

## THE EFFECT OF THE MARKETING MIX ON THE SATISFACTION OF TRADITIONAL HERBAL MEDICINE CONSUMERS IN GRESIK

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### ABSTRACT

*The flood of imported herbal medicine products that are easily found in the domestic market has a vulnerable impact on competition and the image of herbal medicine, especially for small-scale industries. Not counting the internal problems of most traditional herbal medicine business actors who tend to still be concerned about stabilizing entrepreneurs who have just started or even in order to increase family income. On the other hand, the presentation of traditional herbal medicine itself still tends to be monotonous in terms of packaging, especially when viewed from a visual aspect. The problem of how to sell and the intended market segment is also another thing that adds to the long line of reasons why traditional herbal medicine is still unable to compete well in the available market. In this study, the variables used were the marketing mix (Product, Price, Location, Promotion) to herbal medicine consumer satisfaction, the analysis used in this study was a multiple linear regression analysis. Based on the results of the study, it was concluded that consumer satisfaction in trying traditional herbal medicine has a simultaneous effect of the marketing mix. The test results simultaneously showed a value of less than 5% which is 0.037. Meanwhile, in the partial test, consumer satisfaction was only influenced by prices with a significance value of 0.013. So the results of this study are very influential on the satisfaction of consumers of traditional herbal medicine in the Gresik region.*

*Keywords : Marketing, Customer Satisfaction, Herbs*

### 1. Introduction

For Indonesians, jamu is a hereditary recipe from their ancestors so that it can be maintained and developed. The ingredients of herbal medicine itself are taken from the growth of plants in Indonesia, be it from roots, leaves, flowers, or bark. In Javanese society, efforts to maintain health, prevent disease or treatment of a disease suffered, are usually done by drinking traditional herbs or better known as herbal medicine. Jamu in Indonesia is commonly used as herbal medicine or the result of concocting ingredients that are of natural origin and have properties for health. Herbal medicine not only serves as a medicine, but also to maintain body fitness and prevent from diseases. Herbs are also commonly used to help increase appetite for children. Herbal medicine can also be called a home remedy because it is usually made by yourself at



home from the ingredients that are around, namely turmeric, kencur, ginger, galangal, and other types of rhizomes or plants (Syafi'I, 2020).

The Indonesian herbal medicine industry market has shown significant growth with sales value reaching Rp 6 trillion, has created three million jobs, and with the largest consumer area on the island of Java reaching 60% in 2007. With the comparative advantages it has as a local resource-based industry, the Chamber of Commerce in its 2030 vision and National Industrial Road Map recommends jamu as a leading industry cluster driving job creation and poverty reduction and on the basis of local wisdom and the potential of Jamu products, the Coordinating Ministry for Economic Affairs has launched the "Jamu Brand Indonesia" movement as part of the activity of uniting jamu brands under one umbrella Brand Indonesia. However, in the midst of this success, there are still many obstacles faced by the national herbal medicine industry. The flood of imported herbal medicine products that are easily found in the domestic market has a vulnerable impact on competition and the image of herbal medicine, especially for small-scale industries. Not counting the internal problems of most traditional herbal medicine business actors who tend to still be concerned about stabilizing entrepreneurs who have just started or even in order to increase family income. On the other hand, the presentation of traditional herbal medicine itself still tends to be monotonous in terms of packaging, especially when viewed from a visual aspect. The problem of how to sell and the intended market segment is also another thing that adds to the long line of reasons why traditional herbal medicine is still unable to compete well in the available market. In this context, it is important to be able to optimize the segment of traditional herbal medicine sellers so that they can be better known by the market (Prabawa and Andhin, 2020).

In a business or business, apart from the marketing aspect of products or services, it also affects the continuity of the business or business being run, especially in terms of customer satisfaction. A product or service that can satisfy is a product or service that is able to provide something that consumers are looking for at a sufficient level. Satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between a person's pleasure or disappointment which comes from a comparison between his impression of the performance or results of the product and his expectations. So satisfaction is a function of the impression of the quality of the product given, the price given, the place or location provided and the form of promotion offered. Customer satisfaction or dissatisfaction is the difference between expectations and the reality they feel. Consumer satisfaction is the expectation of companies or entrepreneurs, who will know the goods they produce can be well received in the market and it is expected that consumers will make repurchases (Aini, Mohhamad and Azizah, 2020).

One of the cities that has the opportunity to run a traditional herbal medicine business is Gresik City. Gresik City is one of the cities in East Java Province with a bustling population with traditional markets that sell various raw materials to support the sale of traditional herbal medicine. So to support the sale of traditional herbal medicine in the city, it is necessary to have a variety of marketing techniques seen from consumer satisfaction with traditional herbal medicine. In this case, it is necessary to explore the level of consumer satisfaction in the marketing mix of traditional herbal medicine.



## 2. Method

The type of research used in this study is quantitative research. The method used is the survey method. The survey method according to Sugiyono (2017), is a study conducted using a questionnaire as a research tool in large and small populations, but the data studied is data from samples taken from these populations. The survey method was carried out by distributing questionnaires to consumers at traditional herbal medicine sellers in Gresik city. Location determination is carried out intentionally (purposive) by considering the researcher's knowledge of the object of study and various problems that exist in the traditional herbal medicine sellers of the city of Gresik.

The population used in this study was 50 people taking into account the minimum number of samples, the determination of samples in multivariate analysis was the number of observations at least 15 to 20 times for each independent variable. This study has four independent variables, namely Product, Price, Place and Promotion. Data Analysis using Regression model is a model used to analyze the influence of various independent variables on one dependent variable (Sugiyono, 2017). To analyze the data, it is carried out using the Multiple Linear Regression Analysis method with the formulation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Information:

- Y : Customer Satisfaction
- X<sub>1</sub> : Product
- X<sub>2</sub> : Price
- X<sub>3</sub> : Location (Place)
- X<sub>4</sub> : Promotion
- a : Constant
- b<sub>1</sub>-b<sub>4</sub> : Regression Coefficient
- e : Error

## 3. Results and Discussion

### Coefficient of Determination Analysis

The coefficient of determination test is used to measure the accuracy of the created analysis model. The value of the coefficient of determination is determined by the value of r Square.

**Table 1. Determination Coefficient Test Results**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,800 <sup>a</sup>	,640	,599	,07124	2,036

a. Predictors: (Constant), Product, Price, Location, Promotion

b. Dependent Variable: Customer Satisfaction



Based on table 1 above, the results of the calculation of the coefficient of determination can be seen in the r square, which is 0.640 or 64%, meaning that the variable amount of the marketing mix to consumer satisfaction is 64%. While the rest (100% - 64% = 36%) were influenced by other variables not described in this study.

**Effect of Marketing Mix on Simultaneous Consumer Satisfaction (Test F)**

**Table 2. F Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Itself.
1	Regression	121.424	4	30.356	3.153	.037 <sup>b</sup>
	Residual	192.576	20	9.629		
	Total	314.000	24			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), Product, Price, Location, Promotion

The results of the F test are listed on the ANOVA Table. In the Sig column, it can be seen that the p-value (0.0370) is 5 percent smaller, so it can be concluded that the overall regression model is significant at a real level of 5 percent. This means that independent variables together have a significant effect on dependent variables at a rate of 5 percent. Based on the study, it can be concluded that the calculated F value (3.153) > F table (2.56) with an error rate of 0% then the H1 hypothesis is accepted, meaning that all variables simultaneously (together) are a significant explanation of the dependent variable (consumer satisfaction).

**Effect of Marketing Mix on Partial Consumer Satisfaction (t-Test)**

To determine the effect of partial variables of the marketing mix on consumer satisfaction of traditional herbal medicine , a t-test was carried out.

**Table 3. t Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		Itself.
		B	Std. Error	Beta	T	
1	(Constant)	.827	2.094		.395	.697
	Product	2,220E-5	.000	.068	.189	.852
	Price	.812	.305	.764	2.661	.013
	Location	1.163	.646	.379	1.802	.087
	Promotion	4,508E-5	.000	.145	.396	.696

1. Dependent Variable: Customer Satisfaction



To test this hypothesis, a partial analysis is carried out on each independent variable, namely:

1. Effect of Product ( $X_1$ ) on Consumer Satisfaction

The product variable ( $X_1$ ) is worth sig.  $0.852 > 0.05$  which means that the product is not affected by the satisfaction of traditional herbal medicine consumers in Gresik, meaning that if the product increases, it will not necessarily increase consumer satisfaction. The results of statistical tests using the t test obtained a calculated t value of 0.189, at an error rate of 0.5% thus the product did not have a significant effect on consumer satisfaction at a confidence level of 99.5%. The results of this study are not in accordance with the research of Rohmah et al., (2021) which states that product variables affect consumer satisfaction. Research on this variable does not mean that it is not important, but the quality of herbal products in the Gresik area is good so that many consumers receive these products.

2. Effect of Price ( $X_2$ ) on Consumer Satisfaction

The Price Variable ( $X_2$ ) is worth sig.  $0.013 > 0.05$ , which means that the price is influenced by the satisfaction of traditional herbal medicine consumers in Gresik, meaning that if the price increases, it will certainly increase consumer satisfaction. The results of the statistical test using the t test obtained a calculated t value of 2.661, at an error rate of 0.5% thus the price had a significant effect on consumer satisfaction at a confidence level of 99.5%. Price can affect customer satisfaction. Consumers are usually more conscientious in paying attention to prices. Standardization of low prices makes it easier for companies to attract customers or consumers. Yoeti (2012) suggests that demand is the fulfillment of consumer needs. It is based on the sound of the law of demand that the price with the demand will never go hand in hand. This is also evidenced by the results of Agustine's research (2016) showing that there is a positive relationship between price and customer satisfaction.

3. Effect of Location ( $X_3$ ) on Customer Satisfaction

The Location Variable ( $X_3$ ) is worth sig.  $0.087 > 0.05$  which means that the location is not affected by the satisfaction of traditional herbal medicine consumers in Gresik, meaning that if the location increases, it will not necessarily increase consumer satisfaction. The results of the statistical test using the t test obtained a calculated t value of 1.802, at an error rate of 0.5% thus the location did not have a significant effect on consumer satisfaction at a confidence level of 99.5%. According to Desrianto (2020), Location has a positive and significant effect on Consumer Satisfaction because Location refers to various marketing activities that try to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers. Even so, this research on the location variable has no effect because almost every traditional market in Gresik sells many traditional herbs such as sinom, kencur rice, sour turmeric and other traditional herbs.



#### 4. Effect of Promotion ( $X_4$ ) on Customer Satisfaction

The promotion variable ( $X_4$ ) is worth sig.  $0.696 > 0.05$ , which means that the promotion is not influenced by the satisfaction of traditional herbal medicine consumers in Gresik, meaning that if the promotion increases, it will not necessarily increase consumer satisfaction. The results of the statistical test using the t test obtained a calculated t value of 0.396, at an error rate of 0.5% thus promotion did not have a significant effect on consumer satisfaction at a confidence level of 99.5%. In Putranto's research (2021), it shows that the results have a significant effect on customer satisfaction because promotional activities aim to communicate the advantages or benefits of a product or service and persuade consumers to want to buy the products offered. However, in this study, promotion was not influenced because promotions in the sale of traditional herbal medicine were mostly only sold around villages and traditional markets.

#### 4. Conclusion

Based on the results of the study, it was concluded that consumer satisfaction in trying traditional herbal medicine has a simultaneous effect of the marketing mix. The test results simultaneously showed a value of less than 5% which is 0.037. Meanwhile, in the partial test, consumer satisfaction was only influenced by prices with a significance value of 0.013. So the results of this study are very influential on the satisfaction of consumers of traditional herbal medicine in the Gresik region.

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