The Effect of Marketing Mix Satisfaction on Purchase intentions of GM Brand Helm on Students of State University of Padang

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Abstract

This study examines the impact of Satisfaction of Marketing Mixed on Purchase intention of GM Brand Helm on Padang State University Students. This research is descriptive causative research aims to find the influence of an independent variable that is in this research is satisfaction of product, satisfaction of price, satisfaction of promotion and satisfaction of distribution to dependent variable that is purchase intention. The number of samples is 200 respondents. Analytical technique used is Structural Equation Modeling (SEM) to know the impact of the effect of Satisfaction on Marketing Mix of Purchase intention. The results of the study prove that satisfaction of product, satisfaction of price, satisfaction of promotion have a significant effect on consumer purchase intention on GM helmet product, and satisfaction of distribution have a significant effect on purchase intention of GM helmet product.

Keywords: satisfaction of product, satisfaction of price, satisfaction of distribution, satisfaction of promotion, purchase intention

Introduction

Helmet is a motorcycle fitting that must be used by every rider or passenger motorcycle. UU No. 22 of 2009 on Road Traffic and Transport (LLAJ), particularly article 291 verses 2, affirms that every motorcyclist is obliged to wear a helmet according to Indonesian national standards.

Customer satisfaction is one of the main focuss in every company. Satisfaction with something given by the company becomes an important factor in creating loyal customers. According to Lovelock (2005: 102) who argue that customers experience varying levels of satisfaction or dissatisfaction after experiencing each service according to the extent to which their expectations are met or exceeded because satisfaction is an emotional state, their post-purchase reaction may be anger, and joy or pleasure.

Product quality is one of the factors that influence consumer purchase decision. The quality of the product shows the durable size of its product, its trustworthiness of the product, the precision of the product, the ease of operation and maintenance as well as other attributes assessed (Assauri, 2014).

The pricing policy is always associated with what conformity the customer receives. Kotler and Keller (2009: 67) say price is one element of marketing mix that generates revenue, other elements generate costs. Helmets have different price classes due to differences in consumer segments that will be the target of helmet companies.

If the selection of location and distribution of products is done effectively then the consumer will be easy to get the product and will affect the satisfaction. According to Tjiptono (2008: 285), distribution channels can be interpreted as marketing activities that seek to smoothen and facilitate the delivery of goods and services from producers of consumers, so that their use in accordance with the expanded (type, quantity, price, place and time needed).

In satisfaction of the product, satisfaction of price, satisfaction of promotion, and satisfaction of distribution will affect the intention of repurchase. Satisfaction of the product will determine consumer interest to buy back the product. Satisfaction of price set by the company can be a benchmark for the demand for a product. Supported by the satisfaction of promotion and distribution in providing services that then promote the existing excellence will make the consumer make a buy back the product.

This study explains the effect of satisfaction on the marketing mix on the intention of repurchase. The literature review is explained in the early articles of the article which then explains the conceptual framework and research hypothesis. In the next section explains research methods, samples, and data analysis techniques. Then, the results of the study are discussed to answer the proposed hypothesis. At the end, explain the conclusions and suggestions from the results of this study.

Methods

The type of this research is descriptive causative research to find the influence of an independent variable that is in this research is satisfaction of product, satisfaction of price, satisfaction of promotion and satisfaction of distribution to dependent variable that is purchase intention. The analytical technique used is Structural Equation Model (SEM), which is a statistical analysis method used to explain the effect of satisfaction on the marketing mix on the intention of repurchase.

Technique of collecting data of this research is directly through questioner. The population in this study is all students of State University of Padang in the year 2016-2017 who have motor vehicles, especially those using GM Helmet. The number of samples in this study was 200 respondents. The sampling method used is convenience sampling, where the selected respondents are those who happen to be in the same location as the researcher, namely the students of Padang State University who use GM brand helmet.

Results and Discussion

This study uses Structural Equation Model (SEM) analysis to describe the relationship or causality between exogenous variables including variable of repurchase intention, product satisfaction, price satisfaction, satisfaction of promotion, and satisfaction of distribution. Based on the results of validity analysis, reliability and discharges outlier symptoms on the data, it will be done final testing / testing model structure

Structural model results

To know the accuracy of the model with the research data then tested with goodness of fit index. The test result index is compared with the critical limit value of the SEM criteria or the goodness of fit index, the following comparison results in the table below:

Table 1 Goodness of fit index model full

Goodness off fit index	Cutoff value	Value	Results
Chi Square	-	206,762	Fit
Probability	≥ 0,05	0,054	Fit
CMIN/DF	<2,00	2,475	Marginal
CFI	≥ 0,90	0,910	Fit
RMSEA	≤ 0,08	0,079	Fit
TLI	≥ 0,90	0,901	Fit
GFI	≥ 0,90	0,856	Marginal
AGFI	≥ 0,90	0,803	Marginal
NFI	≥ 0,90	0,826	Marginal

Source: SEM Test Result

Based on the above table, the estimation result of the test has met cut off fit. Thus it can be stated that this test has been able to produce a fit model and produce a good confirmation of the causal relationships of the variables present in this study.
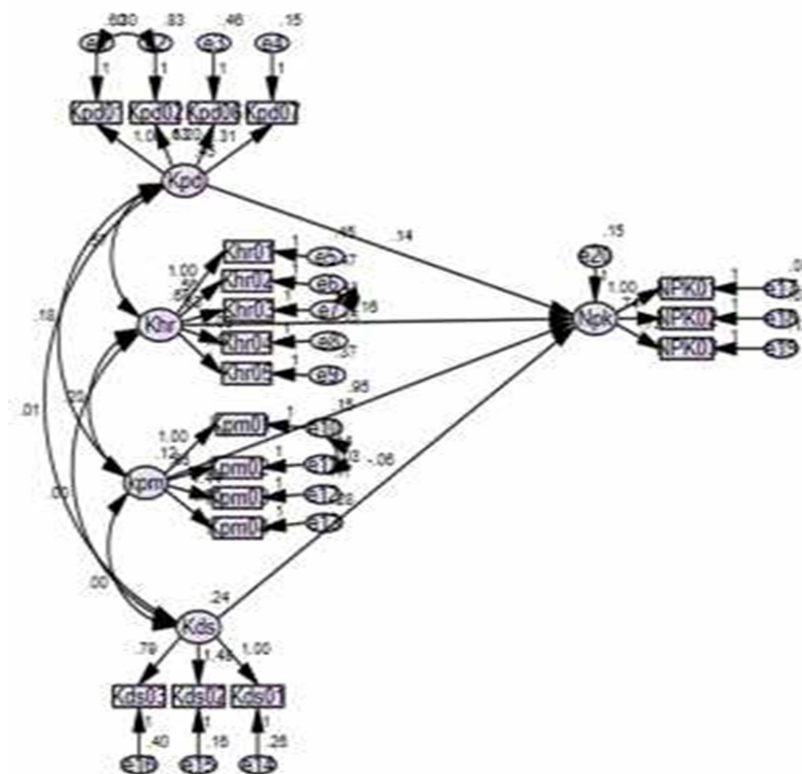
Figure 1 Structural Model

Hypothesis Testing Results

The final process of this test is to assess whether missed hypothesis that has been used cr value (critical ratio) or t arithmetic by comparing t table of 1,96, if t arithmetic of t table at 1,96 then the hypothesis accepted. Another way to assess the acceptance or rejection of the hypothesis can also be by observing the resulting p (probability) value and compared with the error of rejecting the alpha data 0,05. If alpha $p < 0.05$ then the hypothesis is accepted and if the value $p > 0.05$ then the hypothesis is rejected. The following test results model structural equation model (SEM)

Table 2 Results of SEM Model Analysis

	Estimate	S.E.	C.R.	P
NPK – Kpd	0,337	0,055	6,142	****
NPK – Khr	0,308	0,053	5,815	****
NPK – Kpm	0,335	0,061	5,509	****
NPK – Kds	0,242	0,048	5,042	****

Source: SEM Test Result

Discussion

Product satisfaction has significant effect on repurchase intention. From the distribution frequency of the satisfaction of product with the total average score of the satisfaction variable of the product is 3,76 with TCR 75,11%, which means satisfaction on the products offered by GM helmet manufacturers is already quite good. While the variable frequency distribution of repurchase intention with an average score of 4.06 with TCR 81,23%, this means that consumers already have a tendency to have the purchase intention on GM helmet products, because it is already in quite good.

Based on the results of the analysis of product satisfaction variables significantly influence the purchase intention of GM helmet consumers that can be seen from the t-statistic value in obtained CR

value of 6,142 > 1,96. So it can be concluded the more felt benefits of GM helmet products perceived consumers, the more trigger intention to make repurchase by consumers of GM helmet.

This study also supports research Kurniawan, et al (2007) showed that the influence of product quality affect the interest to buy back. Further research Putra, et al (2014) showed that the product significant effect on purchasing decision. Then research Xu, et al (2016) results show the reliability of the product have a significant and positive impact on the purchase decision. And the endurance of the product and the customer is considered to be a positive value to the customer's buy back.

In addition, the test results are also reinforced by expert statements such as: According to Zboja (2006) in his research stated consumer satisfaction has a positive effect on repurchase intention, then according to Moghadam et al. (2014) stated that the marketing mix influences positively and significantly to repurchase intention, then Ardhanari (2008) stated that customer satisfaction have positive and significant effect to repurchase intention. Repeat purchase intentions can be achieved by building and managing good relationships by continuing to deliver value and improve customer satisfaction (Varga et al, 2014).

Price satisfaction has significant effect on repurchase intention. From the distribution frequency of the satisfaction of price with the total average score of the satisfaction of the price is 3,73 with the TCR of 74,5%, which means satisfaction of the price felt by GM helmet consumers is in good category. While the variable frequency distribution of repurchase intention with an average score of 4,06 with TCR 81,23%, this means that consumers already have a tendency to have the purchase intention on GM helmet products, because it is already in quite good.

Based on the results of the analysis of the variable satisfaction of price significantly influence the purchase intention of GM helmet consumers that can be seen from the t-statistic value obtained CR value of 5,815>1.96. So it can be concluded that the influence of the price is very sensitive to consumer satisfaction Helm GM, where the level of price offered by the company on GM helmet products will affect consumer intention to make repeat purchase.

This study also supports the research of Sagala, et al (2014) showed that there is influence of price mix of consumer purchase decision to fast food. Then research conducted by Nguyen and Gizaw (2014) there is a significant influence between the variables of brand quality of consumer behaviour, price, and demography on the intention of repurchasing consumers. The most dominant factor is the price; consumers prefer a cheap price.

In addition, the hypothesis results are also reinforced by Matzler's expert statement (2006). When choosing among existing products, Consumers will evaluate prices in an absolute manner but by comparing several price standards as a reference for making purchases. According to Peatti & Peters; Suhaily and Soelasih (2017) stating that consumer price perception will influence them to repeat the purchase. Furthermore, the perception of the price is also influenced by customer satisfaction. A reasonable price is one of the marketing mix that affects customer satisfaction and purchase intention.

The satisfaction of promotion has significant effect on repurchase intention. From the distribution of the satisfaction frequency of promotion with the total average score of the satisfaction of price is 4,04 with the TCR 80,75%, which means satisfaction on the promotion felt by the consumer of GM helmet already in good category. While the variable frequency distribution of repurchase intention with an average score of 4,06 with TCR 81,23%, this means that consumers already have a tendency to have the purchase intention on GM helmet products, because it is already in quite good.

Based on result of analysis of variable of satisfaction on promotion have significant effect the purchase intention of consumer of GM helmet which can be seen from t-statistic value obtained CR value 5,509> 1,96. So it can be concluded that consumers assess the level of attractiveness of the promotion given the company against GM helmet products, if the promotion is attractive will cause a satisfaction to consumers so that consumers intend to make a repurchase of GM helmet products.

This research also supports the research of Sagala, et al (2014) with the result of research shows that there is influence between promotion mix of consumer purchase decision to fast food. Further research Oladepo and Abimbola (2015) showed that sales and sales promotion personal significant effect on consumer purchasing decisions. The study concludes that the way the product is promoted

coupled with the brand integrity of the product encourages consumers to buy it and make repeat purchases, and also increases the product's referrals to other prospects. Kurniawan (2007) which stated that product quality influence to re-buy interest, promotion intensity influence to re-buy interest, variable of buy-back interest influence to intention of buy back of customer.

The effect of satisfaction on distribution has significant effect on repurchase intention. From the distribution of the satisfaction frequency of distribution with the total average score of the satisfaction of distribution is 4,04 with the TCR 80,75%, which means satisfaction of distribution felt by the GM helmet consumer is in good category. While the variable frequency distribution of repurchase intention with an average score of 4,06 with TCR 81,23%, this means that consumers already have a tendency to have the purchase intention on GM helmet products, because it is already in quite good.

Based on the results of the analysis of satisfaction variables on the distribution significant effect on the purchase intention of GM helmet consumers that can be seen from the t-statistic value obtained CR value of 5,042 >1,96. So it can be concluded that the extent or absence of the distribution of GM helmet products will not be a trigger increase in consumer intention to make repurchase of GM helmet products, because the use of helmets is required for motorists and already in the provisions of the traffic law including the use of GM brand helmets.

Conclusions

Based on the analysis and discussion in the previous section, it can be concluded that the satisfaction of the product, satisfaction of the price, satisfaction of promotion, and satisfaction of the promotion significant effect on This means the more consumers satisfaction of the marketing mix it will increasingly trigger the intention to make repurchase by consumers of GM helmets.

Based on the results of this study, to increase the satisfaction of the marketing mix it is suggested to the GM helmet manufacturers some things as that is to set the product features in accordance with customer expectations so that customers feel satisfied by adding new colours on the current product of GM helmet, GM helmet products have dark colours; adding new designs that attract consumers; add a picture or pattern on the helmet so as to attract more consumers.

Adjust product prices with customer expectations by looking and comparing competitors' prices and being able to compete on a price scale; adjusting prices with helmet quality. Then establishing a more effective promotional strategy by using endorsers that are familiar to the consumer; using a special motto in the ad so that consumers can always remember with GM helmet products.

Establish a distribution location that is capable of reaching areas not familiar to GM helmet brands by setting official outlets in areas where consumers are not familiar with GM helmets; establishing an online shopping system to reach many consumers thereby generating repurchase intentions for GM helmet brands.

This study has limitations, among others, this research focused only on GM helmet consumers in the State University of Padang alone with a sample of 200 respondents. The author also limits the problem that the authors will carefully examine the factors that the authors say is very influential on the intention of repurchasing the satisfaction of the marketing mix (satisfaction of product, price satisfaction, satisfaction of promotion and satisfaction of distribution). It is expected that later in the next study used a broader sample such as in terms of samples, as well as researchers who will come to add other factors that affect the intention of repurchase

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