

## MARKETING MIX EFFECT TOWARDS CUSTOMER SATISFACTION AND LOYALTY: CASE STUDY OF REJUVE COLD-PRESSED DRINKS

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**Abstract:** The leading factor of cold-pressed drinks is to make the product having a premium price compared to other fruit and vegetable juice drinks. The main purpose of this study is to explore the factors marketing mix that influence satisfaction and customer loyalty to Rejuve cold-pressed drink. The SEM model is used to see the effect of relationships between the variables studied. The model was analyzed using LISREL SEM analysis. The used sampling technique is purposive sampling with 190 respondents involved. The results of the analysis suggest that marketing mix variable such as products, prices, and promotions are affecting consumer satisfaction and loyalty. Another result point out that satisfaction has a significant influence on Rejuve customer loyalty. Managerial implication of this research is focusing on the benefits of the product. The benefits of the product are product marketing mix factors that have advantages over satisfaction, so that the strategies carried out with Rejuve products provide education to consumers in increasing the benefits of their products, by including the benefits of products on packaging. It is expected to be able to attract consumer interest about the benefits of the product and encourage the trend of increasing the product marketing mix to customer satisfaction and loyalty.

**Keywords:** Cold-pressed, fruit and vegetable juice drink, premium price, SEM analysis

**Abstrak:** Faktor utama dari minuman coldpressed adalah untuk membuat produk memiliki harga premium dibandingkan dengan minuman jus buah dan sayuran lainnya. Penelitian ini bertujuan untuk menganalisis faktor-faktor bauran pemasaran yang mempengaruhi kepuasan dan juga menganalisis pengaruh kepuasan terhadap loyalitas pelanggan untuk minuman coldpressed Rejuve. Model SEM digunakan untuk melihat pengaruh hubungan antar variabel yang diteliti. Model dianalisis menggunakan analisis LISREL SEM. Teknik pengambilan contoh yang digunakan adalah purposive sampling. Adapun data, sebanyak 190 responden dianalisis. Hasil menunjukkan bahwa variabel bauran pemasaran seperti produk, harga, dan promosi mempengaruhi kepuasan konsumen. Hasil lain menunjukkan bahwa kepuasan memiliki pengaruh signifikan terhadap loyalitas pelanggan Rejuve. Implikasi manajerial dari penelitian ini difokuskan terhadap manfaat produk. Manfaat produk merupakan faktor bauran pemasaran produk yang memiliki pengaruh terbesar terhadap kepuasan, sehingga strategi yang dilakukan dengan produk Rejuve memberikan edukasi kepada konsumen dalam mempromosikan manfaat produknya, dengan mencatumkan manfaat produk pada kemasan. Hal itu diharapkan mampu menarik konsumen mengenai manfaat produk dan mendorong tren peningkatan bauran pemasaran produk pada kepuasan dan loyalitas pelanggan.

**Kata kunci:** Analisis SEM, cold-pressed, harga premium, minuman sari buah dan sayur

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## INTRODUCTION

According to the Ministry of Industry (2016), the average growth of soft drinks reached 6–7% in 2016 and will keep increasing in the coming years. The Ministry of Industry (2017) explained that the national food and beverage industry recorded a growth of 7.19 percent in the second quarter of 2017. Therefore, this gave opportunities to soft drink producers to compete and help in increasing the growth of soft drinks in Indonesia. The fruit and vegetable juice market will improve due to consumer's enthusiasm in natural healthy ingredients and can be a solution to increase vegetables and fruits consumption in a more practical form, which is packaged drinks.

Softdrink industry is one of the industries of which prospects are good to be developed in Indonesia. The concern of the Indonesian people for healthy lifestyles has an impact on the consumption patterns of healthy foods and drinks. According to Rasyid (2017), consumers are now more aware of healthy eating patterns. Most respondents follow certain dietary patterns. This can be seen from the consumption volume of Indonesian people towards fruit and vegetable drinks which grows 7.1% per year. The consumption level of fresh fruit and vegetable juices is fluctuative in the past 3 years. In 2013, the market penetration rate of fruit and vegetable juices was 18.3%. But, a year later it decreased to 16.6% and then increased in 2015 which was 17.2% (Mars Indonesia 2018).

Rejuve is one of the fruit and vegetable juice beverage products developed by PT Sewu Segar Primatama whose products are pioneers in cold-pressed fruit and vegetable drinks. Cold-pressed is a manufacturing process which does not produce heat to maintain the nutrients in fruits and vegetables. Cold-pressed means that the fruits and vegetables are not exposed to heat and oxidation during the process of juicing, logistics, shipping, and storage. Rejuve is made of selected fruits and vegetables which are chemical-free and pepticide-free. Rejuve makes it easy for consumers to obtain their products with a broad marketing range by owning around 40 outlets in malls located in several major cities in Indonesia such as Jakarta, Tangerang, Cibubur, Bogor, and Bandung. In addition, Rejuve has more than 30 variants of the choices offered.

Based on Ulus (2013), marketing mix is one of the marketing strategic to increase selling. In this research observed

the influence of marketing mix towards customer satisfaction and loyalty. Consumer satisfaction is one of parameters which can be measured by consumer expectation, towards product, price, promotion, and place, so that the effects of marketing mix towards customer satisfaction can be observed. Besides that, customer satisfaction can be one of the factors which forms customer loyalty. This research will observe the side of Rejuve marketing mix to find out the level of customer satisfaction and loyalty. The marketing mix observed are products, prices, places, and promotions which are important for the company marketing strategy. Company does not analyze the 7P marketing mix because in this research, Rejuve does not refer to companies which engage in services. Mahendraswari (2014) and Farida et al (2016) uses 7P's in analyzing the marketing mix on satisfaction and loyalty because the business analyzed is engaged in services. Rejuve is focused on its products. Marketing mix strategy has a significant effect on customer loyalty.

The difference in this study will be seen from the results of the analysis of the influence of the marketing mix on 4P, namely product, price, location, and promotion. Owomoyela et al. (2013) use the 4P marketing mix to see its effect on customer loyalty. Quang et al. (2017) see 4P marketing mix factors for customer satisfaction and loyalty. Wahab et al. (2015) and 4P mix analysis to see the effect of mix on customer loyalty with mediating variables of customer satisfaction. Consumer satisfaction will affect consumers' behavior whether they repurchase Rejuve. Consumer satisfaction is closely related to consumer loyalty. Kumar et al. (2013) and Lovita (2012) analyzing that there is a positive relationship between customer satisfaction and loyalty, however, the variance explained by satisfaction alone shows a small number. Mustawadjuhaefa et al. (2017) and Sukamto et al. (2015) explains that the results of his research prove that customer satisfaction is said not to be a mediating variable, to create customer loyalty, the effort that must be created first is customer satisfaction. In contrast to Chen (2016) which explains that customer satisfaction is a complete mediating variable to analyze the effect of the marketing mix on customer loyalty.

Consumers who are satisfied with a product will certainly repurchase the product. So, product repurchases can reach the level of loyal consumers or in other words, consumers will still make purchasing despite the rising price of product. Loyal consumers can promote to the others in consuming these products. The producers of

fruit and vegetable drinks create marketing strategies and form segments which can be focused on specific consumers. From the product aspect, the flavor variants offered by the product will encourage consumers to repurchase products (Rejuve, 2017). The company needs to assess whether the existing variants are corresponding with the consumers' wishes. This will influence consumer satisfaction towards a product. This is caused by large amounts of flavor variants which are expected to have an influence on the increasing amount of product purchasing.

While, from the price aspect, Rejuve is one of the fruit juice beverage products which has a premium price compared to other fruit and vegetable juice products. In some consumers in this researched opinion, the premium price is one of the factors which is considered by consumers in consuming the products. The premium price of this product will create expectations, whether the product will make up to consumers expectation with the quality both in terms of taste and benefits contained in the product. From the place aspect, outlets which have spread in several major cities with the promotion of products offered are also interesting for consumers to make purchases. However, since the last few years, rejuve outlets have continued to be developed. But there is a gap of visitors number in each outlet.

In terms of promotion, Rejuve has various promotions which can attract consumers to enjoy their products. Not only gives discounts, but Rejuve also offers attractive promo packages which can be considered by consumers to buy this product. Besides, Instagram which impacting the product promotion activity, is not effective. This happens because only a few followers are active in giving likes or comments on the Rejuve product promotion feed. In the social media Instagram, Rejuve has 371.000 peoples follower on Instagram but only some people of followers above 100 until 200 peoples of follower who activated in giving like or comments. This case is suspected to impact the declining trend in consumer satisfaction to rejuve coldpress drinks. Therefore, in this research, we will observe the influence of the marketing mix on satisfaction and the effect of satisfaction on consumer loyalty. Thus, this becomes a strategy which can be implied by company managerial.

Based on introduction which is explained before, the purpose of research are analyzing the factors of the marketing mix which affects Rejuve product consumer

satisfaction. The second purpose this research is analyzing the impact of satisfaction to Rejuve product consumer loyalty. So that it will be obtained purpose of this study to formulating managerial implications in order to increase Rejuve product consumer satisfaction and loyalty.

## METHODS

This research is conducted in September-October 2018 in Jabodetabek region. The consideration when selecting the region is because Rejuve outlets are indeed located in Jabodetabek, so the intended consumers are within the location of the Rejuve outlets. The quantitative approach is chosen to identify, determine, and explain the characteristics of the target population.

This research uses primary and secondary data. Primary data is done self-administrator utilizing the internet technology through e-mail and social media by attaching and sending questionnaire in Google Docs format. While secondary data is received from a number of scientific publication, journal, and literatures as supporting data.

The variables in this research are exogenous latent variables of the marketing mix, that are price, product, promotion, and place. Hair et al. (2006) There are 25 exogenous latent indicator variables and 10 endogenous latent variables, there are 175 respondents to 350 respondents. In this research, endogenous latent variables of satisfaction and endogenous latent variables of consumer loyalty. In addition there are also indicators so that it can be known the effect on each of the latent variables. The population in this research is Rejuve consumer whose domicile in Jabodetabek and are more than 17 years old. The respondent criteria as sample are consumer who have purchased and consumed Rejuve product at least once. There are 190 respondent in this research.

In this research, sampling method is done based on non-probability sampling method, which is purposive sampling. It is done based on respondent criteria decision which only apply to certain terms. Respondent will receive direct message on Instagram and state their willingness to fill the questionnaire. If the respondent accept, the questionnaire then will be sent in the form of Google Docs via e-mail or Instagram direct message.

This research wants to know how much marketing mix impact on Rejuve consumer satisfaction and loyalty. Therefore, such conceptual framework is created to support the hypothesis. Figure 1 shows the research conceptual framework.

Based on the framework described above, this study examines hypotheses based on background and research problems. The hypothesis of this study is:

- Hypothesis 1a : Marketing mix “price” influence on customer satisfaction Rejuve coldpress drinks
- Hypothesis 1b : Marketing mix “product” influence on customer satisfaction Rejuve coldpress drinks
- Hypothesis 1c : Marketing mix “promotion” influence on customer satisfaction Rejuve coldpress drinks
- Hypothesis 1d : Marketing mix “place” influence on customer satisfaction Rejuve coldpress drinks
- Hypothesis 2 : Customer satisfaction influence on customer loyalty Rejuve coldpress drinks

This research uses two analysis, which is descriptive analysis and statistic analysis. Statistic analysis used in this research is Structural Equation Model (SEM) with Linear Structural Relationship (LISREL) method. SEM-LISRED is used to observed marketing mix variable toward cusnsumer satisfaction variable and customer loyalty. SEM analysis has been widely used in research on customer satisfaction as a multivariate statistical technique dependency where it allows researchers to analyze one or more independent variables with one or more dependent variables. Analysis of Structural Equation Modeling (SEM) is an analytical tool looking

at the relationship among the components of satisfaction based on a model framework that has been theoretically developed (Adiningsih PA et al. 2015).

## RESULTS

### Characteristics of respondents and consumption

There are 190 responded involved in this research. Table 1 shows the respondent characteristic. Characteristics of respondents can be seen that the dominant sex of consuming rejuve is women. This, however, does not make Rejuve drinks a product that is concentrated in female consumers. The dominant respondents are 20 years to 30 years old. Table 1 shows that rejuve consumers are in the productive age range. On the respondent's domicile characteristics, it can be seen that the Jabodetabek region is dominantly located in the Jakarta area, especially South Jakarta. This is based on the fact that the South Jakarta area is the region with the largest number of rejuve outlets and has crowded visitors. Characteristics of respondents can also be known from the work of respondents, respondents who consume rejuve drinks are dominant are respondents who work as private employees.

Table 1 shows that the consumer education level of the majority of respondents has the last level of education, namely Bachelor (S1) and Post-Graduate (S2). This shows that respondents who have higher education levels will be sustainable with a high sense of awareness in consuming drinks and food. Respondents' income is also at the upper middle level, because the majority of respondents earn more than Rp4,000,000 to Rp7,000,000, and even then a large percentage of respondents who earn more than Rp10,000,000 and those who earn Rp7,000,000 to Rp10,000,000.

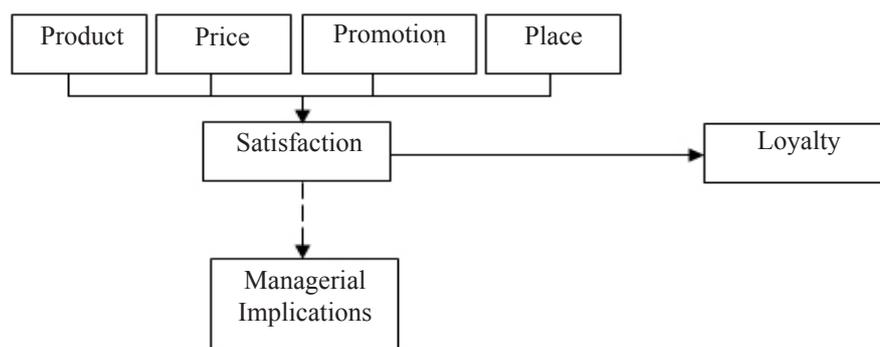


Figure 1. Framework research

Table 1 Respondent demography characteristic

| Category   | (%)                        |       |
|------------|----------------------------|-------|
| Sex        | Male                       | 21.05 |
|            | Female                     | 78.95 |
| Age        | 20–30 years                | 83.68 |
|            | 30–40 years                | 15.26 |
|            | 40–50 years                | 1.05  |
| Earnings   | Rp1,000,000 –Rp4,000,000   | 15.79 |
|            | Rp4,000,000 –Rp7,000,000   | 42.11 |
|            | Rp7,000,000 – Rp10,000,000 | 20.53 |
|            | >Rp10,000,000              | 21.58 |
| Education  | Senior Highschool          | 2.63  |
|            | Vocational School          | 5.26  |
|            | Bachelor                   | 75.26 |
|            | Master                     | 16.84 |
|            | Student                    | 6.84  |
| Occupation | Civil servants             | 5.26  |
|            | Private employees          | 65.79 |
|            | Entrepreneur               | 9.47  |
|            | Housewife                  | 10.00 |
|            | Others                     | 2.63  |
| Domicile   | Jakarta                    | 61.59 |
|            | Bogor                      | 5.26  |
|            | Depok                      | 5.79  |
|            | Tangerang                  | 17.89 |
|            | Bekasi                     | 9.47  |

Table 2. Rejuve cold-pressed consumer consumption behavior

| Behavior                         | Category        | (%)   |
|----------------------------------|-----------------|-------|
| Preferences of Rejuve drink type | Classic Line    | 55.80 |
|                                  | Smoothies       | 17.36 |
|                                  | NutMilk         | 15.79 |
|                                  | Signature line  | 7.90  |
|                                  | Organic line    | 21.0  |
| Preferences of Rejuve drink size | Small           | 49.47 |
|                                  | Large           | 21.58 |
|                                  | Both            | 28.95 |
| Location to purchase             | Rejuve outlet   | 83.68 |
|                                  | Rejuve website  | 1.58  |
|                                  | Gofood apps     | 14.74 |
|                                  | Others          |       |
| Cold-pressed consumption amount  | Rejuve          | 60.78 |
|                                  | Naked coldpress | 15.19 |
|                                  | Burgreens       | 4.24  |
|                                  | Berrywell       | 9.19  |
|                                  | Others          | 10.60 |

Cross tabulation analysis it will be known the relationship between demographic variables of age, sex, education level, and income, on consumption behavior which includes product type preference, product size preference, and frequency of product purchases. The results show that only age demographics have a significant relationship as evidenced by the p-value <0.05. that is 0.028 which shows a cross tabulation analysis of the relationship between the age level and the preference behavior of the product size consumed by the respondents. Consumption behavior is an illustration to assess consumer character. Table 2 shows several consumption behavior on Rejuve cold-pressed consumer.

Consumption behavior is a description to assess the characteristics of consumers of Rejuve drinks. The preference of respondents in choosing the majority of rejuve drinks is choosing a classic line consisting of Asia green, green glory, beat that, i.glow, u.glow, apple of my eye, firey beat, classic green, golden orange, golden apple, minty apple , glowing apple, firey apple, minty watermelon, watermelon crush, glowing golden, golden tropic, and golden citrus. As a result of the size preferences of rejuve drinks, the majority of respondents bought small sizes. This is because respondents choose to buy a size that can be spent in one drink so that it remains cold and does not need to be placed in the freezer, besides for the first time respondents, they tend to try to choose small size products first. The majority of respondents purchase locations to buy at rejuve outlets with the highest purchase frequency at once a month and every two months. This is done by respondents to detoxify the body regularly.

In consumption behavior, it will be seen how good rejuve drinks with competitors are also processed using cold-pressed and processed using UHT. Consumption of coldpressed beverage products that are most in demand by consumers. Among them Rejuve, Naked coldpresss, Burgreens, Berrywell, Snctry, and others with the highest amount of consumption are Rejuve drinks, besides that, then Naked coldpress is the choice for consumers to consume cold-pressed drinks. While for non-cold-pressed beverage product competitors, it can be seen that Buavita is the product chosen by respondents for consumption in addition to nutrients from fruits and vegetable mix, jungle juice, and original love juice.

Among the characteristics of the respondents, in this study, the relationship between age and habit of consumption returned. Age is a characteristic of respondents with consumer behavior preferences towards Rejuve product size preferences. For respondents who have the highest age level of 20 years to 30 years, select the product size preference in small Rejuve sizes. In addition, at the age level of 31 years to 40 years, the preference value for large products is more dominant. Likewise at the age level of 41 to 50 years the value of the product size preference in large sizes. This shows that the younger the age level determines the number of product purchase preferences is greater in small size and the older the higher the age, the greater the size of the product.

### Dimensions of Marketing Mix that Affect the Consumer Satisfaction and Loyalty of Rejuve Cold-Pressed Drinks

The first analysis done is validity and reliability analysis using the help of SPSS 17 program. The results of the validity test shows that all indicators in the research variable have r-count values > r-table, this shows all indicators are valid. Usman et al. (2010) explained that reliability was assessed based on the magnitude of alpha or cronbach's alpha coefficient values. Alpha coefficients are in the range of values 0-1, but if the alpha coefficient is less than 0.6 then generally indicates that reliability is not satisfactory. Reliability test result shows that all indicators on the dimensions used in the study are reliable or consistent. Hu (2009) explained a quantitative approach comprehensively examining the mediating effect of service quality on the relationship between marketing mix strategies and customer loyalty using regression analysis. Difference with this research used SEM Analysis to observed the influence between marketing mix variable towards customer satisfaction and loyalty. Next, the analysis using SEM Lisrel with

the results of the model criteria suitability can be seen in Table 3.

The model feasibility criteria used are presented in Table 3. It can be seen that that evaluating the suitability of the model as a whole the model built has been good so that testing the theoretical hypothesis can be done. This also shows that the data from the questionnaire has been able to answer the theory that was built. Wijanto (2008) explains that if the value of CFI, NFI, RFI produces a value between  $\geq 0.90$  which means the model is good fit. It can be stated that the model built is already good.

The next step is to observe the results of loading factors estimation. An indicator variable is valid when it has standardized loading factor (SLF) value which is more than the loading factors limit tolerance and has a t-value above 1.96 (Wijanto 2008). The loading factor value is a coefficient which shows how much each attribute (indicator variable) contribute relatively in forming exogenous latent variables. Therefore, Figure 2 explains that if each indicator variable has an SLF value of more than 0.5, it can be stated that the variable has a significant contribution to the formation of latent variables.

This results in line with previous research explained that has a positive effects the marketing mix towards satisfaction. Setiawan et al. (2016) explained that each component of the marketing mix has a positive influence on satisfaction and the dominant component is price and followed by the product. The results of his research show that the relationship between consumer satisfaction and loyalty has a positive influence on consumer loyalty. Hermawan (2015) the product marketing mix and price have an influence on customer satisfaction and customer satisfaction has an influence on loyalty.

Table 3. Criteria suitability model

| Goodness of Fit                                 | Cut-off Value             | Result | Remarks  |
|---|---------------------------|--------|----------|
| RMR (Root Mean Square Residual)                 | $\leq 0.05$ or $\leq 0.1$ | 0.047  | Good Fit |
| RMSEA (Root Mean Square Error of Approximation) | $\leq 0.08$               | 0.063  | Good Fit |
| NFI (Normal Fit Index)                          | $\geq 0.90$               | 0.94   | Good Fit |
| RFI (Relative Fit Index)                        | $\geq 0.90$               | 0.93   | Good Fit |
| CFI (Comparative Fit Index)                     | $\geq 0.90$               | 0.97   | Good Fit |

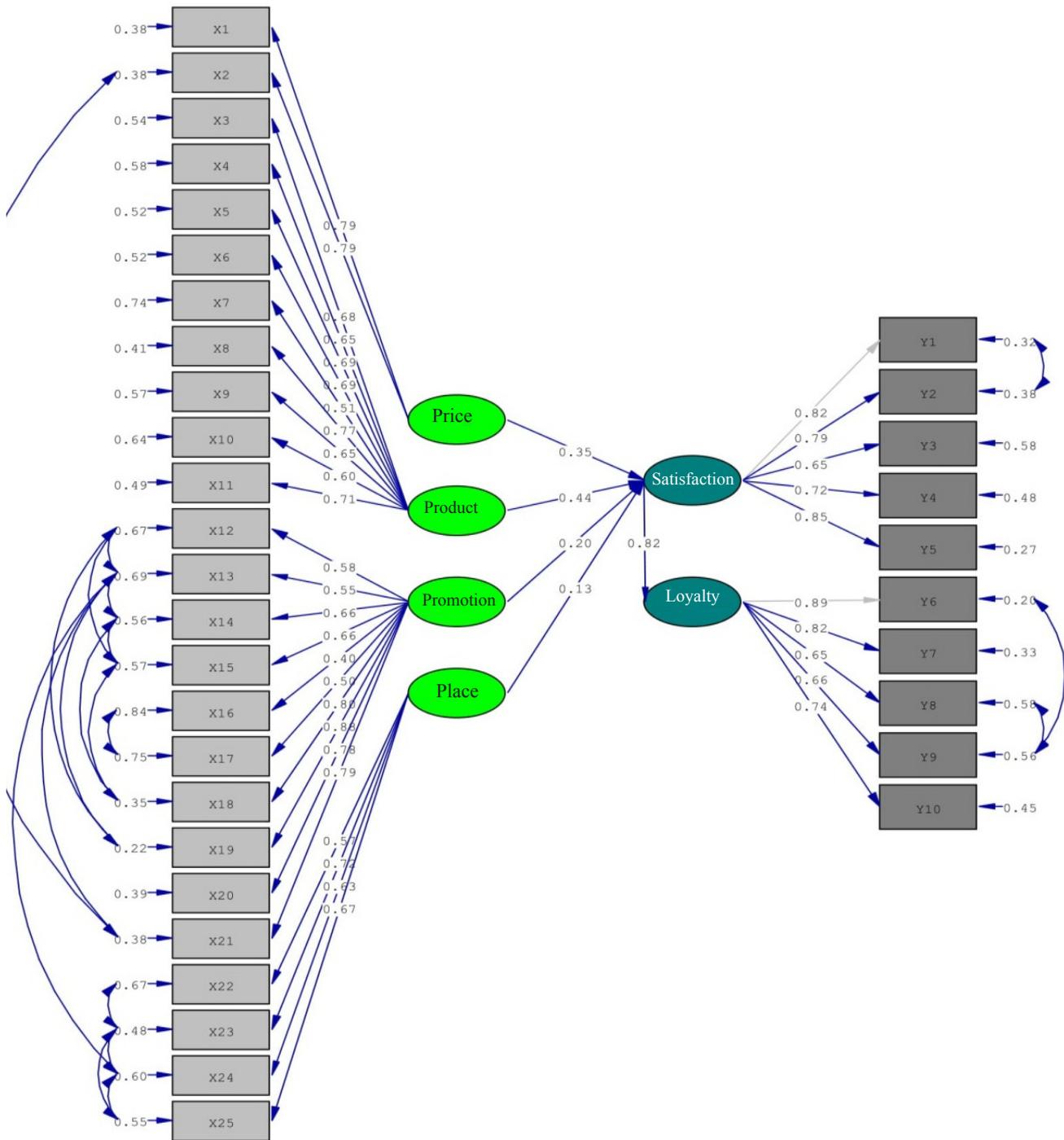


Figure 2 Result of standardized loading factor analysis on SEM

The influence between indicators and latent variables or between exogenous and endogenous latent variables can be seen through the t test. The t test is explained in the form of path diagram in Figure 3. This research is carried out by testing the significance level of 5% or equal to alpha 0.05. An indicator or latent variable is stated to have a significant effect if  $|t\text{-count}| > t\text{-table}$  (1.96). As far as the research of Owomoyela (2013) concerns, based on the results of the t test, it can be observed that there are three exogenous latent variables namely product, price, and promotion. These variables

have significant value on the satisfaction variable as a mediator which also indirectly affects consumer loyalty. The exogenous latent variable which does not have a significant effect on the satisfaction variable is location/place. Faullant et al. (2008) analyzed the effect of customer satisfaction and loyalty by using SEM models to analyze data. In this research, these results indicate that consumer satisfaction has a significant effect on consumer loyalty. In addition, this also shows that the data from the questionnaire distribution is able to answer the theory which was built.

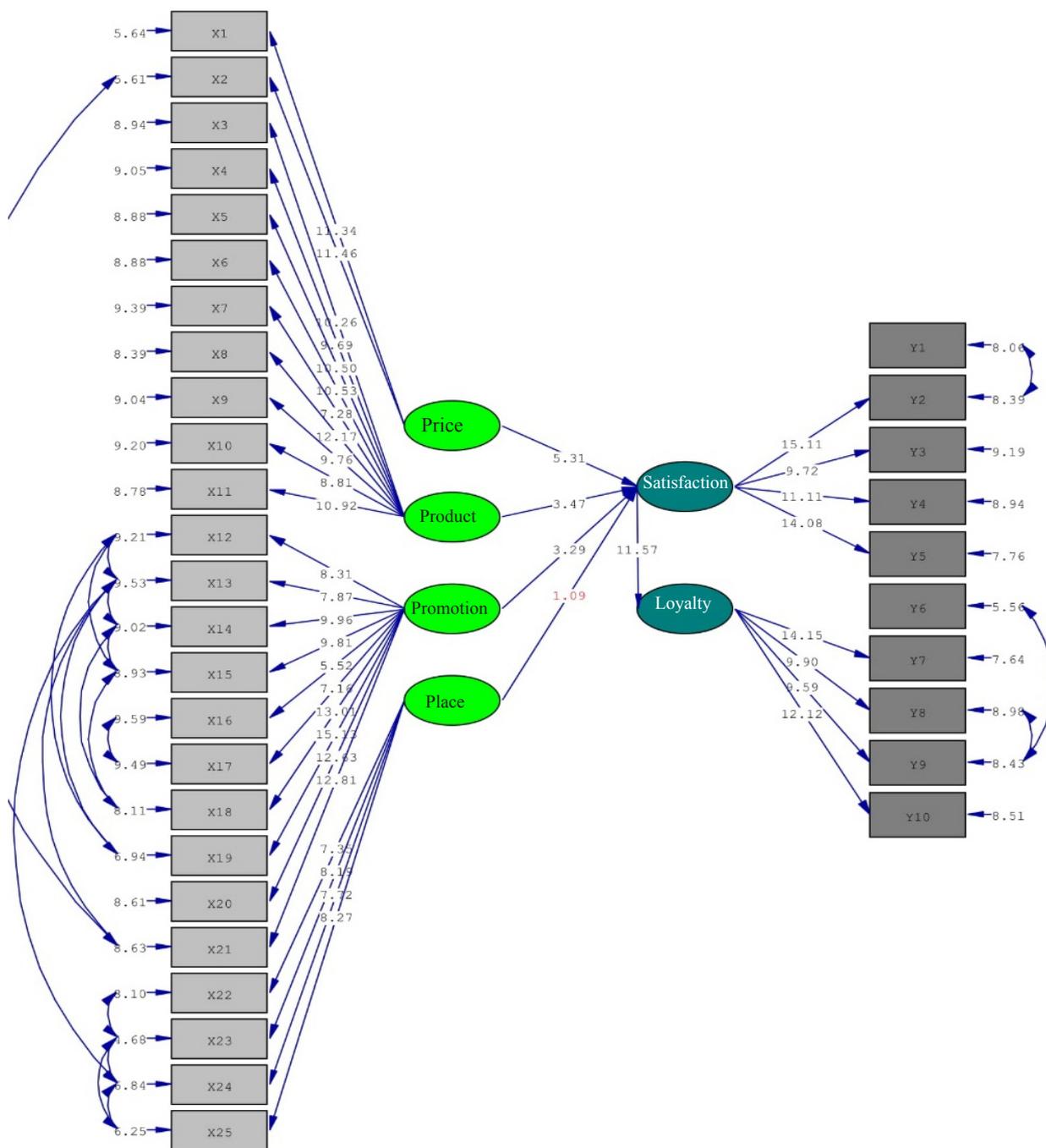


Figure 3 Result of t test analysis on SEM model

#### Effect of Marketing Mix on Customer Satisfaction

Hypothesis shows that there is a significant relationship between the marketing mix variables of prices, products, and promotions with customer satisfaction, while the relationship between place variables is not significant. The product is a marketing mix variable that gives the greatest influence on customer satisfaction compared to other marketing mix variables. Next followed by the influence of price variables and promotion variables that have a significant effect on customer satisfaction.

#### Effect of Customer Satisfaction on Customer Loyalty

Hypothesis shows that customer satisfaction has a significant influence on consumer loyalty. Besides the path coefficient values or the influence of each variable either directly or indirectly can be seen in Table 4. The result of marketing mix to consumer satisfaction is shown on Table 4.

Table 4 shows that the most influencing variable on customer satisfaction is the product variable with a construct value of 0.44 and supported by a t-value of 3.47. Consumer satisfaction is most influenced by

product flavor variants (X3), information on product raw materials composition (X4), product quality consistency (X5), safety in consuming products (X6), attractive product packaging (X7), products having health benefits (X8), availability of product expiration information (X9), product sizes diversity (X10), products have a good brand reputation (X11).

Contribution of indicator to the exogenous variable "price"

The test results show that the highest exogenous latent variable price is represented on the X1 and X2 indicator. The indicator is the price which is set to competitive level. this is because at the current price, consumers still choose Rejuve products and the products' price is still competitive compared to other cold-pressed drinks. Strategies that can be done by maintaining the price that has been determined at this time, in order to remain competitive with products competitor.

Contribution of indicator to exogenous variables "product"

The test results show that among all variables in the marketing mix, the product variable is one of the variables which has the most influence on satisfaction. Hermawan (2015), in his research, also shows that product variables has an influence on satisfaction. Difference with this research, Situmorang et al (2018) explained the effect of the marketing mix on consumer loyalty. The most influential marketing mix variable is price and correlates to product and service variables (7Ps). The biggest exogenous latent variable which is represented on X8, is that Rejuve products possess healthy benefits. This is corresponding with the products benefit offered, such as product nutrients, vitamins, anti-oxidants, proteins and other minerals that are beneficial to health.

Contribution of indicator to the "promotion" exogenous latent variable

The relationship between promotion indicator variables and exogenous latent promotion variables based on the test results, is most represented by X19, which is easy to understand the content of the website promotion message. This is because the content of messages on Rejuve website provides complete information about product variants, product prices, promo information offered, promo terms and conditions, promo validity period, location of Rejuve outlets, product benefits and even company history which is easily accessible through the website.

Contribution of indicator variables to exogenous latent variables "place"

The relationship between place/location indicator variables with place/location exogenous latent variables represented by X23. It means outlet is easily the outlet is in the center of the crowd. This is in accordance with the conditions of the rejuve outlets which are located in the Mall which is a crowded place that is visited by many people.

Contribution of indicator to endogenous latent variables satisfaction

Consumer satisfaction contributes to the formation of consumer loyalty. Based on the results of testing which has been done, customer satisfaction can influence the formation of consumer loyalty. The value generated by the variable satisfaction towards loyalty is corresponding with several previous researches which explain that customer satisfaction has a positive and significant influence on customer loyalty (Iskandar 2017; Quang 2017). The first indicator variable (Y5) has the largest loading factor value, which is satisfaction with experienced. The second variabel has the largest loading factor is (Y1) which is expected quality.

Table 4 Marketing mix t-value construct coefficient value

| Marketing Mix Variable | Direct Effect to Satisfaction | Direct Effect to Loyalty | Indirect Effect to Satisfaction | Indirect effect to Loyalty | T-Value |
|------------------------|-------------------------------|--------------------------|---------------------------------|----------------------------|---------|
| Price                  | 0.35                          | -                        | -                               | 0.29                       | 5.31    |
| Product                | 0.44                          | -                        | -                               | 0.36                       | 3.47    |
| Promotion              | 0.20                          | -                        | -                               | 0.16                       | 3.29    |
| Place                  | 0.13                          | -                        | -                               | 0.11                       | 1.09    |
| Satisfaction           | -                             | 0.82                     | -                               | -                          | 11.57   |

Contribution of indicator to endogenous latent variables loyalty

This explains that the quality of Rejuve product is corresponding with what consumers expect. The first indicator variable is repurchasing (Y6). This indicator is considered as the basic in consumer loyalty which is able to lead to higher levels. This indicates that the respondent is doing repurchasing soon and desire to do the repurchasing again.

### Managerial Implication

Based on the research results, managerial implication can be applied as a strategy to increase Rejuve cold-pressed consumer satisfaction and loyalty. The strategy is done by making product education concerning benefit of being healthy. This is done by exhibiting product benefit according to its classification, such as body weight-loss, treating acnes, keeping blood cholesterol level, taking care of stamina, curing ulcer, etc. In addition, strategies can also be carried out to maintain product existence. Increasing product existence such as sponsoring sport event, art, and exhibition in mall can also be done in order to get the better reputation of product. In addition, a pricing strategy that can be done by maintaining prices set at competitive levels with other coldpress products. Stabilize the determined price in competitive level with another cold-pressed product. Promotion via website and Instagram can be made more attractive, informative, and communicative can also be a strategy for the company.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

Based on the results of research on the LISREL-SEM model on the effect of the marketing mix on satisfaction and loyalty, it can be concluded that the results of the research show that the marketing mix variables, which have significant influence on satisfaction and loyalty, are product, price, and promotion. Based on the research objectives, the results show that consumer satisfaction has a significant influence on customer loyalty. The managerial implications in this research are focused on product variables, which is useful product dimensions which have the highest value of influence among other product dimensions. Therefore, the strategy implemented by the company can be prioritized on

products which have health benefits. Strategies that can be applied to increase satisfaction and loyalty of rejuve cold-press beverage consumers can be started by always maintaining product quality in order to stay superior and produce the benefits needed by consumers. Through information on benefits that are more selling and more communicative to consumers, it is expected to develop promotional activities that further highlight the benefits of products for health, because this can increase consumer awareness of product quality.

### Recommendations

This research can be done in other studies. To achieve customer satisfaction and loyalty, it is necessary to consider and assess other important factors that influence satisfaction and loyalty such as product quality and innovation factors. In addition, it is also possible to develop a measure of satisfaction taking into account the interests of consumers. The effect of satisfaction on loyalty shows that besides satisfaction there are other factors outside the model that can measure the level of loyalty. Therefore, other factors can be used as development in further research.

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