

The Role of Marketing Mix and Customer Satisfaction in Driving Customer Loyalty: An Empirical Analysis of Mixue Ice Cream & Tea Company, Bandung City

Celline Salsabila Dimelda, Arif Kuswanto, Agus Maolana Hidayat

Bachelor of Business Administration, Faculty of Communication and Business, Telkom Univeristy,
Bandung, Indonesia

agusmh@telkomuniversity.ac.id

Abstract. This study aimed to analyze the effect of the 4Ps marketing mix (product, price, promotion, place) on customer loyalty, with customer satisfaction as an intervening variable, in Mixue Ice Cream & Tea Company in Bandung City. A quantitative approach was adopted using non-probability sampling from 400 customers of Mixue Ice Cream & Tea Company. The data was analyzed via partial least squares structural equation modeling (PLS-SEM) using SMARTPLS software. The results revealed that the 4Ps marketing mix had a significant positive effect on customer satisfaction and loyalty. Further, Customer satisfaction positively mediated the relationship between marketing mix and customer loyalty. The findings provide important implications for Mixue Ice Cream & Tea Company to design effective marketing strategies that enhance customer experiences and sustain loyalty. Further studies can build on these findings by incorporating additional variables like service quality and brand image.

Keywords: marketing mix 4Ps, customer satisfaction, customer loyalty.

1. Introduction

Humans are called economic creatures because they always think and want to meet the needs of their lives as much as possible. Nothing but ‘consumption’ activities with resources available through spending, using, or utilizing goods and services. On the other hand, (Bulan, 2016), F&B companies experience rapid development over time. Mixue is one of the companies that is in great demand because the products offered are certainly favored by many people, namely offering tea drinks and dessert products such as ice cream accompanied by toppings. According to Murti & Septiadi, (2018), the Campina Ice Cream Industry in Indonesia uses a marketing mix strategy such as promotion and price variables to attract consumer satisfaction and loyalty. Then it was proven that these two variables had a positive effect on satisfaction and loyalty.

In order to give the best, Mixue implements a 4Ps marketing mix strategy (product, promotion, place, price). According to Harsono (2017) “By having a good product (Product), reasonable price (Price), accessible location (Place) and effective promotion strategy (Promotion) companies will have the ability to influence consumers to learn and purchase their product, this increasing the chance of creating a loyal customer”. In an effort to meet consumer needs and expectations, Mixue needs to provide the best product quality but at affordable prices and promote products by offering gift coupons and discounts in order to attract consumer’s attention. Not only that, the location aspects where consumers reach products is also in a strategic location so that it is easy to pass. Wahab et al., (2016), The fact that customer satisfaction is really important in order to get loyal customers, it is indeed important that marketing mix and its elements can help business providers to know the factors that their customers are looking for. If all indicators of the 4Ps marketing mix (product, promotion, place, price) have been applied to Mixue, it can increase customer satisfaction with the products presented by Mixue.

In addition to customer satisfaction, the 4Ps marketing mix aspects also supports the creation of loyalty which is shown to consumers who support certain product repeatedly. So it is known that satisfied consumers will create loyalty to the company by making repeated purchases and stick to the brand compared to other competing brands. By implementing a 4Ps marketing mix strategy such as having good product quality, affordable prices according to the ability of target consumers, easy locations, and affective promotions will make a company have the ability to influence consumers to buy products so as to increase the opportunity to create satisfaction and loyalty.

2. Literature Review

2.1. Marketing Mix

(Kotler & Armstrong, 2018), stated the marketing mix as a variable used by a company in achieving sales targets expected by the market. While referring to (Kotler & Armstrong, 2018), is a group of strategic marketing tools that companies can manage to create the expected response. (Isoraite, 2016), also states that a conceptual framework that outlines the main decisions of companies in implementing services to meet consumer desires. Marketing mix is a combination of four kinds of components such as product, promotion, place, and price. The marketing mix cannot be the only way to achieve the expected targets. Because the marketing strategy must be executed well in all its elements, not just one element.

2.2. Product

Referring to (Firmansyah, 2019), a product is something used by companies as material to be offered to the market which then attracts attention to be bought, used and consumed in fulfilling daily life. Meanwhile, according to (Kotler & Keller, 2019), products are various things that can be purchased to meet all consumer needs and desires. Here are various variable dimensions of products according to (Kotler & Armstrong, 2018), namely:

- Taste Quality: The quality of product taste strongly reflects excellence by creating its own characteristics in terms of taste, which can influence purchasing decisions and consumer satisfaction.
- Diversity of Flavors or Types of Products: The more diverse and unique the taste of the products offered, the greater the purchase decision and consumer satisfaction.
- Product Design: Product design is the process of creating a product that wants to be offered with a broad concept and developing effective ideas so as to make a classy and attractive appearance or product packaging.

2.3. Price

According to (Rombon, 2021), price is referred to as one of the competitive factors when marketing products, because price can affect a company's ability to compete with other competitors and the company's ability to influence consumers. While (Kotler & Keller, 2019), said price is a nominal amount of money charged to customers in exchange for using the advantages of a product. According to (Kotler & Armstrong, 2018), dimensions were developed to measure price variables as follows:

- Affordability: The price offered by a company is affordable for every group and in accordance with the ability of consumers so that the higher the purchase decision and consumer satisfaction.
- Price Match with Product Quality: If the price is proportional to the quality of the product and as expected, then purchasing decisions and consumer satisfaction are higher.
- Price Competitiveness: How superior is the price of a product offered to rival the price of other products.
- Price Match with Product Benefits: If the price installed is proportional to the usefulness of the product and the money spent on certain products according to needs, then purchasing decisions and consumer satisfaction will be higher.

2.4. Place

According to (Kotler & Armstrong, 2018), location is a place for companies to carry out activities to produce products so that they are available to the target market. (Daryanto & Hasiholan, 2019), location is a facility where products are created and then delivered to consumers. This relates to the process of a company in delivering products to consumers. The following according to (Kotler & Keller, 2019), dimensions were developed to measure location variables, namely:

- Has a Strategic Place: A company is said to be superior if it has a strategic location and close to the target consumer so that it is easy to see, then purchasing decisions and consumer satisfaction will be higher.
- Room Comfort: The cleaner, more comfortable and spacious a place is, the more customer satisfaction increases.
- Easy of Parking Access: The location has access to a large parking area and provides officers for parking security.

2.5. Promotion

According to (Indrasari, 2017), defining promotion as a human activity based on the process of informing the advantages of the product then inviting consumers to make purchases on the products sold. While (Kotler & Keller, 2019), stated that promotion is an activity that attracts attention, such as persuading consumers to make a purchase. The following according to (Kotler & Armstrong, 2018), developed dimensions to measure promotion variables, namely:

- Ad Intensity: In doing advertising, it must consider its efficiency and effectiveness, where advertising aims to tell information about the product and emerging consumer understanding of the product offered.

- Promotion Intensity: Sales promotion aims to attract and encourage consumers to make product purchases or increase sales. Promotions can be through social media or giving gifts or product discounts (discounts).

2.6. Customer Satisfaction

According to (Kotler & Armstrong, 2018) and (Azizan & Yusr, 2019), it can be defined as a measurement to find out how happy or disappointed someone is with the product or service presented by a company. Meanwhile, according to (Leninkumar, 2017), consumer satisfaction is the level of consumer satisfaction after receiving and feeling the product then compared to its expectations. In addition, (Iqbal et al., 2018), satisfaction is when a consumer is satisfied because the goods obtained are in accordance with his expectations. Satisfaction is not only obtained from the results of using the product, but from all aspects such as affordable prices, locations that are easy to get around and good promotions in advertising a product being offered. According to (Tjiptono, 2019), dimensions were developed to measure consumer satisfaction variables, namely:

- Match Expectations: A company is said to be superior if it has a strategic location and close to the target consumer so that it is easy to see, then purchasing decisions and consumer satisfaction will be higher.
- Interest in Revisiting: Measured by how often consumers make repurchases.
- Availability Recommend: Measured by consumer activities in inviting and recommending others to use certain products.

2.7. Customer Loyalty

(Sulibhavi & Shivashankar, 2017) and (Nurfitrani et al., 2020), define that customer commitment to purchase is known as consumer loyalty as well as providing support to certain products or services repeatedly, even though there are certain circumstances where clients may switch due to marketing conditions or efforts. Meanwhile, according to (Abbas, 2021) and (Hussain et al., 2021), consumer loyalty is a picture of the emotional connection between companies and consumers, where loyal consumers make repeat purchases consistently and often stick with certain brands rather than their competitors. Loyalty is often said to be repeated purchases of a particular brand. However, loyalty is also feeling of loyalty from consumers who express it by inviting and recommending a brand to those closest to them or other people. According to (Kotler & Keller, 2019), the variable dimensions of consumer loyalty were developed, namely:

- Repeat: It is consumer loyalty to purchases and consumption habits of a product.
- Retention: Resistance to negative influences and always like the product brand.
- Referrals: Referencing the company's total resistance and believing that the brand of a particular product is the best.

3. Methodology

Please Quantitative approach in this study, (Sugiyono, 2019) with non-probability sampling sample display technique through the distribution of questionnaires to consumers from Mixue Ice Cream & Tea Company.

The population in this study is consumers who have purchased products from Mixue Company in the Bandung city area. The number of Mixue consumers certainly cannot be known with certainty every day because the number of consumers will change over time.

In the results of the previous calculation, it is known that the number of samples needed to conduct this study is 384.16 samples, but the author will round the sample results to 400 samples to determine consumer loyalty through consumer satisfaction from Mixue Company in the Bandung city area.

This study used a Likert measurement scale. Descriptive data analysis, validity test, reliability test, model measurement (outer model), structural model measurement (inner model), hypothesis test. The

following independent variables are Product (X1), Promotion (X2), Place (X3), and Price (X4). Customer Loyalty dependent variable (Y). and Customer Satisfaction (Z) intervening variables.

In this study, researchers applied the PLS-SEM method, Structural Equation Modeling (SEM) and Partial Least Square (PLS) which is one of the statistical analysis methods applied to develop and test causal statistical models. SEM is applied to further determine the relationship between variables combined with factor and path analysis. PLS is the right tool because it can help determine the value of latent variables so that they can be used as predictions.

The research framework is presented in Fig. 1

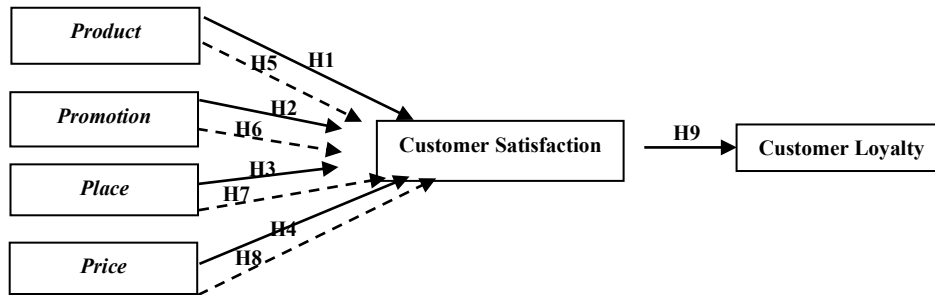


Fig. 1: Research Framework

H1: Positive effect of Product on customer satisfaction in Mixue.

H2: Positive effect of Promotion on customer satisfaction in Mixue.

H3: Positive effect of Place on customer satisfaction in Mixue

H4: Positive effect of Price on customer satisfaction in Mixue

H5: Positive effect of Product on customer loyalty through customer satisfaction in Mixue

H6: Positive effect of Promotion on customer loyalty through customer satisfaction in Mixue

H7: Positive effect of Place on customer loyalty through customer satisfaction in Mixue

H8: Positive effect of Price on customer loyalty through customer satisfaction in Mixue

4. Results

4.1. Descriptive Analysis

Descriptive analysis is useful for analyzing the variables in this study and the results were obtained from the responses of 400 respondents as follows:

- Product variable with good category percentage: 83%.
- Promotion variable with good category percentage: 83%.
- Place variable with good category percentage: 82%.
- Price variable with good category percentage: 81%.
- The Customer Satisfaction variable with good category percentage: 83%.
- Customer Loyalty variable with good category percentage: 74%.

4.2. Outer Model

In combining direct variables (manifest) with indirect variables (latent), outer model is used. Here the model measurement diagram path is obtained as follows:

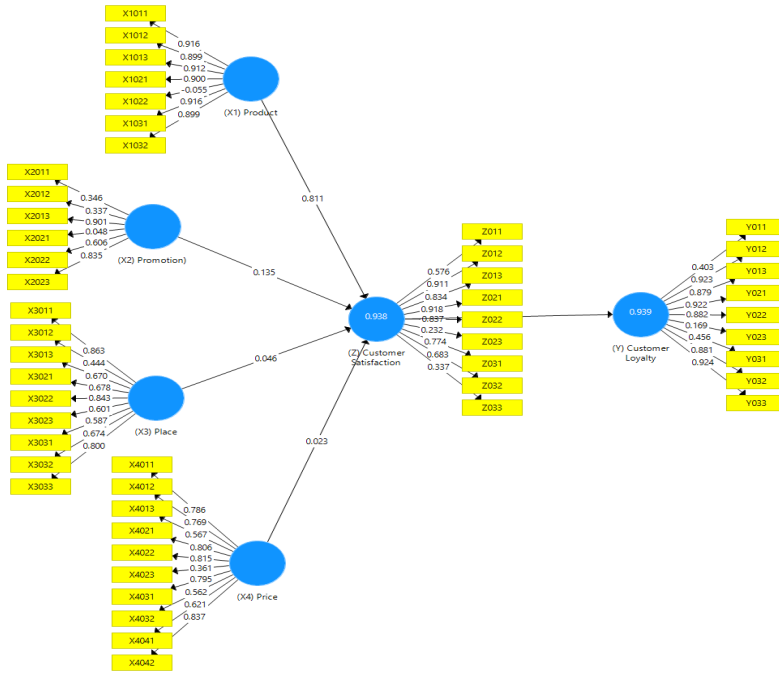


Fig. 2 Path Diagram

Table1. Outer Loading

Indicator	Product	Promotion	Place	Price	Customer Satisfaction	Customer Loyalty
X1011	0,916					
X1012	0,899					
X1013	0,912					
X1021	0,900					
X1022	-0,055					
X1031	0,016					
X1032	0,899					
X2011		0,346				
X2012		0,337				
X2013		0,901				
X2021		0,048				
X2022		0,606				
X2023		0,835				
X3011			0,863			
X3012			0,444			
X3013			0,670			

X3021			0,678			
X3022			0,843			
X3023			0,601			
X3031			0,587			
X3032			0,674			
X3033			0,800			
X4011				0,786		
X4012				0,769		
X4013				0,567		
X4021				0,806		
X4022				0,815		
X4023				0,361		
X4031				0795		
X4032				0,562		
X4041				0,621		
X4042				0,837		
Z011					0,576	
Z012					0,911	
Z013					0,834	
Z021					0,918	
Z022					0,837	
Z023					0,232	
Z031					0,774	
Z032					0,683	
Z033					0,337	
Y011						0,403
Y012						0,923
Y013						0,879
Y021						0,922
Y022						0,882
Y023						0,169
Y031						0,456
Y032						0,881
Y033						0,924

The expected outer loading value is above >0.7 . With that, several indicator items must be dropped so that the validity and reliability test of each variable can be declared valid. Then we get the path diagram as follows:

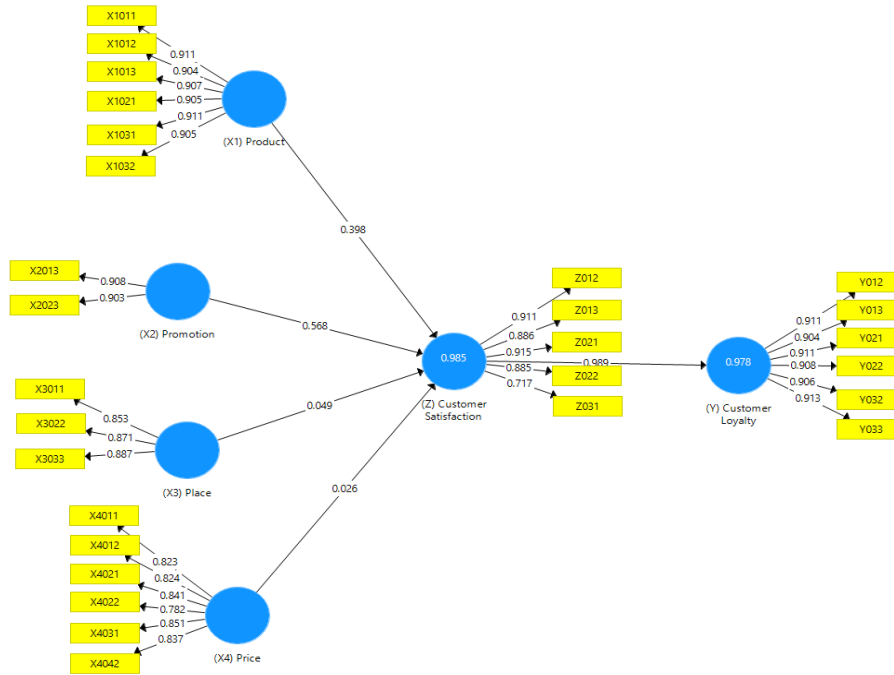


Fig. 3 Valid Path Diagram

4.3. Convergent Validity

The expected outer loading value must be above >0.7 to be said to be valid, so that then the valid statement can be used as an instrument of this study (Sarwono, 2016). Here are the results of the outer loading value test:

Table 2. Valid Outer Loading

Indicator	Product	Promotion	Place	Price	Customer Satisfaction	Customer Loyalty
X1011	0,911					
X1012	0,904					
X1013	0,907					
X1021	0,905					
X1031	0,911					
X1032	0,905					
X2013		0,908				
X2023		0,903				
X3011			0,853			
X3022			0,871			

X3033			0,887			
X4011				0,823		
X4012				0,824		
X4021				0,841		
X4022				0,782		
X4031				0,851		
X4042				0,837		
Z012					0,911	
Z013					0,886	
Z021					0,915	
Z022					0,885	
Z031					0,717	
Y012						0,911
Y013						0,904
Y021						0,911
Y022						0,908
Y032						0,906
Y033						0,913

Outer loading must be >0.7 to be valid. After obtaining a valid outer loading value, the next step is to look at the Average Variance Extracted (AVE) with a $>$ of 0.5 (Fitri Sultan & Stiem Bungaya, 2021). Here are the results of AVE.

Table 3. Average Variance Extracted

Variable	AVE	Critical Value	Notes
Product (X1)	0,823	$>0,5$	Valid
Promotion (X2)	0,819		Valid
Place (X3)	0,758		Valid
Price (X4)	0,683		Valid
Customer Satisfaction (Z)	0,826		Valid
Customer Loyalty (Y)	0,750		Valid

Table 3 shows that all variables have reached an Average Variance Extracted (AVE) of > 0.5 . Then each variable is said to pass convergent validity.

4.4. Discriminant Validity

Measuring Discriminant Validity is required ways: Cross Loadings and Fornell Locker. If data is generated with construct correlation on each indicator > other construct values, it can be stated that the variable has a high Cross Loading Factor and Fornell Locker. The results of Cross Loading Factor using SmartPLS are presented as follows:

Table 4. Cross Loading Factor

Indikator	Product (X1)	Promotion (X2)	Place (X3)	Price (X4)	Customer Satisfaction (Z)	Customer Loyalty (Y)
X1011	0,911	0,906	0,379	0,437	0,911	0,906
X1012	0,904	0,902	0,264	0,111	0,883	0,899
X1013	0,907	0,910	0,370	0,419	0,911	0,911
X1021	0,905	0,904	0,268	0,116	0,885	0,908
X1031	0,911	0,902	0,379	0,443	0,911	0,908
X1032	0,905	0,899	0,267	0,124	0,883	0,902
X2013	0,898	0,908	0,376	0,421	0,906	0,902
X2023	0,906	0,903	0,269	0,118	0,885	0,904
X3011	0,308	0,315	0,853	0,489	0,349	0,308
X3022	0,299	0,298	0,871	0,602	0,342	0,299
X3033	0,319	0,319	0,887	0,837	0,385	0,319
X4011	0,176	0,171	0,542	0,823	0,225	0,175
X4012	0,187	0,180	0,531	0,824	0,200	0,186
X4021	0,320	0,310	0,499	0,841	0,360	0,314
X4022	0,134	0,124	0,598	0,782	0,161	0,129
X4031	0,263	0,257	0,549	0,851	0,287	0,259
X4042	0,319	0,319	0,887	0,837	0,385	0,319
Z012	0,906	0,910	0,369	0,415	0,911	0,908
Z013	0,898	0,905	0,279	0,122	0,886	0,899
Z021	0,913	0,907	0,380	0,440	0,915	0,911
Z022	0,906	0,903	0,269	0,118	0,885	0,904
Z031	0,618	0,619	0,563	0,506	0,717	0,615
Y012	0,913	0,907	0,380	0,440	0,915	0,911
Y013	0,906	0,903	0,269	0,118	0,885	0,904
Y021	0,907	0,910	0,370	0,419	0,911	0,911
Y022	0,905	0,904	0,268	0,116	0,885	0,908
Y032	0,903	0,903	0,267	0,112	0,883	0,906
Y033	0,909	0,908	0,376	0,432	0,913	0,913

Table 4 shows that discriminant validity has been met with all constructs in the estimated model. The value of the AVE score in each construct > the correlation value between constructs where it is a requirement for discriminant validity, so that the indicators in this study can be used because they have met the requirements.

Table 5. Fornell Larcker Criterion

	<i>Product</i>	<i>Promotion</i>	<i>Place</i>	<i>Price</i>	<i>Customer Loyalty</i>	<i>Customer Satisfaction</i>
<i>Product</i>	0,907					
<i>Promotion</i>	0,996	0,905				
<i>Place</i>	0,335	0,357	0,870			
<i>Price</i>	0,306	0,299	0,746	0,827		
<i>Customer Loyalty</i>	0,998	0,997	0,355	0,303	0,909	
<i>Customer Satisfaction</i>	0,989	0,990	0,413	0,354	0,989	0,866

4.5. Reliability Test

There are two methods in Partial Least Square used in conducting reliability testing, namely Composite Reliability and Cronbach's Alpha. Data results in the following SmartPLS software-assisted reliability tests:

Table 6. Reliability Test

Variable	Composite Reliability	Critical Value	Cronbach's Alpha	Critical value	note
Product (X1)	0,965	>0,7	0,957	>0,7	Valid
Promotion (X2)	0,901		0,780		
Place (X3)	0,904		0,840		
Price (X4)	0,928		0,909		
Customer Satisfaction (Z)	0,937		0,915		
Customer Loyalty (Y)	0,966		0,958		

From Table 6, it is known that each variable is valued at Composite Reliability and Cronbach's Alpha > 0.7. With that said, the data has high reliability.

4.6. Inner Model

The following can be seen the path diagram (bootstrapping) in the inner model of (Ghozali, 2018), below:

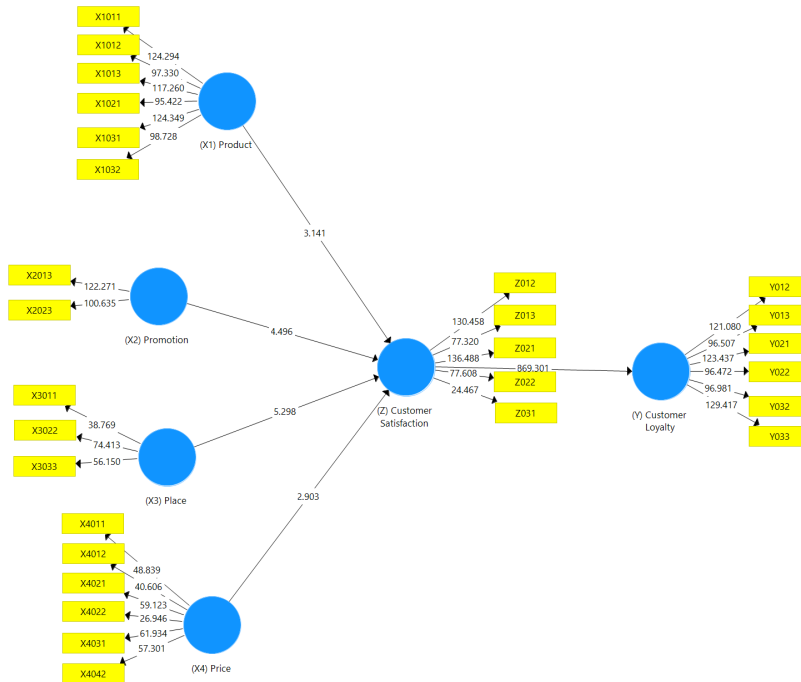


Fig. 4 Bootstrapping

4.7. R-Square

Table 7. R-Square

	<i>R-Square</i>
<i>Customer Satisfaction</i>	0,985
<i>Customer Loyalty</i>	0,978

From Table 6, R-Square in Customer Satisfaction (Z) is 0.985 and Customer Loyalty (Y) is 0.978. Then, it is certain that the R-Square for Customer Satisfaction (Z) is 98.5%, which means that variable can be explained simultaneously by the variables Marketing Mix Product, Promotion, Place, and Price and 1.5% influenced by other variables that are not included in this study. While the Customer Loyalty variable is 97.8% which means it can be explained by the variables Customer Satisfaction and Marketing Mix Product, Promotion, Place, and Price. The remaining 2.2% were influenced by other variables not included in the study.

The R-square values suggest that the model explains 98.5% and 97.8% of the variance in customer satisfaction and loyalty respectively, indicating the marketing mix and satisfaction strongly predict loyalty outcomes.

4.8. Predictive Relevance

Testing the inner model using predictive relevance can be known through the formula as below:

$$Q^2 = 1 - (1 - R^2)(1 - R^2) \dots (1 - Rp^2)$$

$$Q^2 = 1 (1 - 0,970)(1 - 0,956)$$

$$Q^2 = 1 (0,03)(0,044)$$

$$Q^2 = 0,998$$

It can be known from the calculation above, then obtained Q-Square above >0 so that the model is declared Predictive Relevance.

4.9. Path Coefficient

Table 8. Path Coefficient

Jalur	Original Sample (O)	Mean Sample (M)	(STDEV)	T Statistic	P-Value	Ket
X1 -> Z	0,398	0,421	0.127	3.141	0.002	Positif Signifikan
X2 -> Z	0.568	0.545	0.126	4.496	0.000	
X3 -> Z	0.049	0.049	0.009	5.298	0.000	
X4 -> Z	0.026	0.026	0.009	2.903	0.004	
X1 -> Y	0.393	0,417	0.126	3.133	0.002	Positif Signifikan
X2 -> Y	0.562	0.538	0.125	4.507	0.000	
X3 -> Y	0.049	0.049	0.009	5.299	0.000	
X4 -> Y	0.026	0.026	0.009	2.905	0.004	Positif Signifikan
Z -> Y	0.989	0.989	0.001	869.301	0.000	

- H1: Product has a positive effect on Mixue's customer satisfaction
- H2: Promotion has a positive effect on Mixue's Customer Satisfaction
- H3: Place has a positive effect on Mixue Company's Customer Satisfaction
- H4: Price has a positive effect on Mixue Company's Customer Satisfaction
- Insert

- H5: Product has a positive effect on Customer Loyalty through Mixue Company's Customer Satisfaction
- H6: Promotion has a positive effect on Customer Loyalty through Mixue Company's Customer Satisfaction
- H7: Place positively affects Customer Loyalty through Mixue Company Customer Satisfaction
- H8: Price has a positive effect on Customer Loyalty through Mixue Company's Customer Satisfaction
- H9: Customer Satisfaction has a positive effect on Mixue's Customer Loyalty

4.10. First Sub Structural

$$Z = \alpha_n X_1 + \beta_n X_2 + \pi_n X_3 + \gamma_n X_4 + error$$

$$Z = 0,398X_1 + 0,568X_2 + 0,049X_3 + 0,026X_4 + 0,015$$

Table 9. First Sub Structural

Variable	Path	Coefficient	Direct Influence	Indirect Influence				Total Indirect Influence	Total Influence
				X1	X2	X3	X4		
X1	X1->Z	0,398	$0,398^2=0,158$	-	$0,398 \times 0,568$ $\times 0,996=0,225$	$0,398 \times 0,049$ $\times 0,335=0,006$	$0,398 \times 0,026$ $\times 0,306=0,003$	0,234	0,392
X2	X2->Z	0,568	$0,568^2=0,322$	$0,568 \times 0,398$ $\times 0,996=0,225$	-	$0,568 \times 0,049$ $\times 0,357=0,010$	$0,568 \times 0,026$ $\times 0,299=0,004$	0,239	0,562
X3	X3->Z	0,049	$0,049^2=0,002$	$0,049 \times 0,398$ $\times 0,335=0,006$	$0,049 \times 0,568$ $\times 0,357=0,010$	-	$0,049 \times 0,026$ $\times 0,746=0,001$	0,020	0,022
X4	X4->Z	0,026	$0,026^2=0,001$	$0,026 \times 0,398$ $\times 0,306=0,003$	$0,026 \times 0,568$ $\times 0,299=0,004$	$0,026 \times 0,049$ $\times 0,746=0,001$	-	0,008	0,009
									0,985
Error	1- 0,985 =0,015								1,5%

Based on the table above, the following calculation results can be obtained:

- The amount of contribution to the Product variable (X1) which directly affects Customer Satisfaction (Z) is $(0,398)^2 = 0.158$ or 15.8%.
- The amount of contribution to the Promotion variable (X2) which directly affects Customer Satisfaction (Z) is $(0,568)^2=0.322$ or 32.2%.
- The amount of contribution to the Place variable (X3) which directly affects Customer Satisfaction (Z) is $(0,049)^2 = 0.002$ or 0.2%
- The amount of contribution to the variable Price (X4) which directly affects

Customer Satisfaction (Z) is $(0,026)^2= 0.001$ or 0.01%.

- The magnitude of the contribution of Product (X1), Promotion (X2), Place (X3), Price (X4) has a total and direct effect on the Customer Satisfaction (Z) variable is 0.985 or 98.5% and the remaining 1.5% comes from other variables that are not included in the calculations in this study.

4.11. Second Sub Structural

$$Y = \theta Z + \text{error}$$

$$Y = 0,989 (\alpha_n X_1 + \beta_n X_2 + \pi_n X_3 + \gamma_n X_4) + \text{error}$$

$$Y = 0,989 (0,398X_1 + 0,568X_2 + 0,049X_3 + 0,026X_4) + 0,022$$

Table 10. Second Sub Structural

Variable	Path	Coefficient	Direct Influence	Indirect Influence				Total Indirect Influence	Total Influence
				X1	X2	X3	X4		
X1	X1->Y->Z	0,398	$0,398^2 \times 0,989=0,157$	-	$0,398 \times 0,568 \times 0,996 \times 0,989 = 0,223$	$0,398 \times 0,049 \times 0,335 \times 0,989 = 0,006$	$0,398 \times 0,026 \times 0,306 \times 0,989 = 0,003$	0,232	0,390
X2	X2->Y->Z	0,568	$0,568^2 \times 0,989 = 0,320$	$0,568 \times 0,398 \times 0,996 \times 0,989 = 0,223$	-	$0,568 \times 0,049 \times 0,357 \times 0,989 = 0,010$	$0,568 \times 0,026 \times 0,299 \times 0,989 = 0,004$	0,237	0,557
X3	X3->Y->Z	0,049	$0,049^2 \times 0,989 = 0,002$	$0,049 \times 0,398 \times 0,335 \times 0,989 = 0,006$	$0,049 \times 0,568 \times 0,357 \times 0,989 = 0,010$	-	$0,049 \times 0,026 \times 0,746 \times 0,989 = 0,001$	0,017	0,020
X4	X4->Y->Z	0,026	$0,026^2 \times 0,989 = 0,001$	$0,026 \times 0,398 \times 0,306 \times 0,989 = 0,003$	$0,026 \times 0,568 \times 0,299 \times 0,989 = 0,004$	$0,026 \times 0,049 \times 0,746 \times 0,989 = 0,001$	-	0,010	0,011
									0,978
Error	1-0,978=0,022								2,2%

Based on table 10 above, the following calculation results are obtained:

- The amount of contribution to the Product variable (X1) which directly influences Customer Loyalty (Y) is $(0,398)^2= 0.157$

- The amount of contribution to the Promotion variable (X2) which directly influences Customer Loyalty (Y) is $(0,568)^2=0.320$
- The amount of contribution to the Place variable (X3) which directly influences Customer Loyalty (Y) is $(0,049)^2= 0.002$
- The amount of contribution to the Price variable (X4) which directly influences Customer Loyalty (Y) is $(0,026)^2= 0.001$
- Besarnya kontribusi pada variabel Product (X1) yang mempengaruhi Customer Loyalty (Y) dengan dimediasi oleh Customer Satisfaction (Z) adalah $(0,398)^2 + (0,398 \times 0,568 \times 0,996 \times 0,989) + (0,398 \times 0,049 \times 0,335 \times 0,989) + (0,398 \times 0,026 \times 0,306 \times 0,989) = 0,390$
- The amount of contribution to the Promotion variable (X2) which influences Customer Loyalty (Y) mediated by Customer Satisfaction (Z) is $(0,568)^2 + (0,568 \times 0,398 \times 0,996 \times 0,989) + (0,568 \times 0,049 \times 0,357 \times 0,989) + (0,568 \times 0,026 \times 0,299 \times 0,989) = 0.557$
- The magnitude of the contribution to the Place variable (X3) which influences Customer Loyalty (Y) mediated by Customer Satisfaction (Z) is $(0,049)^2 + (0,049 \times 0,398 \times 0,335 \times 0,989) + (0,049 \times 0,568 \times 0,357 \times 0,989) + (0,049 \times 0,026 \times 0,746 \times 0,989) = 0.020$
- The amount of contribution to the Price variable (X4) which influences Customer Loyalty (Y) mediated by Customer Satisfaction (Z) is $(0,026)^2 + (0,026 \times 0,398 \times 0,306 \times 0,989) + (0,026 \times 0,568 \times 0,299 \times 0,989) + (0,026 \times 0,049 \times 0,746 \times 0,989) = 0.011$

5. Discussion

All elements of the 4ps marketing mix (product, promotion, place, price) have a positive and significant influence on Mixue's customer satisfaction. It is found that the marketing mix 4ps aspect used by Mixue has created satisfaction for customers. Not only that, marketing mix 4ps based on analysis result has a positive and significant effect on customer loyalty through customer satisfaction in Mixue, and customer satisfaction has a positive and significant effect on customer loyalty in Mixue. These findings are in line with a number of previous studies such as (Wahab et al., 2016; Kadhim et al., 2016; Verma & Singh, 2017). Then, both directly and indirectly, the effect of promotion is significant on customer satisfaction and customer loyalty through customer satisfaction. Based on the results of this research, Mixue has provided good product quality, affordable prices according to the ability of target consumers, easy locations, and effective promotions which have succeeded in influencing consumers to buy products so as to increase satisfaction and loyalty. Mixue has the advantage that the price offered is very affordable with good product quality. Not only that, the products offered are not the same as other ice cream industries in Indonesia. However, as time goes by, many new industrial ice cream brands have emerged in Indonesia that are almost similar to Mixue Ice Cream & Tea.

Customer satisfaction is influenced by the marketing mix 4ps in 98.5% of cases, while the remaining 5% is influenced by factors outside the scope of this study. The results also demonstrate that customer satisfaction and the marketing mix 4ps have a 97.8% impact on customer loyalty, with the remaining 2.2% being influenced by other factors not examined in this study.

6. Conclusion

Customer satisfaction is important in order to create customer loyalty, the marketing mix 4Ps can help Mixue to find out the factors that its customers are looking for. Based on the results of the research, it can be seen that the marketing mix 4Ps used by Mixue is well qualified then it can create customer satisfaction and maintain customer loyalty. The purpose of this research is to determine the effect of

marketing mix 4Ps on customer loyalty through customer satisfaction. Therefore, Mixue must know its marketing needs, in order to attract customers and maintain their loyalty.

As further study, I suggest the researches may continue and develop the research by looking other variables like service quality, brand image and perceived value then testing the model in other hospitality sectors.

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