

ANALYSIS OF THE INFLUENCE OF THE 7P MARKETING MIX ON CUSTOMER SATISFACTION OF BIKLA COFFEE, JEMBER DISTRICT



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ABSTRACT

The marketing mix is one of the strategies that must be developed to build the image of a business so that it can be a factor in increasing customer satisfaction. Consumer satisfaction refers to the degree to which an individual's actual state is influenced by comparing the apparent look of a product to their assumptions. Increasing customer satisfaction is a fundamental aspect of the sustainability of a business. Many industries have an impact on competition between businesses, so every business tries to make its customers feel satisfied. This research attempts to examine the effect of the marketing mix simultaneously and partially on customer satisfaction and measure the level of customer satisfaction. This research was conducted in Jember district from February 2024 to March 2024. The study used quantitative methods with a survey approach. This study's primary and secondary data sources are primary and secondary. Accidental sampling, a non-probability sampling technique, is utilized by the sampling approach. The data analysis approach used was the SEM (Structural Equation Model) and CSI (Customer Satisfaction Index), which used 68 respondents. The study findings reveal that the coefficient of determination (R square) is obtained at 0.578, or when percent, there are 57.8 percent. Variables that affect customer satisfaction. Partially, the price variable (X_2), promotion (X_4), process (X_6), and physical evidence (X_7) have a significant effect on customer satisfaction, while the product variable (X_1), place (X_3), people (X_5) have no significant impact. In addition, the results of calculating the level of satisfaction of BIKLA coffee consumers show a CSI value of 79.86%, indicating that consumers are satisfied with the services provided.

Keywords: coffee; customer satisfaction; marketing mix; satisfaction level.

INTRODUCTION

Indonesia is an agrarian country with extensive agriculture, consisting of plantations and rice fields stretching from Sabang to Merauke. In the Indonesian economy, coffee is a pivotal plantation commodity (Yanuar, 2023). This is inseparable from coffee consumption in Indonesia, projected to increase from 2018 to 2021 by 17.66 percent. As a competitive commodity in the international market, coffee is influenced by the quality produced (Simorangkir, 2022).

The coffee business has high-profit opportunities (Fajar, 2023). Many coffee entrepreneurs in Indonesia are trying to innovate and present products with superior coffee beans purchased from people who cultivate coffee on their plantations or from large plantations managed by the government. The two generally recognized varieties of coffee trees are Robusta coffee (*Coffea canephora*) and Arabica coffee (Hemeto, 2021). What distinguishes the two varieties is the taste and level of the caffeine content of each variety. Where arabica coffee beans have 70% lower caffeine content than robusta coffee beans, so this causes the price of arabica coffee beans to be more expensive than robusta coffee beans (Santoso, 2018). Coffee has caffeine that can have a stimulant effect on the body and is often consumed as an energizing drink or to enjoy its distinctive taste (Meiranny, 2022).

The development of coffee plant production is widely carried out in all regions almost throughout Indonesia. One of the coffee-producing areas in Indonesia is the Jember Regency



(Fadhilah, 2021). The number of agro-industries in Jember makes ground coffee producers experience competition. The key to success in the growing competition and significant environmental changes lies in the extent to which producers know consumer satisfaction with marketed products (Putri, 2020). Ihya'us Sunnah Al Hasany Islamic boarding school is one of the Islamic boarding schools located in Jember Regency, Bangsalsari District, Tugusari Village, which runs the coffee bean processing industry into ground coffee.

Pondok Pesantren Ihya'us Sunnah Al Hasany runs a ground coffee business with the BIKLA coffee brand (Barokah Ibrahimy Kopi Lereng Argopuro), which conducts business competition and has a tendency to compete with other industries engaged in similar businesses. To develop its business, a marketing mix analysis is needed, which is one way to achieve company targets by marketing products that suit consumers' tastes (Dewi, 2023). The marketing mix concept is essential for companies to increase customer satisfaction and loyalty (Erlina, 2021). Because the marketing mix is a powerful tool for meeting consumer needs and building long-term profitable relationships. The marketing mix concept is the basis of the traditional theoretical framework for marketing management process activities (Malelak, 2021).

Consumer satisfaction refers to the degree to which an individual's actual state is influenced by comparing the apparent look of a product to their assumptions. Consumers will not stop until the process of receiving services is complete. Consumers will evaluate the service they receive. The evaluation process results will result in a feeling of satisfaction or dissatisfaction. Service satisfaction felt by consumers is the level of customer satisfaction. Customer satisfaction is a measure that determines the quality of the services offered and can increase the company's sales volume (Sumartini, 2019). Therefore, when customer satisfaction is attained, it implies that the service quality can match customers' desires, leading to recurrent buys and a rise in sales volume.

Marketing mix also influences customer satisfaction because the marketing mix is a conception of a combination of a marketing system's core variables, including price, product elements, place, people, processes, physical evidence, and promotion. The marketing mix encourages the desire to buy from potential customers of a company. The strategy and planning must be adjusted and determined based on the business profile and characteristics of the target market set (Maylinda, 2021).

The marketing mix encompasses all the strategies and tactics a firm might use to manipulate the need for its goods (Pamuji, 2023). Establishing customer satisfaction yields several benefits, such as fostering a positif rapport with clients, laying a solid foundation for recurrent purchases, and forming a word-of-mouth recommendation that will be profitable for businesses. Previous research (Pratama, 2023) has examined customer satisfaction but did not proceed with calculating the level of satisfaction. According to the description, this research attempts to analyze the 7P marketing mix of Bikla coffee, analyze the effect of the 7P marketing mis on Bikla coffee customer satisfaction, and analyze the level of customer satisfaction of Bikla coffee at the Ihya'us Sunnah Al Hasany Islamic Boarding School.

MATERIALS AND METHODS

This study was done in February 2024 at the Ihya'us Sunnah Al-Hasany Islamic Boarding School, which is located at Hj Hasan Street No. 09 Sumbercanting Hamlet, Tugusari Village, Bangsalsari District, Jember Regency, East Java. The research location was chosen purposively based on specific considerations. This research employs a quantitative research methodology, specifically employe a survey technique. Quantitative research is an empirical method grounded in the concept of positivism. It is used to study particular populations or groups, using study tools for data collecting. The data analysis uses quantitative and statistical methods to verify pre-established hypotheses (Sugiyono, 2015). Data gathering techniques are derived from two distinct sources: primary data and secondary data. Primary data includes data that researchers collect directly from firsthand observation or studying the subject. Conversely, secondary data is information that researchers receive from pre-existing data sources.

The population used in this study were visitors at the BUMNU wholesale center located in Bangsalsari District, Jember Regency. The sample used in this research was picked using non-probability sampling, a method that does not give equal chances for all components or individuals of the population to be chosen as samples (Sugiyono., 2017). The sampling strategy used is incidental sampling, which involves selecting individuals based on chance encounters with the researcher, provided they are deemed appropriate as a resource for information. The sample in this study were consumers found by researchers conducting BIKLA coffee purchasing activities at the BUMNU Jember wholesale center. The number of samples in this study was 68 people.

The variables used in this study are the 7P variables in the marketing mix, which consist of 1) Product (X_1) as the first independent variable, which influences the dependent variable; 2) Price (X_2) as the second independent variable, which influences the dependent variable, 3) Place (X_3) as the third independent variable, which influences the dependent variable, 4) Promotion (X_4) as the fourth independent variable, influences the dependent variable, 5) People (X_5) as the fifth independent variable, which influences the dependent variable. 6) Process (X_6) is the sixth independent variable, which influences the dependent variable, and 7) Physical evidence (X_7) is the seventh independent variable, which influences the dependent variable.

Customer satisfaction (Y) as the dependent variable, which is influenced or the result of the influence of the independent variables. A quantitative descriptive analysis approach is employed in this research. Descriptive analysis is used to determine the condition of a sample without looking for data related to the population, which is considered representative of the sample situation (Martias, 2021). According to (Priadana, 2021) descriptive analysis methods are carried out when the volume of data is large or large. Data was obtained from the sample through interviews and questionnaires. The data is then processed using SEM (Structural Equation Model) analysis with SEM-PLS data processing software called SmartPLS. This software uses SmartPLS 4.0, which uses bootstrapping or random duplication.

As well as computing the level of customer satisfaction with the Customer Satisfaction Index (CSI). CSI can help researchers comprehensively identify consumer satisfaction based on perceived performance and desired expectations. The calculation method to get the CSI value is:

1. Mean Importance Score (MIS) and Mean Satisfaction Score (MSS)

$$MIS = \frac{(\sum_{i=1}^n Y_i)}{n} \tag{1}$$

$$MSS = \frac{(\sum_{i=1}^n X_i)}{n} \tag{2}$$

Description: Y_i = Importance value of the i attribute; X_i = performance value of i attribute; n = number of respondents

2. Weight Factor (WF)

$$WF = \frac{MIS_i}{\sum_{i=1}^p MIS_i} \tag{3}$$

Description: MIS_i = Average value of importance; p = number of importance indicators; i = i th indicator

3. Weight Score (WS)

$$WS_i = WF \times MSS \tag{4}$$

Description: WS_i = Weight score; WF = Weigh Factor; MSS = Mean Satisfaction Score

4. Weight Average Total (WAT)

$$WAT = WS_1 + WS_2 + WS_3 + \dots + WS_n \tag{5}$$

Description: WAT is the sum of the Weight Score of all attributes, which is as many as n .

5. Customer Satisfaction Indeks (CSI)

$$CSI = \frac{WAT}{HS} \times 100\% \tag{6}$$

Description: CSI is obtained from the Weight Average Total divided by the highest scale (HS) or the maximum scale used and then multiplied by 100%. HS = The maximum scale value used in this study is five.

RESULTS AND DISCUSSION

Characteristics of Respondents

This study took data from 68 respondents. The sample in this research were respondents who were consumers of the BUMNU Jember wholesale center and purchased BIKLA coffee. The questions asked at the respondents' characteristics stage are questions regarding gender, age, and current occupation. Respondent data who filled out the questionnaire as information on the characteristics of BUMNU consumers who were respondents in this study can be grouped as follows:

Table 1. Characteristics of respondents

Characteristics of Respondents	Total	Percentage
Gender		
Male	29	42,6
Female	39	57,4
Total	68	100,0
Age		
< 20 Years	2	2,9
20-30 Years	35	51,5
31-40 Years	20	29,4
>40 Years	11	16,3
Total	68	100,0
Jobs		
Student	21	30,9
Public Employee	6	8,8
Private Employee	13	19,1
Self-employed	5	7,4
Other	23	33,8
Total	68	100,0

Based on Table 1 above, it is clear that the characteristics of respondents with male gender were 29 people or 42.6%, and respondents with female gender were 39 people or 57.4%. It can be said that the majority of respondents with female gender are 39 people or 57.4%. Female consumers dominate because BIKLA coffee is sold at the BUMNU wholesale center, so most of the consumers of BIKLA coffee shop for daily necessities at BUMNU. According to (Mubarokah and Rita, 2020), women are considered more consumptive and readily accept and provide recommendations to those around them.

Based on Table 1 above, it can be said that most respondents are aged 20-30 years, namely 35 people or 51.5%. This is because this age can be categorized as very productive, and people want to try many new things. Plus, at 20 years and above, the average person has started to have enough stable money to buy something they want. According to (Hatmawan, 2017), it is a productive age in working and having a fixed and established income.

Based on Table 1, it can be said that the majority of respondents whose occupations are the most are other respondents, as many as 23 people (33.8%). This is because respondents are primarily housewives and students. This shows that most of these consumers are students and housewives who shop at BUMNU and seen from the price of BIKLA coffee products, which are considered affordable for all groups. According to (Kotler, 2009), a person's opinion will influence his decision regarding buying food or drinks.

Marketing Mix of BIKLA Coffee of Ihyas Sunnah Al Hasany Islamic Boarding School

1. Product (X_1)

Products made by producers must be tailored to the needs and desires of consumers (Triono & Lukitasari, 2023). This is what underlies the Ihyas Sunnah Al Hasany Islamic boarding school that makes BIKLA brand ground coffee with two variants. BIKLA coffee has two variants offered to consumers: spice and male coffee. BIKLA coffee uses good packaging to protect the product. The packaging used is a box containing 20 small sachets of BIKLA ground coffee, with each sachet weighing 10 grams, equivalent to 1 serving of coffee. Another packaging used in addition to the box packaging is a standing pouch packaging with the weight of each pouch 125 grams. For the seller, the brand will be able to differentiate its products from products owned by competitors (Soedarto et al., 2019).

2. Price (X_2)

According to (Nurfauzi et al., 2023), price is a factor that directly impacts company profits. The price of BIKLA coffee varies according to the product packaging. Product pricing is based on the packaging and weight of the product offered. In addition, the determination of BIKLA coffee prices does not pay attention to the prices of competing products due to confidence in the quality of the products produced. The price of BIKLA coffee products is presented in the following table.

Table 2. BIKLA coffee product price

Product Type	Price (IDR)
Spice coffee in a box	36.000
Male coffee in a box	36.000
Spice coffee in a standing pouch	26.000
Male coffee in a standing pouch	26.000

Source: Ihya'us Sunnah Al Hasany Islamic Boarding School (2024)

3. Place (X_3)

A good location is a location that is located in a strategic area so that it can maximize profits. Maximize profits (Monica, 2018). The sales location of BIKLA coffee is at the BUMNU Jember wholesale center, which is located in the city of Jember, so it is easily accessible to consumers. The BUMNU wholesale center has a parking lot for consumers to park their vehicles. The parking lot owned by BUMNU is also included in the category that is large enough so that if the time is crowded, it will still be easy to park consumers' vehicles.

4. Promotion (X_4)

Promotion helps entrepreneurs represent products to consumers in an effective way and encourage customers to buy so that promotion can define the position of products in the target market (Singh, 2012). BIKLA employed the promotion to introduce its coffee products to the public in several ways, such as through the website and social media such as WhatsApp, Facebook, and Instagram. BIKLA shares information about coffee products on its social media pages to attract consumer interest. However, in promotional activities through social media, BIKLA coffee pays less attention to the content shared on social media.

5. People (X_5)

BUMNU employees quickly serve consumer requests because they have many employees serving them. The services provided by BUMNU employees can also be excellent because employees always provide information about the products to be purchased. The information provided by BUMNU employees to consumers is usually related to the product to be purchased and the place of the product or the layout of the product to be purchased. As explained (Khan, 2014), employees are the key to successful marketing performance because interactions can affect customer perceptions, and achieving customer orientation is impossible without employees' cooperation.

6. Process (X_6)

Quoted in (Khan, 2014), processes in a business involve the speed and skills of service providers that can form the basis of consumer satisfaction with purchases. The services provided by BUMNU employees to consumers when selling produk products are carried out quickly. Consumers who come will be asked about what product they want, and then the employee will tell the layout of the product. Employees also serve consumers in a friendly manner so that consumers feel comfortable.

7. Physical Evidence (X_7)

According to (Khan, 2014), physical evidence indicates buildings, layouts, furniture, etc. Physical evidence is essential in consumer assessments of the quality and level of service they can expect. One of the BIKLA coffee sales places is the BUMNU wholesale place, which has a building close to the highway, making it easier for consumers to find the place. The distinctive color of the building can help customers find the intended building and become a differentiator from other buildings.

Consumer Satisfaction Level

This study uses an analytical tool, the CSI (Customer Satisfaction Index), which uses Microsoft Excel. The outcomes of the analysis are as follows.

Validity Test. The level of customer satisfaction in this study is based on the value of $r_{count} > r_{table}$ of 0.2387 for $df = 68 - 2 = 66$, $\alpha = 0.05$, so the statement attribute is said to be valid. The following are the outcomes of the validity test that has been employed.

Table 3. Result of validity test of consumer satisfaction level attributes

Attribute	Correlation Score		Description
	Interests	Performance	
Coffee flavor	0,902	0,805	Valid
Variety of coffee	0,901	0,795	Valid
Speed of service	0,899	0,858	Valid
Employee skill	0,899	0,898	Valid
Price-to-taste compatibility	0,857	0,829	Valid
Coffee quality	0,895	0,761	Valid
Friendliness of employees	0,872	0,830	Valid
Responsiveness to complaints	0,901	0,893	Valid
Good facilities	0,885	0,857	Valid
Neatness of employee appearance	0,897	0,841	Valid

Source: Primary data processed (2024)

According to Table 3, it is evident that all qualities of the statements are proclaimed genuine. The significant findings were derived from the correlation analysis among the respondents' replies to each statement attribute and the overall score. The correlation values found for the importance and performance exceed the threshold value of $r = 0.2387$. Once the validity test is conducted, the reliability test is then performed.

Reliability tests are conducted on statement qualities that have been deemed legitimate. A statement attribute is credible if the resultant Cronbach's alpha value exceeds 0.6. Here are the findings of the reliability test that was conducted.

Table 4. Results of reliability test for consumer satisfaction level indicators

Attribute	Cronbach's Alpha	Description
Interests	0,971	Reliable
Performance	0,951	Reliable

Source: Primary data processed (2024)

According to Table 4, it is evident that all characteristics of significance and performance are deemed credible. This is because the obtained Cronbach's alpha value exceeds 0.6. Therefore, it may be inferred that the questionnaire is credible.

The CSI (Customer Satisfaction Index) is a metric used to assess customer satisfaction. It is calculated by considering the average customer expectations and satisfaction values for the evaluated qualities. The calculation of CSI in this study uses Microsoft Excel. The amount of CSI value can be done through the following steps:

The computation of the CSI (Customer Satisfaction Index) can be obtained by dividing the total weight average (WAT) by the maximum scale value (HS). The results of the CSI calculation are 79,86 %. According to the calculations, the resultant CSI value is 79.86, within the satisfactory range of 66.00-80.99% (Putri et al., 2023). Therefore, it may be inferred that the customer satisfaction with BIKLA coffee is satisfactory.

Most users are pleased with the performance of BIKLA when selling its coffee products. Attributes for consumer satisfaction include employee skills, neatness of employee appearance, responsiveness to complaints, coffee taste, service speed, good facilities, employee friendliness, product quality, price compatibility with taste, and coffee variety. Coffee quality is an attribute with high performance compared to other attributes, which can be seen from the average performance level of 4.27. This is also evidenced by BIKLA Coffee, which always sells coffee products of good quality and always maintains the quality of the coffee produced so that consumers feel satisfied.

Consumer satisfaction with BIKLA coffee has not been perfectly fulfilled because it has not satisfied other attributes' satisfaction. In order to enhance pleasure, BIKLA must enhance the traits that customers see as deficient. (Kurniati, 2016) explain that if the features offered by a location align with customer expectations, it will result in high satisfaction and repeat purchases. Conversely, they will seek alternatives elsewhere if the attributes do not meet consumer expectations. The satisfaction value of other characteristics in this research is determined by subtracting the attribute of consumer

satisfaction from the maximum consumer satisfaction, resulting in a value of 20.14% (100% - 79.86%). This value shows that some consumers are still unsatisfied with BIKLA coffee. This is because satisfaction with several other performance attributes has not been fulfilled. In addition, consumers who are not satisfied are usually affected by the performance of the attributes that are still weak, thus making consumer satisfaction low (Yudha et al., 2022).

The Effect of Marketing Mix on Customer Satisfaction

This study uses an analytical tool, SEM (Structural Equation Modeling), with the PLS (Partial Least Square) method using SmartPLS software version 4.0. The analysis used in this research determines the form and direct effect of exogenous latent variables, which include process, price, physical evidence, place, product, people, and promotion, along with endogenous variables, namely customer satisfaction.

a. Outer Model Evaluation

The first step in evaluating the outer model in the SEM-PIS analysis method is indicator reliability. Indicator reliability refers to the loading factor value, proven by the number inside the arrow from the latent variable to the indicator. Figure 1, the path diagram model of the research results from SEM-PLS, shows a loading factor value greater than 0.7. So, each construct has a high loading factor value, and overall, the indicator is declared valid in measuring the latent variable. If each indicator has a loading factor value above 0.70, it can be said to be valid. Meanwhile, if there are indicators with a loading factor value below 0.70, these indicators need to be removed and re-done research (Yurianto, 2020).

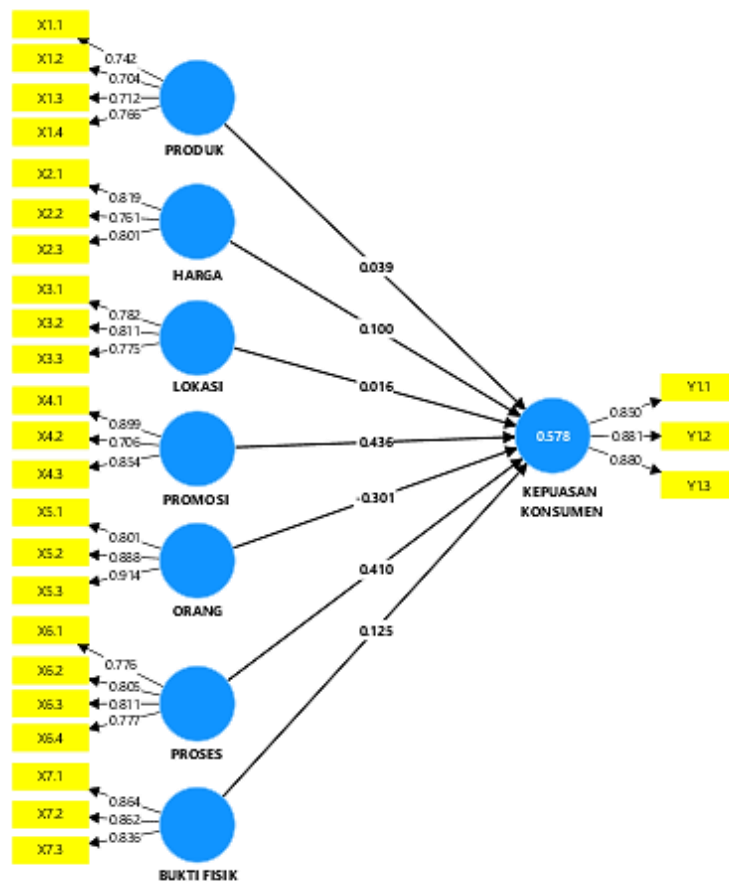


Figure 1. Path diagram of research results
Source: Primary data processed (2024)

The product is said to be good because it has four indicators that have met the criteria for convergent validity with a loading factor value above 0.7. That way, it can be said that the product variable can be reflected through products purchased by looking at the product variant (X_{1.1}), products that have good quality (X_{1.2}), products that have a good brand name (X_{1.3}), products that have good

packaging in protecting the product ($X_{1.4}$). Products have good packaging ($X_{1.4}$) being the indicator that contributes the highest influence to product variables with a loading factor value of 0.766.

The price variable has three indicators that have met the convergent validity criteria because they have a loading factor value above 0.7. That way, it can be said that the price variable can be reflected through the price offered is quite affordable ($X_{2.1}$), the price is commensurate with the quality provided ($X_{2.2}$), and the price has competitiveness ($X_{2.3}$). The product has an affordable price ($X_{2.1}$), which is the indicator that contributes the highest influence to the product variable with a loading factor value of 0.819.

The location variable has three indicators that have met the convergent validity criteria because they have a loading factor value above 0.7. That way, it can be said that the location variable can be reflected through channels for product distribution ($X_{3.1}$), products that are always available ($X_{3.2}$), and market coverage ($X_{3.3}$). Products that are always available ($X_{3.2}$) are the indicator that contributes the highest influence to the product variable, with a loading factor value of 0.811. Promotion through advertising is one of the elements to inform and persuade the market about new products or services offered by the company (Fitria et al., 2022).

The promotion variable includes three indicators that have met the convergent validity criteria because they have a loading factor value above 0.7. That way, it can be said that the promotion variable can be reflected through advertising made ($X_{4.1}$), providing discounts ($X_{4.2}$), and having good public relations ($X_{4.3}$). Advertising ($X_{4.1}$) is the indicator that contributes the highest influence to product variables with a loading factor value of 0.899.

The people variable has three indicators that have met the convergent validity criteria because they have a loading factor value above 0.7. That way, it can be said that the people variable can be reflected through the services provided by employees ($X_{5.1}$), employees who are kind and polite ($X_{5.2}$), and responding to consumer complaints ($X_{5.3}$). Responding to consumer complaints ($X_{5.1}$) is an indicator that contributes the highest influence to the product variable with a loading factor value of 0.914.

The process variable has four indicators that have met the convergent validity criteria because they have a loading factor value above 0.7. That way, it can be said that the process variable can be reflected through the services provided ($X_{6.1}$), fast delivery ($X_{6.2}$), accepting consumer complaints ($X_{6.3}$), and responsiveness in serving requests ($X_{6.4}$). Receiving consumer complaints ($X_{6.3}$) is the indicator that contributes the highest influence to the product variable, with a loading factor value of 0.811. The processing of the products offered also determines the level of public interest in a product (Utami & Saputra, 2017).

The physical evidence variable has three indicators that have met the convergent validity criteria because they have a loading factor value above 0.7. That way, it can be said that the physical evidence variable can be reflected through a comfortable environment ($X_{7.1}$), a good layout ($X_{7.2}$), and additional facilities that make shopping comfortable ($X_{7.3}$). A comfortable environment ($X_{7.1}$) is the indicator that contributes the highest influence on product variables, with a loading factor value of 0.864. According to (Fitria et al., 2022), physical evidence variables are tangible elements (such as strategic sales locations and unique designs) that can provide a friendly atmosphere in the service environment.

Table 5. Composite reliability and Cronbach's alpha

Variable	Composite Reliability	Cronbach's Alpha	Description
X1	0.713	0.717	Reliable
X2	0.707	0.707	Reliable
X3	0.725	0.706	Reliable
X4	0.806	0.765	Reliable
X5	0.840	0.836	Reliable
X6	0.807	0.803	Reliable
X7	0.829	0.816	Reliable
Y	0.852	0.841	Reliable

Source: Primary data processed (2024)

Based on Table 5, it is clear that the composite reliability and Cronbach's alpha values of all indicators on this research variable have a value greater than 0.7. It can be said that each construct has a high reliability value, and overall, the indicators are declared reliable or consistent in measuring their latent variables.

b. Inner Model Evaluation

Using the coefficient of determination (R²), the inner model assessment evaluates whether specific independent latent variables significantly affect the dependent latent variable. The coefficient of determination (R²) in this study is 0.578. According to (Wijaya, 2022), the criteria for the R Square value are 0.67 (strong), 0.33 (medium), and 0.19 (weak). The customer satisfaction variable has an R square value of 0.578, suggesting that the combined influence of the exogenous constructs can explain 57.8% of the variability in customer satisfaction. This falls into the moderate range, as it exceeds 33% but is less than 67%. While other variables, which were not investigated in this study, influence the remaining factors.

The next stage is bootstrapping to determine whether a hypothesis can be accepted or rejected. The test criteria state that if the P value <0.05 or 5%, then the hypothesis is accepted. The outcomes of hypothesis testing are known in this table:

Table 6. Hypothesis testing results

	Original sample	Sample mean	Standard deviation	T statistic	P-values	Description
X ₁ -> Y	0.039	0.054	0.130	0.300	0.764	Rejected
X ₂ -> Y	0.100	0.116	0.139	2.126	*0.046	Accepted
X ₃ -> Y	0.016	0.024	0.104	0.158	0.874	Rejected
X ₄ -> Y	0.436	0.429	0.133	3.284	*0.001	Accepted
X ₅ -> Y	-0.301	-0.256	0.169	1.785	0.074	Rejected
X ₆ -> Y	0.410	0.369	0.222	2.864	*0.015	Accepted
X ₇ -> Y	0.125	0.113	0.158	2.566	*0.040	Accepted

Source: Primary data processed (2024)

Table 6 shows that the variables of price, promotion, process, and physical evidence have a P-value <0.05 or 5%, so it is stated that there is a significant influence between these variables and customer satisfaction. Meanwhile, the variables of product, place, and process have a P-value greater than 0.05, so it is stated that these variables do not significantly influence customer satisfaction.

1. The Effect of Products on Consumer Satisfaction

This means no significant influence exists between products and BIKLA coffee customer satisfaction. This happens because the BIKLA coffee products sold by the Ihya'us Sunnah Al Hasany Islamic Boarding School lack the variety of products sold and a variety of packaging so that they do not meet the buyers' needs. This differs from the findings of research conducted by (Dhita et al., 2022) and (Pratiwi, 2022), which state that the product variable significantly influences customer satisfaction. This difference arises due to the different characteristics of consumers ranging from their level of education, domicile, and occupation. The more diverse the number and types of products sold in a place, the more satisfied consumers will feel and make purchases of these products and not need to purchase other products (Fadhilah, 2021).

2. The Effect of Place on Consumer Satisfaction

Price indicators, which include price affordability (X_{2,1}), price compatibility with product quality (X_{2,2}), and price competitiveness (X_{2,3}), are the reasons for consumers to feel satisfaction. This is evidenced by consumers who purchase BIKLA coffee because the product's selling price is affordable, given consumers' income and purchasing power. Prices that are following product quality can affect customer satisfaction (Fadhilah, 2021).

3. The Effect of Place on Consumer Satisfaction

The data shown in the table reveal that the location variable does not significantly impact customer satisfaction. The findings of this study diverge from the research employed by (Dhita et al., 2022), which argues that location variables significantly affect customer satisfaction. This difference occurs due to differences in research locations, where the research location (Dhita et al., 2022) is more easily accessible to consumers.

4. The Effect of Promotion on Consumer Satisfaction

The data shown in this table clearly demonstrates that the promotion variable substantially impacts customer satisfaction. The coefficient value of the promotion variable is 0.436, indicating that an increase in the promotion variable would result in a corresponding rise of 0.436 in customer satisfaction. This may be taken as a positive relationship between the effectiveness of the promotion

and customer satisfaction. This aligns with the study (Pratiwi, 2022), which argues that promotional variables significantly affect customer satisfaction.

5. The Effect of People on Consumer Satisfaction

People do not significantly and positively influence BIKLA coffee customer satisfaction. According to the results of the research that has been carried out, it is clear that there is a conformity between the outcomes of this research and research employed by (Putri O. M., 2023), which indicates that people do not influence customer satisfaction.

6. The Effect of Process on Consumer Satisfaction

Process variables have a significant effect on consumer satisfaction with BIKLA coffee. This happens because the service provided to consumers is excellent, so consumers feel comfortable. In addition, the owner of BIKLA Coffee accepts consumer complaints well so that customers feel happy with the service they are given. This aligns with a study (Dhita et al., 2022) that argues that process variables significantly affect customer satisfaction.

7. The Effect of Physical advance on Consumer Satisfaction

Customer satisfaction is significantly affected by physical evidence variables. This is in line with the study of (Dhita et al., 2022), which argues that the physical facilities variable affects customer satisfaction because it has adequate facilities.

CONCLUSIONS

The outcomes of this research indicate that the marketing mix carried out by Bikla coffee has been carried out well. Several variables show an insignificant effect on customer satisfaction, so it is essential to improve the performance of several variables in the marketing mix to increase customer satisfaction. The CSI (Customer Satisfaction Index) calculation reveals that customer satisfaction with BIKLA coffee stands at 79.86%. This value indicates that consumers are satisfied with the performance of the BIKLA coffee attribute. Things that can increase consumer satisfaction can be done by improving the performance of the employee appearance attribute at the lowest value in the MIS.

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