

The Influence of the Marketing Mix on Consumer Satisfaction with La Fonte Spaghetti Pasta

Marketing Mix

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ABSTRACT

The competition within the food sector has significantly increased, particularly in the spaghetti pasta product category. Numerous brands are competing in the market, necessitating effective marketing strategies for companies to maintain market share and boost product sales. This research aims to analyze the impact of the marketing mix (product, price, place, and promotion) on consumer satisfaction with La Fonte pasta spaghetti. The study employs a quantitative descriptive research method, utilizing both primary and secondary data sources. The population consists of individuals who have consumed La Fonte pasta spaghetti at least twice, with a sample size of 100 respondents selected through purposive sampling. The data analysis technique involves multiple linear regression using SPSS software. The results indicate that the marketing mix has a positive and significant impact on consumer satisfaction with La Fonte pasta spaghetti when considered collectively, as evidenced by a significant value of $0.000 < 0.005$. However, when examined individually, the product, price, and place variables show positive but non-significant effects on consumer satisfaction, with significant values of $0.076 > 0.05$. The study suggests improving the promotion variable, recommending the addition of promotional activities on social media platforms such as Facebook and Instagram.

Keywords: Product, Price, Place, Promotion, Consumer Satisfaction, Spaghetti La Fonte

ABSTRAK

Persaingan antar industri di bidang pangan semakin meningkat secara signifikan. Salah satu industri makanan yang mengalami peningkatan persaingan adalah produk pasta spageti. Ada banyak merek pasta yang bersaing satu sama lain di pasaran. Oleh karena itu, perusahaan memerlukan strategi pemasaran yang baik untuk mempertahankan pangsa pasar dan meningkatkan penjualan produk. Tujuan penelitian ini adalah menganalisis pengaruh bauran pemasaran (produk, harga, tempat, dan promosi) terhadap kepuasan konsumen spageti pasta La Fonte. Penelitian ini menggunakan metode penelitian deskriptif kuantitatif. Jenis dan sumber data yang digunakan adalah data primer dan sekunder. Populasi penelitian ini adalah orang yang pernah mengonsumsi spageti pasta La Fonte sebanyak dua kali. Berdasarkan metode dan teknik pengambilan sampel diperoleh populasi sebanyak 100 responden. Teknik pengambilan sampel pada penelitian ini menggunakan teknik purposive sampling. Teknik analisis data dalam metode penelitian ini menggunakan analisis regresi linier berganda dengan software SPSS. Hasil penelitian menunjukkan bahwa bauran pemasaran secara simultan berpengaruh positif dan signifikan terhadap kepuasan konsumen pasta spageti La Fonte. Hal ini ditunjukkan dengan nilai signifikan sebesar $0.000 < 0.005$. Produk, Harga, dan Tempat secara parsial berpengaruh positif dan signifikan terhadap kepuasan konsumen dengan nilai signifikansi $0.076 > 0.05$. Variabel promosi sebaiknya ditingkatkan dengan menambahkan promosi pada media sosial menggunakan Facebook, Instagram.

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INTRODUCTION

Spaghetti is a type of pasta known as an Italian noodle dish. Spaghetti has a long, stick-like shape, straight and dense. Generally, spaghetti pasta is served with tomato sauce, minced meat and vegetables. The specialty of this pasta is that it is rich in protein and carbohydrates (Bianchi et al., 2021), low in fat, and has a soft and chewy texture. The serving time is also easy and practical, and suitable for consumption by all groups, especially productive adults. The main basic ingredient for spaghetti pasta is wheat flour which is mixed with water, eggs and salt to form a dough that resembles the shape of noodles (Santoso, 2019). There are several brands of spaghetti pasta that are popular and widely consumed by Indonesian people (Bresciani et al., 2022). One brand of spaghetti pasta that people like is La Fonte brand spaghetti. La Fonte Spaghetti is produced by PT. Bogasari Tbk. In 2022, La fonte will be ranked fourth in the top rank list of best-selling instant pasta noodles after Indomie, Lemonilo and Mie Sedap with a sales volume of 3.5% (Wiwaha, 2021). The high sales volume of La Fonte products shows that this product is a product that is in great demand by the public.

The market share of instant La Fonte brand spaghetti in Indonesia is quite high. La Fonte instant controls the market by 60% (Nida, 2005). This is because La Fonte brand spaghetti pasta is one of the local products circulating in the domestic market (Shofian & Sri, 2020). Apart from the La Fonte brand, there are many types of imported pasta competing on the market, namely Honig brand pasta, San Remo, etc. The large number of pasta brands on the market has caused competition between companies to become increasingly fierce. Therefore, companies need the right marketing strategy to maintain market share and increase sales.

One of the strategies used by companies to increase product sales is to use a marketing mix strategy. The marketing mix is a set of marketing variables used to achieve marketing goals in the market (Mutia & Pujianto, 2022). The marketing mix is a tool for getting responses from the market for the products being sold (Yudanto et al., 2021). The variables in the marketing mix consist of product, price, place and promotion. Each marketing mix variable is related to each other and has an important role in product marketing. Products are goods offered on the market for attention, purchase and use in everyday life (Shalihah et al., 2021). In producing products, companies must pay attention that the products offered can provide benefits and satisfaction to consumers in terms of quality, design, shape, brand and packaging. According to (Gandhy et al., 2019) if a product has performance that exceeds expectations, then consumers will be satisfied and use the product. However, if the product performance does not match consumer expectations, then consumers are dissatisfied.

Apart from products, price also plays a role in increasing sales and providing consumer satisfaction (Hardini et al., 2022). This is because consumers must know the price before making a purchase. Prices can be measured using 5 (five) indicators, namely price list, discounts, special discounts, payment periods and credit terms. Price is the only marketing mix element that can generate income, while other elements require costs (Presley & Budiono, 2020). In addition, price is one of the most flexible elements of the marketing mix because it can easily change along with changes in products and services. Price also determines the occurrence of buying and selling transactions between producers and consumers to obtain profits from the sale of products and services. Price variables are very important in marketing. Therefore, producers must determine the right price so that consumers feel satisfied.

Another important factor that needs to be considered in business development is the location or distribution channels. Place is a physical structure that is visible in business activities to make it easier for products to get from producers to consumers (Wahyudi et al., 2021). A strategic location will be the right choice for consumers. Companies need to

pay attention to the location of product sales, such as the level of achievement and travel time to the destination location. Place or location is an important component for distributing products and providing the best service to consumers.

One of the activities carried out by companies to convey product information to consumers is promotion. Promotion aims to influence consumers to want to buy products based on the features, benefits, and quality produced by the company (Riyono & Budiharja, 2016). Several important elements in promotional activities include advertising, personal selling, sales promotion, publicity, and public relations. The study seeks to determine the influence of the marketing mix, consisting of product, price, place, and promotion, individually on consumer satisfaction for La Fonte spaghetti pasta. Additionally, it aims to explore the relationship between the marketing mix, including product, price, place, and promotion, collectively on consumer satisfaction for La Fonte spaghetti pasta. Furthermore, the research aims to identify managerial implications concerning the relationship between marketing mix variables carried out by PT. Bogasari Tbk. on consumer satisfaction.

LITERATURE REVIEW

The marketing mix is a collection of controlled tactical marketing tools that a company combines to produce responses that the company can use to influence demand for its products. An effective marketing program combines all elements of the marketing mix into an integrated marketing program designed to achieve the company's marketing goals by delivering value to consumers (Li et al., 2021). The marketing mix consists of a combination of four activities which are the core of the marketing system, namely: product, price, promotional activities, and place.

A product is anything that a producer can offer to be noticed, requested, searched for, purchased and consumed by the market to fulfill the needs or desires of the relevant market in the form of goods or services. The way to determine a product can be through the VSQ (Variants, Stock and Quality) concept. This concept explains that a product can be seen from the type of product, the production process of a product, product availability, and whether the product is durable or not. Products and services are classified into consumer products and industrial products. Consumer products are products and services purchased by final consumers for personal consumption. Industrial products are goods purchased for further processing or use in running a business. Thus, the difference between consumer products and industrial products lies in the purpose for which the product is purchased.

An amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using a good or service. Price can also be interpreted as an expression of value, where the value concerns the product, product image, product availability. In marketing price plays a very strategic role. If the price is too expensive, the product will become unaffordable for consumers, and can even cause customer value to be low. On the other hand, if the price is too low, the company will have difficulty making a profit and this low price can affect consumers' perceptions of the product. Pricing objectives. Profit Oriented Classical economic theory states that every company is always oriented towards obtaining large profits or profit maximization. There are two types of profit targets, namely margin targets and ROI (Return on Investment) targets. Target margin is the profit target for a product expressed as a percentage that reflects the company's profit ratio. Meanwhile, ROI is a profit target which is expressed as the ratio of profit to the total investment made by the company in production facilities and assets that support the product.

Sales Volume Oriented Apart from being profit oriented, there are also companies that set prices based on objectives that are oriented towards a certain volume (volume pricing objective). The price is determined in such a way as to achieve the sales target. Image Oriented One way to shape a company's image is through pricing strategies. The company can set prices to establish or maintain the image and perception of consumers. Setting high or low prices has the aim of increasing consumer perceptions of the overall product

mix offered. Price Stabilization Prices are a very sensitive matter for consumers. If a company lowers or increases its selling price, its competitors must also do the same in order to compete in the market (Iwan & Arisman, 2023). Conditions like this are the basis for the goal of price stabilization.

Channels used by producers to distribute goods from producers to consumers. Location can also be interpreted as choosing a business location. The choice of business location must be in a strategic location, which is easy to reach for consumers, and so on. Distribution refers to various marketing activities that attempt to expedite, distribute and facilitate the distribution of products from producers to consumers. The distribution process is able to create added value to a product through marketing functions that can realize the use or utility of form, place, time and ownership. Apart from that, the distribution process can also facilitate the flow of physical and non-physical marketing channels. In its implementation, companies often collaborate with intermediaries in the distribution process as middlemen and distribution channels. The intermediary in question is an individual or institution that connects the flow of goods from producers to final consumers and industrial consumers. In general, intermediaries are divided into two main forms, namely merchant middleman and agent middleman. Middleman merchants are intermediaries who have goods for resale. Middleman merchants are divided into wholesalers and retailers. Meanwhile, a middleman agent (broker) is an intermediary who only finds buyers, negotiates and carries out transactions on behalf of the producer.

Promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence and remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company in question. Promotion is an element of the marketing mix that focuses on efforts to inform, persuade and remind consumers of a company's brand or product. Integrated Marketing Communication (IMC) is a two-way marketing communication concept. This concept is more widely used because it is two-way. The term "integrated" indicates alignment between goals, focus and strategic direction between promotional mix elements (advertising, sales promotions, personal selling, public relations and direct & online marketing). IMC emphasizes marketing communications using organized dialogue with internal and external audiences that is personalized, customer-oriented, and technology-driven.

The word satisfaction comes from the Latin "satis" which means good enough or adequate, and the word "factio" which means to do or make. In simple terms, satisfaction can be defined as "an effort to fulfill something" or "to make something good enough". Satisfaction is a feeling that arises from comparing the perceived performance of a product or result against their expectations, the feeling that arises is in the form of happiness or disappointment. If the company's performance fails to meet expectations, then customers will not feel satisfied. Likewise, if performance meets expectations, consumers will feel satisfied. Consumer satisfaction is defined as the overall attitude that consumers show towards a product after they obtain and use it. Satisfied consumers will consume the product continuously, consumers will be loyal to the product and will be happy to promote the product by word of mouth to other people.

This research aims to analyze the influence of product marketing mix variables, price, place and promotion on consumer satisfaction with La Fonte spaghetti pasta, both partially and simultaneously. A framework is needed to help guide researchers in conducting research. The variables in the research are connected to one another. The relationship between the independent variable and the dependent variable can be explained in the following theoretical framework.

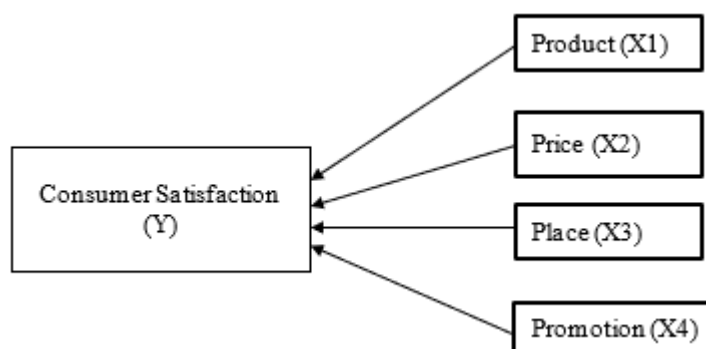


Figure 1. Framework

Regarding the problem to be studied, based on the research objectives, problem formulation, and framework of thought above, the researcher formulated the following hypotheses:

H1: The products of La Fonte Pasta-Spaghetti have a partial effect on consumer satisfaction.

H2: The price partially influences consumer satisfaction.

H3: Place has a partial effect on consumer satisfaction.

H4: Promotion has a partial effect on consumer satisfaction.

H5: The marketing mix of La Fonte Pasta-Spaghetti influences consumer satisfaction simultaneously.

RESEARCH METHODS

The research method used is a quantitative descriptive method. The type of data collected is expressed in the form of numbers or numbers. Quantitative methods focus on testing theories based on variables and analyzing data with statistical procedures. This research was carried out in the Bogor City area, West Java. This research lasted for 6 (six) months starting from September 2022-February 2023. In this research, the sample used was 100 respondents. The sampling method in this research is non-probability sampling using purposive sampling technique. Purposive sampling is a technique or method of determining samples based on certain considerations. Sampling in this study was based on conditions or considerations, namely that the respondent had consumed La Fonte spaghetti pasta products twice. The data collection method used in this research is a survey method through distributing questionnaires. This method is a technique for collecting data by attaching several questions for respondents to answer.

In this research, questionnaires were given to people who consumed La Fonte spaghetti pasta products. The questionnaire used by researchers to collect data is a Likert scale, namely by scoring questions through assessment categories. Score 1: Strongly Disagree (STS), Score 2: Disagree (TS), Score 3: Neutral (N), Score 4: Agree (S), Score 5: Strongly Agree (SS). The types of data and data sources used in this research are primary data and secondary data. Primary data was obtained through distributing questionnaires to respondents with the aim of knowing consumers' opinions or responses to the product. The questionnaire given to consumers contains closed questions. Closed questions are questions for which alternative answers are available in the questionnaire. Secondary data was obtained from various previous literature sources related to research such as: theses, journals, textbooks, research reports, theses. The variables used in this research consisted of independent variables and dependent variables. The data analysis method used in this research is multiple linear regression analysis, using classic assumption tests (normality test, multicollinearity test, heteroscedasticity test and hypothesis testing (simultaneous test/F test, partial test/t test and coefficient of determination test (R^2) /Adjusted R Square. The test technique used to test the validity of the questionnaire is Pearson correlation, by making decisions from comparing the calculated Pearson correlation value (r-count) with the Pearson correlation value.

RESULTS AND DISCUSSION

This research, conducted in Bogor, West Java, involved respondents classified by age, gender, profession, and income. Among 100 La Fonte brand spaghetti pasta consumers, 75% were female, while 25% were male. The majority of consumers, especially those aged 16-25 years (34%), found the product convenient for their active lifestyles. Respondents aged 36-50 years constituted 30%, and those over 50 years were 27%, while the least consumption occurred among those aged 26-35 years (9%). Professions of respondents included employees (39%), students (32%), housewives (15%), and entrepreneurs (14%), aligning with the company's target market of young consumers. The data also revealed that respondents with incomes above IDR 5,000,000 constituted the highest participation at 41%, followed by those earning IDR 1,500,000-3,000,000 at 31%. The study provides a comprehensive understanding of La Fonte spaghetti pasta consumption patterns among different demographic groups (Table 1).

Table 1. Characteristics of respondents

Category	Amount	Percentage	Category	Amount	Percentage
Gender			Work		
Man	25	25%	Employee	39	39%
Woman	75	75%	Self-employed	14	14%
Age			Housewife	15	15%
16-25	34	34%	Student	32	32%
26-35	9	9%	Income		
36-50	30	30%	<1.500.000	15	15%
>50	27	27%	1.500.000-3.000.000	26	26%
			3.000.000-5.000.000	18	18%
			>5.000.000	41	41%

The validity test assesses the accuracy of a measuring instrument by comparing calculated r and r table values. With a significance level of 0.05, questionnaire items are deemed valid if r count $>$ r table and positive. In this study (Islam, 2021), a sample of 100 with an R -table value of 0.194 yielded questionnaire items with calculated r values greater than the table, confirming their validity. The reliability test, crucial for questionnaire consistency, employed Cronbach's alpha. Results indicated a Cronbach's alpha value greater than 0.60, affirming the instrument's reliability (Table 2). These assessments ensure the accuracy and consistency of the research questionnaire.

The classical assumption test is crucial in multiple linear regression analysis, ensuring the appropriateness of the data for regression testing. In this research, key tests include the normality test, multicollinearity test, and heteroscedasticity test, conducted using SPSS. The normality test, assessed through the Kolmogorov-Smirnov test, verifies if the data exhibits a normal distribution. A significance value $>$ 0.05 indicates normal distribution, and the residual value of 0.200, with a significance level of 0.05, confirms normal data distribution. The multicollinearity test examines the correlation between independent variables, aiming to avoid bias in the regression model. Criteria, such as $VIF < 10$ and Tolerance Value $>$ 0.1, ensure the absence of multicollinearity symptoms between independent variables. These tests collectively ensure the reliability and validity of the multiple linear regression analysis. The multicollinearity test yielded a $VIF < 10$ and Tolerance Value $>$ 0.1, indicating no high relationship between independent variables (product, price, place, and promotion) (Table 3). This confirms the absence of multicollinearity, allowing for further tests (Purba et al., 2021). Additionally, the heteroscedasticity test using the Glejser test revealed that absolute residual values for each independent variable were greater than 0.05, indicating no symptoms of heteroscedasticity in the data variance (Situmorang & Nasution, 2022; Ramla, 2021).

Table 2. Validity and Reliability Test Results

Variable	Cronbach's Alpha	No	R-table	R- count	Information
Product	0.862	1	0.194	0.746	Valid
		2	0.194	0.792	Valid
		3	0.194	0.663	Valid
		4	0.194	0.695	Valid
		5	0.194	0.671	Valid
		6	0.194	0.812	Valid
		7	0.194	0.748	Valid
		8	0.194	0.614	Valid
Price	0.620	1	0.194	0.571	Valid
		2	0.194	0.601	Valid
		3	0.194	0.674	Valid
		4	0.194	0.634	Valid
		5	0.194	0.574	Valid
		6	0.194	0.496	Valid
		7	0.194	0.592	Valid
		8	0.194	0.338	Valid
Place	0.802	1	0.194	0.886	Valid
		2	0.194	0.884	Valid
		3	0.194	0.791	Valid
Promotion	0.919	1	0.194	0.738	Valid
		2	0.194	0.787	Valid
		3	0.194	0.822	Valid
		4	0.194	0.879	Valid
		5	0.194	0.596	Valid
		6	0.194	0.818	Valid
		7	0.194	0.882	Valid
		8	0.194	0.890	Valid
Consumer Satisfaction	0.884	1	0.194	0.792	Valid
		2	0.194	0.649	Valid
		3	0.194	0.738	Valid
		4	0.194	0.808	Valid
		5	0.194	0.767	Valid
		6	0.194	0.767	Valid
		7	0.194	0.795	Valid
		8	0.194	0.676	Valid

Table 3. Multicollinearity Test Results

Variable	Collinearity Statistics		Glejser Test	
	Tolerance	VIF value	Sig level.	Residual Value
Product	0.526	1.900	0.05	0.565
Price	0.592	1.691	0.05	0.772
Place	0.645	1.551	0.05	0.318
Promotion	0.755	1.325	0.05	0.907
One-Sample Kolmogorov-Smirnov				
Sig level: 0.05				
Residual: 0.200				

The multiple linear regression test presented in Table 4 assesses the relationship model between the dependent variable and more than one independent variable. Multiple linear regression analysis is conducted to ascertain the extent of influence each independent variable (product - X1, price - X2, place - X3, and promotion - X4) has on the dependent variable.

The regression analysis revealed insights into the individual impact of marketing mix variables on consumer satisfaction for Spaghetti La Fonte. The constant coefficient of 0.296 indicates that when the marketing mix variables (product, price, place, and promotion) are constant or zero, the consumer satisfaction value is 0.296. The regression coefficients for each variable demonstrate their respective influences: product (X1) at 0.478, price (X2) at 0.236, place (X3) at 0.434, and promotion (X4) at 0.091. These values indicate the change in consumer satisfaction corresponding to a 1% increase or decrease in each variable, assuming other variables remain constant. The simultaneous test (F test)

evaluated the collective influence of marketing mix variables on consumer satisfaction. The obtained significance value of 0.000 (<0.05) indicates a significant simultaneous influence. This aligns with research by Safri & Mulfa (2018) and Abbas (2020), affirming that marketing mix variables collectively have a positive and significant impact on consumer satisfaction. The study emphasizes the importance of companies properly addressing these marketing mix variables to enhance consumer satisfaction.

Table 4. Multiple Linear Regression Test Results

Variable	Coefficient Value	Sig.	Information
Constant	0.296		
Product	0.478	0.000	Significant
Price	0.236	0.030	Significant
Place	0.434	0.017	Significant
Promotion	0.091	0.076	Not significant

Multiple linear regression equation:

$$Y = 0.296 + 0.478X_1 + 0.236X_2 + 0.434X_3 + 0.091X_4$$

The product variable demonstrated a significant effect on consumer satisfaction ($p=0.000$), aligning with existing research highlighting the pivotal role of product quality in achieving consumer satisfaction (Aditia et al., 2020; Sanjaya et al., 2016). La Fonte's product attributes, such as its soft and chewy texture, delicious taste, and versatility with different sauces, contribute to high consumer satisfaction. The partial test on the price variable revealed a significant influence ($p=0.030$) on consumer satisfaction. This aligns with findings by Kencana (2018), emphasizing the positive impact of product price and quality on consumer satisfaction. La Fonte's competitive pricing, making the product accessible to a wide consumer base, contributes to the alignment of price and quality. Regarding the place variable, the research found a significant influence on consumer satisfaction ($p=0.017$). This outcome resonates with studies by Sutrisno & Tanjung (2022) and Desrianto & Afridola (2020), emphasizing the importance of a strategic location in enhancing consumer satisfaction. La Fonte's strategic product distribution in places like supermarkets and convenience stores contributes to the ease of access and positively influences consumer satisfaction. However, the promotional variable did not show a significant impact on consumer satisfaction ($p=0.076$). This result corresponds with the findings of Pangestui (2021), suggesting that partial promotional strategies may not significantly affect customer satisfaction. The study recommends improving promotional efforts, especially through social media channels like Facebook and Instagram, as these platforms are more frequently accessed than traditional advertising methods.

The coefficient of determination (R-square) revealed that the marketing mix variables collectively contribute to 63% of the consumer satisfaction variance, with 37% influenced by other unexplored variables. This underscores the importance of a holistic understanding of factors impacting consumer satisfaction beyond the investigated marketing mix variables (Razak et al., 2016).

Table 5. F and R² Test Results

Parameters	Significance Value	Information
Sig. (F-value)	0.000	Accepted
R-square	0.630	-
Marketing Mix (Product, Price, Place and Promotion)		

The partial test or t-test evaluates the influence of each independent variable individually on the dependent variable. The reference for the t-test is that if $t \text{ count} > t \text{ table}$ and the significance value is less than 0.05, there is a significant influence between the independent variable (X) and the dependent variable (Y). The research on La Fonte spaghetti pasta reveals that consumers find the product quality good, appreciating its

delicious texture, taste, and attractive packaging with relevant product information. Maintaining and enhancing these attributes is crucial for sustaining market share and boosting sales. La Fonte spaghetti prices are deemed accessible to all, and companies must align prices with product offerings to ensure consumer satisfaction. Sales locations are convenient, and promotions, while existing, need improvement. Increasing promotions through social media can enhance accessibility and information dissemination, especially among the younger demographic, contributing to increased consumer satisfaction.

CONCLUSION

The results yield several conclusions. the research results show that product, price, and place variables have a significant influence on consumer satisfaction. Therefore, companies should focus on improving product quality, maintaining competitive prices, and ensuring products are easily accessible to consumers. Even though promotional variables were not proven to have a significant effect in this research, companies should still consider more effective promotional strategies to increase consumer awareness and interest in their products. Thus, companies are advised to increase promotions on social media platforms such as Facebook, Instagram, and other online platforms, as this can reach more consumers, especially among young people who are more active on these platforms. In developing further marketing strategies, companies can use these findings as a basis for increasing consumer satisfaction. This involves better understanding consumer preferences and needs and adjusting the marketing mix more effectively.

Companies may consider conducting further research or additional surveys to gain deeper insight into the factors that influence consumer satisfaction. This can help companies formulate more targeted marketing strategies. In addition, companies also need to pay attention to other aspects such as customer service, product innovation, and efforts to build long-term relationships with consumers. The entire consumer experience, including service and interactions with the brand, can contribute significantly to consumer satisfaction and loyalty. Keep in mind that market dynamics and consumer preferences may change over time. Therefore, companies need to remain flexible and responsive to changing market trends and consumer needs to remain competitive and maintain customer satisfaction.

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