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MARKETING MIX, VALUE PERCEPTION, AND REPURCHASE DECISION THROUGH CONSUMER SATISFACTION AS AN INTERVENING

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Abstract:

Marketing is one of the most important links in the sustainability of a product, how consumers have a concept of value and then provide high satisfaction and loyalty in choosing a product. The marketing mix is a refinement of the traditional marketing mix concept, by considering aspects of marketing holistically. **The purpose of this study** is to explore the implementation of the marketing mix and perception of value on the decision to make a repeat purchase with the intervening variable being consumer satisfaction. **The research method** uses a quantitative approach, using a questionnaire with a Likert scale to find primary data. The analysis used is Structural Equation Modeling (SEM) based on *variance* with the help of the SmartPLS application. The results showed that the marketing mix did not have a significant effect on consumer satisfaction, the perception of value had a positive and significant effect on consumer satisfaction, the marketing mix did not have a significant effect on the decision to repurchase the product, the perception of value had a positive and significant effect on the decision to repurchase processed products, consumer satisfaction did not have a significant effect on the decision to repurchase processed products, the marketing mix did not have a significant effect on the decision to repurchase through consumer satisfaction of the product, the perception of value did not have a significant effect on the decision to repurchase through consumer satisfaction.

Keywords:

Mix Marketing; Perceived Value; Purchase; Satisfaction

Introduction

A company or industrial business is a business unit that carries out economic activities, aimed at producing goods or services (Chatra , 2021) . This activity moves very quickly with various transformative and futuristic marketing strategies (Lim , 2023) , and has a significant direct influence on marketing performance (Suriyanti et al., 2024) . Therefore, the development of a holistic marketing area continues to be carried out by answering the four main questions of who, what, how, and where (Batat , 2024) . The right marketing strategy can attract consumer interest in making purchasing decisions for the products offered.

Value perception is the process of how consumers select, organize, and interpret information to create a picture of a *trend* that occurs, meaning that the perception of value received by users of a product or service is expected to reflect the quality of the product. The marketing mix and value perception that is built will have a significant impact if consumers or customers are satisfied with the product purchased. This will have an impact on the customer's decision to make a repeat purchase if the customer is satisfied with the product purchased, because customer satisfaction is a post-purchase evaluation where customer satisfaction is at least the same or exceeds expectations, conversely dissatisfaction will arise if the results felt by the customer are not in accordance with what is expected.

The results of the study show that product quality has a significant effect on consumer satisfaction and purchasing decisions (Zachra et al. 2024) . In other research, it is recommended that companies increase promotional activities more aggressively, especially promotional activities through social media, in order to influence consumer decisions. (Permatasari & Anggarini 2020) , and customer loyalty (Aprileny et al. , 2022) , including sales promotions and product diversity have a positive effect on repurchase interest through consumer satisfaction (Alvian et al. 2020) . Several studies have shown that customer satisfaction has a positive value on repurchase interest, where customer or consumer satisfaction mediates purchase interest and repurchase decisions.

The production of processed Pangkilang Fish by Muthy Andalangnge UMKM in Towuti District, East Luwu Regency, has been established since 2017. The results of interviews conducted with the owner of the production showed that currently Pangkilang Fish production has become one of the typical souvenirs from East Luwu Regency. Regular customers are a very valuable asset for producers. This study was conducted to see the marketing strategy and perception that was built so that the processed Pangkilan Muthy Andalangnge fish product in Towuti District, East Luwu Regency still exists today. This study will also see the extent of customer satisfaction with the products produced so that it influences the decision to repurchase from consumers.

Literature review

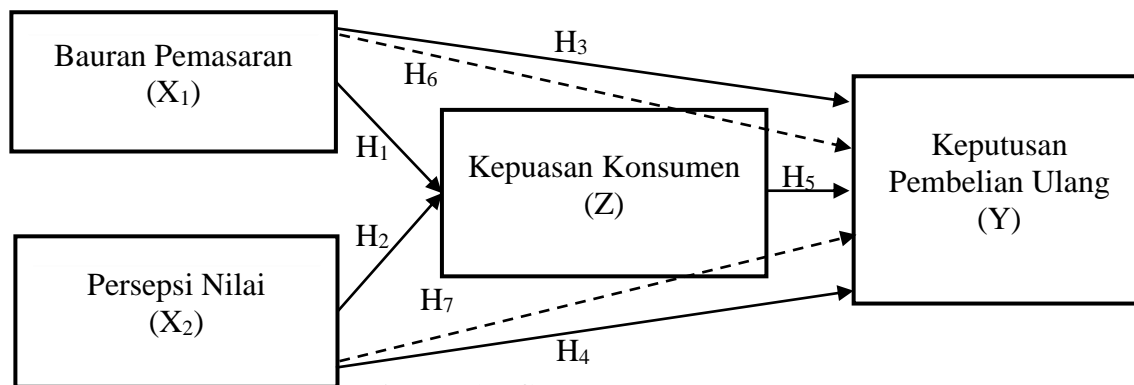
Marketing mix is a series of marketing tools (*marketing mix*) used by companies to achieve company goals. The elements of the marketing mix consist of price , product , place , and promotion , Kotler and Armstrong in (Islamiah et al. , 2019) . Kotler and Armstrong in (Sucipto et al., 2022) state that the marketing mix is a set of marketing tools used by companies to achieve their goals. Meanwhile, according to (Tejantara & Sukawati, 2018) , the marketing mix is a set of marketing tools used by companies to pursue their company goals. Meanwhile , (Fakhrudin et al. , 2022) defines the marketing mix as a set of tactical marketing tools that can be controlled; which are combined by *the firm* to produce the desired response from the target market.

According to Zeithaml, " *perceived value is the consumer's overall assessment of the utility of a product based on perception of what is received and what is given* " (Cahyaningrum , 2020) . According to (Dewi & Yulianda 2021) ' perceived value is a consumer's assessment of a product by comparing the benefits or advantages that will be received with the sacrifices made for a product. Indicators of perceived value according to Kusdyah include : 1) Quality, which is seen from the product, usually displays a brief description on the product packaging, and becomes the focus of consumers in assessing the product. 2) Appropriate price , from the product has its own appeal for consumers in making it a product 3) The function of the product features that are diverse and adjusted to the type and needs of consumers is one of the consumer's own assessments of this product. (Hikmawan & Ismunandar 2023) .

Kotler & Keller say that customer satisfaction is the customer's feeling of happiness or disappointment from a product purchased, whether in the form of goods or services, a comparison between customer expectations before making a purchase and the performance results of a product after it is purchased. (Sayedi et al. 2023) . Customer satisfaction is the evaluation of choices caused by certain purchasing decisions and experiences in using or consuming goods or services. (Damaryanti et al. 2022) . Consumer satisfaction indicators according to (Ayu et al. 2023) are: 1) Product quality: the quality of a product can be seen in terms of appearance, the quality of goods or services is higher. 2) Service quality: consumers will continue to criticize various services, but if the service meets their expectations, it can be concluded that the service is of high quality. 3) Price: Customers sometimes choose products or services that are more affordable than others. 4) Delivery window: company services can occur on schedule and according to the contract. 5) Security: customers will be happy if the products they use have a security guarantee .

According to Kotler, purchasing decisions are everything that consumers do to buy, dispose of, and use products and services. The definition of purchasing decisions is the stage in the decision-making process where consumers actually buy. (Abdullah et al., 2022) . (Viani et al. , 2022) said that repeat purchasing decisions are consumer activities in purchasing a product repeatedly or continuously because of the satisfaction felt. Purchasing decision indicators according to (Viani et al. 2022) : 1. Referential decision: the decision to provide a reference to a product that has been purchased, so that it can be used as a recommendation for other consumers. 2. Preferential decision: consumer behavior that has a primary preference for the product. This preference decision can change if something happens to the preferred product, 3. Transactional decision: the decision to buy the desired product with the transaction model offered. 4. Exploratory decision: consumer behavior that always provides information about the products they are interested in and seeks information to support the positive and negative properties of the product

Sugiyono said that the conceptual framework is used to show a picture of the research object carried out within the framework of existing variables. (Sumarsono et al. 2023) . The conceptual framework of the research is described as follows :



Picture 1 : Conceptual Framework

Information:

X₁, X₂ : Independent variables

Y : Dependent variable

Z : Intervening variable

—————> : Direct Influence

-----> : Intervening Effect

Based on the problems and research objectives mentioned in the previous chapter, several hypotheses are proposed as follows:

H₁ : Suspected The marketing mix has a positive and significant effect on consumer satisfaction of processed Pangkilang Muthy Andalangnge fish products in Towuti District, East Luwu Regency.

H₂ : It is suspected that the perception of value has a positive and significant effect on consumer satisfaction with processed Pangkilang Muthy Andalangnge fish products in Towuti District, East Luwu Regency.

H₃ : It is suspected that the marketing mix has a positive and significant effect on the decision to repurchase processed Pangkilang Muthy Andalangnge fish products in Towuti District, East Luwu Regency.

H₄ : It is suspected that the perception of value has a positive and significant influence on the decision to repurchase processed fish products from Pangkilang Muthy Andalangnge in Towuti District, East Luwu Regency.

H₅ : It is suspected that consumer satisfaction has a positive and significant influence on the decision to repurchase processed Pangkilang Muthy Andalangnge fish products in Towuti District, East Luwu Regency.

H₆ : It is suspected that the marketing mix has a positive and significant effect on repeat purchase decisions through consumer satisfaction of processed Pangkilang Muthy Andalangnge fish products in Towuti District, East Luwu Regency.

H₇ : It is suspected that the perception of value has a positive and significant influence on the decision to repurchase through consumer satisfaction of processed Pangkilang Muthy Andalangnge fish products in Towuti District, East Luwu Regency.

Methodology According to (Widodo et al. 2023) research design is how researchers will collect and analyze data. data needed to test a hypothesis or answer a research question. This study uses quantitative research characteristics including a more detailed, rigid, static research focus, and the process is in accordance with the flow that has been arranged from the beginning. According to Sugiyono, quantitative data is based on the philosophy of positivism or concrete

data, research data in the form of numbers that will be measured using statistics, related to the problem being studied to produce a conclusion. (Expired 2021) .

This research will be conducted at the Pangkilang fish processing production house: "UMKM Muthy Anddalangge" located in Towuti District, East Luwu Regency. The planned time to conduct the research is from July to August 2024.

According to Sugiyono, population is a generalization area consisting of objects and subjects that have certain qualities and characteristics which are then determined by researchers to be studied and conclusions drawn (Masi and Titu 2022) . In this study, the population used was 400 consumers of Pangkilang fish processing. According to Arikunto, sample determination is seen from the number of populations, if the population is less than 100, then the entire population becomes the research sample , but if the research population is more than 100, 10-15% or 15-25% can be taken, according to the ability of the researcher (Sari et al. 2022) . In this study, a sample of 25% of the population was taken, namely 100 samples.

This study uses quantitative data, namely data in the form of numbers that can be calculated. The data sources used are primary data and secondary data. Sugiyono said that primary data is a data source that directly provides data to data collectors, while secondary data is a data source that does not directly provide data to data collectors (Imron 2019) . The research instrument uses a questionnaire compiled based on relevant indicators. The questionnaire contains the respondent's identity and a list of statements that are measured on a scale and measurement. The data is processed with the help of the SmartPLS application. PLS is a *Structural Equation Modeling* (SEM) equation model based on components or variants. In SEM there are 3 activities simultaneously, namely checking the validity and reliability of the instrument (*confirmatory factor analysis*), testing the relationship model between variables (*path analysis*), and obtaining a suitable model for prediction (Muhson 2022) . Sugiyono said that data analysis is one of the research activities in the form of a process of compiling and managing data in order to interpret the data that has been obtained (Masi and Titu 2022) . The data measurement scale in this study uses the *Likert scale* . In this study, three stages of analysis were carried out, namely *the outer model* , *inner model* analysis , and hypothesis testing.

Results and Discussion

Based on the results of the blood test, it is known that the characteristics of respondents based on gender are described as follows:

Table 1 : Distribution Respondents According to Type Sex

No.	Type Sex	Amount (person)	Percentage (%)
1.	Man	14	14 %
2.	Woman	86	86 %
	Total	100	100%

Source: Smart PLS Program Output, 2024

In the table above, it can be seen that the distribution of respondents is male, 14 people (14%), and female, 86 people (86%). The respondents are mostly female because the regular customers of processed pangkilang fish are mostly female.

Outer Model Analysis is used to determine the specification of the relationship between latent variables and their manifest variables. This test includes *convergent validity*, *discriminant validity* and reliability. *Convergent validity* of the measurement model with reflective indicators can be seen from the correlation between the item/indicator score and the construct score. is considered reliable if it has a correlation value above 0.70, however, in the scale development stage research, loading 0.50 - 0.60 is still acceptable. Based on *the results for outer loading*, it shows that there are indicators that have loading below 0.60 and are not significant.

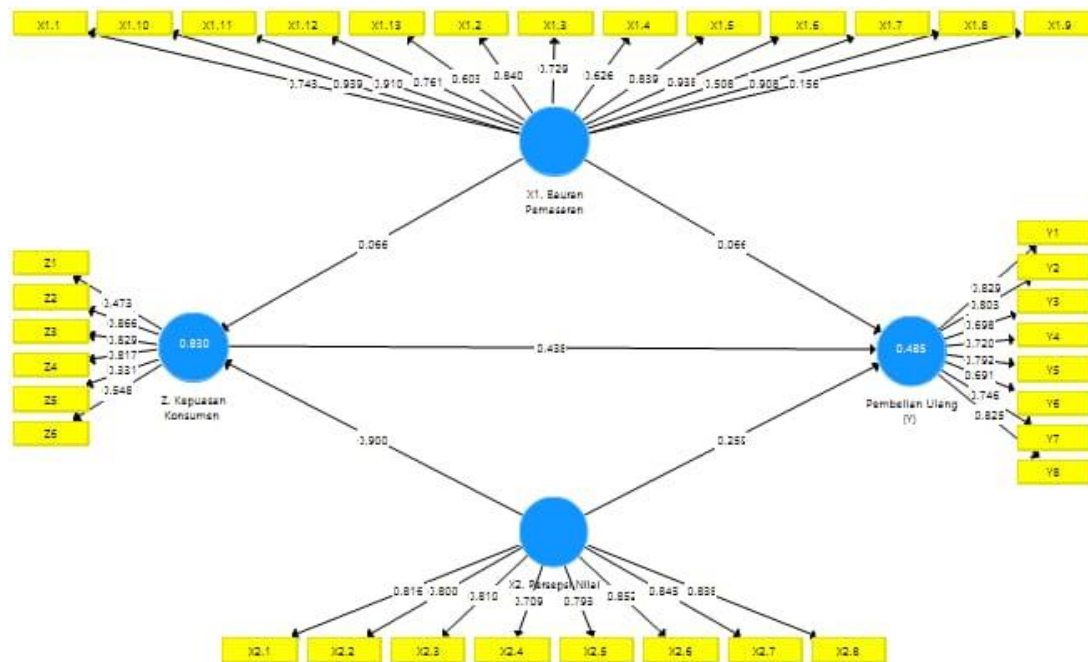


Figure 2: Structural Model Diagram I

Source: Smart PLS Outer Model Program Output – step 1, 2024

The results of data processing for *loading factors* provide indicator values of X1.4, X1.7, X1.9, X1.13, Z1, Z5, Z6, Y3, and Y6 with *loading factors* < 0.7, meaning that these indicators are invalid indicators for measuring their constructs and must be deleted. After recalculation, the results of *outer loading* stage 2 showed > 0.70, so it was concluded that all indicators were valid for measuring the construction.

discriminant validity test use the *cross loading value*. If the *cross loading value* of the variable indicator is the largest of the other variable values, it is stated that it meets *discriminant validity*. There are several indicators in the research variables that have smaller *cross loading values* compared to the *cross loading values* in other variables so they must be known and observed further. Another way to measure *discriminant validity* is to look at the *square root of average variance extracted (AVE)* value. The recommended value is above 0.5 for a good model.

Reliability testing by looking at the *composite reliability value* above 0.60, in addition the construct is declared reliable if the *cronbachs alpha value* is above 0.7. The following are the *loading values* for the research variable constructs as follows:

Table 2: Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
X1. Marketing Mix	0.969	1,008	0.972	0.794
X2. Perception of Value	0.924	0.929	0.938	0.654
Y. Repurchase	0.886	0.890	0.913	0.638
Z. Consumer Satisfaction	0.848	0.849	0.908	0.768

Source: Smart PLS Program Output, 2024

Average Variance Extracted (AVE) value of each variable has a construct > 0.50 which means that all constructs are reliable, thus each variable has high *discriminant validity*. For the *composite reliability* value of each variable shows a construct value > 0.60 , or has met *composite reliability* so it is concluded that all variables have a high level of reliability. The *cronbach's alpha* value of each variable shows a construct value > 0.70 meeting the requirements of the *cronbach's alpha* value, so it can be said that all variables have a high level of reliability.

Inner Model Analysis (structural model) aims to ensure that the structural model built is accurate. The stages of analysis carried out in the inner model analysis are to look at the Determination Coefficient (R^2) and F Square. The results of the data processing carried out, obtained the *R value Square* as follows:

Table 3: R Square Results

	R Square	R Square Adjusted
Z. Consumer Satisfaction	0.862	0.859
Y. Repurchase	0.461	0.445

Source: Smart PLS Program Output, 2024

R Square value of consumer satisfaction variable is 0.862. This value explains that the percentage of consumer satisfaction is 86.2%. This means that the marketing mix and perceived value variables influence consumer satisfaction by 86.2% and the remaining 13.8% is influenced by other variables. The *R Square* value for the repeat purchase variable is 0.461. This value explains that the percentage of the repeat purchase decision is 46.1%. This means that the marketing mix and perceived value variables through consumer satisfaction influence repeat purchases by 46.1% and the remaining 53.9% is influenced by other variables.

F square measurement is used to assess the relative impact of an influencing variable on the influenced variable.

Table 4: F Square Results

	X1. Marketing Mix	X2. Perception of Value	Y. Repurchase	Z. Customer Satisfaction
X1. Marketing Mix			0.004	0.033
X2. Perception of Value			0.115	6,069
Y. Repurchase				
Z. Consumer Satisfaction			0,000	

Source: Smart PLS Program Output, 2024

Based on the table above, it is concluded that the relative influence of the influencing variables (exogenous) on the influenced variables (endogenous) is: $X1 \rightarrow Z$ of 0.033 (small), $X2 \rightarrow Z$ of 0.069 (large), $X1 \rightarrow Y$ of 0.004 (small), $X2 \rightarrow Y$ of 0.115 (medium), and $Z \rightarrow Y$ of 0.000 (small). Hypothesis testing is carried out by looking at the *T-Statistics* and *P-Values*. The hypothesis is declared proven or accepted if the *T-Statistics value* > 1.96 and *P-Values* < 0.05.

Table 5: Path Coefficients (Direct Effect)

	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis
X1.Marketing Mix -> Z.Consumer Satisfaction	0.040	1,725	0.085	Rejected
X2.Perceived Value -> Z.Consumer Satisfaction	0.019	48,414	0,000	Accepted
X1.Marketing Mix -> Y.Repeat Purchase	0.084	0.603	0.547	Rejected
X2.Perceived Value -> Y.Repeat Purchase	0.064	10,479	0,000	Accepted
Z. Consumer Satisfaction -> Y. Repeat Purchase	0.241	0.032	0.975	Rejected

Source: Smart PLS Program Output, 2024

The results of data processing show that the direct influence of independent variables on dependent variables is significant and some do not have a significant influence.

H1. The effect of marketing mix on consumer satisfaction. The results of data processing show that the marketing mix does not have a significant effect on consumer satisfaction of processed Pangkilang Muthy Andalangnge fish products in Towuti District, East Luwu Regency. This study is in line with research (Fauzan 2022) which concluded that the marketing mix does not have a direct effect on consumer satisfaction.

H2. The influence of perceived value on consumer satisfaction. The results of data processing show that perceived value has a positive and significant effect on consumer satisfaction of processed fish products Pangkilang Muthy Andalangnge in Towuti District, East Luwu Regency. This study supports the study (Sandy et al. 2020) which concluded that perceived value has a positive and significant effect on consumer satisfaction.

H3. The effect of marketing mix on repurchase decisions. The results of data processing show that the marketing mix does not have a significant effect on repurchase decisions for processed Pangkilang Muthy Andalangnge fish products in Towuti District, East Luwu Regency. The results of this study contradict the research (Farahan and Lestari 2023), which states that the marketing mix has a positive and significant effect on repurchase decisions.

H4. The influence of perceived value on repurchase decisions. The results of data processing show that perceived value has a positive and significant effect on repurchase decisions for processed Pangkilang Muthy Andalangnge fish products in Towuti District, East Luwu Regency. These results are in line with (Sulistiyani and Umi 2021) who concluded that perception has a significant effect on purchasing decisions.

H 5 . The effect of consumer satisfaction on repurchase decisions . The results of data processing show that consumer satisfaction does not have a significant effect on repurchase decisions for processed Pangkilang Muthy Andalangnge fish products in Towuti District, East Luwu Regency. The results of this study contradict the study (Sulistiyani and Umi 2021) which concluded that consumer satisfaction has a significant effect on repurchase decisions.

Table 6: Path Coefficients (Indirect Effects)

	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
X1. Marketing Mix -> Z. Consumer Satisfaction -> Y. Repeat Purchase	0.019	0.028	0.978	Rejected
X2. Perceived Value -> Z. Consumer Satisfaction -> Y. Repeat Purchase	0.223	0.032	0.975	Rejected

Source: Smart PLS Program Output, 2024

The results of data processing show that the intervening variable is not able to mediate the independent variable against the dependent variable. *First* , the influence of the marketing mix on repurchase decisions through consumer satisfaction. The results show that the marketing mix through consumer satisfaction does not have a significant effect on repurchase decisions for processed Pangkilang Muthy Andalangnge fish products in Towuti District, East Luwu Regency.

The results of this study are not in line with the research conducted by (Farahan and Lestari 2023) which concluded that customer satisfaction is able to mediate the influence of the marketing mix on repurchase decisions. *Second* , the influence of perceived value on repurchase decisions through consumer satisfaction. The results show that perceived value through consumer satisfaction does not have a significant effect on repurchase decisions for processed Pangkilang Muthy Andalangnge fish products in Towuti District, East Luwu Regency. This study is not in line with the research conducted by (Rahmadani et al. 2024) that customer satisfaction is identified as a mediating variable that is able to link the quality of perceived value with repurchase intentions.

Conclusion

Based on the results of the research and data analysis, the following research conclusions are presented: *first* , the marketing mix does not have a significant effect on consumer satisfaction of processed Pangkilang Muthy Andalangnge fish products . *Second* , the perception of value has a positive and significant effect on consumer satisfaction of processed Pangkilang Muthy Andalangnge fish products . *Third* , the marketing mix does not have a significant effect on the decision to repurchase processed Pangkilang Muthy Andalangnge fish products. *Third*, perception of value has a positive and significant effect on the decision to repurchase processed fish products Pangkilang Muthy Andalangnge. *Fourth* perceived value has a positive and significant effect on the decision to repurchase processed fish products Pangkilang Muthy Andalangnge in Towuti District, East Luwu Regency . *Fifth* , consumer satisfaction does not have a significant effect on the decision to repurchase processed fish products Pangkilang Muthy Andalangnge . *Sixth* , the marketing mix does not have a significant effect on the decision to repurchase through consumer satisfaction of processed fish products Pangkilang Muthy Andalangnge. *Seventh* , perceived value does not have a significant effect on the

decision to repurchase through consumer satisfaction of processed fish products Pangkilang Muthy Andalangge.

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