

The Influence of Service Marketing Mix Strategy on the Level of Customer Satisfaction in PT. Bank Bri Pallengu Unit, Barana Village Kec. Bangkala Barat Kab. Jeneponto

Nurlela

University of Muhammadiyah Makassar

nurlela@gmail.com

Article Info	Abstract
Service Marketing Mix , Customer Satisfaction	<i>This study aims to determine the extent of the influence of the service marketing mix strategy on the level of customer satisfaction at PT. Bank BRI Pallengu Unit, Barana Village, Kec. West Bangkala Kab. Jeneponto . This type of research used a quantitative approach. Processed data is the result of respondents' interpretation of customers at PT. Bank BRI Pallengu Unit, Barana Village, Kec. West Bangkala Kab. Jeneponto . The analysis technique used in this study uses an interactive model with respondents, where the respondent's interpretation data is then regulated by using data analysis techniques in this case SPSS. Based on the results of data analysis that has been carried out, a simple regression equation model is obtained $Y = 1.452 + 0.665 X$ which means the service marketing mix has a positive effect on customer satisfaction and from the results of the t test analysis obtained a significant value of $0.01 < 0.05$ which means the service marketing mix has a significant effect on customer satisfaction at PT . Bank BRI Pallengu Unit, Barana Village, Kec. West Bangkala Kab. Jeneponto , thus the hypothesis is accepted.</i>

1. INTRODUCTION

The development in the field of marketing is currently very fast, giving rise to increasingly fierce competition. Competition is something that must be faced by making and finding the right strategy. According to Jack Welch, if a company doesn't have a competitive advantage, don't try to compete. This means that business competition can be won by every company that has a competitive advantage. Marketing developments are currently in a pressing competition between one business and another, especially for companies that have the same product (Freddy Rangkuti 2011) . .

One of the businesses that plays an important role in Indonesia is the banking business. Bank is a business entity whose wealth is mainly in the form of financial assets and has profit and social motives, so it is not only looking for profit. Banks as intermediaries in raising funds and as channeling public funds, ideally funds from the public are the main funds that must be managed by banks to seek profit. As time

goes by, the banking business is getting tighter, marked by the number of banks in Indonesia, including foreign banks, so that both government and private banks are also increasingly agile in showing their development in finding as many customers as possible with various product offerings, low interest rates. as well as other bonuses to attract customers.

One thing that is the main consideration in the company to retain customers in an increasingly competitive situation is that the company must design a good strategy to be used as an effort to encourage and create a feeling of satisfaction for its customers so as to create loyal customers.

Customer satisfaction is the customer's feelings towards a type of service he gets. Satisfaction felt by customers is achieved through planning a good and appropriate marketing strategy by the company so that a marketing concept is needed which is often called the marketing mix of services .

The service marketing mix is a set of interrelated, properly organized marketing tools that are controlled and used by the company to achieve marketing objectives in the target market while meeting customer needs and desires so as to achieve customer satisfaction. The marketing mix has four important variables from the marketing concept that can be controlled by the company known as the 4Ps, namely *product*, *price*, *place*, and *promotion*. Kotler and Keller (2018:4) suggest that for service marketing it is necessary to expand the service marketing mix by adding elements of *non-traditional marketing mix*, namely *people*, *physical evidence*, and *process* so that it becomes seven elements known as the 7Ps. The service marketing mix is needed to meet customer needs and desires so that customers are satisfied with the company so that a good service marketing mix strategy is needed.

This problem is also experienced by one of the banks in Indonesia, namely PT. Bank BRI Pallengu Unit, Barana Village, Kec. West Bangkala Kab. Jeneponto, which is one of the state-owned banks whose main activity is the same as other banks, is collecting funds from the public and channeling them back to the community, so it is very necessary to attract public trust to keep their money in BRI bank so that bank operations can continue to run. So, it should be concerned with the best service marketing mix strategy to attract its customers. The many marketing service strategies are one of the factors that enable customers to invest their funds in BRI bank. BRI bank customers will be satisfied with a good marketing service mix. This is how customers remain loyal to the bank. Are there any BRI bank customers who are satisfied because they remain loyal to this bank so that these customers can use and reuse Bank BRI banking products and services.

Based on this background, the researchers are interested in conducting research with the title "The Effect of Service Marketing Mix Strategy on Customer Satisfaction at PT. Bank BRI Pallengu Unit, Barana Village, Kec. West Bangkala Kab. Jeneponto".

2. LITERATURE REVIEW

2.1 Management Strategy

Strategic management is a plan that is prepared and managed by taking into account various aspects with the aim that the influence of the plan can have a positive impact on the organization in the long term. One focus of the study in strategic management wants to have an impact on the implementation of the strategic concept to the company in the long term, including in terms of stable profits influenced by sales statistics that continue to experience growth (Irham Fahmi, 2014).

Strategic management can be viewed as something that includes three main elements. There is a strategy analysis in which the strategist (*strategic*) concerned seeks to understand the strategic position of the organization concerned. There is also a choice of strategies related to the formulation of various actions, evaluations, and choices between them. Finally, there is also strategy implementation which is related to planning how strategic choices can be implemented.

The focus of strategic management is on the external environment and future operations. Strategic management determines the long-term direction of the organization in question and links the organization's existing resources with opportunities in the larger environment.

Strategic management is a collection of decisions and actions used in the preparation and implementation of strategies that will result in a *superior* competitive fit between the organization

and its environment, to achieve organizational goals .

2.2 Understanding Marketing Strategy

Assauri, (2007) marketing strategy is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and its references and applications , especially as the company's response to the environment and its applications. ever-changing competitive conditions. The important features of a marketing strategy plan are:

1. The starting point for its preparation looks at the company as a whole.
2. Efforts are made to ensure that the impact of the planned activities is comprehensive.

In its preparation, efforts are made to understand the forces that affect the development of the company. The schedule and time (timing) determined are appropriate and take into account flexibility in dealing with changes. Planning is done realistically and relevant to the environment at hand

2.3 Service Marketing Mix

The success of a company in achieving the goals that have been set depends on the composition of the marketing strategy within the company. Every company uses a number of tools to get responses from consumers to marketing activities carried out by the company. One of the tools used by companies in formulating marketing strategies is to use the service marketing mix. Fandy Tjiptono (201 5:39) the service marketing mix is a set of tools that marketers can use to shape the characteristics of the services offered to customers .

Meanwhile, according to Philip Kotler Translated by Benjamin Molan (201 8:23), the marketing mix (*marketing mix*) is a set

of marketing tools used by companies to pursue their marketing goals.

From the above definition it can be understood that the marketing mix is a series of interrelated, well-organized marketing tools that are controlled and used by the company to achieve marketing objectives in the target market while meeting customer needs and desires so as to achieve customer satisfaction .

Marketing mix is a set of marketing tools (*marketing mix*) used by the company to achieve its marketing objectives in the target market. According to McCarthy in Kotler (2007:17) the marketing tools are classified into 4 groups called the 4Ps in marketing, namely: product (*product*), price (*price*), place (*place*), and promotion (*promotion*).

Meanwhile, for service marketing, an expanded marketing mix is needed with the addition of elements that have been developed. Service marketing is said to be a form of product which means every action or deed that is offered from one party to another and is intangible. Meanwhile, the marketing tool is known as the "4P" and was developed into the "7P" which is very suitable for marketing services. According to Kotler and Keller (2018:4) 7P is defined as follows:

a. Product (*product*)

A product is something that is introduced to customers to meet customer needs and satisfy customer desires .

b. Price (*price*)

The price is the value that exists in a product that can be exchanged for a sum of money to gain the benefits of owning or using a product or service .

c. Place/distribution (*place*)

T four is a container provided by the bank to carry out various company activities.

d. Promotion (*promotion*)

Promotion , namely all forms of activities carried out by banks to promote their products so that all consumers know . .

e. People (*people*)

People are all forms of employee recruitment and training activities as a company differentiation in meeting customer satisfaction.

f. Physical evidence _

Physical evidence is tangible form owned by the service provider to be shown or offered to prospective customers.

g. Process (*process*)

Process is a series of activities with procedures , mechanisms, and flow of activities on service operations.

From the existing definition, it can be concluded that the marketing mix was developed into a service marketing mix consisting of marketing tools. The marketing tools consist of *product, price, place, promotion, people, physical evidence, and process* . It is used by the company in achieving the specified target market.

2.4 Customer Satisfaction

According to Swan et al (1980), in Tjiptono's book (2015: 45), customer satisfaction is a conscious evaluation or cognitive assessment of whether the performance of a product or service is relatively good or bad, or whether the product or service is appropriate. or not suitable for the intended use. The word satisfaction (satisfaction itself comes from the Latin "satis" (meaning good enough, adequate) and "factio" (doing or making). According to Kotler (2018: 177) customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing performance (outcome) a product that is thought of with the expected performance (or results).

From the above definition it can be concluded that customer satisfaction in terms of the customer is about what the customer feels about the service that has been provided compared to what he wants.

3. RESEARCH METHODS

3.1 Data Analysis Techniques

To answer the research problem, the following analytical tools are used:

a. Descriptive analysis

Analysis that describes the service marketing mix variables on customer satisfaction at PT. Bank BRI Pallengu , Barana Village, Kec. West Bangalore Jeneponto Regency.

b. Research Instrument Test

1) Validity test

According to Sugiyono (2017) states that validation shows the degree of accuracy between the data that actually occurs on the object and the data collected by the researcher. Validity test is used to measure whether a questionnaire is valid or not .

2) Reliability Test

Reliability test is an index that describes the extent to which the results of a measurement can be trusted. A questionnaire is declared reliable if the respondent 's answer to the question is stable (consistent) from time to time.

c. Simple regression analysis

Analysis to see how far the influence of the service marketing mix (independent variable) on customer satisfaction (dependent variable). Simple regression analysis uses the equation formula according to Sugiyono (2017: 261), namely:

$$Y = a + bX$$

Information :

Y = Customer satisfaction

a = Constant

b = Regression Coefficient

X = Service Marketing Mix

d. Hypothesis test (t test) is used to test the significance of si The influence of the independent variable is the service marketing mix (variable X) with the dependent variable being customer satisfaction (variable Y) .

e. Coefficient of Determination Test (R Square) used to predict how big the contribution of the influence of the independent variable (X) to the dependent variable (Y) provided that the F test results are significant. On the other hand, if the results of the F test are not significant, then the value of the coefficient of determination (R Square) cannot be used to predict the contribution of the influence of variable X to variable Y.

4 RESULTS AND DISCUSSION

The discussion in this study aims to analyze the effect of the service marketing mix strategy on customer satisfaction at PT. Bank BRI Pallengu , Barana Village, Kec. West Bangkala Kab. Jeneponto , from the results of research based on data that has been obtained and processed using SPSS shows service marketing mix strategy has a positive and significant effect on customer satisfaction at PT. Bank BRI Pallengu , Barana Village, Kec. West Bangkala Kab. Jeneponto .

The results of calculations through data analysis indicate that there is a positive influence between the service marketing mix and customer satisfaction at PT. Bank BRI Pallengu , Barana Village, Kec. West Bangkala Kab. Jeneponto . The partial test (t) shows that there is a significant influence between the service marketing mix and customer satisfaction at PT. Bank BRI Pallengu , Barana Village, Kec. West Bangkala Kab. Jeneponto .

Based on the results of the research analysis, the variable regression coefficient of 0.665 means that the service marketing mix variable is significant effect on customer satisfaction at PT. Bank BRI Pallengu , Barana Village, Kec. West Bangkala Kab. Jeneponto , and partial test (t) obtained results of $0.001 < 0.05$. This shows that the service marketing mix has a significant effect in increasing customer satisfaction at PT. Bank BRI Pallengu , Barana Village, Kec. West Bangkala Kab. Jeneponto .

This research is supported by Denok Sunarsi (2020) with the title The Effect of Marketing Mix and Service Quality on Consumer Satisfaction at the Giant Dept. The BSD Tangerang branch store said the results of this study , the marketing mix and service quality simultaneously had a significant effect on customer satisfaction.

5 CLOSING

5.1 Conclusion

Based on the results of data analysis and discussion that has been described in the previous chapter regarding the effect of service marketing mix strategy on customer satisfaction at PT. Bank BRI Pallengu Unit, Barana Village, Kec. West Bangkala Kab. Jeneponto , it can be concluded as follows:

1. Service marketing mix positive and significant effect on customer satisfaction at PT. Bank BRI Pallengu Unit, Barana Village, Kec. West Bangkala Kab. Jeneponto . This indicates that with the implementation of a maximum service marketing mix strategy, it can increase customer satisfaction at PT. Bank BRI Pallengu Unit, Barana Village, Kec. West Bangkala Kab. Jeneponto
2. Service marketing mix effect on customer satisfaction at PT. Bank BRI Pallengu Unit, Barana Village, Kec. West Bangkala Kab. Jeneponto because with a good marketing strategy, customers will

feel interested, satisfied and happy to make transactions at PT. Bank BRI Pallengu Unit, Barana Village, Kec. West Bangkala Kab. Jeneponto .

3. The results show that all indicators in the service marketing mix have a positive and significant influence on customer satisfaction. This is slightly different from the research conducted by Rahmat Akbar (2019) with the title of Service marketing mix dimension analysis as a measure of customer satisfaction for Islamic Banks in Pekanbaru. His research results show that all service marketing mix dimensions have a positive and significant effect on customer satisfaction except for the price variable.

5.2 Suggestion

Having put forward some conclusions based on research at PT. Bank BRI Pallengu Unit, Barana Village, Kec. West Bangkala Kab. Jeneponto , then proposed several suggestions that can be taken into consideration, namely that the company is expected to maintain the service marketing mix strategy that has been implemented and increase customers by promoting in the wider community and retaining customers with employee behavior that is friendly, polite, agile in serving customers and equipped with queuing room facilities (seating, air conditioning, etc.) that make transactions more comfortable and more innovative to attract current customers, such as holding activities that involve the community so that they can keep up with market changes..

BIBLIOGRAPHY

Asdin, Juniardi. 2018. *The Effect of Marketing Mix Strategy on Customer Satisfaction and Loyalty of Novotel Makassar Grand Shayla City Center Hotel*.

Assauri, S. 2007. *Marketing Management*. Jakarta: PT. King Grafindo Persada.

Denok, Sunarsi. 2020. *The Effect of Marketing Mix and Service Quality on Consumer Satisfaction at Giant Dept Store BSD Tangerang Branch . Journal Volume 21, Number 1, APRIL 2020 P - ISSN : 1412-968X E-ISSN : 2598-9405*

Fahmi, Irham. 2014. *Strategic Management Theory and Application*. Bandung : Alfabeta.

Fandy Tjiptono, & Gregory Chandra. 2017. *Service Management Management* , Yogyakarta: Andi Offset.

Fandy, Tjiptono. 2015. *Marketing Strategy*. Yogyakarta : Andi.

Hendra, Kurniawan. 2016. *Marketing Mix Strategy Design To Increase Satisfaction And Loyalty Of Umrah Financing Customers E-ISSN: 2460-7819*

Kuswadi. 2016. *How to Measure Employee Satisfaction* . Jakarta : PT Elex Media Komputindo .

Kotler, Philip and Keller . 2018 . *Marketing Management, Volume I, Twelfth Edition* , Jakarta : PT. index .

Kotler, Philip and Mc. Carthy. 200 7. *Principles of Marketing, (Bob Sabran, Principles of Marketing), Edition 12* . Jakarta: Erlangga .

Grace, Akbar. 2019. *Analysis of Service Marketing Mix Dimensions as a Measuring of Customer Satisfaction in Sharia Banks in Pekanbaru . Journal Volume 2 Number 2, November 2019 p-ISSN 2621-6833 e-ISSN 2621-7465*

Rangkuti, Freddy. 2011. *Business plans*. Jakarta: PT. Main Library Gramedia.

Rumiyati. 2021. *The influence of service quality, marketing mix, on bank customer satisfaction in the covid-19 era*

Sugiyono. 2017. *Quantitative, Qualitative, and R&D Research Methods*. Bandung : Alfabeta, CV.

Sumarmi and Soeprihanto. 2010. *Marketing*



Management. Depok: PT. King
Grafindo Persada