

# Effect of Loyalty Marketing Mix to the Graduate Student Services at the Faculty of Economics, University of Padang Satisfaction as Variable Mediation

Nur Robiah Restu Nasution<sup>1\*</sup>, Idris<sup>2</sup>

<sup>1,2</sup>Universitas Negeri Padang, Padang, Indonesia

Email: nurrobiahrestu@gmail.com

## ABSTRACT

The research objective to analyze the effect of: 1) the marketing mix to the loyalty of post-graduate students of economic Faculties UNP, 2) marketing mix to satisfaction of post-graduate students of economic Faculties UNP, 3) satisfaction to loyalty graduate student at the faculty of economics UNP, 4) see how influence on loyalty marketing mix with satisfaction as mediating variables. The total sample of 145 people, using random sampling stratified. Types and sources of the data are primary and secondary data. The research found that: 1) The marketing mix significant and positive impact on loyalty graduate student at the faculty of economics UNP, 2) marketing mix significant and positive impact on satisfaction post-graduate students of economic Faculties UNP.

**Keywords:** *marketing mix, satisfaction, loyalty*

## 1. INTRODUCTION

Progress of a nation is determined by the condition of education in a country. Quality education destination of students, to measure the quality of the education agency that visits of trust and loyalty to the university's goal of students into the education continued, loyalty is an important role of education in an education where learning takes place. Lovelock & Wirtz (2011), where customer loyalty is understood most of everything a customer in increasing willingness to subscribe in a long time and recommend it to others. Prior notice must be given attention loyalty student satisfaction through service marketing mix perfect / good.

Loyalty education plays an important role in education, learning takes place. This is the main reason for Researchers to do research at the Graduate School of Economics UNP. Looking at

what is to be Considered for educational institutions to maintain student loyalty, loyalty can be used as a benchmark to get accreditation from TEAM Asosiasi as expected. Lovelock & Wirtz (2011), where customer loyalty is understood most of everything a customer in increasing willingness to subscribe in a long time and recommend it to others.

To create loyalty in previous mahasiswa have to go through student satisfaction means expectations are met given by the Graduate School of Economics UNP and see how the educational environment, in a good election to be Able to Determine where a quality study that supported some elements in Achieving satisfaction.

This research Norsyaheera Abd Wahab, et al. customer the which mediates satisfied customer loyalty Because they have to be

satisfied with the business that supplied before they become loyal customers. meaning that expectations must be met first student to gain the loyalty of post-graduate students of economic faculties UNP and see how the educational environment, in a good election to be able to determine where a quality study that supported some elements in achieving satisfaction. No impact satisfaction with the creation of a graduate student of economic faculty UNP loyalty.

Elliot and Healy (2001) states the student satisfaction is short-term attitude that results from the evaluation of student experiences related to educational services provided. Customers who get a high level of satisfaction after evaluating the purchase of products / services, this will have an impact on the level of reviews their loyalty to the product / service. Getting loyalty to advance note on student satisfaction, student satisfied with the services of the marketing mix of services rendered UNP graduate economics faculty.

The purpose of this study was to investigate the influence of loyalty marketing mix, marketing mix on satisfaction, loyalty and satisfaction with the services to loyalty marketing Buran mediated by satisfaction.

From the background and other research that suggested the mix pemasaran loyalty is mediated by a significant and positive impact satisfaction Norsyaheera Abd Wahab, et al, (2016). Authors interested in studying the marketing mix to the loyalty and satisfaction as a mediating variable.

## **2. LITELATURE REVIEW**

### **2.1. Loyalty**

Oliver (1999), define customer loyalty with a situation where there is a strong commitment in the purchase and reuse of goods and services companies

Customer loyalty is influenced by five factors-factors: (Vanessa Gaffar, 2007):

- 1) Satisfaction (Satisfaction).
- 2) Emotional bonding (emotional bonding).
- 3) Trust (Trust).
- 4) Ease (reduction Awards and habit).
- 5) The experience with the company (History with company).

### **2.2. Marketing Mix**

Zithaml and Bitner (2017) suggests that the mix pamasaran are elements that can be used by companies to berkomunikasi and satisfy consumers. elements of the marketing mix is done partly Because consumers are more difficult, to assess the quality of services on product quality and Kanuk Schiffman (2013).

Each of the seven marketing mix variables that play a complementary role in stimulating the desire and the ability to buy the market or buyers, as well as creating value for customers. The marketing mix variables need to be combined and coordinated by the company as effectively as possible in performing a task or marketing activities. Thus, companies not only have the best combination of activity, but Also Be Able to coordinate a variety of effective marketing mix variables.

The use of the concept of the marketing mix can be applied, Because one of the basic concepts of marketing is memeuhi customer satisfaction with customer expectations are met will follow the loyalty of customer satisfaction are met. The situation requires a thought from planning, implementation, dissemination of information to the evaluation phase, so that the purpose of the application of the marketing mix is to improve the efficiency of the performance of the study program and to Realize customer satisfaction leads to Achieved customer loyalty.

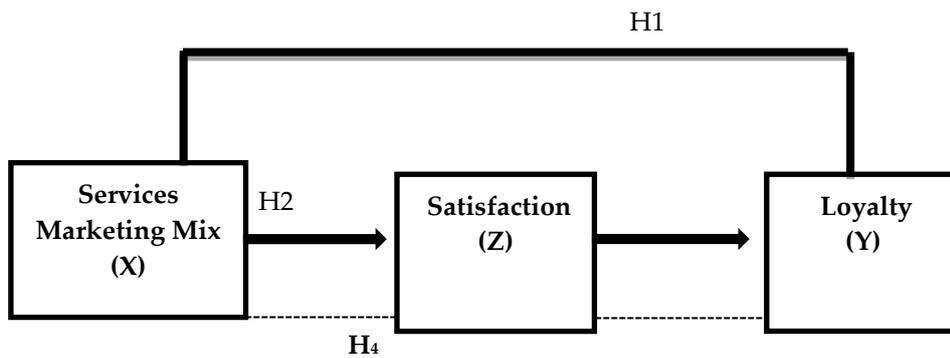
**2.3. Satisfaction**

Zeithaml and Bitner (2017) Customer satisfaction is the response or the response of customers regarding fulfillment, satisfaction is a characteristic or feature judgments about products or services, or the product itself, the which Provides consumers the level of excitement associated with the fulfillment of the satisfaction of consumer consumption. the customer is the level of one's feelings after comparing the perceived performance Compared with expectations Kotler and Keller (2009).

Schiffman and Kanuk (2013) Explains that customer satisfaction is a feeling someone on the

performance of a product or service Compared with expectations. Customer Satisfaction According to Irawan (2009) is the result of the accumulation of customers in using products and services, but customers are satisfied when they buy products and use the highest quality products.

A conceptual framework is a framework of thinking to see the connection between the theories of research that is used to view and support the systematic peneltian. This is a demand to solve problems in research and formulate hypotheses.



**Figure 1.** The Conceptual framework

**2.4. Hypothesis**

This research hypothesi is as follows

- H1: marketing mix has a positive effect on loyalty
- H2: marketing mix has positive influence on satisfaction
- H3: positive effect on tourist satisfaction loyalty
- H4: Satisfaction has been mediating influence between marketing mix and loyalty

**3. METHODOLOGY**

**3.1. Population and sample**

This type of research is the study of this quantitate. form a correlation study, who

answered the questions about the relationship between variables. For this study, stratified random sampling technique is used to get the data from respondents. Population in graduate economics faculty UNP as much as 145 students. The validity and reliability roomates questionnaire previously distributed on a post-graduate student of economic faculty UNP. The study focused on an active generation student 2018-2019

**3.2. Instrument testing**

The validity of the test can be done to compare the value of significance. Priyatno (2010) stated validity is the appropriateness or accuracy of an instrument to measure what is measured. Sugiyono (2012) stated reliability is

measured by the correlation coefficient between the first trial to the next. When the correlation coefficient is positive and significant, then the instrument has been declared unreliable.

### **3.3. Data analysis technique**

#### **3.3.1. Descriptive analysis**

The analysis used in this research is quantitative descriptive analysis, data key is the source of the respondents through the questionnaire then Analyzed According to the purpose and objectives of the research that will be covered in the form of a percentage.

#### **Test Requirements Analysis**

Normality test is used to Determine Whether the the data are normally distributed or not. Testing for normality were Analyzed using One Sample Kolmogorov-Smirnov test. Testing criteria is if the significance value (Sig) or a probability value (p) > 0.05 then the the data is normally distributed. Heteroskidastity is a situation where there's inequality variants of residuals for all observations in the research models. Priyano (2010) Heteroskidastity test is used to Determine Whether or not inequality variant of the residual for observation in the research models.

#### **3.3.2. Path analysis**

Path analysis is a method with a series of deliberate actions and thoughts to examine something in depth or detail, especially in examining the parts of a totality. In this study, path analysis (path analysis) is used to Determine a causal link, with the aim of explaining the direct result and indirect result of a set of variables as a cause variable to another variable that is variable as a result.

## **4. RESULT AND DISCUSSION**

### **4.1. Description of research variabel**

147 questionnaires were distributed to the students that can be reused, the resulting in a rate of 100% of respondents. Respondents of this study consisted of students of economic Faculties UNP. From the data collected, the characteristics of respondents graduate student at the faculty of economics UNP, sex is the most dominant women as much 78 person (53.8%) And shortly as as many as 67 people with a percentage of 46.2. While the job is the highest number of respondents Students with the number 84 with a presentation by 57.9%, whereas most respondents programs of study in this research study of the Master of Management program at 94 with a percentage of 64.8%. Based on the age of the survey respondents most are students aged <25 years as many as 77 people with a percentage of 53.1% of the total respondents.

### **4.2. Path analysis**

#### **4.2.1. Analysis of Sub-Structure I**

##### **4.2.1.1. The influence of marketing mix (X) and student satisfaction (Z) loyalty (Y) on a post-graduate economics faculty UNP.**

The influence of marketing mix variables (X) and Satisfaction (Z), loyalty (Y) based on the output of data processed by SPSS version 25. Based on calculations performed visible influences of the residual value of niali coefficients can be calculated as follows:

$$e = 1 - R^2$$

$$R = 1 - 0,315 = 0685$$

Coefficient above means that the influence of other variables of 68.5% while the value of the influence of marketing mix on student satisfaction and student loyalty by 31.5%. Then the value of error for sub 1 is 0685. So that an

image directly influence can be seen in the figure below:

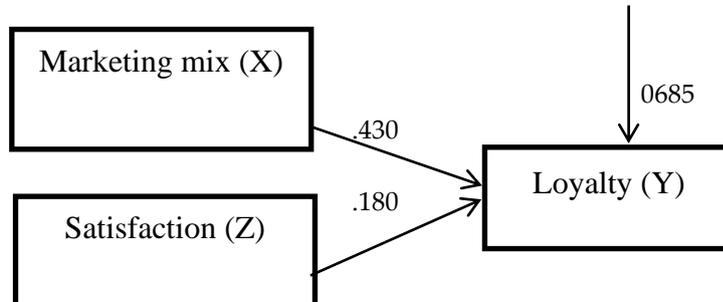


Figure 2. Sub Structure I

4.2.2. Sub Structure Analysis II

4.2.2.1. The influence of marketing mix (X) to the satisfaction of (Z)

In this section the author discusses the influence of marketing mix variables (X) to the satisfaction variables (Z). The magnitude of the

effect of other variables can be calculated as follows:

$$e = 1 - R^2$$

$$R = 1 - 0,404 = 0,596$$

Coefficient above means that the influence of other variables 59.6% while 40.4% of student satisfaction. Then the value of error for sub 1 is 0.596. So that an image directly influence student satisfaction can be seen in the following figure:

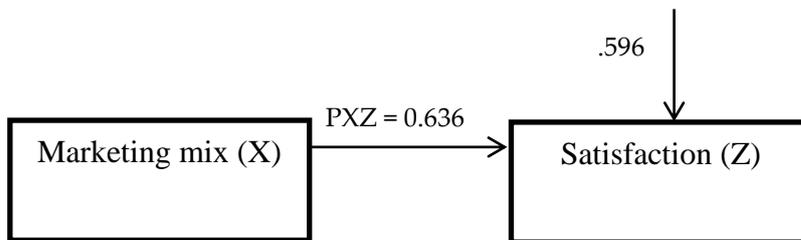


Figure 3. Sub Structure II

Based on the above, the sub-structure of the correlation between marketing mix towards student satisfaction at 0.636.

From the results of the data processing can be formulated and track structure variables

influence the causes (exogenous) to the result variable (endogenous variable) in the following figure:

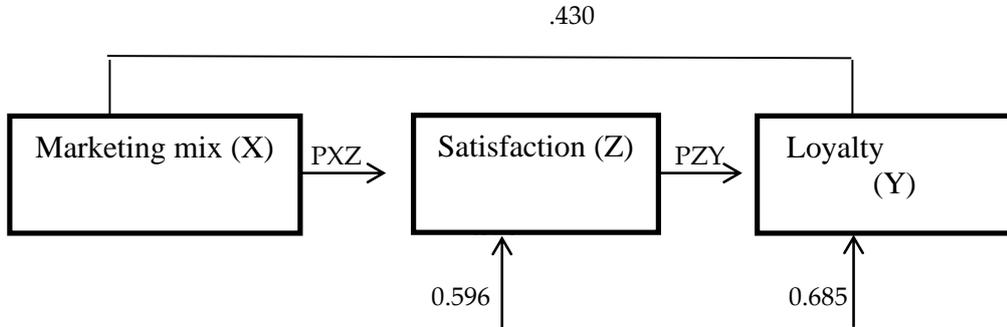


Figure 4. he result variable (endogenous variable)

The magnitude of the effect of the marketing mix (X) and satisfaction (Z) to the loyalty of the student (Y) as a whole amounted 67.09%. While the rest of 32.91% influenced other variables in addition to the research models. It is seen that the value of the total effect on loyalty marketing services marketing is 63.85%. The value of the total effect on student loyalty by 3.24% student satisfaction. Value indirect effect marketing mix service marketing loyalty through satisfaction of 0.049 < 0.430 then indirectly influence the marketing mix significantly student loyalty through student satisfaction.

This study to determine the significance of the influence of marketing mix (X) loyalty (Y) on a post-graduate student of economic faculty UNP. to see the marketing mix variables (X) obtained the value  $t = 4.775$ , while  $t$  table = 1.976, suggesting that  $t > t$  table (then  $4.775 > 1.976$ ) and the significance of  $0.000 < 0.05$ , it can be concluded that  $H_0$  rejected. This suggests that the marketing mix significantly influence loyalty graduate student at the faculty of economics UNP. that is, if there is an increase in the marketing mix of services to post-graduate students of economic faculties UNP then graduate student loyalty UNP economic faculties will also increase.

While the influence of marketing mix (X) to the satisfaction of (Z) on a post-graduate student of economic faculty UNP then do the second hypothesis. To see the marketing mix variables (X) was obtained  $t = 1.997$ , while  $t$  table = 1.976,

suggesting that  $t > t$  table (then  $1.997 > 1.976$ ) and a significance of  $0.048 < 0.05$ , it can be concluded that  $H_0$  denied. The analysis showed that the marketing mix significantly influence the satisfaction of post-graduate students of economic faculties UNP. that is, if there is an increase in the marketing mix of services to post-graduate students of economic faculties UNP then graduate student satisfaction UNP economic faculties will also increase.

The next hypothesis test determine the significance of the influence of satisfaction (Z) loyalty (Y) graduate student of economic faculty UNP. the results of analysis performed using SPSS version 25.00 windows. To see the satisfaction variables (Z) was obtained  $t = 9.851$ , while  $t$  table = 1.976, suggesting that  $t > t$  table (then  $9.851 > 1.976$ ) and the significance of  $0.000 < 0.05$ , it can be concluded that  $H_0$  rejected, The analysis showed that the significant effect of satisfaction on loyalty graduate student at the faculty of economics UNP. that is, if there is an increase in satisfaction to the post-graduate students of economic faculties UNP then loyalty as post-graduate students of economic faculties UNP will also increase.

Further research hypothesis test determine the significance of the influence of marketing mix (X) loyalty (Y) with satisfaction (Z) as a mediating variable. the results of analysis performed using SPSS version 25.00 windows. To see the satisfaction variables (Z) mediates the marketing mix and loyalty obtained  $t = 2.551$

while  $t_{table} = 1.976$ , suggesting that  $t > t_{table}$  (then  $2.551 > 1.976$ ) concluded that  $H_0$  rejected. This means that if the marketing mix good services rendered to students in accordance with the expectations of the student, the student will be satisfied means that the perceived satisfaction of students will increase loyalty graduate student at the faculty of economics UNP. These findings indicate that the satisfaction of successfully mediate / mediating the marketing mix jacketa

and loyalty of students. Variable satisfaction for this have a positive influence.

Furthermore, this study will look at the magnitude of the direct effect on loyalty marketing mix, the influence of marketing mix on satisfaction and the influence of satisfaction to loyalty, then look at the indirect effect on loyalty marketing mix that is mediated by satisfaction. To see the result may notice the following table.

**Table 1.** Recapitulation Effect of Direct and Indirect

No.	Information	Indirect effect (%)	The direct effect (%)	Total (%)
1	Great effect of X on Y directly		18:49	
	Great effect of X on Z directly		40.44	
	Great effect of X on Y through Z	4.92		
	<b>The total effect of X on Y</b>			<b>63.85</b>
2	The influence of Z to Y directly		3.24	
	<b>Total Effect of Z to Y directly</b>			<b>3:24</b>
	<b>Total direct and indirect influence</b>			<b>67.09</b>
	<b>The influence of other variables</b>			<b>32.91</b>
	<b>Total</b>			<b>100</b>

source: Results of Primary Data Processing 20

The direct effect of the marketing mix (X) loyalty (Y) is equal to 18:49% means that if the marketing mix in the student met will have an impact on student loyalty, Reviews their loyalty is formed through fulfilled of marketing mix variables impact on loyalty.

This study is in line with research conducted by Wan Jusoh and Hamid (2013), every organization needs to measure the level of marketing mix strategy that would contribute to customer satisfaction and customer loyalty. Griffin (2005), assess customer loyalty as a more reliable measure for predicting growth in sales and finance, as compared to total customer satisfaction. Which is different from the attitude

of satisfaction, loyalty can be defined based on buying behavior.

The direct effect on satisfaction service marketing mix is equal to 40.44% means that if the marketing mix in the student met will have an impact on student satisfaction, their satisfaction through the fulfilled form of marketing mix variables impact on satisfaction. Zithaml and Bitner (2017) suggests that the marketing mix are elements that can be used by companies to communicate and satisfy consumers.

This study is in line with research conducted by Norsyaheera Abd Wahab, et al (2016), with the title The Relationship Between Marketing Mix And Customer Loyalty In Hijab Industry:

The mediating Effect Of Customer Satisfaction, Marketing mix and customer satisfaction has a positive influence, media and significant relationship between marketing mix and customer satisfaction.

The direct effect of satisfaction on loyalty is equal to 3.24% means is that if expectations are met student will have an impact on the loyalty of students, their loyalty is formed through the unmet expectations of students with unmet expectations impact on satisfaction with student satisfaction will be loyal to the UNP economics graduate faculty. Schiffman and Kanuk (2004) explains that customer satisfaction is a feeling someone on the performance of a product or service compared with expectations.

The indirect effect on loyalty marketing mix of students with satisfaction as mediating variables of 4.92% means that the higher the loyalty marketing mix with the mediation will say the make post-graduate students loyal to the economics faculty. Reviews These findings that satisfaction as mediating variables Appropriate to Increase the loyalty of post-graduate students of economic Faculties UNP through student satisfaction.

Marketing mix as measured by the fulfillment of the expectations of students with marketing mix, through indicators of service marketing mix, products such as the learning process is good, price, affordable prices set and what was released is directly equal to the ministry Obtained a student , promotion, cooperation with overseas universities and informative information, the place, the environment of universities land meadow elegant and easy access to the graduate faculty of economics UNP, processes, ease of administration, the services Provided for the students from both employees and lecturers and physical evidence and infrastructure support advice graduate economics faculty UNP. loyalty will experience an Increase in satisfaction indicators mediation by the quality of the facilities, services kualitas,

Reviews These findings suggest that an adequate marketing mix coupled with the balance between all the elements of the marketing mix with satisfaction services will have a positive influence on loyalty graduate student at the faculty of economics UNP. in accordance with the results of this study presented in the journal Norsyaheera Abd Wahab A, et al (2016), with the title The Relationship Between Marketing Mix And Customer Loyalty In Hijab Industry: The mediating Effect Of Customer Satisfaction, Oleh Parraga and Gonzales (2008) satisfied customer loyalty mediates roomates Because they have to be satisfied with the business that supplied before they Become loyal customers. Additionally, Bloemer and Ruyter (1998) mentions that customer satisfaction is Often learned that it was confirmed as a customer loyalty relationship.

## 5. CONCLUSION

Research results carried out through path analysis between the causal variables on the effect variables, as well as between the causal variables through other causal variables on the effect variables, conclusions can be drawn:

The service marketing mix has a significant effect on the loyalty of postgraduate students of the Faculty of Economics, UNP, the amount of direct effect of the service marketing mix on loyalty is 18.49%. This means that the better the marketing mix of services provided by the UNP's postgraduate economics faculty, the greater the loyalty felt by post-graduate students of the UNP's faculty of economics.

Service marketing mix and satisfaction have a significant effect on the loyalty of postgraduate students of the Faculty of Economics, UNP. the amount of direct influence is 40.44%. This means that the better the marketing mix of services provided by the UNP's postgraduate economics faculty, the greater the satisfaction felt by post-graduate students of the UNP faculty of economics.

Satisfaction has a significant effect on student loyalty of postgraduate students of the

Faculty of Economics, UNP. the magnitude of the effect of satisfaction on loyalty is 3.24%. This means that the better the satisfaction of postgraduate students of the UNP faculty of economics, the greater the loyalty of students of the UNP faculty of economics.

Service marketing mix mediated by satisfaction has no effect and has a negative relationship with increasing student loyalty. It is concluded that the increase in the service marketing mix mediated by the satisfaction variable does not have an effect on increasing student loyalty.

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