THE INFLUENCE OF MARKETING MIX ON CUSTOMERS SATISFACTION AND LOYALTY AT TIRTANIA WATERPARK BOGOR

Muhammad Akmal Ikramudin[*)][1], Imam Teguh Saptono[*)], Siti Jahroh[*)]

[*)]School of Business, IPB University
Jl. Raya Pajajaran, Bogor 16151, Indonesia

Abstract: Covid-19 has caused several tourist objects to experience a decrease in visits, sales, and temporary closure due to the lockdown policy. Tirtania Waterpark is a water tourism object providing services for water recreation rides and family entertainment venues experiencing a decline in visits. Therefore, this research aims to analyze the effect of the marketing mix which consists of 4C, namely co-creation, currency, communal activation, and conversation variables on visitor satisfaction and loyalty at Tirtania Waterpark. This research is a case study with a sample of 126 people who are visitors of Tirtania Waterpark. The sampling method in this study was purposive sampling using questionnaires distributed to Tirtania Waterpark visitors. This study used the Structural Equation Model (SEM) method to perform data analysis. The results of the study show that all the marketing mix 4C variables used affect the satisfaction of visitors to Tirtania Waterpark, satisfaction variable has a significant effect on consumer loyalty which is reflected by the willingness of consumers to make repeat visits. Several recommendations to increase Tirtania Waterpark customer loyalty are conducting regular surveys of visitors, dynamic pricing, adding options in purchasing tickets, conducting promotions through other parties, and implementing good relationship management.

Keywords: customer loyalty, customer satisfaction, marketing mix 4C, structural equation model, tourist attraction

Abstrak: Covid-19 menyebabkan beberapa objek wisata mengalami penurunan kunjungan. penjualan dan tutup sementara dikarenakan kebijakan lockdown. Tirtania Waterpark merupakan objek wisata air menyediakan jasa wahana-wahana rekreasi air dan tempat hiburan keluarga mengalami penurunan kunjungan. Oleh karena itu tujuan dari penelitian ini adalah menganalisis pengaruh dari bauran pemasaran yang terdiri dari 4C yaitu variabel co-creation, currency, communal activation, dan conversation terhadap kepuasan dan loyalitas pengunjung Tirtania Waterpark. Penelitian ini merupakan studi kasus dengan sampel berjumlah 126 orang yang merupakan pengunjung Tirtania Waterpark. Metode penarikan sampel pada penelitian ini adalah purposive sampling dengan menggunakan kuesioner yang disebar kepada pengunjung Tirtania Waterpark. Penelitian ini menggunakan metode Model Persamaan Struktural (SEM) untuk melakukan analisis data. Hasil penelitian menunjukkan bahwa semua variabel bauran pemasaran 4C yang digunakan memengaruhi kepuasan pengunjung Tirtania Waterpark, serta variabel kepuasan berpengaruh signifikan terhadap loyalitas pengunjung yang direfleksikan oleh kesediaan konsumen dalam melakukan kunjungan ulang. Beberapa rekomendasi untuk meningkatkan loyalitas pelanggan Tirtania Waterpark yaitu melakukan survey rutin terhadap pengunjung. penetapan harga yang dinamis. penambahan opsi dalam pembelian tiket. melakukan promosi melalui pihak lain dan penerapan manajemen relasi yang baik.

Kata kunci: loyalitas konsumen, kepuasan konsumen, bauran pemasaran 4C, model persamaan structural, objek wisata

[1] Corresponding author:
 Email: muhammadakmalikramudin@gmail.com

INTRODUCTION

The tourism sector's contribution to the Gross Domestic Product (GDP) has always increased in 2017-2019, peaking at in 2019 4.8%. However, in 2020, it decreased to 4.05%, and again experienced an increase of 4.2% by 2021. The target for tourism contribution to GDP in 2022 is 4.3 percent (Kemenparekraf 2022). Bogor is still one of the favorite cities for Indonesian people to travel with many tourist objects. However, tourist visits decreased in 2020 to two million visits compared to seven million visits in 2019. The decline in tourist visits not only occurred in Bogor City but also in Bogor Regency, based on data from the Bogor Regency Tourism and Culture Office in 2019, reaching 9.7 million visits, but in 2020 it decreased to 5.1 visits.

The Tirtania Waterpark is one of the water tourism objects in Bogor City which has been affected by a decrease in the number of tourists. Figure 1. Describe the number of visitors to Tirtania Waterpark has experienced a downward trend and fluctuated according to visitor data for 2019 and 2022. The decrease in the number and fluctuation of visitors resulted in a decrease in revenue. This can be influenced by various factors, one of which is the low loyalty of consumers in Tirtania Waterpark. According to Lam and Burton (2006), loyalty can be influenced by various factors, including satisfaction. Satisfaction can provide a positive or negative response to the services of a tourist attraction. If visitors give a positive response, it can be said that the tourist attraction has a good service, and vice versa. Bogor City has several waterparks that compete with the Tirtania Waterpark, namely SKI Waterpark, Fun Park Villa Bogor Indah, Marcopolo Water Adventure, and Sagara Swimming Pool. In addition, there are sub-industries in the form of other water attractions in Bogor, such as waterfalls. Tirtania Waterpark faces competition, where consumers have options in choosing water tourism in Bogor City.

The number of visitors is an important factor for the sustainability of tourist attractions. Each tourist object visitor has different needs and desires, depending on their characteristics. A business will develop if the business owner pays attention to any aspects that can improve business performance (Halik et al. 2010). A visitor to a tourist attraction can provide an assessment of satisfaction or dissatisfaction based on the many factors experienced when coming to a tourist attraction. Satisfied customers will share the pleasant experience with other customers without being asked (Andranurviza et al. 2022). Amanda et al. (2019) entitled "the influence of the marketing mix on the satisfaction and loyalty of visitors to the Bogor hotplate stall" state that one way to measure satisfaction is to look at the marketing mix that has been implemented the results of research showed that there were 4 variables from the marketing mix that influenced the satisfaction and loyalty of Waroeng Hotplate Odon visitors namely product price process and physical evidence The satisfaction variable has a significant effect on consumer loyalty which is reflected by the willingness of consumers to make repeat purchases and recommend restaurants to other parties. Unlike previous studies, this study uses the newest marketing mix to measure visitor satisfaction, and loyalty is the 4C marketing mix, which consists of co-creation, currency, communal activation, and conversation. The marketing mix can help companies plan future strategies and see the company's position in the market (Setiawan et al. 2016). Based on the description above the formulation of the problem in this study is; how does the marketing mix (4C) affect Tirtania Waterpark visitor satisfaction, does visitor satisfaction affect Tirtania Waterpark visitor loyalty, and what recommendations can be implemented to increase satisfaction and loyalty. Purpose of this research is; analyze the influence of the 4C marketing mix on visitor satisfaction, visitor satisfaction on visitor loyalty, and formulate recommendations that can be implemented to increase visitor satisfaction and loyalty.

METHODS

This research was conducted at Tirtania Waterpark Bogor starting from December 2022 to March 2023. This study uses primary and secondary data that are qualitative and quantitative. Secondary data were obtained from previous research journals and internet access to support the primary data. Primary data were obtained through interviews and questionnaires with internal and external respondents. The internal respondents in this study were the owners and employees of the Tirtania Waterpark, which was conducted using the interview method. Primary data from internal respondents used in this study were business descriptions, information related to the number of visitors, problems faced by businesses, and information related to visitors. For external respondents, the questionnaire was filled out by consumers from the Tirtania Waterpark.

Figure 1. Number visitors of tirtania waterpark

Respondents with a minimum age of 17 years were considered as the criteria because of their stable age. The number of respondents used in this study follows the minimum requirements of the Structural Equation Model method, namely, 100 to 200 respondents (Firdaus and Farid 2008). According to Hair (1998), the number of samples taken from the population is determined to be 5-10 times the number of indicators used in the analysis design, at least 100-200 samples. The number of variables used in this study was 18, which is the total of exogenous and endogenous latent variables. Therefore, the number of respondents is determined by multiplying the number of variables by the number 7 to obtain the condition of 126 respondents.

In this research, the method used is qualitative for the tabulation of descriptive data and quantitative analysis of the Structural Equation Model. Qualitative data were processed using Microsoft Excel 2016 to tabulate descriptive data and for validity and reliability tests using SPSS 16.0. Quantitative tests were performed using LISREL to analyze the Structural Equation Model (SEM).

SEM is a multivariate statistical analysis technique that can test the relationship between complex variables to obtain an overall picture of a model (Wijanto 2008). Exogenous variable indicators originating from the marketing mix are associated with endogenous latent variables, namely satisfaction and loyalty. This variable is processed and analyzed using the Structural Equation Model method, namely Covariance-Based Structural Equation Modeling (CB-SEM), to estimate the structural model based on theory, namely, testing

the causality relationship between constructs and measuring the feasibility of the model, and confirming it according to the empirical data. Data processing using the SEM method was assisted by the LISREL 8.80 software. The procedure for the Structural Equation Model in general, according to Latan (2013), is model specification, model identification, model estimation, model evaluation, model interpretation, and modification.

In the first stage, namely the specification of the model needs to be done before the data collection stage begins. This is important because before carrying out data collection it is necessary to know how the variables that have been determined will be related. In the first stage, the specification of the model must be completed before the data collection stage begins. This is important because before carrying out data collection, it is necessary to know how the variables that have been determined are related. In this study, the research objective was to determine the effect of the marketing mix on loyalty and the intermediate variable, namely satisfaction. A model is used, as shown in Figure 2.

In this study, the relationship path used was the marketing mix relationship consisting of co-creation, currency, communal activation, conversation on satisfaction, and the relationship between satisfaction and loyalty (Table 1). Amanda et al. (2019) uses a model similar to this study, but the difference lies in the marketing mix used, which in her research consists of product, price, location, promotion, physical evidence, actors, and process.
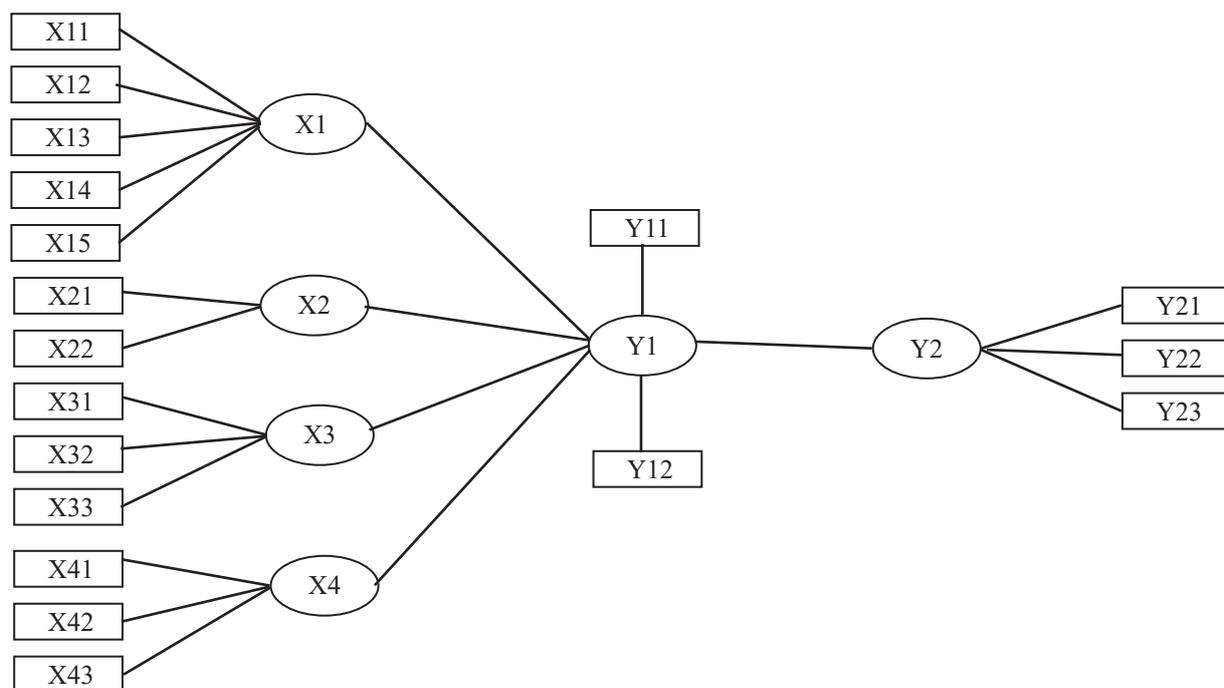
Figure 2. Structural equation model in path diagram

Table 1. Variable operational

Latent variable	Latent indicator variable	Source
Exogenous		
Co- Creation (X1)	Facilities as needed (X11)	Pratiwi (2020), Kartajaya et al. (2019)
	Facilities as desired (X12)	
	Direct contribution to the planning and development of rides and facilities (X13)	
	Facility maintenance as needed (X14)	
	Facility maintenance as desired (X15)	
Currency (X2)	Competitive price (X21)	Pratiwi (2020), Kartajaya et al. (2019)
	Prices according to facilities (X22)	
Communal activation (X3)	Ease access to information (X31)	Pratiwi (2020), Kartajaya et al. (2019)
	Ease access to purchase tickets (X32)	
	Promotional activities through other parties (X33)	Pratiwi (2020), Kartajaya et al. (2019)
Conversation (X4)	There is two-way communication for consumers (X41)	Pratiwi (2020), Kartajaya et al. (2019)
	Effectiveness of communication with consumers (X42)	
	The effectiveness of the information provided to consumers (X43)	
Endogenous		
Satisfaction (Y1)	Tirtania Waterpark as expected (Y11)	Walsh et al. (2010)
	Overall consumers feel satisfied visiting Tirtania Waterpark (Y12)	
Loyalty (Y2)	Return Visit (Y21)	
	Keep using Tirtania Waterpark services even though there are other competitors (Y22)	
	Recommend to other parties (Y23)	Kotler and Keller (2009)

The hypothesis is a temporary answer that must be tested for the truth of the research conducted to make it easier to analyze. The hypothesis test was conducted with the aim of determining the magnitude of the influence of the 4C marketing mix and customer satisfaction on customer loyalty. The hypotheses of this study were as follows:

H1: Co-creation has a significant effect on customer satisfaction in Tirtania Waterpark.

H2: Currency has a significant effect on customer satisfaction in Tirtania Waterpark.

H3: Communal activation has a significant effect on customer satisfaction in Tirtania Waterpark.

H4: Conversation has a significant effect on customer satisfaction in Tirtania Waterpark.

H5: Customer satisfaction significantly affects customer loyalty in Tirtania Waterpark.

Based on research by Safitri et al. (2017) entitled "Marketing Mix Satisfaction and Loyalty Customer of PT Socfin Indonesia's Palm Oil Seed Customers" the results of this study show that the dimensions of the product marketing mix have a significant influence on customer satisfaction and loyalty to PT Socfindo's oil palm seeds. Further research by Mahyardiani et al. (2020) entitled "Testing Rsia Budi Kemulian's Satisfaction and Loyalty Using Marketing Mix" the result of this study shows that the marketing mix variables are influencing patient satisfaction and loyalty

are price,people, process, and physical evidence, and satisfaction affects loyalty. Research by Rahardjo et al. (2019) entitled " The Effect of Marketing Mix on Consumer Satisfaction and Loyalty for Indonesian Brand Salad Dressing "XYZ" " shows that marketing mix that has a significant effect on consumer satisfaction is product, price, and place variables and consumer satisfaction has an effect significant effect on consumer loyalty.

Along with reopening access to tourist objects and changing patterns of tourist behavior due to the Covid-19 outbreak in Indonesia. This causes tourist visits to Tirtania Waterpark to decrease and tends to fluctuate when it is operational again after the lockdown policy. Seeing the decline and fluctuation in the number of visitors to Tirtania Waterpark, the management wants to make changes by increasing the quality of satisfaction and loyalty from consumers. Therefore, before making recommendations, this research is needed to evaluate the effect of the marketing mix implemented by the company on visitor satisfaction and loyalty at Tirtania Waterpark. This research was conducted by examining the effect of the marketing mix on consumer loyalty and satisfaction as an intermediary variable, then providing recommendations to increase visitor satisfaction and loyalty to Tirtania Waterpark. The flow of the framework used in this study is shown in Figure 3.
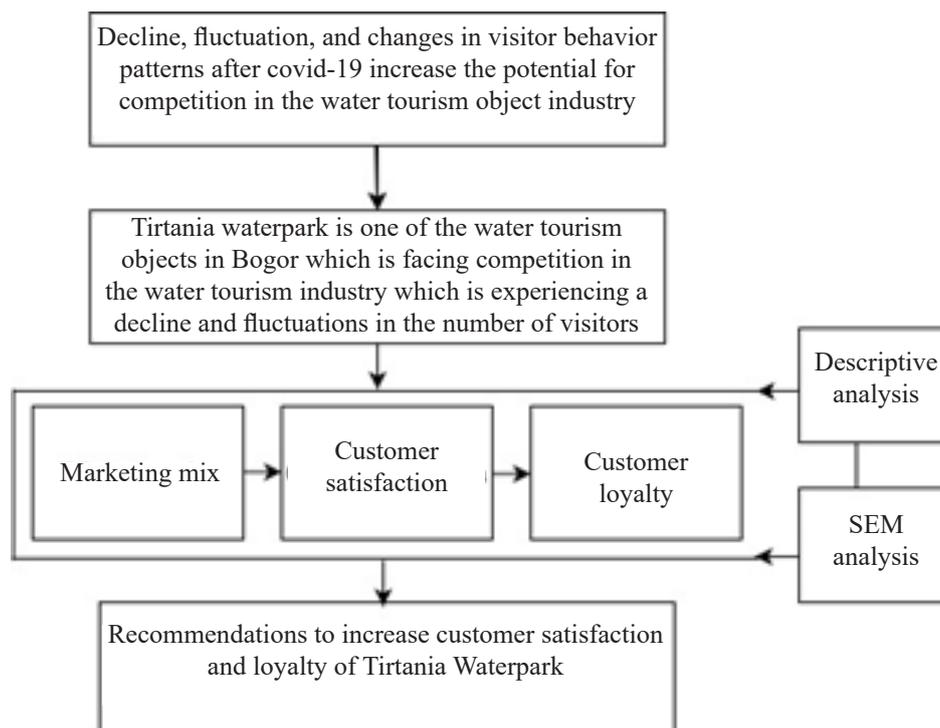

Figure 3. Research framework

RESULTS

Measurement Model Analysis

Measurement model analysis or confirmatory factor analysis is used to observe the relationship between observed variables (indicators) and latent variables (constructs), where the observed variables reflect these variables. There are three types of analysis in the measurement model in this study: 1) test the overall fit of the measurement model or the goodness of fit by looking at several parameters; this test is done to see the compatibility between the data and the model; 2) validity test, which is used to see the accuracy of the observed variable describing the latent variable, the parameters used to see its validity are the values of the t-value and SLF (Wijanto, 2008); and 3) Reliability Test, which is carried out to see the consistency of the observed variable describing the latent variable, in measuring the reliability of the parameters being considered is the value of construct reliability and variance extracted (Wijanto, 2008).

Goodness of Fit Method

Table 2 shows the results of the overall goodness of fit analysis of the model, which can be described in more detail with the parameters. The Degree of Freedom (DF) resulting from this measurement model was 109. This value indicates that the model is not underidentified. The P-Value of this model was 0.068. This value indicates that the model has a good fit value because the value is greater than the requirement of 0.05. The root mean square error of approximation (RMSEA) is

0.068. The value ≤ 0.08 indicates that the RMSEA in this model is a good fit. The model was a good fit in terms of the goodness of fit index (GFI), in which the GFI value was 0.9, whereas it was a good fit model with a GFI ≥ 0.9. The minimum good fit is if the index value is ≥ 0.9; in other words, this model is a good fit because the value of the comparative fit index (CFI) is 0.99. It can be concluded from several indicators used to measure structural model fit that overall, the model has good model fit, because none of them shows a poor fit with all the results being a good fit.

Validity and Reliability Test of Variabel Indicator

Two parameters need to be considered: the value that represents all variables and the value of the indicator to test whether the indicators used in this study have properly described the variables. If all these parameters are met, it can be said that the indicator can describe latent variables well. The parameters are as follows: The standardized loading factor is the magnitude of the correlation between the indicators and their latent variables. An indicator is considered valid if it has an SLF > 0.5 (Wijanto, 2008). T-Value is an indicator of the validity of a variable, and an indicator is said to be valid if it has a T-Value > 1.96 (Wijanto, 2008). Construct Reliability is used to measure the consistency of indicators from latent variables. A variable is considered reliable when its construct reliability value is > 0.7 (Wijanto, 2008). The variance Extracted describes the total variance as a whole in the indicators explained by the latent variables. A variable is said to be reliable if it has a Variance Extracted value of > 0.5 (Wijanto, 2008).

Table 2. Goodness of fit overall measurement model

Goodness of Fit Size	Good Fit Requirements	Value	Status
Degree of Freedom	Positif	109	Good fit
P-value for Test Closer Fit	>0.05	0.068	Good fit
Root mean square error of approxiamton (RMSEA)	≤ 0.08 = close fit	0.068	close fit
Goodness of fit index (GFI)	≥ 0.90	0.9	Good fit
Comparative fit index (CFI)	≥ 0.90	0.99	Good fit

The results are shown in Table 3. that the value of the standardized loading factor for all indicators has a value of > 0.5; therefore, it can be said that the indicator is valid and can describe each variable. For all indicators, the T-value was more than > 1.96 for all indicators, this value met the valid indicator requirements. Furthermore, the construct reliability value exceeded the requirement of 0.7; therefore, the indicator can be said to be reliable. The variance Extracted for all variables has a value > 0.5, indicating that each indicator can describe the variables reliably. After each indicator and variable is matched with the parameters as previously mentioned, it can be concluded that all variables used in this research model are valid and reliable.

Causal Relationship Analysis

Knowing the effect of the independent variables on the latent variables can be done by examining the causal relationship of the T-value. This analysis is called path analysis because it focuses on the path of the relationship between the variables. The following is an analysis of the effects of the independent variables on

the dependent variable in this study. Variable can be said to have a significant effect on other variables if the T-value of that variable is more than 1.96.

Effect of Co-creation (X1) on Satisfaction (Y1)

In Figure 4. it can be seen that the co-creation variable (X1) has a significant effect on satisfaction (Y1), with a T-value of 5.01. In Figure 5. it can be observed that the indicator with the highest SLF value is facilities as desired (X12). This is in line with research by Yulianthini (2022), who stated that facilities influence customer satisfaction.

Effect of Currency (X2) on Satisfaction (Y1)

As shown in Figure 4. the currency variable (X2) has a significant effect on satisfaction (Y1), with a T-value of 2.82. Figure 5. shows that the indicator with the highest SLF value is prices according to facilities (X22). This is in line with Ram (2023), who states that facilities and prices have a significant positive influence on customer satisfaction.

Table 3. Test the validity and reliability of variables

Latent variable	Indicator	T-value	SLF	Error	Construct Reliability	Varianced Extracted
Co-Creation (X1)	Facilities as needed (X11)	10.66	0.82	0.32	0.897	0.637
	Facilities as desired (X12)	12.05	0.85	0.28		
	Direct contribution to the planning and development of rides and facilities (X13)	10.62	0.75	0.43		
	Facility maintenance as needed (X14)	9.71	0.79	0.37		
	Facility maintenance as desired (X15)	9.79	0.77	0.41		
Currency (X2)	Competitive price (X21)	4.16	0.76	0.42	0.839	0.724
	Prices according to facilities (X22)	11.74	0.93	0.13		
Communal activation (X3)	Ease access to information (X31)	8.65	0.87	0.24	0.834	0.627
	Ease access to purchase tickets (X32)	10.41	0.78	0.39		
	Promotional activities through other parties (X33)	10.05	0.72	0.49		
Conversation (X4)	There is two-way communication for consumers (X41)	12.15	0.87	0.24	0.934	0.826
	Effectiveness of communication with consumers (X42)	14.19	0.97	0.05		
	The effectiveness of the information provided to consumers (X43)	13.58	0.88	0.23		
Satisfaction (Y1)	Tirtania Waterpark as expected (Y11)	-	0.95	0.09	0.930	0.869
	Overall consumers feel satisfied visiting Tirtania Waterpark (Y12)	18.44	0.91	0.17		
Loyalty (Y2)	Return Visit (Y21)	-	0.84	0.29	0.874	0.699
	Keep using Tirtania Waterpark services even though there are other competitors (Y22)	11.19	0.77	0.41		
	Recommend to other parties (Y23)	4.56	0.89	0.20		

Effect of Communal Activation (X3) on Satisfaction (Y1)

Figure 4. shows that the communal activation variable (X3) has a significant effect on satisfaction (Y1) with a T-value of 3.85. Figure 5. shows that the indicator with the highest SLF value has easy access to purchase tickets (X32). This is in line with the research by Rondonuwu et al. (2015), who stated that there is a positive correlation between the online ticketing system and customer satisfaction.

Effect of Conversation (X4) on Satisfaction (Y1)

Figure 4. shows that the currency variable (X4) has a significant effect on satisfaction (Y1) with a T-value of 2.36. Figure 5. shows that the indicator with the highest SLF value is the effectiveness of communication with consumers (X42). This is in line with Ramdani and Prasastiningtyas (2021), who stated that the effectiveness of communication affects consumer satisfaction.
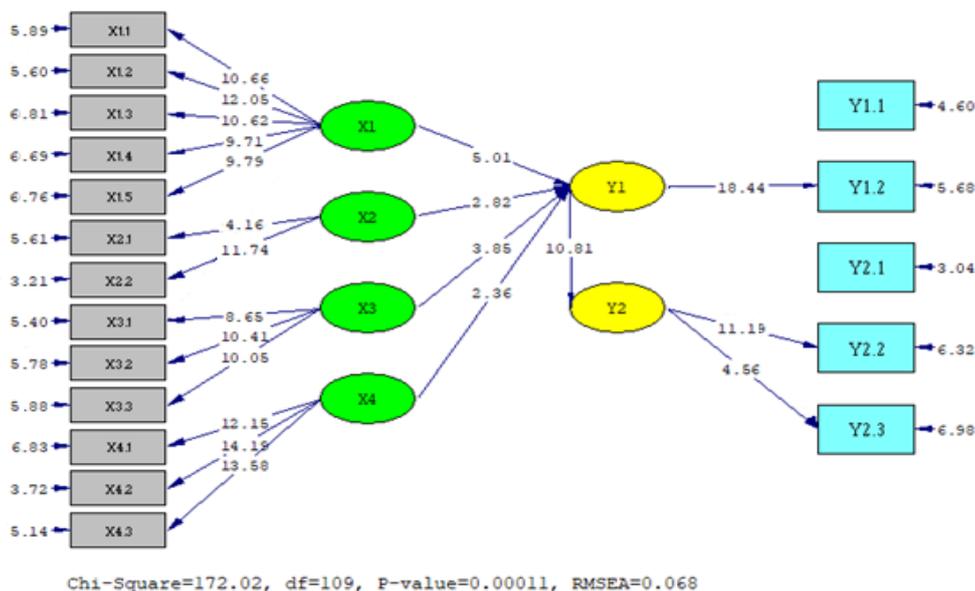

Chi-Square=172.02, df=109, P-value=0.00011, RMSEA=0.068

Figure 4. Results of causal relationship

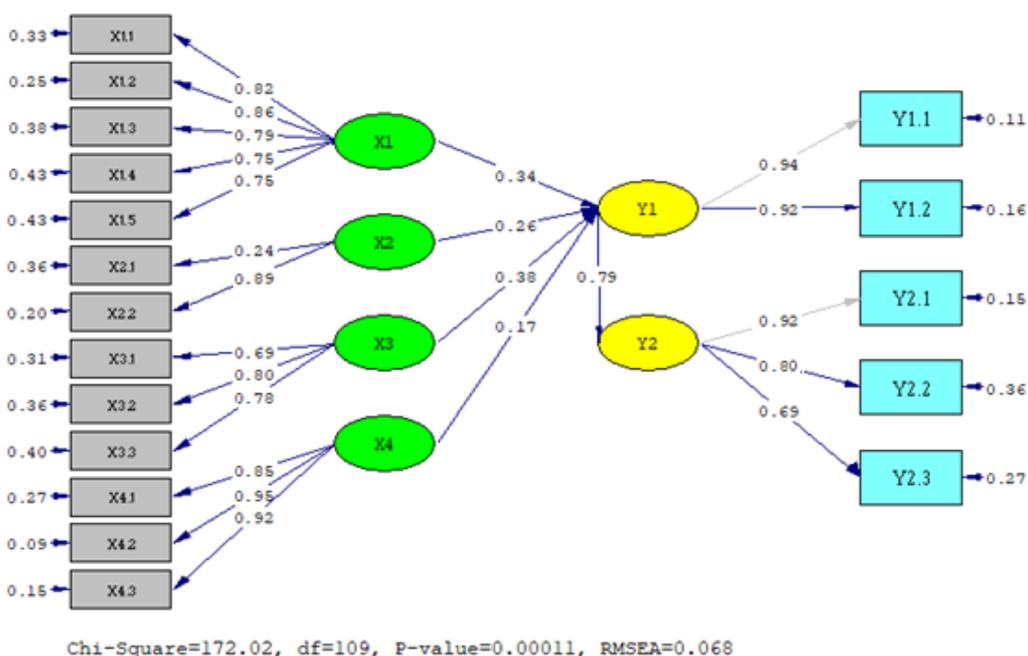Chi-Square=172.02, df=109, P-value=0.00011, RMSEA=0.068

Figure 5. Results of standardized loading factor analysis

Effect of Satisfaction (Y1) on Loyalty (Y2)

In Figure 4. The satisfaction variable (Y1) had a significant effect on loyalty (Y2), with a T-value of 10.81. In Figure 5. The indicator with the highest SLF value is Tirtania Waterpark as expected (Y11) and return visit (Y21). This is in line with the opinion of Tjiptono (2012), who stated that satisfaction is a situation where customers realize that their needs and desires are as expected and well fulfilled, and Griffin (2003), who states that repeated purchases have a significant effect on consumer loyalty. Aprileny et al. (2022) stated that customer satisfaction has a significant influence on customer loyalty.

The results of this study can be useful to increase customer satisfaction and loyalty in Tirtania Waterpark, after knowing the effect between variables and which indicators are the most influential to the marketing mix variable through the highest SLF value of the indicator, which can be seen in Table 4. recommendations can be provided to increase consumer satisfaction and loyalty to the Tirtania Waterpark as follows:

1. Co-creation. Involve visitors to provide aspirations regarding the development of facilities and rides by conducting regular surveys so that the facilities provided will be in accordance with the wishes of visitors.
2. Currency. Tirtania Waterpark can set prices by considering market dynamics by carrying out a price promo strategy when visits are down, raising prices along with improving existing infrastructure and facilities.

3. Communal Activation. Tirtania Waterpark can make improvements in the ease of access to purchasing tickets, not only through direct purchases, but also through online tickets such as traveloka, tiket.com, ordering via whatsapp, and others, which can make it easier for consumers.
4. Conversation. Tirtania Waterpark can make standard operating procedure (SOP) related to effective information delivery services so that each employee can provide services with set standards in responding to consumer input so that in the end it can increase visitor satisfaction and loyalty and increase the intensity of repeat visits to Tirtania Waterpark.

Implication Managerial

In implementing the recommendations that have been given, the Tirtania Waterpark can do this by dividing it into two time periods, where for the short-term (first year) things that can be done are: involving consumers more deeply related to the development of facilities and rides provided, conducting regular surveys related to consumer satisfaction, implementing promotions at certain times, collaborating with influencers for promotions, improving relationship management in the form of SOPs, especially for consumers, and providing media for communication with consumers, such as suggestion boxes. For the medium-term (second - third year), things that can be done are adjusting ticket prices according to market conditions, involving external online ticket providers to work together, and actively creating content on social media to get feedback from customers.

Table 4. Summary of 4C marketing mix variable SLF indicator values

Variable Laten		Indicator	SLF
Co-creation (X1)	X11	Facilities as needed	0.82
	X12	Facilities as desired	0.86
	X13	Direct contribution to the planning and development of rides and facilities	0.79
	X14	Facility maintenance as needed	0.75
	X15	Facility maintenance as desired	0.75
Currency (X2)	X21	Competitive price	0.24
	X22	Price according to facilities	0.89
Communal Activation (X3)	X31	Ease of access to information	0.69
	X32	Ease of access to purchase tickets	0.80
	X33	Promotional activities through other parties	0.78
Conversation (X4)	X41	There is two-way communication for consumers	0.85
	X42	Effectiveness of communication with consumers	0.95
	X43	The effectiveness of the information provided to consumers	0.92

CONCLUSIONS AND RECOMMENDATIONS

Conculsions

Based on the structural equation model analysis, the marketing mix (4C) influences Tirtania Waterpark's consumer satisfaction, and Tirtania Waterpark's consumer satisfaction influences Tirtania Waterpark's consumer loyalty. Satisfaction plays a very important role in influencing Tirtania Waterpark's consumer loyalty. Based on the research results, the satisfaction variable, which is reflected in the conformity indicator of consumer expectations, has a significant effect on consumer loyalty. Recommendations for application to the Tirtania Waterpark is Tirtania Waterpark needs to conduct regular surveys of consumers regarding what facilities they want, so that consumers' assessment of facilities in accordance with what they want will increase; Raising the selling price of tickets in line with the development of adequate facilities; Add access to online ticket purchases; Creating SOPs is related to effective information monitoring services so that each employee can provide services with established standards.

Recommendations

It is necessary to focus on developing the marketing division to support the implementation of the recommendations made, as well as implementing clear SOPs regarding the duties and responsibilities of each of its employees. This is because there is still a lot of overlapping work for each division in the Tirtania Waterpak organizational structure. Based on the results of the research showing the conclusions of the research previously presented, suggestions for future researchers to be able to take other research objects so that the study of the 4C marketing mix affecting customer satisfaction and loyalty can be understood in depth, to be able to try to increase the number of respondents and to be more selective in choosing prospective respondents, which is important for improving the quality of research results, and to be able to use other analytical methods to study the 4C marketing mix influencing customer satisfaction and loyalty.

REFERENCES

Amanda T, Nurmalina R and Jahroh S. 2019. The effect of marketing mix on customer loyalty at Waroeng Hotplate Odon Bogor Restaurant. *Journal of Indonesian Agribusiness* 9(1): 43–54.

Aprileny I, Rizki KD, and Emarawati AJ. 2022. Effect of marketing mix on customer loyalty through customer satisfaction as an intervening variable (case study of make over cosmetics customers at Mall Metropolitan Bekasi). *Jurnal STEI Ekonomi* 31(1): 31–51. https://doi.org/10.36406/jemi.v31i01.544

Firdaus M, Farid MA. 2008. *Selected Quantitative Method Applications for Management and Business.* Bogor: IPB Press Publisher.

Hair. 1998. *Multivariate Data Analysis with Readings.* New York: Englewood Cliffs, NJ Prentice-Hall.

Halik FA, Rifin A, Jahroh S. 2020. The influence of partnerships on the performance of tofu micro and small enterprises in Indonesia. *Journal of Indonesian Agribusiness* 8(2): 164–174. https://doi.org/10.29244/jai.2020.8.2.164-174

[Kemenparekraf] Kementrian Pariwisata dan Ekonomi Kreatif. 2022. *Tourism Sector Contribution to GDP 2017-2021*. Jakarta: Kemenparekraf.

Kotler P, Keller KL. 2009. *Marketing Management.* 15th Edition. Pearson Education, Inc.

Lam R, Burton S. 2006. SME banking loyalty (and disloyalty): A qualitative study in Hong Kong. *International Journal of Bank Marketing* 24(1): 37–52. https://doi.org/10.1108/02652320610642335

Latan H. 2013. *Structural Equation Modeling Concepts and Applications Using the LISREL 8.80 Program.* Bandung: Alfabeta Publisher.

Mahyardiani RR, Hartoyo, and Krisnatuti D. 2020. Testing RSIA Budi Kemulian's satisfaction and loyalty using marketing mix. *Journal of Management and Business Applications* 6(1): 8–9.

Pratiwi R. 2020. 4C marketing mix strategy to increase brand awareness oke Garden B. [Thesis]. Bogor: School of Business. Bogor Agricultural Institute.

Rahardjo AC, Harianto, Suwarsinah KH. 2019. The effect of marketing mix on consumer satisfaction and loyalty for indonesian brand salad dressing "XYZ". *Journal of Management and Business Applications* 5(2): 313–314. https://doi.org/10.17358/jabm.5.2.308

Ramdani R, Prasastiningtyas W. 2021. The effect of consultant communication effectiveness on client satisfaction. *Journal of research and communication studies* 2(2): 99–115.

Safitri AS, Suharno, and Fariyanti A. 2017. Marketing

mix satisfaction and loyalty customer of PT Socfin Indonesia's oil palm seeds. *Journal of Management* 21(1): 71–89. https://doi.org/10.24912/jm.v21i1.148

Setiawan Budhi YP, Fudholi A, and Satibi. 2016. The influence of marketing mix on satisfaction and product customer loyalty. *Journal of Pharmaceutical Management and Services* 6(2): 116–124.

Walsh G, Hennig-Thurau T, Sassenberg K, Bornemann D. 2010. Does relationship quality matter in e-services? A comparison of online and offline retailing. *Journal of Retailing and Consumer Services* 17(2):130–142. https://doi.org/10.1016/j.jretconser.2009.11.003

Wijanto SH. 2008. *Structural Equation Modeling dengan LISREL 8.80.* Yogyakarta: Graha Ilmu Publisher.