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The Influence of Marketing Mix on Consumer Loyalty Through Consumer Satisfaction at the Pusat Grosir Sepatu (PGS) in Mojokerto City

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Abstract: *Retail business competition in the footwear sector is driven by increased footwear sales. The role of the local government in this regard is the Mojokerto City government providing facilities the Pusat Grosir Sepatu (PGS). Pusat Grosir Sepatu (PGS) in Mojokerto City was established in 2023. Over time, sales at the Pusat Grosir Sepatu (PGS) in Mojokerto City have fluctuated. In response to this, various efforts have been made, including adding variety and improving product quality, improving facilities, enhancing personal selling skills, providing special prices, promoting on social media, and other efforts. These efforts are part of the marketing mix. These improvements are aimed at increasing customer satisfaction and thus fostering customer loyalty at the Pusat Grosir Sepatu (PGS) in Mojokerto City. Based on this explanation, this study aims to test and prove the effect of the marketing mix on customer loyalty through customer satisfaction at Pusat Grosir Sepatu (PGS) in Mojokerto City. There are 3 variables, namely the marketing mix variable with 7 mixes, consumer satisfaction, and consumer loyalty. Data processing used SmartPLS 4.1. The results of the hypothesis test obtained the results that there is an influence of the marketing mix on consumer satisfaction as evidenced by P values of 0.000 < 0.05. The influence of the marketing mix on consumer loyalty is evidenced by P values of 0.000 < 0.05. The influence of consumer satisfaction on consumer loyalty is evidenced by P values of 0.00 < 0.05. The influence of service quality on consumer loyalty through consumer satisfaction is known to be P values of 0.001 < 0.05. From the adjusted R square value, it is known that the influence of the marketing mix on consumer satisfaction is 58% and the influence of the marketing mix and satisfaction on consumer loyalty is 59.7%.*

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INTRODUCTION

Competition in the retail business, particularly in the footwear sector, is intensifying. This is driven by the annual increase in footwear sales. According to data from the Central Statistics Agency (BPS), the value of Indonesian footwear exports will reach US$7.08 billion in 2024, exceeding the US$6.44 billion export value in 2023 (https://www.abc.net.au/indonesian/2025-05-06/kualitas-sepatu-indonesia-tidak-diragukan-tapi-sulit-bersaing/105178952). The increase in footwear sales has resulted in an increase in footwear retail. Competition in retail stores is intensifying, requiring retailers to adapt to evolving marketing styles. Online sales competition provides new experiences for consumers while also presenting new challenges for retailers operating in traditional brick-and-mortar stores (Rahmi et al., 2024).

The government, in this case the Mojokerto City Regional Government, is paying attention to footwear craftsmen in Mojokerto City to market their products by providing a retail outlet selling footwear, namely Pusat Grosir Sepatu (PGS). Pusat Grosir Sepatu (PGS) in Mojokerto City, which has been operating since 2023 and accommodates 35 footwear craftsmen, must be able to adapt and implement effective marketing strategies to attract consumers. Product, price, place, promotion, people, process, and physical evidence are the 7P marketing mix which are important elements in marketing strategy (Fajrin & Aprianingsih, 2024). The success of a retail business depends heavily on the company's ability to effectively manage and integrate marketing mix elements that have an impact in the form of customer satisfaction (Dimelda et al., 2024). Customer satisfaction at the Pusat Grosir Sepatu (PGS) in Mojokerto City plays a vital role in generating customer loyalty. Consumer loyalty is an important asset for the sustainability of the PGS business in Mojokerto City because loyal consumers tend to make repeat purchases, recommend products to others, and are less sensitive to price. This study aims to analyze the influence of the marketing mix (product, price, place, promotion, people, process, and physical evidence) on consumer loyalty at the Pusat Grosir Sepatu (PGS) in Mojokerto City, with consumer satisfaction as an intervening variable. This research is important to understand effective marketing strategies in increasing consumer loyalty in the retail sector, especially at Pusat Grosir Sepatu (PGS) in Mojokerto City. The results of the study are expected to provide insight for managers Pusat Grosir Sepatu (PGS) in Mojokerto City and shoe business actors in designing more targeted marketing strategies and increasing competitiveness.

LITERATURE REVIEW

Marketing Mix

The 7Ps of the Marketing Mix is a set of controllable, tactical marketing tools that companies combine to produce the desired response in the target market. It is an extension of the traditional 4Ps of the Marketing Mix (Product, Price, Place, Promotion) by adding three additional elements: People, Process, and Physical Evidence. This addition is particularly relevant in the service industry, where human interaction and physical evidence play a crucial role in the customer experience. (Alwinie et al., 2024)

Consumer Satisfaction

Consumer satisfaction is determined by comparing expectations with reality after receiving a product or service. If expectations exceed, consumers will be satisfied, but the opposite will be true if what they receive falls short of expectations (Nanang et al., n.d.).

According to Tjiptono, consumer satisfaction is measured using indicators including:

1. Met expectations.
2. Repeat visits.
3. Providing recommendations to others. (Delyuzar et al., 2023)

Consumer Loyalty

According to Griffin, loyalty is the act of continuously purchasing goods or services. Indicators of consumer loyalty are:

1. Repeat purchases

2. Resilience to negative rumors.
3. Recommendations. (Purnawan, 2025)

HYPOTHESES

The hypotheses in this study are formulated as follows:

1. H1: There is an influence of the marketing mix on consumer satisfaction.
2. H2: There is an influence of the marketing mix on consumer loyalty.
3. H3: There is an influence of consumer satisfaction on consumer loyalty.
4. H4: There is an influence of the marketing mix on consumer loyalty through consumer satisfaction.

The above hypotheses are presented in Figure 1 as follows:

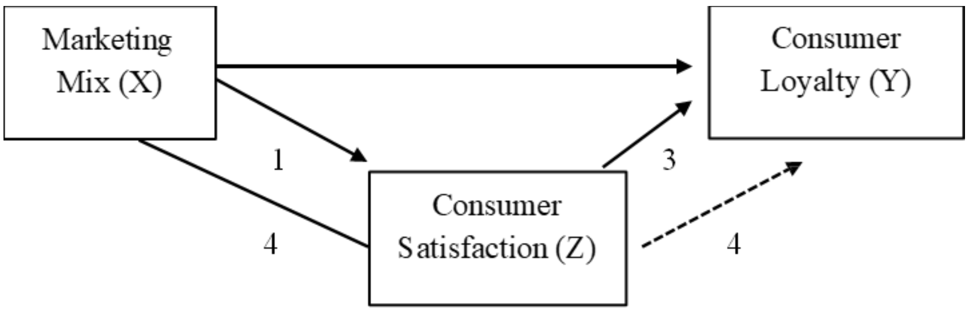

Figure 1. Framework

RESEARCH METHODS

The statistical analysis used SEM (Structural Equation Model) with data processing using SmartPLS 4.1. There were three variables: marketing mix (X), customer satisfaction (Z), and customer loyalty (Y). Data collection used a questionnaire method via Google Forms.

RESEARCH RESULTS AND DISCUSSION

Measurement Test (Outer Model)

The results of the Convergent Validity Test obtained the loading factor value and the average variance inflation factor (AVE) value. The data processing results for the Reliability and Validity constructs showed a green color, indicating that the outer loading value met the criteria.

Construct Reliability and Validity

Matrix »4 Copy to Clipboard: Excel Format R Format

	Cronbach's Alpha	rho_A	Composite Reliabil	Average Variance I
Kepuasan Kons...	0.861	0.863	0.915	0.783
Loyalitas Konsu...	0.815	0.821	0.890	0.730
marketing mix (X)	0.864	0.871	0.896	0.552

Figure 2. Construct Reliability and Validity

The loading factor values for the outer loading for all indicators in the marketing mix variable (X), customer satisfaction variable (Z), and customer loyalty variable (Y) are above 0.6, thus all indicators for each variable are declared valid.

Outer Loadings

Matrix

	Kepuasan Konsum	Loyalitas Konsume	marketing mix (X)
X1.1			0.744
X1.2			0.718
X1.3			0.794
X1.4			0.819
X1.5			0.740
X1.6			0.765
X1.7			0.605
Y1.1		0.874	
Y1.2		0.876	
Y1.3		0.811	
Z1.1	0.846		
Z1.2	0.908		
Z1.3	0.900		

Figure 3. Loading Factor Values

The AVE value of marketing mix (X), consumer satisfaction (Z) and consumer loyalty (Y) > 0.5 means that the marketing mix (X), consumer satisfaction (Z) and consumer loyalty (Y) are declared valid.

Table 1. AVE Value

Variabel	**AVE Value**
Marketing Mix (X)	0.896
Kepuasan Konsumen (Z)	0.915
Loyalitas konsumen (Y)	0.890

Reliability testing is performed by examining the composite reliability and Cronbach's alpha values. The criteria or stipulations are that a composite reliability and Cronbach's alpha value >0.7 are considered reliable.

Table 2. Composite Reliability and Cronbach's Alpha Values

Variabel	**Composite Reliability**	**Cronbach's Alpha**
Marketing Mix (X)	0.915	0.861
Consumer Satisfaction (Z)	0.896	0.864
Consumer Loyalty (Y)	0.890	0.815

Composite reliability and Cronbach's Alpha values > 0.7 are considered valid.

Structural Model Test (Inner Model)

Structural model/inner model test using adjusted R-square.

R Square

Matrix | R Square | R Square Adjusted

	R Square	R Square Adjusted
Kepuasan Konsumen (Z)	0.580	0.576
Loyalitas Konsumen (Y)	0.597	0.588

Figure 4. R-square Overview

The adjusted R-square value for customer satisfaction (Z) is 0.580 and for customer loyalty (Y) is 0.597. The marketing mix has a 58% effect on customer satisfaction, and the marketing mix and customer satisfaction have a 59.7% effect on customer loyalty.

Hypothesis Testing

Hypothesis testing for H1, H2, and H3 uses direct effects, while H4 uses indirect effects. The direct effects table is presented in Figure 4.

Path Coefficients

Mean, STDEV, T-Values, P-Values | Confidence Intervals | Confidence Intervals Bias Corrected | Samples

	Original Sample (C	Sample Mean (M)	Standard Deviatior	T Statistics (|O/STI	P Values
Kepuasan Konsumen (Z) -> Loyalitas Konsumen (Y)	0.419	0.408	0.119	3.536	0.000
marketing mix (X) -> Kepuasan Konsumen (Z)	0.762	0.761	0.048	15.715	0.000
marketing mix (X) -> Loyalitas Konsumen (Y)	0.404	0.405	0.098	4.136	0.000

Figure 5. Direct Effects

From Figure 5, it can be concluded that:

1. H1: There is an influence of the marketing mix on consumer satisfaction.
   P-values are 0.000 < 0.05, so H1 is accepted, indicating a significant influence of the marketing mix on consumer satisfaction.
2. H2: There is an influence of the marketing mix on consumer loyalty.
   P-values are 0.000 < 0.05, so H2 is accepted, indicating a significant influence of the marketing mix on consumer loyalty.
3. H3: There is an influence of consumer satisfaction on consumer loyalty.
   P-values are 0.000 < 0.05, so H3 is accepted, indicating a significant influence of consumer satisfaction on consumer loyalty.

To determine the results of the hypothesis regarding the influence of the marketing mix on consumer loyalty through consumer satisfaction, or H4, the indirect effects are presented in Table 6.

Table 6. Indirect Effects

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values | Confidence Intervals | Confidence Intervals Bias Corrected | Samples | Copy to Clipboard:

	Original Sample (O)	Sample Mean (	Standard Deviatior	T Statistics (|O/STI	P Values
marketing mix (X) -> Kepuasan Konsumen (Z) -> Loyalitas Konsumen (Y)	0.319	0.316	0.097	3.302	0.001

Table 6 shows that the indirect effects are P-values of 0.001 < 0.05, indicating a significant effect of the marketing mix on consumer loyalty through customer satisfaction, thus H4 is accepted.

CONCLUSION

The research results further strengthen and provide evidence that each variable in this study, namely the marketing mix, customer satisfaction, and loyalty, each has an influence (Hamdali et al., 2021). Both the marketing mix and customer satisfaction have a positive and significant impact on customer loyalty (Oktaria et al., 2023). The effect of the marketing mix on customer satisfaction is evidenced by P-values of 0.000 < 0.05. The effect of the marketing mix on customer loyalty is evidenced by P-values of 0.000 < 0.05. The effect of customer satisfaction on customer loyalty is evidenced by P-values of 0.00 < 0.05. The effect of service quality on customer loyalty through customer satisfaction is evidenced by P-values of 0.001 < 0.05.

Retail businesses must always pay attention to the indicators in the marketing mix, which consist of product, price, place, promotion, people, process, and physical evidence. By paying attention to and improving the indicators in the marketing mix, customer satisfaction will increase through each indicator. The marketing mix has a 58% impact on customer satisfaction. Increased customer satisfaction will certainly impact customer loyalty. The marketing mix and satisfaction have a 59.7% impact on customer loyalty.

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