



The Effect Of Retail Marketing Mix On Customer Satisfaction At PT Bumi Nyiur Swalayan In Palu City

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How to Cite :

Deita, N., Wahyuningsih., Santi, I, N., Farid. (2026). The Effect Of Retail Marketing Mix On Customer Satisfaction At PT Bumi Nyiur Swalayan In Palu City. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 14(3). DOI: <https://doi.org/10.37676/ekombis.v14i3>

ARTICLE HISTORY

Received [04 November 2025]

Revised [16 July 2026]

Accepted [19 July 2026]

KEYWORDS

Marketing Mix, Product, Promotion, Customer Satisfaction.

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ABSTRACT

This study aims to test and analyze the effect of marketing mix consisting of product, price, location, and promotion on customer satisfaction of Bumi Nyiur Supermarket in Palu City. Data collection was carried out using a survey method through questionnaire distribution. The study population was all customers of Bumi Nyiur Supermarket in Palu City. The sampling technique used purposive sampling and the determination of sample size used roscoe's theory by setting a sample of twenty times the number of variables and obtained 100 samples. The data analysis technique used multiple linear regression. The results of the study showed; Marketing mix consisting of product, price, location, and promotion simultaneously have a positive and significant effect on customer satisfaction, promotion has a positive and significant effect on customer satisfaction, price has a positive and significant effect on customer satisfaction, location has a positive and significant effect on customer satisfaction and promotion has a positive and significant effect on customer satisfaction.

INTRODUCTION

Rapid economic development is characterized by increasingly fierce competition among retail companies to capture consumer attention and loyalty. Modern retail outlets such as supermarkets and minimarkets are now consumers' primary choice for meeting daily needs, considered more practical, convenient, and offering a diverse range of products. This intense competition is driving retail companies to implement various marketing strategies to build long-term relationships with consumers.

Kotler et al., (2020) emphasizes that marketing is not just a process of selling products, but also an effort to create value *and* build long-term relationships with customers. Similarly, Zakiyah et al., (2022) he adds that marketing innovation is a crucial factor in maintaining business sustainability, especially in dynamic and uncertain business conditions. Therefore, a marketing mix strategy *is* a crucial tool companies can use to create a competitive advantage.

In consumer behavior theory, customer satisfaction is a crucial aspect. Bachri et al., (2023) states that consumer satisfaction arises when product performance meets or even exceeds consumer expectations. This satisfaction influences subsequent consumer behavior, as stated by Wahyuningsih, (2013) the theory that satisfied customers have the potential to become loyal customers. One of the main strategies for creating customer satisfaction is through the implementation of a marketing mix *consisting* of product, price, location, and promotion. Schiffman & Wisenblit, (2019) explains that the marketing mix is a combination of variables that companies can use to influence consumer response.

The retail industry in Palu City, Central Sulawesi, has seen rapid growth, with the proliferation of various modern retail chains such as Bumi Nyiur Supermarket (BNS), Alfamidi, and Indomaret. One interesting aspect of this context is the continued existence of BNS, a supermarket in Palu City, for approximately three decades, despite the intense competition in the retail market. Established in 1991, BNS has successfully maintained its sustainability despite facing competition from national retailers. This demonstrates that BNS employs specific marketing strategies to survive the intense competition in the retail sector. The continued existence of BNS Palu indicates that the company has an appropriate marketing mix strategy that can retain customers in the long term.

Based on a marketing mix perspective, BNS Palu demonstrates several relevant strategies. In terms of products, BNS offers a variety of basic necessities and household needs with competitive quality. In terms of price, BNS maintains its competitiveness by offering relatively competitive prices compared to other supermarkets in Palu City. Meanwhile, in terms of location, BNS has a strategic advantage because it is located in the center of Palu City, making it easily accessible to consumers. As for the promotional aspect, BNS combines traditional methods such as direct discounts in stores with modern promotions based on social media. The combination of these four aspects is an attraction that deserves further research in relation to customer satisfaction.

Several previous studies have demonstrated that the marketing mix, consisting of product, price, location, and promotion, influences customer satisfaction. The research Sunarsi, (2020) found Al Hidayat et al., (2024) that all elements of the marketing mix simultaneously significantly influence customer satisfaction. However, the four marketing mix aspects did not consistently influence customer satisfaction. Meilda et al., (2022) found that location had no effect on customer satisfaction. Sari et al., (2018) stated that price does not affect customer satisfaction, while Bustomi & Dewi, (2022) In his research, he found that marketing elements *consisting of product, price, promotion, and place* did not have a significant effect on consumer satisfaction. There are differences in the results of this study. This study shows that the influence of the marketing mix on customer satisfaction is not universal, but can vary depending on context, location, and consumer characteristics. Therefore, this also becomes an interest in conducting further research related to the marketing mix at Bumi Nyiur Supermarket, Palu.

LITERATURE REVIEW

Marketing Mix

According to Kotler & Keller, (2016) the marketing mix, it is a series of marketing tools (*marketing mix*) used by companies to achieve company goals in the target market. The elements or elements of the marketing mix consist of price, product, place, and *promotion*. Zahara et al., (2021) stated that the marketing mix through the use of online media will be very effective in influencing consumers, because it can provide convenience. Zakiyah et al., (2022) explains that marketing innovation is crucial in the marketing mix to create business opportunities to stay ahead in increasingly competitive environments. Competitive businesses can drive economic growth, so marketing innovation is necessary, especially in uncertain business conditions.

Product

A product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas Kotler et al., (2020). Devi Nurfatimah et al., (2024) He argues that a quality product is one that meets customer expectations, which in turn creates customer satisfaction. The marketing mix of a product can be measured through product diversity, suitability to customer needs, and overall quality. (Sopang, 2021)

Price

Price is the amount of compensation, either money or goods, required to obtain a combination of goods or services. Kotler et al., (2020) Price refers to the cost paid for a product or service. Adam et al., (2023) A good pricing strategy drives consumer purchasing decisions and impacts customer satisfaction, making price a crucial factor consumers consider when considering purchasing a product or service. Price is measured by Al Hidayat et al., (2024) affordability, suitability to quality, suitability to benefits, and price competitiveness.

Location (Place)

Location is a component of the marketing mix that can be defined as a place for conducting sales transactions, which can determine the success of a marketing strategy and ensure its continued effectiveness. Tjiptono, (2020) Location is defined as the location where a business is located. Selecting a good location is a crucial decision, as it will influence future business growth and its survival. Location measurement in the marketing mix can be reviewed by examining access, visibility, traffic, parking, and the surrounding environment. (Al Hidayat et al., 2024)

Promotion

According to Tjiptono, (2020) promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence/persuade, and increase the target market for the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned. Zahara & Rombe, (2017) argues that promotion is part of marketing activities that aim to increase sales of products or services. Promotion contains information for potential customers and existing customers. Promotion can be used to persuade potential customers and existing customers to repurchase the product or service. Promotion refers to the marketing communication method used to inform consumers about the company and its products (Kasim et al., 2025). Promotion measurement according to Budiono, (2021) namely conveying information, influencing, persuading and reminding.

Customer satisfaction

Customer satisfaction is the comparison between consumer expectations and perceived product performance. If product performance falls below expectations, the customer is dissatisfied (Bachri et al., 2023). Furthermore Kotler et al., (2020), if performance exceeds expectations, the customer is satisfied or delighted. The higher the satisfaction, the more repurchase actions will increase (Wahyuningsih & Nurdin, 2012).

The Relationship between Marketing Mix and Customer Satisfaction

The marketing mix, which includes product, price, location, and promotion elements, plays a crucial role in shaping customer satisfaction. Through the combination of these elements, companies can manage and meet consumer expectations more effectively. Research by Safira et al. (2025) shows that the marketing mix contributes 83.6% to customer satisfaction. Furthermore, Afinia & Tjahjaningsih (2024) found that implementing the marketing mix significantly increases customer satisfaction, ultimately strengthening customer loyalty. These

findings reinforce the understanding that the marketing mix is not merely a promotional tool but also a strategic foundation for building long-term relationships with consumers by achieving their satisfaction.

A comprehensive marketing mix strategy enables companies to adjust key variables to respond responsively to market dynamics. In the service and retail sectors, Lestari et al. (2025) stated that while individual elements such as product or price alone may not always have a significant impact on customer satisfaction, when combined within a holistic marketing mix framework, their influence becomes significant and more consistent.

METHODS

This study uses a quantitative method with a causal descriptive approach designed to identify the influence of the marketing mix consisting of product, price, location, and promotion on customer satisfaction. The population in this study was all customers of Bumi Nyiur Supermarket in Palu City. Sampling was drawn using the *Purposive sampling* is the determination of samples by considering certain criteria (Sugiyono, 2019). The sample criteria for this study are: customers who have visited more than once, are over 12 years old, are willing to fill out the questionnaire and are residents of Palu City. Determination of sample size uses *Roscoe's theory* by setting the number of sample members for each variable studied at twenty times the number of variables. This study used five variables so that the number of samples was set at 100.

Data collection was carried out by distributing questionnaires to customers who visited Bumi Nyiur Supermarket Palu. The study was conducted for one month starting in June - July 2025. The data analysis method used multiple linear regression with the *Statistical Package for the Social Sciences (SPSS)* software version 25. The data analysis stages started from instrument testing (validity and reliability), classical assumption testing (normality, multicollinearity, and heteroscedasticity testing) and hypothesis proof consisting of the F test (simultaneous test) and the t test (partial test).

RESULTS

Validity Test

Validity testing is used to determine the accuracy of the indicators of questions/statements asked in a research questionnaire. Questionnaire questions are considered valid if the calculated r value is greater than the table r value (0.194) with a significance level of 0.05.(Ghozali, 2018).

Table 1. Validity Test Results

Item No.	r-count	r-table	Criteria
1.	0.808	0.194	Valid
2.	0.873	0.194	Valid
3.	0.793	0.194	Valid
4.	0.775	0.194	Valid
5.	0.863	0.194	Valid
6.	0.846	0.194	Valid
7.	0.574	0.194	Valid
8.	0.800	0.194	Valid
9.	0.782	0.194	Valid
10.	0.718	0.194	Valid

Item No.	r-count	r-table	Criteria
11.	0.697	0.194	Valid
12.	0.716	0.194	Valid
13.	0.748	0.194	Valid
14.	0.910	0.194	Valid
15.	0.908	0.194	Valid
16.	0.829	0.194	Valid
17.	0.710	0.194	Valid
18.	0.805	0.194	Valid
19.	0.845	0.194	Valid
20.	0.823	0.194	Valid
21.	0.776	0.194	Valid
22.	0.860	0.194	Valid
23.	0.793	0.194	Valid

Source: Processed data, 2025

Reliability Test

Reliability testing describes the extent to which a measuring instrument in a study is reliable. If a measuring instrument is used twice to measure the same phenomenon and the results are relatively consistent, then the instrument can be declared reliable. In this test, researchers measure the reliability of a variable by looking at the *Cronbach alpha coefficient*. A construct or variable is considered reliable if it shows a Cronbach alpha value > 0.60 (Ghozali, 2018). The following are the results of the reliability test:

Table 2. Reliability Test Results

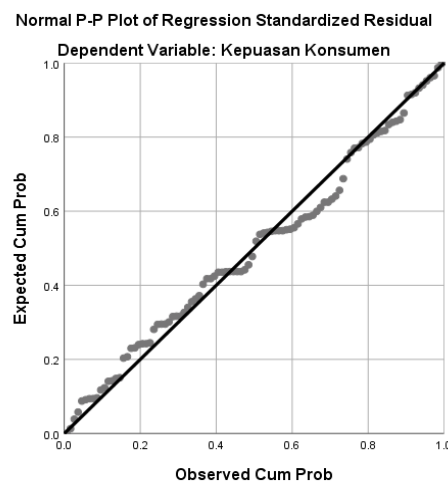
Variables	Cornbach's alpha	Reliability coefficient standard	Criteria
Product (X_1)	0.763	0.60	Reliable
Price (X_2)	0.765	0.60	Reliable
Location (X_3)	0.832	0.60	Reliable
Promotion (X_4)	0.862	0.60	Reliable
Customer Satisfaction (Y)	0.899	0.60	Reliable

Source: Processed data, 2025

The reliability test results show that all *Cronbach's alpha values* for each variable are greater than 0.60. Therefore, it can be concluded that all variables in this study are reliable and suitable for use in research.

Normality Test

Normality detection is performed by examining the distribution of data (points) on the diagonal axis and the graph. If the data are spread around the diagonal line and follow the direction of the diagonal line, then the regression model meets the assumption of normality. Conversely, if the data are spread far from the diagonal line and do not follow the direction of the diagonal line, then the regression model does not meet the assumption of normality. The results of the normality test in this study can be seen in the following figure:

Figure 1. Results of the P-Plot Normality Test

Source: Processed data, 2025

Based on Figure 1 above, it shows that the points are spread around the diagonal line and their distribution follows the direction of the diagonal line so it can be said that the distribution of data in this research model is normally distributed. This indicates that the regression model meets the assumption of normality. To ensure the consistency of data normality, testing can also be done with the *Kolmogorov-Smirnov* test. Data is said to be normally distributed if the *Asymp. Sig. (2-tailed)* value is greater than 0.05. The results of the Kolmogorov-Smirnov normality test can be seen in the following table:

Table 3. Results of the Kolmogorov-Smirnov Normality Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	2.02247616
Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.055
Test Statistics		.076
Asymp. Sig. (2-tailed)		.160 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed data, 2025

Kolmogorov-Smirnov normality test, the *Asymp. Sig. (2-tailed)* value was 0.160, which is greater than 0.05. This means that the data in this study are normally distributed.

Multicollinearity Test

One way to determine whether the independent variables do not have a linear relationship or are not correlated with each other in a regression model is to test for symptoms of multicollinearity. The multicollinearity test is used to determine whether there is a correlation between the independent variables in the regression model. If the VIF (*Variance Inflation Factor*)

value is ≤ 10 , then the regression model does not show symptoms of multicollinearity. The results of the multicollinearity test can be seen in the following table:

Table 4. Multicollinearity Test Results

Variables	VIF	Information
Product (X_1)	1,559	Free multicollinearity
Price (X_2)	2,757	Free multicollinearity
Location (X_3)	1,613	Free multicollinearity
Promotion (X_4)	2,216	Free multicollinearity

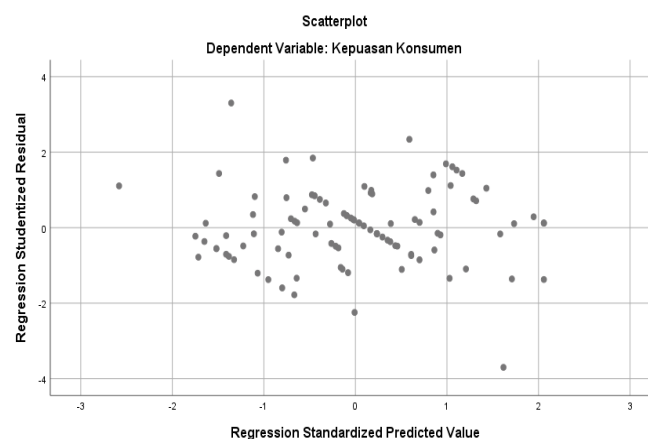
Source: Processed data, 2025

Based on the results of the multicollinearity test in the table above, it is known that all independent variables in this study show a VIF value ≤ 10 . This means that the independent variables used in the study do not show any symptoms of multicollinearity or have no correlation between variables.

Heteroscedasticity Test

In the variance of the residuals from one observation to another in the regression model . The heteroscedasticity test is conducted by examining the scatterplot graph between the predicted values of the dependent variable, ZPRED, and its residuals, SRESID. If a certain pattern is found, such as the dots forming a certain regular pattern (wavy, widening, then narrowing), heteroscedasticity has occurred. The results of the heteroscedasticity test in this study can be seen in the following figure:

Figure 2. Heteroscedasticity Test Results



Source: Processed data, 2025

Based on the image above, it shows that the points are spread randomly and do not form a particular pattern and the points are spread above and below the number 0 on the Y axis. Based on the test results, it can be concluded that there is no heteroscedasticity so that the regression model is considered suitable for use because it has met the heteroscedasticity assumption.

Simultaneous Hypothesis Testing Results (F Test)

The results of the multiple determination coefficient hypothesis test (F Test) are shown in the following table:

Table 5. Results of Simultaneous Hypothesis Testing

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	876,359	4	219,090	51,398	.000 ^b
Residual	404,951	95	4,263		
Total	1281,310	99			

Source: Processed data, 2025

The results of the F-statistical test in the table above show a significance level lower than the 5% significance level, with a value of $0.000 < 0.005$. These results indicate that the independent variables simultaneously influence the dependent variable. Based on the F-test results, it can be stated that H_0 is rejected and H_1 is rejected. accepted, which means that the variables of product mix, price, location and promotion simultaneously have a positive and significant effect on customer satisfaction at Bumi Nyiur Supermarket in Palu City.

Partial Hypothesis Test Results (t-Test)

The results of the multiple determination coefficient hypothesis test (F Test) are shown in the following table:

Table 6. Partial Hypothesis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,623	1,679		1,562	0.122
	Product Quality	0.332	0.133	0.180	2,493	0.014
	Price	0.346	0.133	0.249	2,596	0.011
	Location	0.346	0.073	0.346	4,720	0.000
	Promotion	0.242	0.088	0.235	2,742	0.007

Source: Processed data, 2025

The partial test results are described as follows:

- The significance value of the product variable (X_1) is 0.014, which is smaller than 0.050, and the regression coefficient is positive with a value of 2.493. This value indicates that partially the product mix variable has a positive and significant effect on customer satisfaction at Bumi Nyiur Supermarket in Palu City.
- The significance value of the price variable (X_2) is 0.011, which is smaller than 0.050, and the regression coefficient is positive with a value of 2.596. This value indicates that the price variable has a partial positive and significant effect on customer satisfaction at Bumi Nyiur Supermarket in Palu City.
- value of the location variable (X_3) is 0.000, which is smaller than 0.050, and the regression coefficient is positive with a value of 4.720. This value indicates that the location variable has a partial positive and significant effect on customer satisfaction at Bumi Nyiur Supermarket in Palu City.
- The significance value of the promotion variable (X_4) is 0.007, which is smaller than 0.050, and the regression coefficient is positive with a value of 2.742. This value indicates that the promotion variable has a partial positive and significant effect on customer satisfaction at Bumi Nyiur Supermarket in Palu City.

Coefficient Of Determination (R-Square)

The coefficient of determination (R^2) is used to measure the ability of the independent variables—namely product, price, location, and promotion—to explain the variation in the

dependent variable, namely customer satisfaction. The results of the coefficient of determination are presented in the following table:

Table 7 Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.684	.671	2.06462

Source: Processed data, 2025

Based on the coefficient of determination test results, an R-square value of 0.648 was obtained. This result indicates that the product mix, price, location, and promotion variables explain 64.8% of the variation in customer satisfaction, while the remaining 35.2% is explained by other variables outside the research model that were not examined in this study.

DISCUSSION

The Influence of Marketing Mix (*Product, Price, Place* and *Promotion*) Simultaneously on Customer Satisfaction at Bumi Nyiur Supermarket in Palu City.

The results of simultaneous hypothesis testing indicate that product, price, location, and promotion variables simultaneously have a positive and significant effect on customer satisfaction at Bumi Nyiur Supermarket (BNS) in Palu City. This finding confirms that customer satisfaction is not determined by a single aspect, but rather the result of a combination of complementary marketing mix strategies. In other words, BNS customer satisfaction is formed through the synergy between diverse product availability, competitive pricing policies, strategic location, and communicative promotions.

The results of this study support the marketing mix concept *proposed* by Kotler et al., (2020) where the combination of various marketing elements will provide value and satisfying experiences for consumers. According to this view, the marketing mix cannot be viewed partially because the company's success in creating satisfaction is influenced by the extent to which all elements can be integrated. The findings of this study also clarify the opinion of Wahyuningsih & Nurdin, (2012) that the higher the satisfaction, the more repurchase actions will increase, in this study shows that the average customer has visited Bumi Nyiur Supermarket (BNS) in Palu City more than once.

The findings of this study are also in line with the results of research Sunarsi, (2020), Al Hidayat et al., (2024) and Lestari et al., (2025), who confirmed that marketing mix variables simultaneously have a significant influence on consumer satisfaction in modern retail. These results indicate that each dimension contributes differently, but overall, they are able to create a more enjoyable shopping experience for customers.

This study found that location and promotion were the most dominant variables influencing customer satisfaction among the four elements of the marketing mix. BNS's location at a city intersection with a large parking area and a magnificent building provides significant strategic value. Similarly, promotions delivered through social media, banners, and persuasive calls are highly relevant to the lifestyles of young respondents who are responsive to visual and digital information. This suggests that BNS consumers tend to place greater emphasis on ease of access and attractive promotions in their shopping experience.

Overall, the results of this study provide important implications: BNS's success in increasing customer satisfaction must focus on strengthening the dominant factors, namely location and promotion, while maintaining consistency in providing diverse products and competitive pricing policies. Optimal integration between these four marketing mix elements will create higher value, strengthen satisfaction, and encourage sustainable customer loyalty.

The Influence of Products on Customer Satisfaction at Bumi Nyiur Supermarket in Palu City.

Hypothesis testing results indicate that product variables have a positive and significant impact on customer satisfaction at Bumi Nyiur Supermarket in Palu City. This finding indicates that the better the quality, variety, and availability of products offered by Bumi Nyiur Supermarket, the higher the level of customer satisfaction. In other words, a strategy of providing products relevant to consumer needs plays a crucial role in creating customer satisfaction.

Theoretically, these results are consistent with the view Al Hidayat et al., (2024) that products are the core of the marketing mix because they are everything a company offers to meet consumer needs and desires. Consumer satisfaction will be achieved if the product offered can deliver benefits according to expectations (Bachri et al., 2023). This is also in line with the opinion of Devi Nurfatimah et al. (2024), who emphasized that quality products will create customer satisfaction because they are able to meet their expectations and needs.

These findings support the findings of research Sunarsi, (2020) and Al Hidayat et al., (2024) which found that product quality significantly influences customer satisfaction. Similarly, research Meilda et al., (2022) and Soetiyono & Alexander, (2025), Ertanto, (2024) which stated that product variables have a positive and significant influence on customer satisfaction. Thus, these research findings strengthen empirical evidence that product is a dominant factor in shaping customer satisfaction in the retail sector, particularly supermarkets.

These results can also be understood based on the profile of the research respondents. The research respondents were dominated by the 15–24 year old age group (51%) and 25–34 year old age group (33%), reflecting productive consumers with diverse needs, ranging from basic necessities, personal care products, to household needs. In terms of occupation, respondents consisted of students (32%), private employees (17%), civil servants (9%), entrepreneurs (10%), and others (32%), which indicates that the variety of Bumi Nyiur Supermarket products can meet the needs of consumers from different occupational backgrounds. In terms of income, most respondents have middle to high incomes (27% earn Rp2–4 million and 42% more than Rp4 million), so they tend to pay attention to product quality and variety when choosing where to shop. This means that the diversity and quality of products provided by BNS are able to meet the expectations of consumers from various segments.

Judging from the product mix measurement indicators, the results of this study further clarify the contribution of products in creating customer satisfaction. First, product diversity is the main attraction, where BNS provides a variety of needs ranging from basic necessities, cosmetics, kitchen utensils, to household equipment. Second, the quality of the products offered is relatively good and can compete with other modern supermarkets, so consumers feel safe and comfortable in making purchases. Third, the availability of products needed by consumers is always maintained, thereby reducing the risk of dissatisfaction due to out-of-stock. These three indicators have been proven to contribute to the formation of customer satisfaction, as emphasized by (Sopang, 2021) the fact that product diversity, suitability, and quality are important factors in creating added value for consumers.

Thus, it can be concluded that Bumi Nyiur Swalayan's success in maintaining its existence for more than three decades is inseparable from the company's ability to provide diverse, high-quality products that are always available to meet consumer needs. These results strengthen the theoretical and empirical arguments that product mix plays a significant role in creating customer satisfaction in the retail sector.

The Influence of Price on Customer Satisfaction at Bumi Nyiur Supermarket in Palu City.

The results of the hypothesis testing indicate that price has a positive and significant effect on customer satisfaction at Bumi Nyiur Supermarket in Palu City. This finding suggests that the more appropriate and competitive the price offered, the higher the customer

satisfaction. In other words, affordable prices commensurate with product quality can increase positive perceptions and provide a sense of satisfaction to consumers. This demonstrates that price is a strategic factor that can drive increased satisfaction when managed appropriately in accordance with consumer expectations.

This research aligns with Wahyuningsih's (2020a) opinion, which states that consumers will find the decision-making process easier when the price offered aligns with their capabilities and expected value. Adam et al. (2023) also emphasized that price is a crucial factor that consumers always consider when purchasing a product or service. This aligns with the concept proposed by Kotler & Keller (2016), which states that price is a key element in the marketing mix that influences consumers' perceptions of value. Consumers will be satisfied if the price they pay is commensurate with the quality and benefits of the product they receive.

This finding is consistent with research findings Sunarsi, (2020) that Al Hidayat et al., (2024) price has a significant positive effect on consumer satisfaction. This finding contradicts the findings of Sari et al. (2018) and Bustomi & Dewi (2022), which stated that price had no significant effect on consumer satisfaction. These differences in results may be due to the different research contexts, including consumer characteristics, product types, and levels of market competition. In some cases, consumers may prioritize other factors such as service quality, shopping convenience, or product variety over price. When consumers perceive a relatively low price, they are more likely to make a purchase. This perception of a low price not only drives purchasing decisions but also creates a sense of satisfaction because consumers feel they are gaining greater benefits from the transaction. This satisfaction arises from the balance between the sacrifices made (costs) and the benefits received. In the context of Bumi Nyiur Supermarket, the more consumers perceive product prices as affordable and competitive, the higher the level of satisfaction created. This confirms that low prices, while still balanced with good product quality, can be an effective strategy for building loyalty and increasing competitiveness in the retail market. Thus, it can be concluded that price is a crucial element in the marketing mix that positively contributes to customer satisfaction. Therefore, companies need to maintain a competitive pricing strategy that balances affordability, quality, benefits, and competitiveness to ensure sustainable customer satisfaction.

The Influence of Location on Customer Satisfaction at Bumi Nyiur Supermarket in Palu City.

Hypothesis testing results indicate that location has a positive and significant effect on customer satisfaction at Bumi Nyiur Supermarket (BNS) in Palu City. This finding indicates that the more strategic and convenient the supermarket location, the higher the level of customer satisfaction. Consumers consider location as a key consideration when choosing a shopping location, as easy access, a good layout, and supporting facilities can enhance the overall shopping experience.

These findings align with the view Tjiptono, (2020) that strategic location is key to retail success because it can influence consumer perceptions of convenience, accessibility, and time efficiency. Therefore, a good location not only makes it easier for consumers to reach supermarkets but also increases perceived satisfaction. These findings are consistent with previous research that Bustomi & Dewi, (2022) found location positively influences customer satisfaction. Similarly, research Sunarsi, (2020) has shown that a strategic location, supported by a comfortable environment and facilities, can increase customer satisfaction in modern retail. Therefore, the research at BNS in Palu City strengthens empirical evidence that location is a key determinant in increasing customer satisfaction.

Based on indicators, consumer satisfaction with BNS's location is influenced by its easy-to-reach location, as it is located at a city intersection, making BNS superior in terms of accessibility compared to other supermarkets. A layout that makes it easy for customers to find products makes the shopping experience more efficient and enjoyable. Furthermore, a spacious

parking area provides convenience for consumers, especially those driving private vehicles. A clean environment also creates a comfortable and healthy shopping atmosphere. Furthermore, the magnificent building adds a positive impression to BNS's image as a trusted modern retailer. All of these indicators together create significant customer satisfaction.

Thus, it can be concluded that the location of Bumi Nyiur Supermarket significantly contributes to customer satisfaction. Its strategic location, layout, comfortable environment, and supporting facilities enable BNS to meet the expectations of consumers from various backgrounds. Therefore, maintaining and improving the quality of the location, including accessibility, cleanliness, and layout, is a crucial strategy for maintaining long-term customer satisfaction.

The Influence of Promotion on Customer Satisfaction at Bumi Nyiur Supermarket in Palu City.

Hypothesis testing results indicate that promotional variables have a positive and significant impact on customer satisfaction at Bumi Nyiur Supermarket (BNS) in Palu City. This finding suggests that the more effective the promotional strategy, the higher the level of customer satisfaction. Promotions that are clearly communicated, able to persuade, and consistently remind consumers have been proven to not only increase appeal but also foster satisfaction because consumers perceive they receive added value from their shopping activities.

This research supports the notion Zahara & Rombe, (2017) that promotions can be used to persuade potential and existing customers to repurchase a product or service. It also Zahara et al., (2021) states that marketing through social media will boost customer satisfaction. Attractive promotions will create satisfaction because consumers feel they are benefiting from discounts, special offers, or reminders of shopping opportunities.

The results of this study are consistent with previous research by Meilda et al. (2022), which found that promotions positively impact customer satisfaction. They also Kasim et al., (2025) stated that promotions packaged with a clear and persuasive communication strategy can increase customer satisfaction and loyalty. Thus, the BNS study confirms empirical evidence that promotions not only play a role in attracting new customers but also in creating satisfaction for existing customers.

The majority of respondents were aged 17–34 (84%), with a predominance of students (32%) and private sector employees (17%). This age group is active social media users and responsive to digital and visual-based promotions such as banners. This indicates that BNS's promotional strategy through social media, persuasive calls, and banners is quite relevant to the characteristics of the majority of its consumers. Based on measurement indicators, customer satisfaction with BNS promotions can be explained through several aspects. First, promotional information is conveyed clearly so that consumers understand the benefits offered without confusion. Second, promotions conducted through social media calls and banners have been proven to influence consumers to come shop. Third, persuasive promotions successfully attract consumers' attention to take advantage of available promotional opportunities. Fourth, strategies to remind consumers of upcoming promotions make consumers always anticipate certain shopping moments, thus increasing their satisfaction. Thus, it can be concluded that promotions at Bumi Nyiur Supermarket make a significant contribution to increasing customer satisfaction. The clarity of information, persuasive appeal, and consistency in reminding consumers about promotions contribute to a pleasant and valuable shopping experience.

CONCLUSION

Based on the results of the research and discussion, it is concluded that: 1) The marketing mix consisting of product, price, location, and promotion simultaneously has a positive and significant effect on customer satisfaction, 2) promotion has a positive and

significant effect on customer satisfaction, 3) price has a positive and significant effect on customer satisfaction, 4) location has a positive and significant effect on customer satisfaction and, 5) promotion has a positive and significant effect on customer satisfaction at Bumi Nyiur Supermarket Palu. Based on research results

SUGGESTIONS

Based on the research findings, several recommendations can be implemented by Bumi Nyiur Swalayan (BNS) to enhance customer satisfaction. First, the store should optimize location and promotional factors, which were proven to be the most dominant influences on customer satisfaction. This can be achieved by maintaining convenient access to the store, improving parking facilities, ensuring a clean store environment, and strengthening digital promotions via social media and other platforms to better connect with young consumers, who constitute the majority of the customer base. Second, BNS needs to maintain and develop its product strategy to remain competitive. This involves expanding the variety of products in high demand—particularly daily essentials, premium local products from Central Sulawesi, and items trending among the younger generation. Furthermore, BNS must ensure consistent stock availability to prevent product shortages that could diminish customer satisfaction. Product displays should also be made more attractive and easier to navigate, allowing for a more comfortable and efficient shopping experience. Third, the store should maintain and develop a pricing strategy that is both adaptive and competitive. Given that the research indicates a positive relationship between price and customer satisfaction, BNS needs to ensure prices remain consistently affordable while aligning them with the quality of the products offered. Initiatives such as periodic discounts, membership cards with various benefits, family value bundles, and special promotions on specific days should be continued, as they reinforce the consumer perception that the price paid is commensurate with—or even lower than—the value received.

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