ANALYSIS OF THE INFLUENCE OF MARKETING MIX ON CUSTOMER LOYALTY IN THE SOCIETY 5.0 ERA

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Abstract: *This study aims to examine and analyze the influence of the marketing mix on customer loyalty in the era of society 5.0. This research method is survey research by distributing questionnaires to customers. The population in this study were all customers of Grab Food Medan. The sample in this study was 100 people with a sampling technique that is random sampling. The sample criteria in this study are customers who have purchased using Grab Food three times. In this study, the type of data used is primary data, namely data from questionnaires about the influence of the marketing mix on customer loyalty. Data collection techniques are questionnaires, questionnaires and interviews. The variable in this study is the marketing mix which consists of product, price, promotion and place as the independent variable and customer loyalty as the dependent variable. The questionnaire used has been tested for validity and reliability. The data analysis technique used in this research is descriptive analysis and regression analysis. Descriptive analysis to determine the characteristics of respondents and regression analysis to examine the effect of the marketing mix on customer loyalty. The results of this study indicate that the marketing mix, namely product, price, promotion and place, has a positive and significant effect on customer loyalty in the era of society 5.*

Keywords: *Product, Price, Promotion, Place, Customer Loyalty, Society 5.0*

1. Introduction

Customer loyalty is the consistency of repeated purchases on a regular basis and continuously from time to time because of consumer interest in a product or brand. According to Cant & Toit (2012), loyalty can be defined as an emotional attachment to the company due to repeated purchases or company recommendations despite other options. In this case, we can conclude that our understanding of loyalty can be read not only from the number of customers who buy, but also from the frequency with which they buy and recommend again.

Customer loyalty plays a very important role in a business organization or business being carried out (Singh, 2006). Customer loyalty includes components of attitude and components of customer behavior. Components of customer attitudes are ideas such as intention to return to buy additional products or services from the same company, willingness to recommend the company to others, demonstration of commitment to the company by showing resistance if there is a desire to switch to other competitors and willingness to pay a premium price (Suhari , Redjeki, & Handoko, 2012).

Zeithaml et al. (1996) stated with several indicators of customer loyalty, namely: 1) Saying positive things about the company to others, 2) Recommending the company to others who ask for advice, 3) Encouraging others to make purchases, 4) Considering being the first choice in purchasing products or services, and 5) Desire to make repeat purchases in the future.

One of the factors that influence customer loyalty is the marketing mix. Marketing mix is a set of marketing tools used by a company to consistently achieve its marketing objectives in its target market (Constantinides, 2006). These tools are grouped into four groups, known in marketing as the four 4Ps namely Product, Price, Promotion and Place. The concept of the marketing mix allows the business owner to know all the elements of marketing, so that the resources used are in harmony with the others. Through the marketing mix, entrepreneurs learn how to distribute marketing tasks in an appropriate and balanced way (Kotler, & Armstrong, 2012).

Research on the Analysis of the Effect of Marketing Mix on Customer Loyalty in the Era of Society 5.0 has been carried out by many previous researchers, namely (Amria, A., & Masyadi, 2022; Haryadi, W., & Sulistianingsih, 2022; May, 2012; Praja, 2015 ; Reynaldi, & Suprapti, 2017; Santosa, 2015; Selang, 2013; Sya'idah & Jauhari, 2018) which stated that there was a positive and significant influence of marketing mix on customer loyalty. Based on the background and previous studies, the author is interested in researching the Analysis of the Effect of Marketing Mix on Customer Loyalty in the Era of Society 5.0. The purpose of this study was to examine and analyze the Effect of Marketing Mix on Customer Loyalty in Era Society 5.0.

2. Research Method

This research method is survey research by distributing questionnaires to customers. The population in this study were all customers of Grab Food Medan. The sample in this study was 100 people with a sampling technique that is random sampling. The sample criteria in this study are customers who have purchased using Grab Food three times. In this study, the type of data used is primary data, namely data from questionnaires about the influence of the marketing mix on customer loyalty. Data collection techniques are questionnaires, questionnaires and interviews. The variable in this study is the marketing mix which consists of product, price, promotion and place as the independent variable and customer loyalty as the dependent variable. The questionnaire used has been tested for validity and reliability. The data analysis technique used in this research is descriptive analysis and regression analysis. Descriptive analysis to determine the characteristics of respondents and regression analysis to examine the effect of the marketing mix on customer loyalty.

3. Results and Discussion
3.1. Results
Overview of Research Respondents

Table 1. General Research Respondents

Gender	Frequency	%
Man	45	45
Woman	55	55
Total	**100**	**100**
Age	**Frequency**	**%**
15-20 years	7	7
21-25 years old	20	20
26-30 years old	28	28
31-35 years old	28	28
> 35 years old	17	17
Total	100	100

Work	Frequency	%
Student/Student	20	20
Government employees	25	25
Self-employed	25	25
Employee	30	30
Total	100	100

Source: Data Processing Results, 2022

Variable Description

Table 2. Description of Research Variables

Variable	Average	Category
Loyalty	3.70	Agree
Product	3.80	Agree
Price	3.85	Agree
Promotion	3.75	Agree
The place	378	Agree

Source: Data Processing Results, 2022

Multiple Linear Regression Analysis

Table 3. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
1 (Constant)	.885	.265		3.155	.000
Product	.605	.451	.665	6.450	.001
Price	.555	.450	.440	5,200	.000
Promotion	.875	.280	.540	3.270	.021
The place	.405	.270	.475	2,100	.000
a. Dependent Variable: Customer Loyalty					

Source: Data Processing Results, 2022
Based on Table 3, the following equation is obtained:
$$Y = 0.885 + 0.605X_1 + 0.555X_2 + 0.875X_3 + 0.405X_4$$

The equation above shows the effect of marketing mix variables consisting of product, price, promotion, and place on customer loyalty in the era of society 5.0. The meaning of the regression coefficient is:

a. Constant $(b_0) = 0.885$
   This means that if the Product (X_1), Price (X_2), Promotion (X_3), and Place (X_4) variables are equal to zero (no change), then Customer Loyalty (Y) is 0.885.

b. Product Regression Coefficient = 0.605
   Positive regression coefficient (unidirectional) means that if the Product (X_1) increases, then Customer Loyalty (Y) in the era of society 5.0 will increase by 0.605 and vice versa.

c. Price Regression Coefficient = 0.555
   The regression coefficient is positive (unidirectional), meaning that if the price (X_2) increases, then customer loyalty (Y) in the era of society 5.0 will increase by 0.555 and vice versa.

d. Promotion Regression Coefficient = 0.875
   The positive regression coefficient (unidirectional) means that if Promotion (X3) increases, then Customer Loyalty (Y) in the era of society 5.0 will increase by 0.875 and vice versa.
e. Place Regression Coefficient = 0.405
   Positive regression coefficient (unidirectional) means, if Place (X2) increases, then Customer Loyalty (Y) in the era of society 5.0 will increase by 0.405 and vice versa.

Hypothesis test
F Uji test
This test is used to determine whether all of the independent variables together have a significant effect on the dependent variable. The test is carried out by comparing the value of Fcount with Ftable at a degree of error of 5% ($\alpha = 0.05$). If the $_{\text{calculated F value is}}$ from the F $_{\text{table value}}$, it means that the independent variables together have a significant influence on the dependent variable or the first hypothesis is declared acceptable. Based on the results of multiple regression analysis, the F test table is as follows:

Table 4. F . Test Results

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	63,500	4	15,850	9.575	.000 [a]
Residual	.150	95	.025		
Total	63,500	99			
a. Predictors: (Constant), Place, Price, Promotion, Product					
b. Dependent Variable: Customer Loyalty					

Source: Data Processing Results, 2022

Table 5.
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.985 [a]	.985	.985	.04175
a. Predictors: (Constant), X (Product, Price, Promotion, Place)				

Source: Data Processing Results, 2022

t test
This test aims to determine the effect of each marketing mix variable consisting of product, price, promotion, and place on the Yakult customer loyalty variable in Wonosobo whether significant or not. The test is carried out by comparing the tcount value of each independent variable with the ttable value with a degree of error of 5% ($\alpha = 0.05$). If the value of t $_{\text{arithmetic}}$ t $_{\text{table}}$, then the independent variable has a significant influence on the dependent variable or the hypothesis to 2,3,4, and 5 is declared acceptable. The size of the ttable is 1.988. Based on the results of multiple regression analysis hypothesis testing as follows:
a. Effect of product on customer loyalty
   Based on the results of multiple linear regression analysis showing the t $_{\text{arithmetic value of}}$ 6.450 t $_{\text{table}}$ 1.988 with a significance level of t of 0.000 < (0.05), the second hypothesis which states that the product has a significant effect on customer loyalty in the era of society 5.0 is supported.
b. The effect of price on customer loyalty
   Based on the results of multiple linear regression analysis showing the t $_{\text{arithmetic value of}}$ 5.200 t $_{\text{table}}$ 1.988, the third hypothesis which states that price has a significant effect on customer loyalty in the era of society 5.0 is supported.

c. The effect of promotion on customer loyalty

Based on the results of multiple linear regression analysis showing the $t_{arithmetic\ value\ of}$ 2.370 t_{table} 1.988 with a significance level of t of 0.021 < (0.05), the fourth hypothesis which states that promotion has a significant effect on customer loyalty in the era of society 5.0 is supported.

d. The influence of place on customer loyalty

Based on the results of multiple linear regression analysis showing the $t_{arithmetic\ value\ of}$ 2.100 t_{table} 1.988 with a t significance level of 0.000 < (0.05), the fifth hypothesis which states that place has a significant effect on customer loyalty in the era of society 5.0 is supported.

3.2. Discussion

The results of this study indicate that the marketing mix has a positive and significant effect on customer loyalty in the era of society 5.0. This means that the better the marketing mix carried out by the company, the better customer loyalty. In addition, when viewed from each indicator in the marketing mix, it can be concluded that each marketing mix indicator has a positive and significant effect on customer loyalty.

The first marketing mix is the product. The results of this study indicate that the product has a positive and significant effect on customer loyalty in the era of society 5.0. This means that the better the product of a company, the better customer loyalty in this era of society 5.0. The second marketing mix is price. The results of this study indicate that price has a positive and significant effect on customer loyalty in the era of society 5.0. This means that the better the price of a company, the better customer loyalty in this era of society 5.0. Good here means that the price offered is in accordance with the quality of the product offered.

The third marketing mix is promotion. The results of this study indicate that promotion has a positive and significant effect on customer loyalty in the era of society 5.0. This means that the better the promotion of a company, the better customer loyalty in this era of society 5.0. The final marketing mix is place. The results of this study indicate that the place has a positive and significant effect on customer loyalty in the era of society 5.0. This means that the more strategic the place of a company, the better customer loyalty in this era of society 5.0.

The results of this study are in line with the marketing theory proposed by Kotler. One of the marketing strategies according to Kotler is the marketing mix. Marketing mix is a set of marketing tools used by companies to reach the target market (Dominici, 2009). The company can control every component of the marketing mix, one of which is product and promotion where each of these components must be combined to produce optimal achievement of goals so that not a few product makers or producers create the uniqueness of each product design that they will offer to consumers (Pradela , Aprianto, Suyadi, & Idayati, 2022).

The theory of the relationship between product attributes and consumer loyalty, as stated by Kotller and Keller (2009) states that product and service quality, customer satisfaction, and profitability are three things that are closely related. The higher the level of quality, the higher the level of customer satisfaction. Loyalty always begins with satisfaction, so indirectly loyalty is closely related to quality where quality is an element of product attributes (Soegandhi, 2013).

The results of this study are in line with the results of previous studies (Amria, A., & Masyadi, 2022; Haryadi, W., & Sulistianingsih, 2022; May, 2012; Praja, 2015; Reynaldi, & Suprapti, 2017; Santosa, 2015; Interval , 2013; Sya'idah & Jauhari, 2018) which states that there is a positive and significant influence on the marketing mix on customer loyalty.

4. Conclusion

Based on the results of data collection and processing on the Analysis of the Effect of Marketing Mix on Customer Loyalty in Era Society 5.0, the authors can draw conclusions: 1) The marketing mix consisting of product, price, promotion, and place simultaneously has a positive and significant effect on customer loyalty in Indonesia. Era Society 5.0, 2) Product has a positive and significant effect on customer loyalty in Era Society 5, 3) Price has a positive and significant effect on customer loyalty in Era Society 5, 4) Promotion has a positive and significant effect on customer loyalty in Era Society 5, and 5) Place has a positive and significant effect on customer loyalty in Era Society 5.

Based on the conclusions about the Analysis of the Effect of Marketing Mix on Customer Loyalty in the Era of Society 5.0, the author's recommendations are 1) For companies, it is better to always maintain and innovate in marketing strategies, especially related to the marketing mix, 2) For consumers, you should not be too tempted by promotions. given by the company but more on the priority scale in purchasing, and 3) For further researchers, it is better to conduct research by adding moderating variables in order to find out what variables can strengthen and weaken the influence of the marketing mix on customer loyalty.

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