

MARKETING MIX STRATEGIES IN INFLUENCING CUTOMER SATISFACTION AND LOYALTY AT CV ANUGRAH JAYA

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ABSTRACT

This research was conducted in CV Anugrah Jaya Surabaya, with the aim to determine the right 4P marketing strategy for CV Anugrah Jaya. The research used is qualitative with descriptive approach. The number of informants in this study were 5 people with the detail of 3 consumers CV Anugrah Jaya who bought goods at least more than three times, marketing from CV Anugrah Jaya and An Expert in the field of retail. Whereas, the data were analyzed by using descriptive technique which uses more details from interview result and documentation study. The results of this study were in the form of marketing strategy, such as (1) In aspect of product CV Anugrah Jaya is expected to ensure the availability of the products most often purchased by the customer and maintain quality in order to reduce complaints from customers (2) In aspect of price consumer CV Anugrah Jaya said that the price Which is offered is still more expensive and expected CV Anugrah Jaya always consistently provide a cheap price to always get the hearts of consumers (3) In aspect of Place CV Anugrah Jaya need to make improvements in the delivery so as to reduce the delay and felt necessary to have their own warehouse (4) CV Anugrah Jaya still felt less give promotional activity because during this time they just do direct selling.

Keywords: Mixed marketing, 4P Marketing strategy (Price, Place, Promotion, dan Product)

INTRODUCTION

The metal industry is categorized as one of the upstream industries targeted by the Ministry of Industry of Indonesia for development in the National Industrial Development Master Plan Year 2015-2035. The business potential of the metal processing industry has a bright prospect as it is a strategic industry as one of the main drivers of Indonesia's development. The use of metal processed products are also increasingly needed by the community, for example, mild steel products are increasingly needed by society to raw materials (framework) houses, schools, and government buildings.

CV Anugrah Jaya is a company engaged in trading that trying to accommodate customer needs for metal materials. Such as: iron, brass, Stainless, etc. To support its marketing program, CV Anugrah Jaya trying to obtain as much as possible suppliers in an effort to get a competitive price and provide products that fit consumer needs. The product offered by CV Anugrah Jaya is building material from metal materials, such as: plate, pipe, round bar and elbow. One of the advantages of CV Anugrah Jaya is providing the round bar product in a cuts, where many similar competitors doesn't sale these products to market, because the rest of round bar will lead to waste material which according tough competitor in selling.

The industrial tren is significancy raising but the selling from CV Anugrah Jaya some how is decreasing. Some of the problems encountered in marketing employee shows that the price offered from CV Anugrah Jaya is higher than the competitor, delivery to customer some times late from the schedule, and customer is easy to move to competitor.

Based on that background researchers conducted reseacrh on **MARKETING MIX STRATEGIES IN INFLUENCING CUTOMER SATISFACTION AND LOYALTY AT CV ANUGRAH JAYA.**

LITERATURE REVIEW

Previous Research

Research Riaz and Tanveer (2012) with the title: "Marketing Mix, Not Branding", aims to further understand the basic understanding of the marketing mix on a branding perspective. The research method used in this research is qualitative research method with deductive approach. The study proposes a model that links branding and marketing mix. The theories of marketing mix and branding in the study are studied and linked to the deductive basis using logical reasons. The results of this study concluded that the marketing mix and branding formation process turned out to have interrelated relationships. The current research equation with Riaz and Tanveer (2012) research is similarly using the mixed packet variables (4P) and using the research subject of the manufacturing firm. While the difference is that the current study uses the 4P variables of the marketing mix (product, price, location and promotion) to know its role in consumer satisfaction, while Riaz and Tanveer's (2012) research uses the 4P mix marketing variables to determine their role in the branding process, Which will then produce a positive consumer response in the form of satisfaction and strong relationship between the company-consumer in a longtime.

Suthar et al. (2014) under the title: "Impacts of Marketing Mix and Customer Perception on Brand Loyalty", aims to examine the effect of 4P marketing mix (product, price, promotion, location) on customer loyalty. The research method used in this research is quantitative research method. The population used in the study were consumers who purchased mobile phone products in India, with a total sample of 430 people. The method of analysis used in the research is factor analysis and multiple linear regression analysis. The results of this study concluded that the product price, promotion and location have a positive and significant influence on consumer loyalty to the brand. The current research equation with Suthar et al. (2014) are both using the 4P variables of consumer packing and loyalty mix. While the difference is that current research uses qualitative descriptive analysis methods, while research Suthar et al. (2014) using quantitative analysis with factor analysis approach and multiple linear regression analysis. In addition, current research is conducted in the environment of manufacturing companies in Indonesia, while research Suthar et al. (2014) conducted within the telecommunications company's environment in India.

Nuseir and Madanat Research (2015) entitled: "4Ps: A Strategy to Secure Customers' Loyalty via Customer Satisfaction", aims to determine the effect of 4P marketing mix (product, price, promotion, location) to customer loyalty via customer satisfaction. The research method used in this research is qualitative research method with inductive approach, where the data used is

secondary data obtained from journals and books. The results conclude that the four aspects of the marketing mix are equally important and the imbalance between these four aspects can undermine overall customer satisfaction and loyalty results. Consumer purchase intentions are strongly influenced by expectations in the context of product quality, price and product accessibility. The relationship between customer satisfaction and loyalty depends on the elimination of perceptual gaps, service gaps, operational gaps and behavioral gaps that need to be managed by focusing attention on them. Therefore, the company must always be careful in using the marketing mix strategy to match the expectations of consumers, and able to eliminate the perception gap so as to expand customer loyalty. The current research equation with Nuseir and Madanat research (2015) is equally using variables of packing mix, consumer satisfaction and consumer loyalty. In addition, both studies are also equally conducted in the environment of manufacturing companies. While the difference is that the analytical method used in the current study is descriptive qualitative, while Nuseir and Madanat (2015) research uses qualitative inductive analysis method with literature study approach.

RESEARCH METHODS

This type of research is a descriptive study. According Sugiyono (2014; 354) that is descriptive research studies conducted to determine the value of an independent variable, either a variable or more without This is where the candidates are trained and accompanied undergraduate teaching until they become skilled to teach and educate skilled students. So that when they want to find formal employment, making a comparison or connect with other variables. In this study does not refer to the hypothesis but rather the angle of view on the phenomenon of the results of operations and data collected.

This research is conducted in company environment CV Anugrah Jaya, which is a company engaged in trading for metal bermaterial products, such as iron, brass or stainless. CV Anugrah Jaya often get problems or complaints from consumers related to product, price and product distribution which is often too late. Therefore, this research is expected to provide information to the management of CV Anugrah Jaya to know things that must be improved on the marketing strategy used, so as to increase customer satisfaction and loyalty. Subjects in this study were chosen using purposive sampling technique, where informants were selected by using certain considerations and objectives according to the relevant criteria in determining informants (Sugiyono 2014: 299). Furthermore, the criteria determined to obtain informants in this study are as follows:

1. 3 person B2B Consumer CV Anugrah Jaya (Has purchased CV Anugrah Jaya product at least 3 times during the last six months.

Marketing Employee CV Anugrah Jaya.

2. Expert Marketing.

Data collection in this research will be done by interview method. According Bungin (2013), interview is a method to obtain information with face to face and question and answer directly between the interviewer with the speakers, using or without using interview guidelines. This study uses semi-structured interview method to enable researchers to find information more openly and profoundly (Esterberg in Sugiyono, 2014). The study also uses documentation methods that are records of a person or group of persons, events in appropriate social conditions and related to the research topic (Gunawan, 2014:175). Data validation uses source triangulation using various data sources such as documentation and interview results by interviewing more than one informant deemed to have a different point of view and meeting specified criteria.

RESULT AND DISCUSSION

Marketing Mix Strategy (4P) in Creating Customer Satisfaction CV Anugrah Jaya

Consumer satisfaction is a forward-looking indicator that will show the success of the company's business, which measures how well the customer's response to the company's business future (Assauri, 2012: 11). Satisfaction is the result that consumers perceive from the performance of companies that meet their expectations. Consumers are satisfied when their expectations are met and happy when the performance of the product / service is more than what they expect (Moha and Loindong, 2016). Consumer satisfaction is the feeling of pleasure or disappointment of someone who emerged after comparing the perception / impression to the performance (or outcome) of a product and its expectations. Consumer satisfaction can be seen through several types of behavior, such as: willingness to buy back or keep using the product / service, declare the positive about the product / service, and willingness to keep using the product / service although many other products / services A kind (Karundeng, 2013). The results of this study indicate that consumers have been quite satisfied with the product offered by the company as it is also explained by marketing CV. Anugrah Jaya. B2B customer satisfaction is closely related to the form of products and services, because in addition to offering products that have a particular physical component, CV. Anugrah Jaya also provides services with certain benefits, ie cutting the round bar in accordance with the demand of B2B consumers, provided that the cutting of the round bar can be done with a minimum size of 20 cm to avoid the occurrence of slope the cutting.

Tabel 1. Managerial Implications Against Marketing Mix Strategies in Creating Consumer Satisfaction CV. Anugrah Jaya

Marketing Mix	Before Reseachr	After Research
Product	B2B consumers are satisfied with the product offered by the company, because it has the tolerance as promised	Companies need to maintain a quality control system so that companies do not receive complaints from consumers, especially those related to thick tolerance for pipes and plates, as they often do not match what has been promised by corporate marketing
Price	B2B consumers are not satisfied with the products offered by the company, as one of the products such as pipe is considered quite expensive, closed to within 7-10% compared with the prices offered by competitors	Companies need to give the best price to the consumers who often make product purchases, while still providing spare for B2B consumers can still negotiate price

Place	B2B consumers are not satisfied with the company's distribution system, because the delivery is often too late than promised.	The company needs to stock goods. The existence of stock of goods can provide benefits for the company because the company is able to suppress the price, so the CV. Anugrah Jaya can accelerate the process of distributing products to B2B consumers
Promotion	Consumers B2B feel less satisfied with the promotions used by the company, because the company's promotional model is direct selling, where marketing companies do direct sales to consumers.	Companies can use brochures to further explain the company's products and their advantages. The presence of brochures can also enable B2B customers to resell to end-users, including making product differentiation, so that B2B consumers know the products the company offers, and focus on those products when reselling to end-users

Marketing Mix Strategy (4P) in Creating Consumer Loyalty CV Anugrah Jaya

In general, customer loyalty can be categorized into three levels based on the degree of loyalty: (1) Consumers who are very loyal, who will make purchases every time; (2) Consumers who are loyal enough, where consumers loyal to two or three preferred brands of a product, although sometimes they will also replace it with other brands; And (3) unlucky customers who will buy products with different brands, because of the desire to get something different that was not obtained from the previous brand, or because the product in question is on sale (Kotler and Armstrong, 2012: 197). Based on the three levels of customer loyalty as described Kotler and Armstrong (2012: 197), it can be seen that overall, consumer loyalty CV. Anugrah Jaya is at a level which is quite loyal, because all consumers B2B interviewed have made a purchase on a periodic basis (repurchase), an update to the news regarding the products supplied by the company (update), and would make recommendations to others to buy a product Company (recommend).

Tabel 2. Managerial Implications Against Marketing Mix Strategies in Creating Consumer Loyalty CV. Anugrah Jaya

Marketing Mix	Before Reseachr	After Research
Product	Not updated with stock items that are often booked. Miss communication with customers about the quality of goods	The company must always ensure the existence of the product, so that at any time B2B consumers need the product because of demand from end-users, the company can provide the product whenever B2B customers need it. In addition, CV. Anugrah Jaya also needs to maintain communication with B2B consumers. Basically if the product offered by the company does not have a complaint, the customers must be loyal.
Price	CV Anugrah Jaya has less attention to the character of the customer so that the price on offer is not in accordance with the consumer's perception. And also CV Anugrah still not looking for price comparison from big supplier.	Marketing companies must understand how each B2B customer's characteristics. For consumers who loyalty high, the price will not be a problem, as long as CV. Anugrah Jaya is able to ensure the required product can be fulfilled by the company. In addition, companies should also be able to get a cheaper product price and get the product from a large distributor
Place	B2B consumers are not satisfied with the company's distribution system, because the sender is often late for 3 days from the promised schedule, thus lowering the level of consumer loyalty and forcing B2B customers to get products from other companies	The company must first make a list of the best-selling products, so the company can place orders directly to the distributor to provide products that have a fast turnaround. The existence of a warehouse is also very important to support the stock of goods program. Companies can rent warehousing space in the Surabaya area, as most of the company's B2B

		consumers are located in Surabaya. The presence of stock in the warehouse, also can accelerate the time of product distribution whenever B2B consumers need it
Promotion	The company has never used any promotion except direct selling (personal selling)	Companies must use more promotional media in addition to direct selling, such as: brochures and discount purchases.

Integration of Marketing Mix Strategies (4P)

Integration of Marketing Mix Strategy is a combination of marketing mix implications on customer satisfaction and loyalty

Tabel 3. Integration of Marketing Mix Strategies (4P)

Marketing Mix	
Product	Companies need to maintain a quality control system so that companies do not receive complaints from consumers, especially those related to thick tolerance for pipes and plates, as they often do not match what has been promised by the company's marketing. The company must always ensure the existence of the product, so that at any time B2B consumers need the product because of demand from end-users, the company can provide the product whenever B2B consumers need it basically if the product offered by the company no complaints, the consumers must be loyal.
Price	Marketing companies must understand how each B2B customer's characteristics. For consumers who loyalty high, the price will not be a problem, as long as CV. Anugrah Jaya is able to ensure the required product can be fulfilled by the company. In addition, companies should be able to get a cheaper product price and get the product from a large distributor. And felt necessary to provide special marketing to large customers of the company in order to maintain a better relationship.
Place	Companies deemed necessary to consider dropshipping system to accelerate delivery. And the warehouse is also very helpful to the company. The location of the warehouse can be around Surabaya considering the biggest sales in Surabaya and surrounding areas. The presence of stock in the warehouse, also can accelerate the time of product distribution whenever B2B consumers need it
Promotion	Companies must use more promotional media in addition to direct selling, such as: brochures and discounts (discounts). Brochures can be divided into 2 like: - Brochures of goods on offer by CV Anugrah Jaya - Brochure for plate finishing offered by CV Anugrah Jaya in order

	to educate the customer
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