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The Effect of Product, Price, Place and Promotion on Customer Satisfaction: The Case of PT Palembang Agro Sejahtera South Sumatera

Dedy Pebrianto, Trisniarty Adjeng Moelyati & Maftuhah Nurahmi

Universitas Muhammadiyah Palembang
Email: dedy.sisco@gmail.com

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Abstract

This study aims to determine 1) The Influence of Product, Price, Place and Promotion on Customer Satisfaction at PT Palembang Agro Sejahterah in South Sumatra, 2) The Influence of Product on customer satisfaction at PT Palembang Agro Sejahterah in South Sumatra, 3) The Influence of Price on Customer Satisfaction at PT Palembang Agro Sejahterah in South Sumatra, 4) The Influence of Place on Customer Satisfaction at PT Palembang Agro Sejahterah in South Sumatra, 5) The Influence of Promotion on Customer Satisfaction at PT Palembang Agro Sejahterah in South Sumatra. This type of research is quantitative descriptive. The variables used by researchers include product, price, place, promotion, and customer satisfaction. The sample in this study consisted of farmers who had shopped for PT Palembang Agro Sejahterah products, totaling 90 people selected by cluster random sampling. The data used in this study were primary data collected using a questionnaire. The data analysis technique used was multiple linear regression, as implemented in the SPSS Program Application. The results of this study indicate that (1) product, price, place, and promotion have a significant effect on customer satisfaction, (2) product has a significant effect on customer satisfaction, (3) price has a significant effect on customer satisfaction, (4) place has a significant effect on customer satisfaction. (5) promotion has a significant effect on customer satisfaction.

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

1. Introduction

Marketing management, a process that involves the analysis, planning, implementation, and control of programs, is crucial for creating, building, and maintaining profitable relationships with target customers to achieve organizational objectives. Central to this process is the strategy to measure and enhance customer satisfaction, a key factor in the business context. Companies that can prepare strategies to meet their customers' expectations will positively impact customer satisfaction when customers enjoy the products or services they have purchased. Satisfied customers tend to make repeat purchases, thereby increasing the company's business income. Customer satisfaction itself is relative, depending on the product or service offered. The marketing concept, a company philosophy, is a testament to the fact that understanding and

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satisfying buyer desires are the primary requirement for a company's survival. All company activities, including production, distribution, engineering, finance, and marketing, are directed at this goal, aiming to generate a profit by meeting the desires of buyers. According to Kotler and Keller (2018), satisfaction is a person's feeling of pleasure or disappointment that results from a comparison between their impression of a product's performance (or results) and their expectations. According to Tjiptono (2016), satisfaction originates from the Latin "satis," meaning "good enough" or "adequate." Satisfaction can be interpreted as "an effort to fulfill something" or "to make something adequate." In the context of customers, satisfaction occurs when the performance of a product or service meets or even exceeds customer expectations.

Customer satisfaction can increase customer loyalty and may lead to recommendations from others. Customer satisfaction is a post-purchase evaluation where the chosen alternative meets or exceeds customer expectations, while dissatisfaction arises if it fails to meet the customer's desired expectations. The better the customer experience, the higher the satisfaction felt, and this has a positive impact on the long-term relationship between the company and its customers. According to Kotler and Keller (2018) in their book Marketing Management, a product is defined as anything that can be offered to the market to meet consumer desires or needs. Products are not only physical goods but can also be services, experiences, events, people, places, properties, organizations, information, and ideas. This definition emphasizes that products include everything that can provide value to customers. The product is the core of the marketing offering, designed to create satisfaction for consumers.

According to Kotler and Amstrong (2016), price refers to the amount of money charged for a product or service or the value that consumers assign to obtain the benefits of owning or using it. This definition emphasizes that price is not just a nominal figure but also reflects the value perceived by consumers from a product or service. According to Kotler and Amstrong (2016), a place or distribution channel refers to the location or channel used by a company to distribute its products to customers. In the marketing mix, place covers various aspects, such as store location selection, distributor selection, and supply chain management. According to Kotler and Amstrong (2016), promotion is an activity that conveys product benefits and persuades customers to buy the products offered. Promotion is one of the determining factors regarding the success of a marketing program. If consumers are unaware of the products offered by the company and the benefits they will receive, they will not purchase the products.

Product, price, place, and promotion, collectively known as the 4Ps, are the cornerstone of the marketing mix. These elements are not just independent factors, but interrelated and mutually influential. For instance, changes in product prices can significantly impact demand, while alterations in the distribution of the product can affect its sales. This underscores the profound influence of the 4Ps on customer satisfaction, making them crucial considerations in any marketing strategy. Therefore, companies must consider all 4P elements together when developing their marketing strategies. These elements, namely Product, Price, Place, and Promotion, are crucial in creating an optimal marketing mix that meets customer needs and wants and achieves the company's marketing goals. By understanding and effectively utilizing the four 4P elements, companies can develop strategies to improve the quality of their products, attract more customers, or lower the price of their products to increase sales. Researchers are interested in studying the effect of product price, place, and promotion on customer satisfaction because they identify a research gap or inconsistent results related to the impact of these factors on customer satisfaction.

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South Sumatra Province is one of the provinces that is the central area of agricultural production and people's plantations in Indonesia. Therefore, to support the productivity of farm products and people's plantations in South Sumatra Province, additional spectrum fertilizers are needed as a means of enhancing the productivity of agricultural land. PT. Palembang Agro Sejahtera is a company in the field of agricultural needs distribution that provides various high-quality products, covering the entire spectrum of farming needs ranging from medicines to control plant diseases and pests, fertilizers to increase soil fertility and plant growth, superior seeds for various types of plants, to modern agricultural tools designed for efficiency and increase agricultural yields, and provide exceptional service to farmers in South Sumatra. As a leading distributor in South Sumatra, PT Palembang Agro Sejahtera has proven its commitment to supporting sustainable agriculture and farmer welfare. With a comprehensive product portfolio, an extensive distribution network, and a commitment to innovation and sustainability, this company remains a trusted partner for farmers.

However, over the last two years, PT Palembang Agro Sejahtera has experienced unstable and poor conditions. This is likely due to the presence of many competitors and an increase in product prices, which have weakened the sales of PT Palembang Agro Sejahtera. Companies that sell similar products in South Sumatra are relatively numerous, which can lead to intense competition in product marketing. The following are competitors of PT Palembang Agro Sejahtera, including PT. Mitra Anugerah Perkasa PT. Rudi Apriadi Lifiah, PT. Mega Elta, PT. Musi Bestari Palembang, PT. PPI Distributor and PT. Berkat Karunia Damai and many more local players in the same field. Therefore, a suitable strategy is necessary to compete with other business professionals. The marketing strategy itself is a fundamental approach used by a company to achieve its goals, which involves making further decisions based on the target market. The total sales of PT Palembang Agro Sejahtera have experienced fluctuating conditions and have tended to decline over the past three years. The Product Phenomenon was found at PT Palembang Agro Sejahtera, namely in the indicators of product diversity and product brands. There are still a few types of fertilizer products offered, where PT Palembang Agro Sejahtera only offers fertilizer products from two fertilizer producers: Vigo amino fertilizer from CV Bagus Timur and ghost fertilizer from JIMMY & CO. Here, it can be seen that they have not been able to meet customer desires and needs. The Price Phenomenon was observed in the price elasticity indicator, where the company has not measured how sensitive demand is to price changes. If the product is very elastic, price increases can significantly reduce demand. Given the phenomenon of declining income, there is a price increase factor that may cause a decrease in sales. Additionally, PT Palembang Agro Sejahtera has not conducted an in-depth comparison of the price of competing products with competitors to determine the optimal price position and how products compete in terms of value and cost. The Place Phenomenon was found at PT Palembang Agro Sejahtera, namely in the channel or intermediary indicator and market coverage. PT Palembang Agro Sejahtera does not have sales branches and very few subscription stores that sell its products. The market coverage of PT Palembang Agro Sejahtera is limited to the city of Palembang, Banyu Asin, Musi Banyu Asin, and Ogan Komering Ulu regencies. There are still several regencies that have not been touched by marketing. The Promotion phenomenon was found at PT Palembang Agro Sejahtera, namely in the Advertising indicator, where PT Palembang Agro Sejahtera has not utilized digital promotional media to stimulate sales. Promotion through public relations has also not been carried out to build the company's or product's image despite various programs not being implemented by PT Palembang Agro Sejahtera.

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2. Literature Review

The Influence of Product Price Place and Promotion on Customer Satisfaction. According to Kotler and Keller (2018), several main factors influence customer satisfaction, including product, price, and ease of access, which refers to the physical location of the product offered. According to the theory of Tjiptono (2016), one of the variables that influence consumer satisfaction is the product. This good product meets the tastes and expectations of consumers. Products can create consumer satisfaction. In line with previous research by Fardyan (2018), All marketing mix variables (product, price, location, and promotion) have a positive and significant effect on customer satisfaction. According to the theory of Tjiptono (2016), one of the variables that influence consumer satisfaction is price, as it is an inherent part of the product that reflects its quality. The basis for assessing price includes the price level and suitability in relation to the product's selling value, as well as variations or price options for the product. In accordance with previous research by Setio and Wahjudono (2020), Price variables have a significant effect on customer satisfaction. According to the theory of Tjiptono (2016), the variable that influences consumer satisfaction is the place; the place is one of the essential factors that influences consumer satisfaction. Place here can refer to the physical location of a company or store, which provides easy access for consumers, as well as comfort when they interact or shop. According to previous research by Setio and Wahjudono (2020), Location variables have a significant effect on customer satisfaction. Fardyan (2018) found that all marketing mix variables (product, price, location, and promotion) have a positive and significant effect on customer satisfaction. According to the theory of Tjiptono (2016), promotion is one of the variables that affects consumer satisfaction. Promotion encompasses various activities undertaken by companies to introduce their products or services, capture consumer interest, and stimulate purchases. An effective promotional strategy can foster a strong relationship between the company and its consumers, increase loyalty, and establish a positive brand perception. Fardyan (2018) All marketing mix variables (product, price, location, and promotion) have a positive and significant effect on customer satisfaction. The phenomenon of customer satisfaction was observed at the sales level of PT Palembang Agro Sejahtera, where sales decreased annually compared to previous years. In this case, there is an indication of customer dissatisfaction, leading to customers switching to competitors.

The Influence of Products on Customer Satisfaction. Kotler and Keller (2018) also define a product as anything that can be offered to the market to meet the needs or desires of customers. Providing quality products that meet customer expectations and delivering added value will increase their level of satisfaction. In addition, according to Tjiptono (2016), a product is a producer's subjective understanding of something that can be offered as an effort to achieve organizational goals by fulfilling consumer needs and desires in accordance with the organization's competence and capacity, as well as market purchasing power. Products that are well-designed and relevant to market needs will create a positive customer experience, which ultimately impacts their loyalty and satisfaction. From previous research, Fardyan (2018) also stated that Products are variables that have a positive effect on consumer satisfaction. Majid (2023) also concluded in his research that Products have a significant influence on customer satisfaction. The product phenomenon was found at PT Palembang Agro Sejahtera, namely in the indicators of product diversity and product brands. Several types of fertilizer products are still available. In contrast, PT Palembang Agro Sejahtera currently offers fertilizer products from only two producers: Vigo Amino fertilizer from CV Bagus Timur and Ghost fertilizer from

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JIMMY & CO.

The Influence of Price on Customer Satisfaction. According to Kotler and Keller (2018), price refers to the amount of money that customers must pay to obtain a product or service. The right pricing strategy, based on the value customers perceive, can enhance their satisfaction. Customers tend to be satisfied if they feel that the price paid is commensurate with the benefits received. Tjiptono (2016) price is a monetary unit or other measure (including other goods and services) that is exchanged to obtain ownership or use rights for a good or service. Competitive, transparent, and easy-to-understand pricing will help create a positive relationship between the company and its customers. Even discount strategies, price packages, or price promotions are often used to improve customer experience and satisfaction with products or services. According to the statements of these experts and reinforced by several research results, including those of Susanti and Achmadi (2020), who found that price affects consumer satisfaction. Setio and Wahjudono (2020) also stated that price is a variable that influences consumer satisfaction. Fardyan (2018) also concluded in his research that price has a significant influence on customer satisfaction. The Price Phenomenon is evident in the price elasticity indicator, where the company has not measured the sensitivity of demand to price changes. If the product is very elastic, price increases can significantly reduce demand. The phenomenon of declining income is evident, and a price increase factor is likely contributing to the decrease in sales numbers. In addition, the comparison indicator with competitors on the price of competing products to determine the optimal price position and how products compete in terms of value and cost has not been carried out in-depth by PT Palembang Agro Sejahtera

The Influence of Place on Customer Satisfaction. Place in the marketing mix has a significant influence on customer satisfaction. According to Kotler and Amstrong (2016), location refers to the physical space where a company carries out its activities to make a product available to consumers. According to Tjiptono (2016), place or location is one of the essential elements in the marketing mix, which includes decisions about physical location, the use of intermediaries, and the availability of services for customers. Supported by previous research by Susanti and Achmadi (2020) found that place variable has a positive and significant effect on customer satisfaction. Setio and Wahjudono (2020) also stated that place is a variable that influences customer satisfaction and Fardyan (2018) also concluded in his research that place has a significant effect on customer satisfaction. The Place phenomenon was found at PT Palembang Agro Sejahtera, namely in the channel or intermediary indicator and market coverage. PT Palembang Agro Sejahtera does not have sales branches, and very few subscription stores sell its products. According to market coverage, PT Palembang Agro Sejahtera only serves the Banyu Asin, Musi Banyu Asin, and OKU districts. Additionally, several districts remain untouched.

The Effect of Promotion on Customer Satisfaction. Promotion in the marketing mix is an essential element that has a significant effect on customer satisfaction. According to Kotler and Keller (2018) promotion is an activity that communicates product advantages and persuades target customers to buy it. From this statement, it is clear that communication is the primary activity of promotion. Promotion includes various communication activities used to inform, persuade, and remind customers about products or services. An effective promotional strategy can foster strong relationships with customers, stimulate purchasing interest, and ultimately enhance customer satisfaction. Furthermore, according to Tjiptono (2016), promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. The use of various promotional tools such as advertising,

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direct selling, sales promotions, and public relations can create positive experiences that encourage customer satisfaction with the products or services offered. Meanwhile, according to Laksana (2019), promotion is a communication from the seller to the buyer that conveys accurate information aimed at changing the attitudes and behavior of buyers who were previously unaware so that they will still remember the product. In his research, Setio and Wahjudono (2020) also stated that promotion is a variable that influences consumer satisfaction. Susanti and Achmadi (2020) also concluded in her study that promotion has a significant influence. The Promotion phenomenon was found at PT Palembang Agro Sejahtera, namely in the Advertising indicator, where PT Palembang Agro Sejahtera has not utilized digital promotional media to stimulate sales. Additionally, promotion through public relations has not been carried out to build the company's or product's image despite various programs not being implemented by PT Palembang Agro Sejahtera.

3. Research Method

The objective of this study is to investigate the impact of the product marketing mix, including price, place, and promotion, on customer satisfaction at PT Palembang Agro Sejahtera. The research method employed in this study is a combination of quantitative and descriptive techniques utilizing survey research. The dependent variable is customer satisfaction, measured by indicators of product quality, service quality, and consumer expectations. The independent variables are product (X1), price (X2), place (X3) and promotion (X4). The indicators of the product are product diversity, product quality, and brand. The indicators of price include affordable price lists, price suitability in relation to quality, and discounts offered. The indicators of place are intermediary channels, stock inventory, and market coverage. The indicators of promotion are advertising, sales promotion, and public relations. The population in this study consists of customers who have purchased PT Palembang Agro Sejahtera products, the number of which is known (finite). The number of samples in this study was 89.89, rounded up to 90 respondents. The data collection methods used in this study were documentation and questionnaires. The types of data used in this study are primary data and secondary data; primary data obtained from the results of distributing questionnaires to customers of PT Palembang Agro Sejahtera. can be calculated or data in the form of numbers from observations or measurements. The types of secondary data in this study include previous research journals, books, and also websites related to the research conducted. The analysis model used in this study is multiple regression analysis.

4. Findings and Discussions

This multiple linear regression analysis is used to determine the influence of product, price, place, and promotion variables on customer satisfaction.

Table 1. Regression Result

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Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	-.688	.771	
	Product	.233	.083	.200
	Price	.202	.062	.209
	Place	.195	.051	.212
	Promotion	.394	.066	.426

Based on the regression results, the following equation model is obtained.

$$Y = -0.688 + 0.233X_1 + 0.202X_2 + 0.195X_3 + 0.394X_4.$$

The model can be explained as follows: The constant value above is 0.688 with a negative slope; this value provides insight into the understanding that if the product, price, place, and promotion variables are considered ceteris paribus, the customer satisfaction variable will remain at -0.688 points. The beta value of the product variable is 0.233; this value indicates that if the product variable is of better quality and increases by 1 point while other factors are held constant (ceteris paribus), customer satisfaction will increase by 0.233 points. The beta value of the price variable is 0.202; this value indicates that if the price variable becomes more affordable and increases by 1 point, while other factors are held constant at paribus, customer satisfaction will increase by 0.202 points. The beta value of the place variable is 0.195; this value indicates that if the place variable increases by 1 point while other factors are held constant (ceteris paribus), then customer satisfaction will increase by 0.195 points. The beta value of the promotion variable is 0.394; this value provides the understanding that if the promotion variable is getting more frequent and increases by 1 point while other factors are considered ceteris paribus, then customer satisfaction will increase by 0.394 points.

Table 2. F-test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1656.649	4	414.162	179.300	.000[a]
Residual	196.340	85	2.310		
Total	1852.989	89			

Based on the results of the analysis above, it was found that the significance value was 0.000, which is smaller than the alpha value (α) of 0.05. Therefore, it can be concluded that customer satisfaction at PT. Palembang Agro Sejahtera in South Sumatra is significantly and jointly influenced by product, price, place, and promotion variables.

Table 3. t-test

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Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.688	.771		-.892	.375
Product	.233	.083	.200	2.793	.006
Price	.202	.062	.209	3.250	.002
Place	.195	.051	.212	3.849	.000
Promotion	.394	.066	.426	5.997	.000

The Influence of Product Price Place and Promotion on Customer Satisfaction. Based on the results of the multiple linear regression analysis, the constant values above of 0.688 with a negative slope; this value provides an understanding that if the variables of product, price, place, and promotion are considered ceteris paribus, then the customer satisfaction variable will decrease by 0.688. Based on the results of simultaneous hypothesis testing, the data obtained indicate that the significance value is 0.000, which is smaller than the alpha value (α) = 0.05. Therefore, it can be concluded that customer satisfaction at PT. The variables of product, price, place, and promotion significantly and jointly influence Palembang Agro Sejahtera in South Sumatra. The magnitude of the Adjusted R-Square determination coefficient in the regression model indicates the contribution of product, price, place, and promotion to customer satisfaction at PT Palembang Agro Sejahtera in South Sumatra. This study demonstrates the impact of product, price, place, and promotion on customer satisfaction at PT. Palembang Agro Sejahtera in South Sumatra has a simultaneous rate of 88.9%. While the influence caused by other variables outside this model is 11.1%. This is in accordance with the theory put forward by Kotler and Keller (2018), which states that several main factors influence customer satisfaction, including product quality, price, ease of access, and the physical location of the product offered. The results of this study align with those of previous researchers. Fardyan (2018) All marketing mix variables (product, price, location, and promotion) have a positive and significant effect on customer satisfaction. Susanti and Achmadi (2020) Found That Product variables, including the Product Marketing Mix components of Price, Place, and Promotion, have a positive and significant effect on customer satisfaction. Based on the analysis results, the distribution of respondents' answers indicates a linear relationship between product, price, place, and promotion variables and customer satisfaction. This means that any changes in the product, price, place, and promotion variables can be predicted proportionally to changes in customer satisfaction. Based on the findings in the respondents' answers, some problems occur as follows: 1). Product quality indicators: in the statement our product meets expectations, 34% of respondents denied. This percentage raises potential problems, illustrating that products that meet expectations do not align with customer expectations. This means that some of the marketed products are no longer relevant to the customer's desires and are no longer in line with expectations. This will have an impact on product quality indicators and reduce customer satisfaction. 2) Service quantity indicators, including the statement of Friendliness and attitude of officers when serving, showed that as many as 37% of respondents denied. This percentage raises potential problems, so it needs to be discussed. This illustrates that not all officers provide good service. If service is carried out with a friendly and attentive attitude, this can increase customer satisfaction, build loyalty, and create a more positive atmosphere in interactions. Conversely, if officers are less pleasant or do not show a good attitude, customers may feel less appreciated and potentially reduce trust in the services provided. 3) Consumer expectation indicators: In the statement 'The product is in accordance with your initial expectations,' as

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many as 52% of respondents disagreed. This percentage raises potential problems. This illustrates that the product or service does not match the consumer's initial expectations. This reflects the extent to which customer expectations for the product can be met.

Influence of Products on Customer Satisfaction. The results of the partial hypothesis test show a significant influence of products on customer satisfaction at PT. Palembang Agro Sejahtera in South Sumatra. The magnitude of the impact of product variables on customer satisfaction at PT. Palembang Agro Sejahtera in South Sumatra is 0.233 (23.3%). The results of this study are also in line with Fardyan (2018). Product and location variables have a significant effect on customer satisfaction. Susanti and Achmadi (2020) Product variables have a positive and significant impact on customer satisfaction. Majid (2023) Product variables have a positive and significant effect on customer satisfaction. In contrast to the research conducted by Setio and Wahjudono (2020), Product variables do not have a significant effect on customer satisfaction. Based on the findings of the respondent's answers, the following problems occurred: 1) Product Diversity Indicators in the Product Variation segment meet the needs in various situations, with a size diversity of up to 53.33%. The products provided have met the needs of 45.56%. This percentage raises potential problems, so it needs to be discussed. This reflects the extent to which a business offers products that are diverse enough to meet customer needs that may be less accommodated. This will cause customer dissatisfaction and possibly a sense of disappointment, leading customers to lose interest in the products offered. As a result, customers will seek alternative options to competitor products. And customers may give negative reviews of the products offered by the company. 2) Product quality indicators in the Product Quality segment are better than those of similar products on the market by as much as 45.56%, and Products are functioning correctly or in accordance with the description given by as much as 45.56%. This huge percentage illustrates that product quality indicators can cause problems; this reflects that the quality is considered lower than that of competitors, and customers may feel that the product is not worthy of being chosen. Customers may perceive that the product falls short of the standards they expect compared to similar products. 3). Brand Indicator The product brand is essential when making a purchase decision 53.33%, and the product brand indicator on the product brand provides confidence 46.67%. This huge percentage illustrates that. Customers may not consider the brand a significant factor when choosing a product, instead focusing on price, quality, or features. Customers may be more likely to buy based on low prices, promotions, or recommendations rather than because of the brand itself.

The Effect of Price on Customer Satisfaction. The results of the partial hypothesis test show a significant effect of price on customer satisfaction at PT. Palembang Agro Sejahtera in South Sumatra. The magnitude of the impact of the price variable on customer satisfaction at PT. Palembang Agro Sejahtera in South Sumatra is 0.202 (20.2%). The results of this study are also in line with Fardyan (2018). The price variable has a significant effect on customer satisfaction. Susanti and Achmadi (2020) found that the price variable has a positive and significant impact on customer satisfaction. Majid (2023) found that the product variable has a positive and significant effect on customer satisfaction. Based on the findings in the respondents' answers, the following problems occurred: 1). Affordable price list indicator. In the statement, 'The product price is in accordance with the value of the product,' 41.11% of respondents denied this percentage amount causes a problem, so it needs to be discussed. This indicates that customers perceive the product as too expensive. Customers may think that the price offered is not comparable to the quality or benefits of the product. The perception of unfair prices can trigger complaints or negative reviews, which can negatively impact the company's reputation. 2).

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Indicator of price conformity with quality. In the statement The product price is better than similar products, 43.33% of respondents denied. This percentage amount causes a problem, so it needs to be discussed. This indicator suggests that consumers do not perceive a correlation between price and quality; customers may feel that the product does not offer significant advantages compared to competitors, making the price appear unreasonable. If there is a claim that the product has better quality, but customers do not feel the difference, they can lose trust. 3). The discount indicator given in the promotional price statement provides an attraction that 41.11% of respondents denied. This percentage amount causes a problem, so it needs to be discussed. In this case, it illustrates that the discounts given do not always attract consumers. Companies need to consider whether the prices set are in accordance with the value perceived by customers.

The Influence of Place on Customer Satisfaction. The results of the partial hypothesis test show a significant influence of place on customer satisfaction at PT. Palembang Agro Sejahtera in South Sumatra. The magnitude of the impact of product variables on customer satisfaction at PT. Palembang Agro Sejahtera in South Sumatra has a 19.5 percent (0.195) share. The results of this study are also in line with Fardyan (2018), who found that the location variable has a significant effect on customer satisfaction. Susanti and Achmadi (2020) found that the place variable has a positive and significant impact on customer satisfaction. Based on the findings of the respondents' answers, some problems occur as follows: 1). The intermediary channel indicator in the statement of getting our products through retailers with a percentage of 42.22% of respondents denying, this percentage number causes problems, so it needs to be discussed. This is enough to illustrate that the products offered to consumers are not getting them too quickly. This could be a sign that product distribution through retailers is less effective. Customers may have difficulty finding products at retailers due to inadequate stock; if the product is difficult to obtain through retailers, customers can switch to other brands that are easier to find. 2) The stock inventory indicator in the statement of Product Stock Inventory is easily obtained in large quantities, with 35.56% of respondents denying; this percentage number raises concerns, so it needs to be discussed. This illustrates that the amount of stock circulating in the nearest store or agent is not in large quantities. The inventory management system may be less effective, causing the stock to be often empty or unavailable in sufficient amounts, resulting in an uneven distribution that is only available in specific locations. The stock inventory indicator in the statement Indicates That Product stock is easily obtainable in large quantities, with 35.56% of respondents denying it. This percentage number raises concerns, so it warrants discussion. This illustrates the amount of stock circulating in the nearest store or agent is not in large quantities. The inventory management system may be less effective, causing the stock to be often empty or unavailable in sufficient amounts, resulting in an uneven distribution that is only available in specific locations, making it difficult for customers in other areas to obtain it. If stock is often unavailable, the business risks losing significant sales opportunities. 3). Market coverage indicator in the statement of products easy to find in the nearest location with a percentage of 35.56% of respondents denying. This percentage number causes problems, so it needs to be discussed. From the statement above and the percentage number, consumers do not easily find the products offered. This shows that customers have difficulty accessing products directly. Products may only be available in a few locations so that they are difficult for customers to reach

The Effect of Promotion on Customer Satisfaction. The results of the partial hypothesis test indicate a significant effect of promotion on customer satisfaction at PT. Palembang Agro

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Sejahtera in South Sumatra. The magnitude of the influence of the promotion variable on customer satisfaction at PT. Palembang Agro Sejahtera in South Sumatra has a 0.394 (39.4%) share. The results of this study are also in line with Fardyan (2018) Findings, Which Indicate That Promotion variables have a significant effect on customer satisfaction. Susanti and Achmadi (2020) Promotion variables have a positive and significant impact on customer satisfaction. Based on the respondents' answers, the following problems were identified: 1) Advertising channel indicators in the brochure statement are easy to obtain. Notably, 35.56% of respondents denied this, which raises concerns and warrants discussion. This illustrates how difficult it is for consumers to get information brochures. Customers may be more likely to search for product information digitally rather than through printed brochures. If brochures are not readily available, marketing strategies based on printed materials may be less effective. 2) Sales promotion indicators in the statement 'New product information/promotions' showed that 27.78% of respondents denied it; this percentage raises a problem, and needs to be discussed. This illustrates that for every new product offered by the company, consumers do not know about it, Information about new products or promotions may not be delivered in an attractive or easily accessible way so that customers are less aware of the new product, or Information about new products or promotions may be rarely published so that customers do not always get the latest updates. 3). Public relations indicators in the statement building direct interaction with the community through social platforms 40.00% of respondents denied; this percentage raises a problem, so it needs to be discussed. This illustrates that companies rarely interact directly with farmers with social event platforms at farmers' locations. Or it could also indicate that communication and engagement strategies are not optimal.

5. Conclusion

It can be concluded that product price, place, and promotion have a significant influence on customer satisfaction at PT Palembang Agro Sejahtera. PT Palembang Agro Sejahtera should (1) pay attention to and review customer satisfaction on indicators of product quality, service quality, consumer expectations; (2) pay attention to Products on indicators of product diversity, product quality, and brands marketed to increase customer satisfaction; (3) pay attention to Price on indicators of affordable price list, price suitability with quality, discounts given, this is to increase customer satisfaction; (4) pay attention to place on indicators of intermediary channels, stock availability, and market coverage. This can increase customer satisfaction; (5) pay attention to promotion on indicators of advertising, sales promotion, and public relations, which can increase customer satisfaction.

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