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STRATEGY TO CONVALESCENCE CUSTOMER SATISFACTION FOR SELLING HYDROPONIC VEGETABLE DURING THE PANDEMIC OF COVID-19

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ABSTRACT

This study aims to find out whether there is an influence of the marketing mix 4P's on Halethponic.id customer satisfaction. The population in this study are customers from Halethponic.id and there are 50 people as samples. The method used is the Multiple Linear Regression analysis method with a descriptive quantitative approach. Based on the results of the study it is known that the marketing mix 4P's (price, product, place, promotion) simultaneously has a positive and significant influence on customer satisfaction. The suggestions obtained from this study are that Halethponic.id can maintain a stable marketing mix that is good for customers, create a characteristic, pay attention to prices, promote products through advertisements, consider places and improve services so that they can maintain customer satisfaction.

Keywords: *Marketing Mix, Customer Satisfaction, Covid-19 and Strategy.*

Introduction

The rapid development of business along with the increase in human civilization has resulted in increasingly fierce competition. With the existence of compet

ition, encouraging entrepreneurs to create excellence in order to achieve the goal of creating and retaining customers (Rita *et al.*, 2019).

Competition between business owner/entrepreneurs can be seen from satisfactory service, appropriate prices, strategic places, until quality and attractive products. Since March 2020, Indonesia has been one of the countries that has experienced the corona pandemic (Covid-19), almost all sectors have experienced a drastic decrease in income, especially in the economic sector (Debata *et al.*, 2020). During the pandemic, people were required to reduce activities outside, many activities were spent at home such as working from home, studying from home and not a few also lost their jobs because several companies were closed (Streimikiene *et al.*, 2021). Some of these things often make people's productivity levels decrease and people's mental pressure increases, therefore one of the activities that can increase people's productivity is a lot of business opportunities (Sethi and Sood, 2017). According to data from the Ministry of Manpower as of April 20th, 2020, 2,084,593 people from 116,370 enterprises were laid off or affected by layoffs. This occurred as a result of numerous enterprises seeing a decline in productivity and even stopping manufacturing.

This can happen so that it makes the level of community productivity decrease and people's mental pressure increases, therefore one of the activities that can increase people's productivity is to create business opportunities such as SMEs that take advantage of what is in the environment and turn it into what is needed because basically a business can be started anytime, anywhere, and by anyone (Hidayat *et al.*, 2023).

According to the Organization for Economic Cooperation and Development (OECD) assessment, this pandemic has consequences for the possibility of a serious economic crisis, which is characterized by the halt of economic activity. production activities in many countries, a decrease in the level of public consumption, loss of customer confidence, a fall in the stock market which in turn has an impact in the micro, small and medium enterprises (SMEs) sector (Banerjee *et al.*, 2022)The Covid-19 pandemic had an impact on the total income of

MSMEs which amounted to 53.76% which then experienced a decrease in income compared to before the Covid-19 pandemic, MSMEs which experienced an increase in income of 17.74% (Rachmawati *et al.*, 2022)

During the pandemic, the government advised the public to consume vegetables and fruit to increase immunity, but this was difficult to materialize because people's purchasing power decreased and the price increase for necessities required new innovations to overcome the above problems, one of which was farming using a hydroponic system. One of the businesses that uses this system is Halethponic.id which utilizes vacant land in the yard of the house which is located at Griya Indah housing Block. A1 No. 15 Sukabumi Indah. The types of vegetables and a list of price comparisons with several competitors for the Hydroponic business can be seen in table 1 below.

Table 1. The List of Products and Comparison of Trade Prices of Competitors

No	Types of Products	Halethponic.id (IDR)	Griyahydrofarm (IDR)	Sahabat Hidroponik Lampung (IDR)
1	Spinach	12,000	10,000	10,000
2	Green Mustard	12,000	8,000	10,000
3	Pakcoy	13,000	8,000	10,000
4	Dakota Vegeables	14,000	-	10,000
5	Vegetable nai bai	14,000	-	10,000
6	Pagoda	14,000	-	10,000
7	Sio mak	14,000	-	10,000
8	Romaine Lettuce	16,000	-	10,000
9	Leaf Lettuce	12,000	8,000	10,000

Source: Primary data, 2021

Table 1 shows that the selling price at Halethponic.id is higher compared to similar products sold by competitors. Determination of the selling price is adjusted to the quality of the product from each hydroponic vegetable business which will affect customer satisfaction.

SME's entrepreneurs need to prepare a marketing concept, the marketing concept is marketing activities in achieving company goals, one of which is customer satisfaction (Rita *et al.*, 2019). The marketing strategy applied is the 4p's marketing mix (Product, Price, Place, Promotion), The role of the marketing mix is to unite visible and invisible product quality with customers who will become the target market. Customer satisfaction is the most important concern for business actors, feelings of pleasure or disappointment for an individual come from a comparison between his impression of the performance (outcome) of a product and his expectations (Barusman *et al.*, 2019). To find out customer satisfaction at Halethponic.id, a pre-research was carried out, while the pre-research results are shown in Figure 1 as follows.

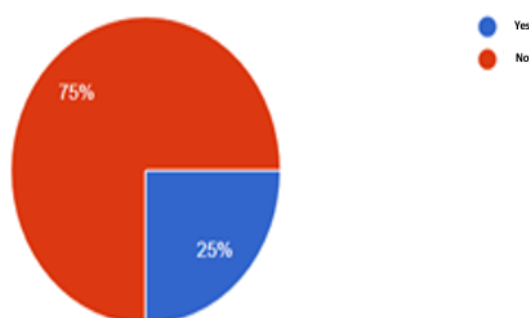


Figure 1. Pre-survey results

Based on the results of the pre-survey, it can be seen that out of 20 people, 75% showed dissatisfaction with the Halethponic.id service. The above dissatisfaction is a problem to be examined in this study so that the research objectives are obtained, including:

1. To find out whether prices have a positive and significant impact on Halethponic.id customer satisfaction
2. To find out whether the place has a positive and significant impact on Halethponic.id customer satisfaction
3. To find out whether the Promotion has a positive and significant impact on Halethponic.id customer satisfaction
4. To find out whether the quality of the Marketing Mix (4P'S) simultaneously has a positive and significant effect on Halethponic.id customer satisfaction.

Literature Review

a. Marketing mix

Yooyen *et al.*, (2019), Marketing management is an examination of the design, implementation, and control of programs that occur within a company and make a significant contribution to the smooth operation of product marketing. According to Domínguez *et al.*, (2019) the quality of a product is the value produced by a product to achieve customer needs, quality can be in the form of strength, function, how long it lasts, and how efficient it is.

According to Oh and Kim (2017), the marketing mix is a tool consisting of product, price, promotion and place (distribution) then used to achieve company goals. Barusman (2019) states that price is a system in marketing to provide services while other components of the marketing mix incur costs. Everything is included in the exchange of goods or services. The marketing mix, also known as the "4Ps of marketing," is a framework used by marketers to guide the development of a marketing strategy. The 4Ps stand for Product, Price, Place, and Promotion, and represent the key elements of a marketing plan (Ngugi *et al.*, 2020)

- a) Product: It includes features, design, packaging, branding, and any additional benefits or attributes that set it apart from competitors.
- b) Price: This refers to the price asked for a good or service as production costs, profit margins and consumer demand all have to be taken into account in order to compete with other similar goods in the market.
- c) Place: A location is also a place of business that greatly affects consumers desire to come and shop, This refers to the distribution channels used to sell the product or service. It involves decisions about where and how the product will be sold, such as online, in stores, or through intermediaries.
- d) Promotion: This refers to the various marketing communications used to promote the product or service to the target market. This includes advertising, public relations, sales promotions, and personal selling. Together, the marketing mix helps companies create a comprehensive marketing strategy that considers all the key elements necessary to successfully promote and sell their product or service.

b. Customer Satisfaction

Customer satisfaction is described as an indicator of how satisfied customers are with a company's products, services, and capabilities (Tandon *et al.*, 2017). Customer satisfaction data, such as surveys and ratings, may assist a firm in determining how to enhance or adjust its products and services. Customer satisfaction (CSAT) assesses how well a company's products and services satisfy the expectations of its customers. It represents the health of your company by demonstrating how effectively your items resonate with purchasers (Pakurár *et al.*, 2019). According to Izogo and Ogba (2015) Customer satisfaction is relationship specific, derived from the effect of a series of discrete service encounters or transactions with online vendors over a certain time period. A customer's decision to be loyal to a website depends on these service encounters.

Customer satisfaction refers to the level of satisfaction or contentment that a customer experiences with a product, service, or overall experience (Lahap *et al.*, 2016). It is an important metric for businesses as it measures the degree to which a customer's expectations have been met or exceeded. There are several factors that can influence customer satisfaction, including:

- a) Product quality: Customers are more likely to be satisfied if they receive a high-quality product that meets or exceeds their expectations.

- b) Customer service: The quality of customer service can greatly impact customer satisfaction. Friendly, helpful, and responsive customer service can create a positive experience and increase satisfaction.
 - c) Price: Customers expect to receive good value for the price they pay. If the product or service is priced too high or too low, it can negatively impact satisfaction.
 - d) Convenience: Convenience is an important factor for many customers. If the product or service is easy to access and use, it can increase satisfaction.
 - e) Brand reputation: The reputation of the brand can also influence customer satisfaction. If a company has a positive reputation for quality and customer service, customers are more likely to be satisfied.
- Measuring customer satisfaction is important for businesses as it helps them identify areas for improvement and create a better experience for customers. This can lead to increased customer loyalty and repeat business, as well as positive word-of-mouth referrals.

c. Frameworks and Hypotheses



Figure 2. Framework

Methodology

This study uses a descriptive research method with a quantitative approach. The goal is to explain the causal relationship with variables through hypothesis testing (Gunawan and Hasanah 2019). This research data collection technique uses primary data, where primary data is data collected directly from respondents' answers through questionnaires and interviews with interested parties (Sugiyono, 2017). Then using secondary data that is, data obtained through other parties, not directly obtained by the researcher from the research object. The research population is defined as all manufacturing industries that have goods as their product market, and the population in this study are Heletponic.id customers who are taken as a sample of 50 respondents. The statistical tool used to analyze and calculate data for this study is the SPSS 23 application.

Result and Discussion

a. Validity and Reliable Test

a) Validity Test (Product Quality X_1)

Table 2. Validity Test X_1 result

Questions	r_{count}	r_{table}	N	Explanation
Q 1	0,826	0.278	50	Valid
Q 2	0,672	0.278	50	Valid
Q 3	0,843	0.278	50	Valid
Q 4	0,737	0.278	50	Valid
Q 5	0,775	0.278	50	Valid

Source: SPSS Output, 2022

From the results of the statistical test in table 2, it was found that there were 5 question items that had $r_{\text{count}} > r_{\text{table}} = 0.278$ so that all question items were valid.

b) Validity Test (Price X_2)

Table 3. Validity Test X_2 result

Questions	r_{count}	r_{table}	N	Explanation
Q 1	0,788	0.278	50	Valid
Q 2	0,478	0.278	50	Valid
Q 3	0,726	0.278	50	Valid
Q 4	0,629	0.278	50	Valid
Q 5	0,521	0.278	50	Valid

Source: SPSS Output, 2022

Based on table 3 above it is known that all question items are valid because $r_{\text{count}} > r_{\text{table}} = 0.278$.

c) Validity Test (Place X_3)

Table 4. Validity Test X_3 result

Questions	r_{count}	r_{table}	N	Explanation
Q 1	0,558	0.278	50	Valid
Q 2	0,595	0.278	50	Valid
Q 3	0,612	0.278	50	Valid
Q 4	0,608	0.278	50	Valid
Q 5	0,685	0.278	50	Valid

Source: SPSS Output, 2022

The results of the statistical test in table 4 above, obtained a count $> r_{\text{table}} = 0.278$ so that all question items are valid.

d) Validity Test (Promotion X_4)

Table 5. Validity Test X_4 result

Questions	r_{count}	r_{table}	N	Explanation
Q 1	0,651	0.278	50	Valid
Q 2	0,800	0.278	50	Valid
Q 3	0,850	0.278	50	Valid
Q 4	0,836	0.278	50	Valid
Q 5	0,873	0.278	50	Valid

Source: SPSS Output, 2022

From table 5 above it is known that $r_{\text{count}} > r_{\text{table}} = 0.278$ so all question items are valid.

e) *Validity test of Customer Satisfaction (Y)*

Table 6. Validity test of Customer Satisfaction (Y)

Questions	r _{count}	r _{table}	N	Explanation
Q 1	0,603	0.278	50	Valid
Q 2	0,674	0.278	50	Valid
Q 3	0,595	0.278	50	Valid
Q 4	0,517	0.278	50	Valid
Q 5	0,452	0.278	50	Valid

Source: SPSS Output, 2022

From the results of the statistical test above, it was found that there were 4 question items that had $r_{count} > r_{table} = 0.278$ so that all question items were valid.

f) *Reliability Test*

Table 7. Reliability Test

Reliability Statistics		
Variable	Cronbach's Alpha	Reliability
X1	0,823	Reliable
X2	0,627	Reliable
X3	0,844	Reliable
X4	0,624	Reliable
X5	0,688	Reliable

Source: SPSS Output, 2022

From the results of the reliability test above, the alpha value was > 0.60 , so the research questionnaire was declared reliable. This means that the measuring instrument used in this study already could provide consistent measurement results in measuring the same symptoms.

b. *Multiple Linear Regression*

Table 8. Multiple Linear Regression

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.829	4.403		1.551	.128
Product Quality	.343	.096	.211	2.497	.041
Price	.357	.160	.054	2.360	.020
Promotion	.252	.073	.102	2.719	.046
Place	.337	.137	.367	2.471	.017

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output, 2022

Result:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e_t$$

$$Y = 6,829 + 0,343X_1 + 0,357X_2 + 0,252X_3 + 0,337X_4 + e_t$$

Interpretation:

Based on the multiple linear regression analysis above, the following interpretations are obtained:

- a. Constant value (a) of 6.829 means that if you do not pay attention to product quality and work prices, customer satisfaction is only 6.829.

- b. The regression coefficient X1 is 0.343. This shows that the contribution of Product Quality to Customer Satisfaction is 0.343, or if Product Quality increases assuming other variables are constant, then Customer Satisfaction will increase.
- c. The regression coefficient X2 is 0.357. This shows that the contribution of price to customer satisfaction is 0.357, or if prices increase assuming other variables are constant, customer satisfaction will increase.
- d. The regression coefficient X3 is 0.252. This shows that the contribution of Promotion to Customer Satisfaction is 0.252, or if Promotion increases assuming other variables are constant, then Customer Satisfaction will increase
- e. X4 regression coefficient of 0.337. This shows that the contribution of Place to Customer Satisfaction is 0.337, or if Place increases assuming other variables are constant, then Customer Satisfaction will increase
- f. Based on the information above, it can be concluded that the value of the price regression coefficient (X2) is greater than the coefficients of product quality (X1), promotion (X3), and place (X4). This indicates that the contribution of the price variable is higher or dominant compared to product quality. Promotions, and Places to Increase Customer Satisfaction at Halethponic.id.

c. Coefficient of Determination

Table 9. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.401 ^a	.461	.386	1.568

a. Predictors: (Constant), Lokasi, Kualitas Produk, Promosi, Harga

Source: SPSS Output, 2022

Based on the calculation above, it is known that the coefficient of determination (R Square) obtained is 0.461. Thus, 46.1% indicated Helethponic.id customer satisfaction was due to product quality and price factors and the remaining 41.8% was due to variables not involved in this study.

d. Partial Hypothesis Test (t-test)

Table 3. Partial Hypothesis Test or t test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.829	4.403		1.551	.128
Product Quality	.343	.096	.211	2.497	.041
Price	.357	.160	.054	2.360	.020
Promotion	.252	.073	.102	2.719	.046
Place	.337	.137	.367	2.471	.017

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output, 2022

a) Product Quality Variable (X1) with Customer Satisfaction (Y)

In the trust variable, the t_{count} value of 2,497 is greater than the t_{table} value of 2.011 or in other words $t_{count} > t_{table}$, while the significant results obtained are 0.041, smaller than the specified α , which is 0.05, therefore it can be called significant. That way, H_0 is rejected and H_a is accepted, in other words: First hypothesis: Product quality has an impact on customer satisfaction at Halethponic.id, this has been proven and the truth has also been accepted.

b) Price Variable (X2) with Customer Satisfaction (Y)

The price variable is obtained from the t_{count} value of 2,360 more than the t_{table} value of 2.011 or in other words $t_{count} > t_{table}$, meanwhile the significant results obtained are 0.018, smaller than the predetermined α which is 0.05, therefore it can be called significant. That way, H_0 is rejected and H_a is accepted, in other words: The second hypothesis: The price has an impact on customer satisfaction at Halethponic.id, has been proven and the truth can be accepted.

c) Promotion variable (X3) with customer satisfaction (Y)

The promotion variable is obtained from the t_{count} value of 2,719 more than the t_{table} value of 2.011 or in other words $t_{count} > t_{table}$, meanwhile the significant results obtained are 0.046, the lower value of α in the determination is 0.05, therefore it can be called significant. That way, H_0 is rejected and H_a is accepted, in other words: The third hypothesis: promotion has an effect on customer satisfaction at Halethponic.id, has been proven and can be accepted for the truth.

d) Place variable (X4) with customer satisfaction (Y)

The place variable is obtained from the t_{count} value of 2,471 more than the t_{table} value of 2.011 or in other words $t_{count} > t_{table}$, meanwhile the significant results obtained are 0.017, smaller than the predetermined α which is 0.05, therefore it can be called significant. That way, H_0 is rejected and H_a is accepted, with the title: The fourth hypothesis: place has a positive and significant influence on customer satisfaction at Halethponic.id, the truth has been proven and can be accepted.

e. ANOVA Hypothesis Test or F Test

Table 4. Anova Hypothesis Test or F Test

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.184	4	5.296	12.155	.030 ^a
	Residual	110.596	45	2.458		
	Total	131.780	49			

a. Predictors: (Constant), Lokasi, Kualitas Produk, Promosi, Harga

b. Dependent Variable: Kepuasan Konsumen

Source: SPSS Output, 2022

From the ANOVA test or F test, it is obtained that the F count is 12,155 with a significant level of 0.030 because the probability is much smaller than 0.05, so product quality, price, promotion, and place all affect customer satisfaction, meaning that H_0 is rejected, H_a is accepted. Thus, the third hypothesis: "Product Quality, Price, Promotion, and Place together have a significant effect on Customer Satisfaction at Halethponic.id" can be accepted.

Conclusion and Suggestion

a. Conclusion

Based on the results of data analysis, it can be concluded that product quality, price, promotion and place have a positive effect on customer satisfaction. The conclusion is shown from the findings of the analysis as follows:

1. Product quality has a positive and significant effect on customer satisfaction at Halethponic.id
2. Price has a positive and significant effect on customer satisfaction at Halethponic.id
3. Promotion has a positive and significant influence on customer satisfaction at Halethponic.id
4. Place has a positive and significant effect on customer satisfaction at Halethponic.id
5. Product Quality, Price, Promotion, and Place together have a positive and significant effect on Customer Satisfaction at Halethponic.id.

b. Suggestion

Based on the results of quantitative data analysis, there are several things that need to be recommended to Halethponic.id in order to increase customer satisfaction so that it is better than the current situation, including:

1. It is hoped that Halethponic.id can create a characteristic that is offered in each of its hydroponic vegetables
2. It is hoped that Halethponic.id can pay attention to prices so that the products offered by Halethponic.id can be reached by customers
3. It is hoped that Halethponic.id can promote its products through advertisements, so that it can attract customer interest
4. It is hoped that Halethponic.id can consider Halethponic.id's place so that it is close to highways and makes banners so that customers can easily recognize them.
5. It is hoped that Halethponic.id can improve existing services so that customer satisfaction can increase.

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