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# The Influence of Marketing Mix Strategy on Bread Customer Satisfaction

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**ABSTRACT**
Bread is a practical and ready-to-eat food. Urban people consume Bread as a breakfast option. This causes the bakery industry to grow even more. This study aims to analyze the purchasing decision process, analyze the dimensions in the marketing mix that affect consumer satisfaction, analyze the level of satisfaction formed by the marketing mix, and formulate managerial implications from the results of the marketing mix analysis. Data were obtained from 120 respondents determined by convenience sampling and analyzed using the Structural Equation Model. The results showed that consumers go through all stages of the purchase decision process. Consumers buy Bread based on the motivation to meet their needs as a substitute for rice. Consumers obtain information about Bread from advertising. The main evaluation criterion for consumers before deciding on the purchase of Bread is the condition of the Bread. The consumer's purchase plan depends on the situation. If the variety of types of Sari Roti sought is not available, and there is a price increase, the consumer's action is still to buy Bread. However, if another brand of Bread provides a discount, consumers switch to that other brand of Bread during that period only. Marketing mix has a positive and significant effect on consumer satisfaction. This shows that the role of product, price, place, and promotion increases customer satisfaction. The dimensions of product and price have a more substantial influence than place and promotion. The level of customer satisfaction of Sari Roti is in the very satisfied category. The recommended managerial implications are increased availability, 24-hour sales, public relations, and sales promotion.

**Keywords:** Structural Equation Model, Bread, Marketing Mix

## INTRODUCTION

Bread is a highly nutritious food eaten in one form or another by nearly every person in the world. It is an excellent source of vitamins, proteins, and carbohydrates (Shakouhi, 2023). Bread has been an essential element of the human diet for centuries in all religions except in rice growing (Narayanaswamy, 2022). Bread is a simple food prepared by baking dough of flour and water. The infinite combination of different proportions of ingredients has resulted in the vast varieties of types, shapes, sizes, textures, and tastes available worldwide (Jasin, 2023). It may be leavened (aerated) by several processes ranging from naturally occurring microbes to high-pressure artificial aeration during preparation and baking or unleavened for religious ritual purposes (Nghiêm-Phú, 2022). The simplest Bread is made from grains such as wheat, oats, barley, millet, and com, which are milled into flour and mixed with milk or water. Cereal is highly nutritious and qualitative despite wheat flour's numerous qualities and popularity in breadmaking (Hersleth, 2022).

The bakery industry is one of the most vital industries in most economies. Bread and other bakery products are a part of the daily food of most people (Yin, 2022). The consumption of bread has increased tremendously recently. This has made the bakery industry highly competitive and challenging (Czerwiński, 2022). It has been noted that in 1630, ex-slaves from Brazil who returned to Lagos brought bread with them. Consumption of Bread swiftly spread throughout urban areas, starting at the ports and moving interior along the river and rail networks before reaching cities and villages (Trigkas, 2023). Bread is categorized as a convenience good with low unit value, and as such, consumers make purchases with deliberation and without much planning. It is consumed in relatively large quantities by every rank and file of society because it is affordable and available in a "ready-to-eat" form (Adam, 2023). Bakery products have become essential food items for most people (Hasan, 2022).

The distribution of some X white bread brands cannot be separated from sales through small stalls, minimarkets, and supermarkets, primarily through minimarket networks (Alshehadeh, 2022). The role of retail

is to reach the end consumer. Since 2010, the convenience store has established a joint venture with one of the largest bread producers in Japan (Nguyen-Viet, 2023). The Japanese company also launched a new company and implemented its expansion plan to sell Y-branded bread and market it through modern retailers. The supermarket, a retailer of Roti X, has now started producing its Bread with the concept of being baked on the spot (I. Khanfar, 2023).

The presence of newcomers causes increasingly competitive competition. Retailers control the capacity of products from outside their Company (Woehler, 2023). If the bakery business can generate profits, this opportunity can be used by retailers and other companies to compete in the bakery and cake product industry. Therefore, it is essential to research the effect of the marketing mix (4P) on Sari Roti's consumer satisfaction. Once it is known which influence is the highest and most significant, the Company may consider the performance of attributes contributing to that dimension to be maintained or improved (Gopalakrishna, 2022).

White Bread and sweet Bread have different segmentations according to several research results. White Bread is more intended for household consumers because the number of servings per package is more than one or several and is usually consumed by families, while sweet Bread is most often purchased by teenagers and students (Ho, 2022). Age differences lead to differences in tastes and preferences. Teenagers love a wide variety. As teenagers, students prefer sweet bread over white bread, doughnuts, or croissants for morning consumption (Khalayleh, 2022). According to (Olson, 2022), Mass product producers are less able to satisfy consumers than niche producers can. A niche market is a market that is very focused on one particular type of product. Products are deliberately designed only to meet the criteria of the target market. Each target market gets precisely what they want. Although the characteristics and functions of the product are limited, it is proven that the target market does need these characteristics. However, companies that practice market segmentation and can differentiate product offerings and marketing communications will be able to satisfy consumers, even if their market share is dominant (Vitsentzatou, 2022).

The study of the consumer decision-making process is essential in the case of Roti X because the Company can understand consumer tendencies when making its choices (Ramtiyal, 2023). The role of the marketing mix is to influence consumers to buy, consume, and evaluate. The marketing mix of tangible goods consists of product, price, place, and promotion dimensions (Salsabila, 2023). Several attributes mirror each size. Each point is essential to the consumers and the actual performance of the producer (Das, 2022). Consumer evaluation of attribute performance results in satisfaction. Customer satisfaction will create a long-term relationship so that Bread does not lose customers. Consumer satisfaction can be achieved through improving the performance of bakery products or maintaining performance that is already considered good. The implications of the discovery are both managerial and theoretical (Elgarhy, 2023).

## METHODS

### *Collection and preparation of bread samples*

The study used non-probability sampling as a sampling technique with a convenience sampling method. The method was chosen because the study population met specific criteria, so samples were taken based on convenience only (Forghani, 2023). The unit of analysis is the individual, that is, the consumer. A list of questions and written statements addressed to respondents directly (face-to-face) are prepared as questionnaires (structured). Closed questions and positive reports dominate the form of the questionnaire. Respondents are welcome to read and write the answers, but researchers also accompany respondents throughout the process (Chandra, 2022). If respondents encounter difficulties filling out the questionnaire, the researcher is willing to explain more about his research (Dermawan, 2023). The data or information needed has been designed in advance before data collection is carried out. Respondents only answered briefly and concisely (Arora, 2022).

### *Data Analysis*

According to (Batat, 2022), Descriptive statistics are only tasked with obtaining an overview or data measures. Suppose the data analyzed is a sample of a population. In that case, descriptive statistics will produce sample sizes (statistics), while if the data analyzed is the entire population, descriptive statistics will make population sizes (parameters). According to (Jan, 2023), the descriptive survey method approach is Used to collect survey result data with simple observations. Furthermore, researchers classify these events based on observations through questionnaire collection, opinion collection, and physical words (Chikweche, 2022). This method is often combined with the analysis process known as the descriptive analysis writing method, which is after the data collection process and procedure takes place, it is written by conducting causal, correlational,

and circuit analysis *linkages*. The descriptive way gathers information about the actual present (while ongoing) states. Descriptive research determines and reports the present state of affairs, has no power to control things "that are transiently happening," and can only measure what exists (Altay, 2022). Descriptive analysis of consumer characteristics and purchasing decision processes can be formulated as follows.

$$P = \frac{fi}{\sum fi} \text{ x } 100\%$$

Information:

| | |
|---|---|
| P | : the percentage of respondents who chose a particular answer |
| *Fi* | : the number of respondents who chose a specific answer |
| Σ *Fi* | : Total Answers |

## RESULTS

### *Validity and Reliability Test Results*

The measurement model consists of two evaluations carried out separately on each measurement model or construct, namely the assessment of the validity of the measurement model and the review of the reliability of the measurement model. Validity is the extent to which the accuracy and accuracy of the indicator in performing its measuring function. Reliability is the extent to which the consistency of the results of a series of indicators when making repeated measurements of the same subject and conditions.

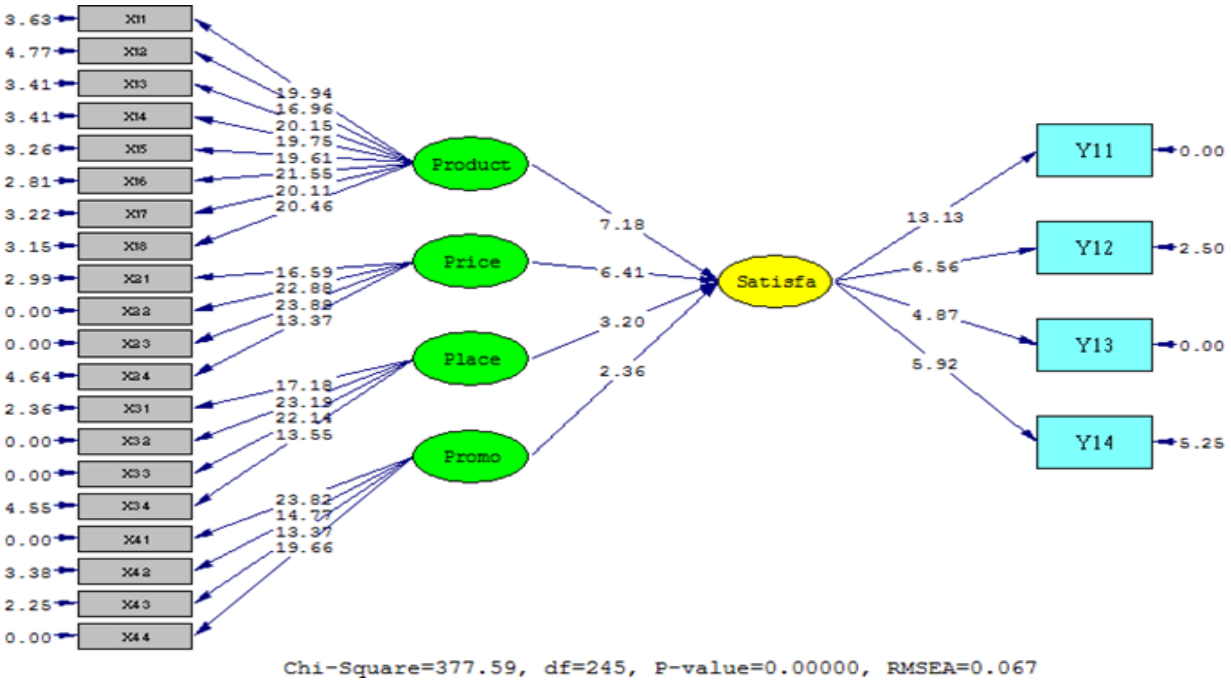


Figure 1 Indicator Validity Test Results Against Latent Variables

All t-values of factor loadings in Figure 9 are more significant than the t-table (>1.96), meaning the factor load of manifest variables is valid. In addition, the value of factor loadings on each variable was more significant than the standard (0.5). These results conclude that all observed variables have good validity against latent variables.

### *The Effect of Marketing Mix on Consumer Satisfaction of Brand X Bread*

The structural model evaluates coefficients or parameters that show a causal relationship or the influence of one latent variable on another. Evaluation of the structural model includes examining the estimated coefficients' significance.

Table 1 Effect of 4P on Bread consumer satisfaction

| Exogenous Latent | Endogenous Latent | Construct coefficient (γ) | t-value | Information |
|---|---|---|---|---|
| Product (X1) | Satisfaction (Y1) | 0.36 | 7.18 | Significant |
| Price (X2) | Satisfaction (Y1) | 0.31 | 6.41 | Significant |
| Place (X3) | Satisfaction (Y1) | 0.14 | 3.20 | Significant |
| Promotion (X4) | Satisfaction (Y1) | 0.10 | 2.36 | Significant |

The relationship between latent variables can be significant if the t-value is greater than the t-table (>1.96), provided that the significance level is 5 percent. Table 1 shows that all exogenous latent variables significantly affect the forming of endogenous latent variables. The significance is that the marketing mix (4Ps) is essential and genuinely affects consumer satisfaction. Next, interpret the sign on the coefficient of that construct. The construct coefficient can be either a positive or negative sign.

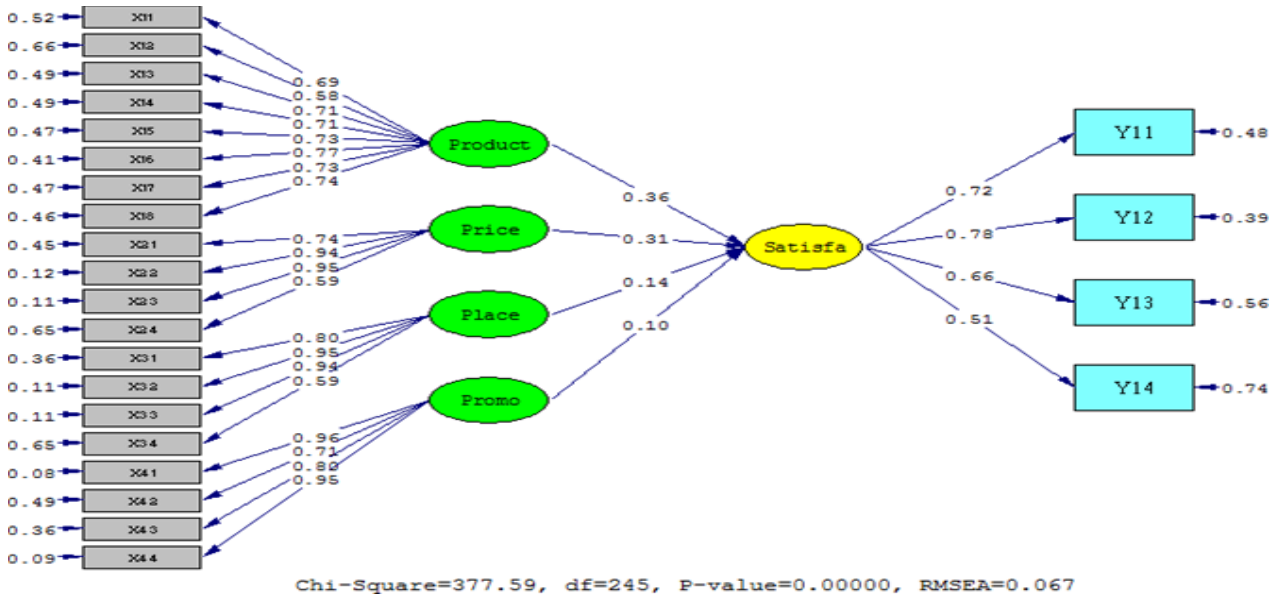


Figure 2 The Effect of 4P on Consumer Satisfaction

Figure 2 shows that the 4P marketing mix construct coefficient is positive. Positive signs are influential in increasing consumer satisfaction. Research by (Ambika, 2023) also found the same results: marketing mix (4P) positively and significantly affects consumer satisfaction, but the products and methods differ. The dimensions of product and price have a more substantial influence than place and promotion.

***Satisfaction Variable Indicator***

The latent variables of satisfaction were observed by indicators of feeling happy (Y11), conformity of expectations with performance (Y12), experience (Y13), and accuracy of choice (Y14). Each indicator contributes to reflecting the satisfaction variable. Among the 4 hands, the conformity of expectations with performance best reflects satisfaction because it has the highest factor loading value of 0.78.

Table 2 Load Factor Value Satisfaction Indicator

| Endogenous Latent | Indicators | | Charge factor (λ) |
|---|---|---|---|
| Satisfaction (Y1) | Y11 | The good feeling after buying Roti X | 0.72 |
| Satisfaction (Y1) | Y12 | Roti X has met the expected quality | 0.78 |
| Satisfaction (Y1) | Y13 | Good experience when enjoying X brand bread | 0.66 |
| Satisfaction (Y1) | Y14 | Bread X is the right recommendation | 0.51 |

***Product Variable Indicator***

Latent product variables are observed through attributes of bread condition (X11), shape size (X12), packaging design (X13), brand (X14), quality standard label (X15), nutritional value information (X16), type variation (X17) and expiration date (X18). Each indicator contributes to reflecting the product variable. Among the eight indicators, nutritional value best reflects the product because it has the highest factor loading value, 0.77.

Table 3 Product Indicator Factor Payload Value

| **Exogenous latent** | **Indicators** | | **Charge factor (λ)** |
|---|---|---|---|
| Products (X1) | X11 | Bread conditions | 0.69 |
| Products (X1) | x12 | Size and shape of Bread | 0.58 |
| Products (X1) | X13 | Design | 0.71 |
| Products (X1) | X14 | Bread Brand | 0.71 |
| Products (X1) | X15 | Quality Certification Label | 0.73 |
| Products (X1) | X16 | Nutritional Value | 0.77 |
| Products (X1) | X17 | Type Variations | 0.73 |
| Products (X1) | X18 | Expiration Date | 0.74 |

***Price Variable Indicator***

The latent price variable is approached by four indicators, namely affordability (X21), price suitability with product quality (X22), price suitability with product benefits (X23), and attractive price offers (X24). Each indicator contributes to reflecting price variables. The highest factor loading of 0.95 is the indicator that best reflects price, that is, price suitability to the product's benefits.

Table 4 Price Indicator Factor Loading Values

| Exogenous latent | Indicators | | Charge factor (λ) |
|---|---|---|---|
| Price (X2) | X21 | Affordable Bread Prices | 0.74 |
| Price (X2) | x22 | Suitability of bread price with quality | 0.94 |
| Price (X2) | X23 | Compatibility of the price of Bread with the benefits of Bread | 0.95 |
| Price (X2) | X24 | Affordable bread prices | 0.59 |

***Place Variable Indicator***

Latent place variables are observed through the attributes of ease of reach (X31), product availability (X32), availability of time of sale (X33), and role of transportation facilities (X34). Each indicator contributes to reflecting the place variable. The X32 indicator obtained the highest factor loading value of 0.95, most reflected by product availability.

Table 5 Place Indicator Factor Loading Values

| **Exogenous latent** | **Indicators** | | **Charge factor (λ)** |
|---|---|---|---|
| Place (X3) | X31 | Affordable Bread | 0.80 |
| Place (X3) | X32 | Availability of Bread | 0.95 |
| Place (X3) | X33 | Easy to get every time | 0.94 |
| Place (X3) | X34 | Bread is distributed to all walks of life | 0.59 |

***Promotion Variable Indicator***

The latent promotion variable is approached by four indicators, namely the suitability of advertising messages with product consistency (X41), the role of promotional media (X42), sales promotion (X43), and public relations (X44). Each indicator contributes to reflecting the promotion variable. The highest factor loading of 0.96 is the indicator that best demonstrates the promotion, namely the conformity of the advertising message with the consistency of the product.

Table 6 Promotion Indicator Factor Loading Values

| Exogenous latent | Indicators | | Charge factor (λ) |
|---|---|---|---|
| Promotion (X4) | X31 | Conformity of the content of the advertising message with | 0.80 |
| Promotion (X4) | X32 | Bread ads appear in various media | 0.95 |
| Promotion (X4) | X33 | Hold lucky draws and promo packages | 0.94 |
| Promotion (X4) | X34 | Bakery holds event | 0.59 |

**DISCUSSION MANAGERIAL IMPLICATIONS**

The managerial implication is increasing customer satisfaction by improving performance attributes (Jahmani, 2023). The multiplication between the weight and the percentage of positive performance produces a satisfaction number so that the customer satisfaction (Customer Satisfaction Index) is obtained when added together. Significance explains that weight has a significant effect, while the percentage of positive performance indicates how well the indicator performs. Managerial implications are arranged based on the highest weight or more than the average weight in each dimension, but the percentage of positive performance is still low, around 50 percent (Kwan, 2023).

The product dimension does not require corrective action because the percentage of the positive performance of each attribute is already in the range of 92.5 percent to 100 percent. Companies also do not have to fix the price dimension. The high weight of the indicator on the price dimension has been considered reasonable by consumers, as evidenced by the percentage gain close to 100 percent in terms of the perceived positive performance of these attributes. However, competitive price indicators with low-weight performance are also not good. Improvement for competitive price indicators is not a priority for the price dimension, but its evaluation can be combined with sales promotion (Luckyardi, 2022). The highest weight on the place dimension consists of 24-hour availability and sales. The performance of these two indicators still needs to be improved so that consumer satisfaction also increases (Chowdhury, 2022).

Some consumers feel that Sari Roti is always available where they want and when needed, but they do not find the variety of types they are looking for. Another case is that the Sari Roti is almost expired. Of course, this incident is disappointing (Alsharif, 2023). In addition, the supply of Sari Roti is sometimes still slow. Consumers once canceled their purchase intention because they saw an empty Sari Roti shelf. As a result, they give a negative assessment of the performance of availability indicators. The Company should quickly replace agents who cannot supply to stalls or retailers in the region. Increasing 24-hour sales means increasing the number of stores that never close around youth-dominant neighborhoods. 24-hour sales will make it easier for consumers to get products, encourage purchases when suddenly hungry at night and want to enjoy instant food because they are too tired if followed by heavy meals, provide opportunities for products to sell more because they are sold all day long and strengthen consumers' memories of the brand because whenever and wherever the brand is always found (Abedian, 2022).

The indicator with the highest weight in the promotion dimension is the suitability of the advertising message with product consistency. Still, the performance is good, so it does not need to be evaluated. Other high weights are exciting events and sales promotions (Kusumawati, 2022). These two indicators are still underperforming. Events involve programs designed to maintain or protect the image of the Company or each of its products (I. A. A. Khanfar, 2023). The Company needs to increase the frequency of events to increase customer satisfaction because public relations activities can bring the Company closer to its environment. For example, they are participating in fairs or becoming a sponsor. The positive impacts of organizing events include building the Company's image, creating two-way communication by directly channeling public opinion to the Company, maintaining public acceptance, repositioning the Company's products, and defending less desirable outcomes. This activity can be held when an inauguration, commemoration, or deliberately planned for commercial or non-commercial purposes (social community relations) (Wichmann, 2022). Continuous promotional efforts, such as lucky draws and promo packages, should also support sales. Sales promotion is intended as a short-term tool to trigger a purchase action. If consumers are given a sales promotion offer, then the level of excitement will increase because they feel like they are getting a bonus or additional benefit (Alam, 2023).

Lucky draws are intended to increase the quantity of purchases, while promo packages can increase the frequency of purchases. The types of packages vary and are still reasonable if scheduled at a regular time. Promo packages are usually related to price. The Company deliberately offers special prices to consumers. In addition, promo packages are also a way to increase sales of products that are not selling well. This type of

sales promotion needs to be improved to create a commitment to the Sari Roti brand and discourage variety-seeking behavior.

## CONCLUSION

Consumers go through all stages of the purchase decision process. Consumers are motivated to buy Bread X to meet their needs as a substitute for rice. Consumers obtain information about Bread from advertisements. The main evaluation criterion for consumers before deciding on the purchase of Sari Roti is the condition of the Bread. The consumer's purchase plan depends on the situation. The time of purchase is the morning on weekdays, and the minimarket is the place of investment because it is close to the place of residence. The type of Bread purchased is sandwich bread, and the purchase frequency is only once a week. Consumers are interested in making repeat purchases. If the variety of types of Bread sought is unavailable, and there is a price increase, the consumer's action is still to buy Bread. However, if another brand of Bread provides a discount, consumers switch to that other brand of Bread during that period only. Marketing mix (4P) positively and significantly affects consumer satisfaction. This shows that the role of product, price, place, and promotion increases customer satisfaction. The dimensions of product and price have a more substantial influence than place and promotion. Products are reflected by nutritional value. Price is reflected by the suitability of price with product benefits. Place is mirrored by product availability. Promotion is reflected by the usefulness of advertising messages with product consistency. The level of customer satisfaction of Sari Roti is in the category of delighted, and managerial implications are formulated because the performance of several indicators is still not good. What is recommended is increasing availability, 24-hour sales, public relations, and sales promotion.

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