make an agreement resulting in the sale of a product. While (Solomon, Marchall, and Stuart, 2015, p.29) promotion is the activity of introducing a product to consumers in certain places, so as to attract consumers to the product.

Promotion is a short-term incentive to encourage buyers of a product or service. There are several promotional dimensions, among others:

1. Advertising (advertising). It is an oral and non-personal promotion of ideas, goods and services paid by a particular sponsor;
2. Personal selling (individual sales). It is an oral presentation in a conversation with a potential buyer or more intended to create a sale;
3. Publicity (publicity). Is a commercial notice in mass media or non-personal sponsor in order to encourage demand for goods or services; and
4. Sales promotion (sales promotion). It is a marketer activity that encourages the purchase of goods by consumers (Kotler and Armstrong, 2014, p.491).

## Distribution

Distribution is part of the marketing mix (product, price, distribution and promotion) that has an important role as it plays a role for the allocation of goods for easy reach by consumers. The distribution itself consists of physical distribution and distribution channels (Kotler and Keller, 2014, p.672). Furthermore (Kotler and Armstrong, 2014, p.319) states the distribution as a set of interdependent organizations that serve the process of making products available to consumers. An organization should pay attention to its distribution decisions, since distribution is a very important thing for products and consumption that occur simultaneously in one place itself.

Whereas (Solomon, Marchall, and Stuart, 2015, p.78) distribution is a marketer system used to deal with multiple market traders and is very important for a company to succeed in marketing its products. (Kotler and Keller (2012, p.128) there are several dimensions in the distribution channel: 1) vertical marketing system consisting of producers, wholesalers and retailers acting as a unified system and building a common strength in achieving goals; 2) the conventional marketing system consists of an independent producer, wholesaler and retailer who is a separate business entity that aims to maximize its own profit; 3) horizontal marketing system that is two or more unrelated companies combine resources or programs to emergence of marketing opportunities; and 4) multi-channel marketing systems occur when a company uses one or more channels to reach one or more customer segments.

Based on the analysis of relationships among variables as described above, it can be described as the frame of mind in Figure 1 below.

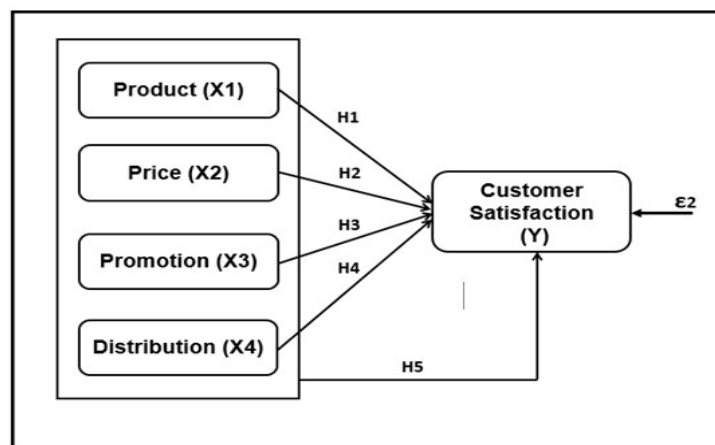


Figure 1: Conceptual Framework

Based on the research objectives and hypothesis research frameworks are the following:

1. Product affects Partial Customer Satisfaction.
2. Price affects Partial Customer Satisfaction.
3. Promotion affects Partial Customer Satisfaction.
4. Distribution affects Partial Customer Satisfaction.
5. Product, Price, Promotion, and Distribution have an effect on to Customer Satisfaction simultaneously.

### 3. RESEARCH METHODE

The type of research used for this research is quantitative research. Quantitative is a research that emphasizes the existence of variables as research objects and variables (Arikunto, 2006, p.79). The approach in this research was conducted using descriptive approach that is approach with survey method done with data collection activity to get clear explanation about the influence of Product, Price, Promotion, and Distribution to Customer Satisfaction.

Data and information collected by the researcher using a questionnaire that is closed to maintain the confidentiality of informants and subjectivity questionnaire. The population of this study is all the customer recorded on the purchase of GPS PT Integrasia Utama in 2015 a number of 483 customers. Sampling using the Slovin formula presented by (Pardede and Manurung, 2014, p.15) because the population in this study is known in number.

The validity test is used to determine the validity level of the questionnaire instrument used in data collection and to know whether all items in the questionnaire are really capable of uncovering what will be examined reliably (Ghozali, 2006, p.41).

Reliability test is used in the consistency or reliability of the measuring tool in its use can use the reliability test. Reliable results, if in several times the implementation of measurements are always obtained the same results. on the contrary, if the results are different then it is said inconsistency and can not. A high level of reliability makes the measuring tool reliable. Empirically, the high reliability is shown by the reliability coefficient (cronbach's alpha). Cronbach's alpha ranges from 0-1. The higher the reliability coefficient (close to 1), the more reliable the gauge (Ghozali, 2006, p.45).

After validity and reliability tests meet the criteria or good test, then proceed to the classical assumption test of the research data, performed using four test models include: 1) normality test; 2) multicollinearity test; 3) auto correlation test; and 4) heteroscedasticity (Ghozali, 2012, p.103).

Multiple regression analysis model can be used as an estimation tool if the assumption of multiple regression model is not biased and has minimum variance that has been fulfilled. Multiple regression models have met the requirements of Best Linear Unbiased Estimator (BLUE). To find out if this BLUE requirement is met or not, it can be tested using the classic assumption test.

The linear regression analysis is used to determine the direction and the influence of the independent variables that are more than one to the variable. The linear regression analysis is linear relationship between two independent variables ( $x$ ) and the dependent variable ( $Y$ ). Multiple regression is a regression analysis using two or more independent variables (Suharyadi and Purwanto., 2004, p.532).

Data analysis tool used SPSS version 22.0 application program, with the method of Multiple Linear Regression analysis with the equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e.$$

Where:

$Y$  (Customer Satisfaction) = Beta;  $a$  = Constants;  $b_1, b_2, b_3, b_4$  = Regression coefficients;  $X_1$  variable = Products;  $X_2$  = Price;  $X_3$  = Promotion;  $X_4$  = Distribution; and  $e$  = error.

The coefficient of determination (R<sup>2</sup>) essentially measures the extent of the model's ability to explain the variation of the dependent variable. The coefficient of determination is between zero and one. In this study R Square used is adjusted R Square or Adjusted R Square (Adjusted R<sup>2</sup>) because it is adjusted to the number of variables used in the study. Adjusted R<sup>2</sup> values can rise or fall if one independent variable is added to the model (Ghozali, 2006, p.83).

Sugiyono (2008, p.244) *t* test basically shows how far the influence of an individual explanatory variable nature explains the variation of bound variables. Basic decision-making test, namely:

- If *t*-count > *t*-table then H<sub>0</sub> is rejected
- If *t*-count < *t*-table then H<sub>0</sub> is accepted

While the *F* test is used to test the independent variables together against the dependent variable. In addition, this *F* test can also be known whether the linear regression model used is correct or not. Basic decision-making test is (Sugiyono, 2008, p.264):

- If *F*-count > *F*-table then H<sub>0</sub> is rejected
- If *F*-count < *F*-table then H<sub>0</sub> is accepted

#### 4. RESULTS AND DISCUSSION

##### The Results of Multiple Linear Regression Analysis

Based on the testing of several assumptions that have been made proven that the proposed equation model has met the requirements of either test. Furthermore, multiple linear regression analysis is done to test the hypothesis of partial and simultaneous influence between independent variable and dependent variable. Based on the results of multiple linear regression coefficient obtained results in Table 3 below.

**Table 3**  
**Multiple Linear Regression Coefficients**

| <i>Model</i> | <i>Unstandardized Coefficients</i> |                   | <i>Standardized Coefficients</i> |          |             |
|--------------|------------------------------------|-------------------|----------------------------------|----------|-------------|
|              | <i>B</i>                           | <i>Std. Error</i> | <i>Beta</i>                      | <i>t</i> | <i>Sig.</i> |
| 1 (Constant) | .064                               | .215              |                                  | .296     | .768        |
| Product      | .183                               | .090              | .168                             | 2.039    | .044        |
| Price        | .144                               | .072              | .151                             | 2.016    | .047        |
| Promotion    | .199                               | .086              | .190                             | 2.313    | 0.23        |
| Distribution | .270                               | .064              | .315                             | 4.203    | .000        |

a. Dependent Variable: Satisfaction Customer.

Source: Data Results (2017)

Based on the result of multiple linear regression test in Table 3 above, we get the mathematical equation,  $Y = 0.64 + 0.183 X_1 + 0.144 X_2 + 0.199 X_3 + 0.270 X_4 + e$ . From the equation can be interpreted as follows:



1. The value of the constant shows the effect of the variables  $X$  ( $X_1, X_2, X_3$  and  $X_4$ ), if the variable  $X$  rises one unit it will affect one unit in variable  $Y$ . This means that Customer Satisfaction variable ( $Y$ ) will rise or fulfilled by unit  $X_1, X_2, X_3$  and  $X_4$ .
2. The value of regression coefficient of Production variable ( $X_1$ ) to Customer Satisfaction variable ( $Y$ ) is 0.183 means that if Production ( $X_1$ ) increases 1 unit, then Customer Satisfaction ( $Y$ ) will increase by constant = 0.64. Coefficient of positive value means between Production ( $X_1$ ) and Customer Satisfaction ( $Y$ ) have a positive effect.
3. The value of variable price regression coefficient ( $X_2$ ) to Customer Satisfaction variable ( $Y$ ) is 0.144 means that if Price ( $X_2$ ) increases 1 unit, then Customer Satisfaction ( $Y$ ) will increase by constant = 0.64. Coefficient of positive value means between Price ( $X_2$ ) and Customer Satisfaction ( $Y$ ) have a positive effect.
4. The value of regression coefficient of Promotion variable ( $X_3$ ) to Customer Satisfaction variable ( $Y$ ) is 0.199 means that if Promotion ( $X_3$ ) increases 1 unit, Customer Satisfaction ( $Y$ ) will increase by constant = 0.64. Coefficient of positive value means between Promotion ( $X_3$ ) and Customer Satisfaction ( $Y$ ) have a positive effect.
5. The value of regression coefficient of variable distribution ( $X_4$ ) to Customer Satisfaction variable ( $Y$ ) is 0.270 means that if the distribution ( $X_4$ ) increases 1 unit, then Customer Satisfaction ( $Y$ ) will increase by constant = 0.64. Coefficient of positive value means between Distribution ( $X_4$ ) and Customer Satisfaction ( $Y$ ) have a positive effect.

### **The Results of Coefficient Determination Test Analysis (R Square)**

After multiple linear regression test yields good test, then proceed to test coefficient of determination. The results of the coefficient of determination test can be seen in Table 4 below, by looking at the value of Adjusted R Square coefficient.

**Table 4**  
**Results of Analysis of Coefficient of Determination Test (R Square)**

| <i>Model</i> | <i>R</i>          | <i>R Square</i> | <i>Adjusted R Square</i> | <i>Std. Error of the Estimate</i> |
|--------------|-------------------|-----------------|--------------------------|-----------------------------------|
| 1            | .888 <sup>a</sup> | .788            | .777                     | .27199                            |

a. Predictors: (Constanta), Product, Price, Promotion, Distribution.

Source: Data Results (2017).

Based on the test results in Table 4 above, it is shown that Adjusted R Square (coefficient of determination) generated a number of 0.777 which means that the variation of Satisfaction variables can be explained by the variable Production, Price, Promotion and Distribution is equal to 0.777 or equal to 77.7% while the rest of 22.3% is explained by other factors not found in this study.

### **The Results of Partial Test Analysis (Test t) and Simultaneous (Test F)**

Hypothesis testing aims to explain the characteristics of specific relationships or differences between groups or independence of two or more factors in a situation (Ali, Hapzi., and Lima, N., 2013). Thus can be determined whether there is a significant influence of each independent variable to the variable either

partially ( $t$  test) or simultaneous ( $F$  test) with the error rate of 0.05. In Table 5 below, we can see the results of partial test analysis ( $t$  test).

**Table 5**  
**Results of Partial Test Analysis ( $t$  test)**

| Model        | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
|--------------|-----------------------------|------------|---------------------------|-------|------|
|              | B                           | Std. Error | Beta                      | t     | Sig. |
| 1 (Constant) | .064                        | .215       |                           | .296  | .768 |
| Product      | .183                        | .090       | .168                      | 2.039 | .044 |
| Price        | .144                        | .072       | .151                      | 2.016 | .047 |
| Promotion    | .199                        | .086       | .190                      | 2.313 | 0.23 |
| Distribution | .270                        | .064       | .315                      | 4.203 | .000 |

a. Dependent Variable: Satisfaction Customer

Source: Data Results (2017)

Based on the results of partial test ( $t$  test) in Table 5 above, the results obtained  $t$ -hit value of the influence of Product, Price, Promotion and Distribution of Customer Satisfaction. Thus the result can be interpreted as follows:

### 1. The Influence of Product on Customer Satisfaction

Product Variable ( $X_1$ ) has a  $t$ -count value of 2.039 with a significance level of 0.044. thereby the value of  $t$ -count on Product variable ( $X_1$ ) is bigger than  $t$ -table value, that is  $2.039 > 1.660$  which statistically, Product variable ( $X_1$ ) influences Customer Satisfaction variable ( $Y$ ) significantly: H1: Product has positive and Significant to Customer Satisfaction.

The results of this study are supported by the research journal (Al-Wugayan and Pleshko, 2011) entitled: "Study of satisfaction, loyalty, and market share in Kuwait offering customers mutual fung services". In the study found the results of research that Marketing mix in particular Products have a positive and significant impact on customer satisfaction.

The results of this study are also supported by the research journal (Garg *et al.*, 2016) entitled: "Direct and indirect effect of marketing mix element on satisfaction". In the study found the results of research that Marketing mix in particular Products have a positive and significant impact on customer satisfaction.

### 2. The Influence of Price on Customer Satisfaction

Price Variable ( $X_2$ ) has a  $t$ -count value of 2.016 with a significance level of 0.047. so the value of  $t$ -count on Price variable ( $X_2$ ) is bigger than  $t$ -table value, that is  $2.039 > 1.660$  which statistically, Price variable ( $X_2$ ) influence Customer Satisfaction variable ( $Y$ ) significantly: H2: Price has positive and significant to Customer Satisfaction.

The results of this study according to the Journal of Research by (Khodaparasti, *et al.*, 2015) entitled: Ranking the most effective marketing mix elements on the sales of Javid Darb company products: An AHP technique. In this study found the results of research that Marketing mix in particular Price has a

positive and significant impact on customer satisfaction, the research further strengthens the variables to be studied in this study.

It is also supported by research journal by (Krisna, N, L and Ali, Hapzi, 2016), entitled: “Model of customer satisfaction: empirical study at fast food restaurant in Bandung”. In this study found the results of research that Price has a positive and significant impact on Customer Satisfaction.

### ***3. The Influence of Promotion on Customer Satisfaction***

Promotion Variable ( $X_3$ ) has a  $t$ -count value of 2.313 with a significance level of 0.023. so the value of  $t$ -count on Promotion variable ( $X_3$ ) is bigger than  $t$ -table value, that is  $2,313 > 1,660$  which statistically, Promotion variable ( $X_3$ ) influence variable of Customer Satisfaction ( $Y$ ) significantly: H3: Promotion have positive effect and significant to Customer Satisfaction.

The results of this study are supported by a research journal by (Ubeja, 2012) entitled:

“Effect of Sales Promotion Mix on Customer Satisfaction: A Study with reference to Shopping Mals”.

In the study found the results of research that Marketing mix Promotion in particular have a positive and significant impact on customer satisfaction, the research further strengthens the variables to be studied in this study.

Ahmed and Rahman (2015) agree with the results of the study with the title of the study: “The effects of marketing mix on consumer satisfaction: a literature review from islamic perspectives”.

The results of this study prove that the promotion has a significant positive effect on customer satisfaction.

### ***4. The Influence of Distribution on Customer Satisfaction***

The Distribution Variable ( $X_4$ ) has a  $t$ -count value of 4.203 with a significance level of 0.000. so the value of  $t$ -count on Distribution variable ( $X_4$ ) is bigger than  $t$ -table value, that is  $4,203 > 1,660$  which statistically, variable of Distribution ( $X_4$ ) influence variable of Customer Satisfaction ( $Y$ ) significantly: H4: Distribution have positive and significant to Customer Satisfaction.

These results are supported by research journal (Anderson and Swaminathan, 2011) entitled:

“Customer Placement and loyalty in e-markets: A PLS Path Modeling Approach”.

In this study found the results of research that Marketing mix, especially Distribution positive and significant impact on customer satisfaction, the research further strengthens the variables to be studied in this study.

### ***5. Influence of Product, Price, Promotion, and Distribution have an effect on to Customer Satisfaction simultaneously***

Meanwhile, to determine the  $F$ -table by looking at the effect of jointly between product variables, Price, Promotion and Distribution to Customer Satisfaction. The decision-making criterion is if  $F$ -count is less than  $F$ -table ( $F$ -count  $< F$ -table),  $H_0$  is accepted and  $H_a$  hypothesis is rejected, meaning there is no simultaneous effect simultaneously from independent variable to dependent variable. The following shows the results of the simultaneous test analysis ( $F$  test) in Table 6 below.

**Table 6**  
**Results of Simultaneous Test Analysis (Test F)**

| <i>Model</i> |            | <i>Sum of Squares</i> | <i>df</i> | <i>Mean Square</i> | <i>F</i> | <i>Sig.</i>       |
|--------------|------------|-----------------------|-----------|--------------------|----------|-------------------|
| 1            | Regression | 25.858                | 5         | 5.172              | 69.904   | .000 <sup>a</sup> |
|              | Residual   | 6.954                 | 94        | .074               |          |                   |
|              | Total      | 32.812                | 99        |                    |          |                   |

a. Predictor: (Constanta), Product, Price, Promotion, Distribution.

b. Dependent Variable: Customer Satisfaction.

Source: Data Results (2017).

Based on the results of regression analysis presented in Table 6 above it appears that with *F* test obtained *F*-count of 69.904 (*F*-table of 2.32) with significant level (alpha) 0.000. Because *F* count is greater than *F* Table and probability is much smaller than 0.05 which means H5: Product, Price, Promotion, and Distribution together have positive and significant influence to Customer Satisfaction.

These results are in accordance with the Research Journal by (Etebari *et al.*, 2013), entitled determining the effect of marketing mix elements on customer satisfaction in insurance. In the research journal, it was proposed that Product, Price, Promotion, and Distribution (marketing mix) together have a positive and significant impact on customer satisfaction.

Research journal by (Oboreh *et al.*, 2013), entitled relationship marketing as an effective strategy by igbo managed SMEs in Nigeria. In the research journals terseut, proposed that the Product, Price, Promotion, and Distribution (marketing mix) together have a positive and significant impact on customer satisfaction.

### The Results of Interaction Dimensions Correlation Test Analysis

This test to determine which dimension has a strong influence then created a metri that connects the whole dimension in independent and dependent variables. To find out which dimension has a strong influence then made a matrix that connects the whole dimension in independent and dependent variable as presented in the following Table 7.

Based on the test results above, it can be interpreted as follows:

1. On Product Variables, there are 6 strongest dimension that is Dimension Performance with correlation value 0.506, dimension Features with correlation value 0.229, Conformity Specification dimension with correlation value 0.479. Durability dimension with correlation value 0.483, and Perceived Quality dimension with correlation value 0.690. There are dimensions that have the highest correlation value that is Perceived Quality Dimension with correlation value of 0.690. It indicates that Customers of PT Integrasia Utama very tend to sensitive with Perception about quality of product owned by company.
2. At Variable Price, there are 3 strongest dimension that is Price Pricing Dimension with correlation value 0,660, Dimension of price match with product value with correlation value 0,477 and dimension of Price with value 0,683. There is a dimension that has the highest correlation value that is Dimension Discount Price with correlation value is 0.683. This indicates that Customers

**Table 7**  
**Results of Interdigital Correlation Test Analysis**

| <i>Variable</i>                              | <i>Dimensions</i>                 | <i>Customer Satisfaction (Y)</i>      |                                      |
|--|-----------------------------------|---------------------------------------|--------------------------------------|
|  |                                   | <i>Customer Expectations</i><br>0.603 | <i>Customer Perceptions</i><br>0.562 |
| Product ( $X_1$ )                            | Performance<br>0.506              | 0.306                                 | 0.285                                |
|  | Features<br>0.229                 | 0.138                                 | 0.129                                |
|  | Reliability<br>0.318              | 0.192                                 | 0.179                                |
|  | Conformity specification<br>0.479 | 0.289                                 | 0.269                                |
|  | Durability<br>0.483               | 0.291                                 | 0.271                                |
|  | Perceived Quality<br>0.69         | 0.416                                 | 0.388                                |
|  | Price ( $X_2$ )                   | Fairness of Price<br>0.66             | 0.398                                |
| Price compliance with product value<br>0.477 |                                   | 0.288                                 | 0.268                                |
| Discounts<br>0.683                           |                                   | 0.412                                 | 0.384                                |
| Promotion ( $X_3$ )                          | Advertising<br>0.433              | 0.261                                 | 0.243                                |
|  | Personal sales<br>0.448           | 0.27                                  | 0.252                                |
|  | Direct marketing<br>0.568         | 0.343                                 | 0.319                                |
| Distribution ( $X_4$ )                       | Location<br>0.662                 | 0.4                                   | 0.372                                |
|  | Availability<br>0.322             | 0.194                                 | 0.181                                |
|  | Delivery<br>0.574                 | 0.346                                 | 0.323                                |

*Source:* Data Results (2017).

of PT Integrasia Utama tend to be sensitive with discounted prices or may expect to be given a discount by PT Integrasia Utama.

3. In Promotion Variables, there are 3 strongest dimensions of the Advertising Dimension with correlation value 0.433, Personal Sales dimension with correlation value 0.448 and Direct Marketing

dimension with correlation value 0.568. There is a dimension with the highest correlation value is the dimension of Direct Marketing with a correlation value of 0.568. it proves that Customers of PT Integrasia Utama tend to be more sensitive or in other words prefer and convenient when GPS Tracking product is marketed directly without other distributor intermediaries.

4. In Distribution Variables, there are 3 strongest dimensions namely Location dimension with correlation value 0.662, Availability dimension with correlation value 0.322, and Dimension Delivery with correlation value 0.574. There is a dimension with the highest correlation value is the Location Dimension with a correlation value of 0.662. it proves that Customers of PT Integrasia Utama are more sensitive or tend to choose when PT Integrasia Utama has a location close to its customers.
5. On Product Variables, there are 2 strongest dimension that is Customer Expectation dimension with correlation value 0,603 and dimension of Customer Perception with correlation value 0.562. There is a dimension with the highest correlation value of Customer Expectation dimension with correlation value 0.603. it proves that PT Integrasia Utama's customers are more sensitive and tend to expect more on PT Integrasia Utama products in terms of product quality, Product Price, Number of Promotion, and Ease of Product Distribution.

## **5. CONCLUSION AND SUGGESTION**

Based on the results of analysis and discussion, it can be concluded as follows:

1. Products have a positive and significant impact on Customer Satisfaction, the better the quality of the product and able to meet customer needs then the level of Customer Satisfaction will increase. In PT Integrasia Utama Product, the strongest dimension of the relationship is the dimension of Product Quality Perception on Customer Expectation.
2. Price has a positive and significant impact on Customer Satisfaction, the analysis results show there is a relationship between these two variables are said to be positive or directly proportional, which if the price discount increases then Customer Satisfaction also increases. The strongest dimension of the relationship is the Price Piece dimension to Customer Satisfaction.
3. Promotion positive and significant impact on Customer Satisfaction, which means the relationship between these two variables are said to be directly proportional, which if Promotion increases then Customer Satisfaction also increases. On Promotion, the strongest dimension of the relationship is the Direct Marketing dimension to the Customer Expectation dimension.
4. Distribution has a positive and significant impact on Customer Satisfaction, which means that the relationship between the two variables is said to be directly proportional, which if the Distribution Location is close to the customer, then Customer Satisfaction also increases. In Distribution, the strongest dimension of the relationship is the Location dimension to Customer Satisfaction dimension.
5. Product, Price, Promotion and Distribution have positive and significant effect to Customer Satisfaction, which means that the relationship of the five variables is said to be directly proportional, which if Product, Price, Promotion and Distribution contribute maximally in fulfilling customer requirement, Customer Satisfaction also increases.

Suggestion. Based on the results of discussion of discussion and conclusion, it can be submitted suggestions as follows:

1. Perception on product quality is very important to meet customer expectations of the products we sell. Therefore, PT Integrasia Utama must improve the perception on product quality in order to change the perception of the product to the customer's thinking, so that when the product of PT Integrasia Utama has been perceived good to the quality, it will be embedded thinking that PT Integrasia Utama product is always good and feasible to be given a sign of the best quality of its customers.
2. Discount Price is very much influence to improve customer satisfaction, because by cutting prices or provide discounts to customers, with automatic or by itself PT Integrasia Utama products will quickly experience the turn of the product, so get more profit on product sales.
3. Direct Marketing or better known as direct selling is very influential on Customer Satisfaction, Sales team at PT Integrasia Utama should further improve the direct marketing system and ter directions to customers, because customers prefer when the product is presented directly to the customer and not through the exhibition as usual in a mall or in a product expo. Customers tend to ask products personally and directly at home customers, and will be more flexible of course to present the product features offered to customers. In addition, the customer did not lose time because the sales promotion is done at the customer's home so as not to waste customers' time to visit the office of PT Integrasia Utama.
4. Location is an important factor for the company, with a strategic location of the company will tend to be more benefited because the location and position of the company easier to reach by prospective customers and regular customers. It is therefore advisable to PT Integrasia Utama to consider the location of the office to be more strategic to be easily reached by its own customers and prospective customers.

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