Journal of Economics, Finance and Management Studies

ISSN (print): 2644-0490, ISSN (online): 2644-0504

Volume 06 Issue 06 June 2023

Article DOI: 10.47191/jefms/v6-i6-35, Impact Factor: 7.144

Page No: 2717-2725

The Influence of the Marketing Mix on Customer Satisfaction and Loyalty of Adizaya Hydroponic, Kediri City, East Java

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ABSTRACT: More than 38 hydroponic farmer groups with a total of 50,000 planting points spread across various areas of Kediri which has caused business competition to increase. Recognizing an increase in sales of lettuce along with the competitor's growth, Adizaya Hydroponics has prospects for continuing to grow, so the sales must be increased in efforts to develop it. One of the ways to increase sales is to encourage consumers to make repeat purchases. Customers who make repeat purchases are one of the characteristics of loyal customers. In general, loyal customers are customers who are satisfied with the products they buy. This study aims to identify the marketing mix, customer satisfaction, and loyalty at Adizaya Hidroponik, and to analyze the influence of the 7p marketing mix on customer satisfaction and loyalty to hydroponic vegetables at Adizaya Hidroponik. The method of determining the sample using accidental sampling with total of 62 respondents. The first and second objectives were analyzed using descriptive analysis, while the third objective was analyzed using SEM-PLS. The results showed that the people and process variables affected customer satisfaction. Product, price, people, process, promotion, and customer satisfaction variables have a significant effect on customer loyalty. The customer satisfaction variable mediates the relationship between people and process variables on customer loyalty

KEYWORDS: Customer loyalty, customer satisfaction, hydroponics, marketing mix

I. INTRODUCTION

Indonesia is known as an agricultural country because most of the population works in the agricultural sector. The number of workers working in the agriculture, forestry, and fisheries sectors as of February 2022 was 40,635,997 million people or 14.8%of the total population in Indonesia (Central Statistics Agency, 2022). In addition, Indonesia also has exciting development potential. The potential can be seen in the growth of companies engaged in horticulture. Irjayanti et al., (2022) said that the number of horticulture companies in 2022 will be 217 companies, an increase of 88.70% compared to 2021 of 102 companies, where most of the companies located on the island of Java. The increasingly fierce competition encourages entrepreneurs to continue to try to market their products to win the market. One of the ways to maintain customer satisfaction and loyalty is through the marketing mix. The elements in the marketing mix include product, price, location, promotion, people, process, and physical evidence. (Masyhari, 2021) states that the growth of hydroponic farmers in the Kediri district continues to increase. There are more than 38 hydroponic farmer groups with a total of 50,000 planting points spread across various areas of the city and district of Kediri.

Adizaya Hidroponik is an agricultural company in Kediri, East Java that uses hydroponic technology. Located on Jl. Bok Brobos, Ngadiluwih, Kec. Ngadiluwih, Kediri Regency, East Java, Adizaya Hydroponics started as a hobby scale hydroponics Adizaya hydroponic lettuce sales data shows that sales of lettuce have increased significantly by 25%, although it has not returned to normal like in 2019. Sales of hydroponic lettuce in 2022 amounted to 2750 kg, an increase of 37.5% compared to theprevious year. Sales in 2022 were higher than in 2019. Recognizing an increase in sales of lettuce along with the competitor's growth, Adizaya Hydroponics has prospects for continuing to grow, so the sales must be increased in efforts to develop it. One of the ways to increase sales is to encourage consumers to make repeat purchases. Customers who make repeat purchases are one of the characteristics of loyal customers. Therefore, to increase sales, Adizaya hydroponics needs to pay attention to marketing mix practices to increase consumer satisfaction with their business. Based on the description above, this study aims to 1) identify the marketing mix of Adizaya hydroponics, 2) identify customer satisfaction and loyalty of Adizaya hydroponics, 3) analyze the effect of the marketing mix on customer satisfaction and loyalty of Adizaya hydroponics.

II. PREVIOUS STUDIES

Similar research conducted by Afza et al., (2022) showed that product, price, place, and promotion variables affected customer loyalty variables of 0.732 or 73.2% and the remaining 26.8% were influenced by other variables. Simultaneously aspects of the marketing mix which include product, price, place, and promotion have a positive influence. Partially the product, place, and promotion variables affect customer loyalty, while the price variable has no significant effect on customer loyalty of The Farmhill Hydroponic Melon in Semarang City.

Pratiwi's research (2022) showed that the characteristics of most Harvest Queen consumers were female, aged 20-29 years, graduated from university, worked as civil servants, had incomes ranging from IDR 2,500,000 – IDR 3,000,000, and had as many family members as 3-5 people. The results shows that the product, location, and promotion variables have a significant effect while the price variable does not significantly influence the satisfaction of hydroponic vegetable consumers at Harvest Queen Hydroponics, Batu City.

The results of research by Dhita et al., (2022) show that the variables product, price, place, people, process, and physical evidence have a positive effect, while the promotion variable has a negative effect on consumer satisfaction and loyalty. Consumer satisfaction has a direct positive effect on consumer satisfaction and loyalty. The product variable has the most dominant influence with an indirect percentage of 2.97% and a total influence of 31.27%. Consumer satisfaction does not mediate or is not an intervening variable in the relationship between product (X1), price (X2), place (X3), promotion (X4), process (X6), and physical evidence (X7) on consumer loyalty.

III. RESEARCH METHODS

A. Data Collection Methods

This study used primary data and secondary data. The primary data was obtained from direct interviews with business owners, as well as research questionnaires that had been made for Adizaya hydroponic customers. Secondary data obtained from journals, and the Central Statistics Agency.

B. Samples

The study will be held from January 2023 to February 2023. The location was chosen purposively (purposive method). Adizaya Hidroponik is an agricultural company in Kediri Regency, East Java, which since 2019 has routinely marketed its productsto one of the largest supermarkets in Kediri City, Samudra. The sampling method that will be used in this study is the accidental sampling method, with the respondent criteria for filling out this questionnaire are visitors who make purchases at least twice in the last two months. The minimum number of samples used in this research refers to the guide table (Sholihin & Ratmono, 2021).

Table 1. Guide to Determining Sample Size of the SEM-PLS Model

Total Variable	Significance Level											
	10%				5%				1%			
	Minimum R^2				Minimum R^2				Minimum R^2			
	0,1	0,25	0,5	0,75	0,1	0,25	0,5	0,75	0,1	0,25	0,5	0,75
2	72	26	11	7	90	33	14	8	130	47	19	10
3	83	30	13	8	103	37	16	9	145	53	22	12
4	92	34	15	9	113	41	18	11	158	58	24	14
5	99	37	17	10	122	45	20	12	169	62	26	15
6	106	40	18	12	130	48	21	13	179	66	28	16
7	112	42	20	13	137	51	23	14	188	69	30	18
8	118	45	21	14	144	54	24	15	196	73	32	19
9	124	47	22	15	150	56	26	16	204	76	34	20
10	129	49	24	16	156	59	7	18	212	79	35	21

Source: Sholihin & Ratmono, 2021

The number of independent variables used is eight (product, price, location, promotion, people, process, physical evidence, and customer satisfaction), and the expected significance level is 10% and a minimum R square of 0,25. Based on the table above, the minimum number of samples in this study is 45

IV. DATA ANALYSIS

1) Descriptive analysis

Data measurement was measured using a Likert scale. The Likert scale is used to measure a person's attitudes,opinions, and perceptions of the events or social phenomena being studied. According to Bachtiar (2016), the assessment of respondents using a Likert scale produces variable measurements on an interval scale, namely:

SS (strongly agree)	5
S (agree)	4
N (undecided/neutral)	3
TS (disagree)	2
STS (strongly disagree)	1

The general description of the marketing mix carried out by Adizaya Hidroponik will be described by descriptive analysis. Descriptive analysis will be explained in the form of sentences with the following assessment criteria:

Table 2. Respondent Rating Category

Average	Category
1,00 – 1,79	Not very good / Very low
1,80 – 2,59	Not good / Low
2,60 – 3,39	Enough / Moderate
3,40 – 4,19	Good / High
4.20 – 5,00	Very good / Very high

Source: Lutfiah et al., 2021

2) SEM-PLS

SEM-PLS analysis with the SmartPLS program is used to answer the second and third research objectives. There are several stages of SEM-PLS analysis with SmartPLS, including:

a) Model Conceptualization

At this stage, the researcher conceptually defines the constructs to be studied and explains the direction of the relationship between the constructs is reflective or formative.

b) Algorithm analysis method

The analysis algorithm used in this research is PLS regression which is the default algorithm in PLS software

c) Resampling Method

The resampling method used in this research is bootstrapping. The bootstrapping method is the default method of the SmartPLS program which uses an algorithm to create subsamples using a method known as replacement.

d) Draw path diagrams

To draw a path diagram, there are two stages which are developing a structural model that links exogenous and endogenous latent variables, and developing a measurement model (Lutfiah et al., 2021) The path diagram in this study is as follows:

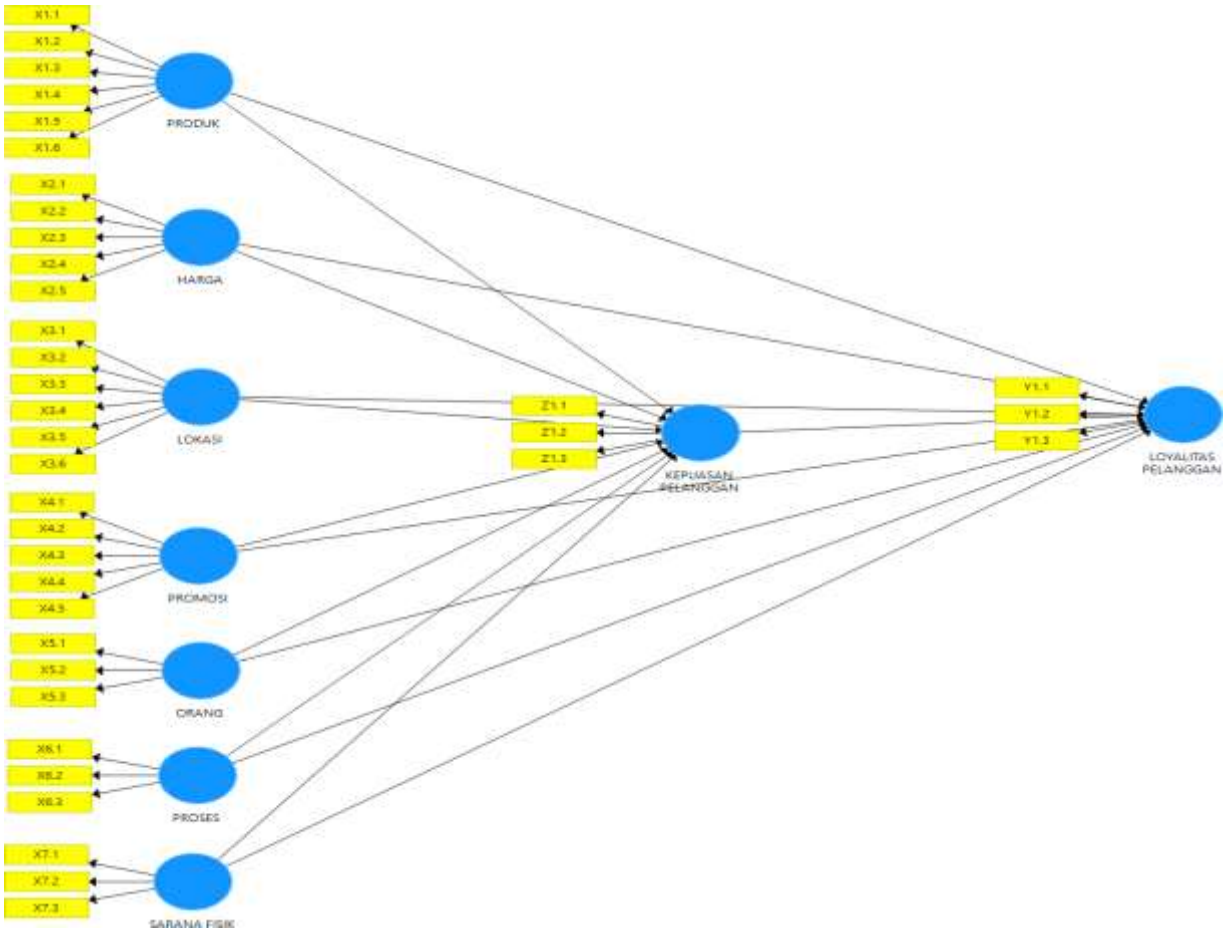

Figure 1. Path Diagram

Source: Results of PLS-SEM processing, 2023

e) Evaluate outer models

Evaluation of the outer model includes convergent validity convergent validity, and composite reliability. The PLS model meets the qualifications if the Average Variance Extracted (AVE) value and composite reliability are >0.7 and the Fornell Larcker-Criterion value for each construct has the highest value compared to the correlationvalues between other latent variables (Ghozali, 2014).

f) Evaluation of the Inner Model

Evaluation of the inner model can be seen from the percentage of variance explained by R square, Q square, and Goodness of Fit (GoF) adjusted using the bootstrapping technique

V. RESULTS AND DISCUSSION

C. Evaluation of the SEM-PLS Model

Table 3. Average Variance Extracted (AVE) Value

	Average Variance Extracted (AVE)	**Annotation**
Price	0,836	Valid
Customer Satisfaction	0,809	Valid
Location	0,707	Valid

Customer Loyalty	0,872	Valid
People	0,845	Valid
Product	0,882	Valid
Promotion	0,828	Valid

Source: SEM-PLS, 2023

Table 3. Shows that each indicator in the research model meets the requirements, namely having an AVE (Average Variance Extract) value > 0.7, so it's valid.

Table 4. Fornell Larcker-Criterion

	Price	**Customer Satisfaction**	**Location**	**Customer Loyalty**	**People**	**Product**	**Promotion**	**Process**	**Physical Evidence**
Price	0,914								
Customer Satisfaction	0,261	0,9							
Location	0,275	0,087	0,841						
Customer Loyalty	0,605	0,71	0,317	0,934					
People	0,256	0,519	0,154	0,551	0,919				
Product	0,632	0,248	0,316	0,658	0,317	0,939			
Promotion	0,427	0,473	0,172	0,703	0,433	0,534	0,91		
Process	0,14	0,437	0,128	0,576	0,032	0,274	0,318	0,938	
Physical Evidence	0,145	0,48	0,108	0,486	0,399	0,184	0,412	0,33	0,875

Source: SEM-PLS, 2023

Table 4. Shows that the Fornell Larcker-Criterion value has the highest value compared to the correlation values between other latent variables so it can be concluded that the PLS model meets the requirements, so it can be said to be valid and can be continued to next tests.

Table 5. Composite Reliability

Variable	***Composite Reliability***	**Annotation**
Price	0.962	Reliable
Customer Satisfaction	0.927	Reliable
Location	0.935	Reliable
Customer Loyalty	0.953	Reliable
People	0.942	Reliable
Product	0.978	Reliable
Promotion	0.960	Reliable
Process	0.957	Reliable
Physical Evidence	0.907	Reliable

Source: SEM-PLS, 2023

Table 5. Shows the results of the model reliability test, and it can be concluded that the research variables used are reliable with composite reliability results > 0.7.

Table 6. Inner Model Test

	R Square	**Q Square**	**GoF**
Customer Satisfaction	0,503	0,444	0,776
Customer Loyalty	0,888		

Source: SEM-PLS, 2023

Based on Table 6 shows that the R Square value for each variable is at a value of > 0.2. According to (Ghozali, 2014) the criteria for R Square values are 0.67 (strong), 0.33 (moderate), 0.19 (weak). The R Square value of the customer satisfaction variable is 0.503, so it means that all exogenous constructs simultaneously affect the customer satisfaction variable by 0.503 or 50.3% and fall into the medium category because the value is less than 67% but more than 33%. The R Square value of the
Customer loyalty variable is 0.888, so it means that all exogenous constructs simultaneously affect the customer loyalty variable by 0.888 or 88.8% and are included in the strong category because the value is more than 0.67. The Q square is 0.404 and is in a good category, meaning that the PLS model can explain the information contained in the research data by 40.4%. The closer the Q square value is to 1, the better the model. The GoF index is a measure to validate the combination of measurement models and structural models. The interpretation of the GoF value is 0.1 (small GoF), 0.25 (medium GoF), and 0.36 (large GoF). Table 6 shows that the GoF value is 0.36 and is included in the large category.

D. Adizaya hidroponic Marketing Mix

One of the marketing strategies used by Adizaya hydroponics in marketing their products and business is through the marketing mix. Through the marketing mix, business owners can find out almost all elements of marketing that can help business owners to introduce and evaluate the products or services offered. The elements in the marketing mix include:

1) Product

Based on research conducted by the author through questionnaires distributed to 62 respondents with certain criteria, the taste indicator is at an average value of 3.69 with a good answer category. It's shown that hydroponic vegetable products from Adizaya hydroponics have a good taste and meet consumer expectations. The quality indicator is at an average of 3.98 with a good answer category. It's shown that the quality of the products produced by Adizaya hydroponics is good. The texture indicator is at an average of 4.00 with a good answer category. It's shown that hydroponic vegetable products by Adizaya hydroponics have a good texture.

The conformity indicator with the promised quality is at an average of 3.78 with a good answer category. It's shown the quality of the products by Adizaya hydroponics as promised. The endurance indicator is at an average of 3.80 with a good answer category. It's shown that the products have good durability. The packaging design indicator is at an average of 3.66 with a good answer category. It's shown that the packaging design used by Adizaya hydroponics is good because it is attractive and practical.

2) Price

Based on the results of research conducted by the authors, the price affordability indicator is at an average of 3.81 in the good category. It's shown that the price offered by Adizaya hydroponics is affordable for all groups. The price-quality indicator is at an average of 3.92 in the good category. It's shown that the price offered with the quality received by the customer is appropriate.
The price-quantity suitability indicator is at an average of 3.90 in the good category. It's shown that the price and quantity received are appropriate. In line with the opinion of Alam & Mahanani, (2022) who argue that the suitability of price with the quality and quantity received can increase customer loyalty. The suitability indicator for benefits is at an average of 4.05 in the good category. It's shown that the price offered is appropriate for the benefits received. The price competitiveness indicator is at an average of 3.81 with a good category. It's shown that the price offered by Adizaya hydroponics can compete with similar businesses.

3) Location

Based on the results, the accessibility indicator is at an average of 3.61 in the moderate category. It's shown that the business location is easy enough to reached by customers. The visibility indicator is at an average of 3.68 in the good category. It's shown that the business location can be seen clearly by customers. Environmental indicators are at an average of 3.78 in the good category. It's shown that the Adizaya hydroponic location has a safe business environment. Thetraffic flow indicator is at an average of 4.00 with a good category. It's shown that the hydroponic Adizaya location has smooth traffic flow and is far from congestion. This happens because the area of the business is in a rural area. The indicator for the location distance to the place of residence customers is at an average of 3.36 with a moderate category. It's shown that the hydroponic Adizaya location is quite far from the customer's residence.

4) Promotion

There are five indicators to represent promotion variables. The promotion through advertising indicator is at an averageof 3.74 in the good category. It's shown that the promotion carried out by Adizaya hydroponics through advertisements by spreading posters has succeeded in introducing its products and businesses to customers. The personal selling indicator is at an average of 3.92 in the good category. It's shown that promotions carried out by Adizaya hydroponics personally through product presentations have succeeded in attracting customer interest. The product photo suitability indicator is at an average of 4.01 with a good category. It's shown that the photos used by Adizaya hydroponics in their promotional

Media are in accordance with the original products. The offer by employes indicator is at an average of 4.04 with a good category. It's shown that product offerings made by Adizaya hydroponic employees can attract customers' attention to make purchases. The promotion through social media indicator is at an average of 4.04 in the good category. It's shown that Adizaya hydroponics always informs its products through social media (Instagram and WhatsApp).

5) Person

The people variable in a marketing strategy is important because most customers interact directly with people, which inthis case are employees or business owners. Human resources indirectly bring the company's image to customers. There are three indicators to represent people's variables. The fast service indicator is at an average of 3.64 in the good category. It's shown that the service provided by Adizaya hydroponics to customers is good and fast. The employee hospitality indicator is at an average of 3.69 in the good category. It's shown that employees and business owners are friendly to customers so that customers don't feel strange. The complaint response indicator is at an average of 3.81 with a good category. It's shown that Adizaya hydroponics has a good response to complaints, both direct complaints and complaints on social media.

6) Process

There are three indicators to represent process variables. The quick order process indicator is at an average of 3.71 witha good category. It's shown that the product order process is good and fast, so customers don't have too long to wait. The easiness of the transaction indicator is at 3.73 in the good category. It's shown that the payment options facilitatecustomer transactions. The clean processing indicator is at an average of 3.78 in the very good category. It's shown that Adizaya hydroponic hydroponic vegetable products are well processed and the results are clean. The cleaning process includes washing the roots to clean them from moss, trimming the damaged leaves, and sorting the vegetables by weight. The packaging is carried out using portable plastic clips, with a label of 'fresh, green' isolation on the roots.

7) Physical Evidence

There are three indicators to represent the physical evidence variable. The environmental cleanliness indicator is at an average of 3.85 in the good category. It's shown that Adizaya hydroponics has a clean business environment that makes thecustomers feel comfortable. The layout indicator is at an average of 3.85 with a good category. It's shown that Adizaya hydroponics has an installation layout and design that attracts customer's interest. The additional facility indicator is at an average of 3.58 in the good category. It's shown that Adizaya hydroponics has a large and secure parking area, so the customers don't need to worry and be confused about finding a parking area.

E. Adizaya hidroponic Customer Satisfaction and Loyalty

Customer satisfaction and loyalty is one of the important elements that a company needs to maintain and strive for in order to win market competition some indicators can be used to assess the level of customer satisfaction and loyalty to the company. Based on the data obtained by the author through a questionnaire, the following is an explanation of customer satisfaction and loyalty at Adizaya hydroponics:

1) Customer Satisfaction

The indicators of customer satisfaction used are conformity of expectations, intention to revisit, and willingness of consumers to recommend. The expectation suitability indicator is at an average of 3.66 with a good category. It's shown that the products, services, and additional facilities are appropriate to customer expectations. The indicator of intention to return is at an average of 3.51 in the good category. It's shown that the interest of customers to visit again is high. The customer's willingness to recommend indicators is at an average of 3.64 in the good category. It's shown that the customer's willingness to recommend is good.

2) Customer Loyalty

There are three indicators used to represent customer loyalty variables. The repurchase indicator is at an average of 3.39 in a pretty good category. It's shown that the customer's willingness to repurchase at Adizaya hydroponics is quite good. The indicator of willingness to pay more is at an average of 3.64 with a good category. It's shown that customers are willing to pay a little more because they have confidence in the quality of the products offered by Adizaya hydroponics. Theindicator of immunity to other offers is at an average of 3.44 in a pretty good category. It's shown that customer immunity to competitors' offerings is quite good because loyalty begins to form.

F. Effect of Marketing Mix on Customer Satisfaction and Loyalty

Analysis was carried out based on the significant value of the relationship among variables to determine whether the hypothesis was rejected or accepted. The hypothesis can be accepted if the P value ≤ 0.1. If the P value ≥ 0.1 so the hypothesis isrejected. The results of hypothesis testing can be seen in table 3.

Table 7. Direct and Indirect Effects

		Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Direct Effects	Price -> Customer Satisfaction	0,13	0,688	0,492
	Price -> Customer Loyalty	0,229	2.463	0,014*
	Customer Satisfaction -> Customer Loyalty	0,277	3.237	0,001*
	Location -> Customer Satisfaction	-0,051	0,498	0,618
	Location -> Customer Loyalty	0,072	1.551	0,121
	People -> Customer Satisfaction	0,402	2.561	0,010*
	People -> Customer Loyalty	0,177	2.566	0,010*
	Product -> Customer Satisfaction	-0,157	0,712	0,476
	Product -> Customer Loyalty	0,184	1.907	0,056*
	Promotion -> Customer Satisfaction	0,16	0,784	0,433
	Promotion -> Customer Loyalty	0,179	2.050	0,040*
	Process -> Customer Satisfaction	0,354	2.425	0,015*
	Process -> Customer Loyalty	0,288	3.460	0,001*
	Physical Evidence -> Customer Satisfaction	0,153	0,851	0,395
	Physical Evidence -> Customer Loyalty	0,039	0,492	0,623
ndirect Effects	Price -> Customer Satisfaction -> Customer Loyalty	0,036	0,725	0,468
	Location -> Customer Satisfaction -> Customer Loyalty	-0,014	0,491	0,623
	People -> Customer Satisfaction -> Customer Loyalty	0,111	1.918	0,055*
	Product -> Customer Satisfaction -> Customer Loyalty	-0,043	0,771	0,440
	Promotion -> Customer Satisfaction -> Customer Loyalty	0,044	0,779	0,436
	Process -> Customer Satisfaction -> Customer Loyalty	0,098	2.007	0,045*
	Physical Evidence -> Customer Satisfaction -> Customer Loyalty	0,042	0,879	0,379

Source: Results of PLS-SEM processing, 2023

Note: * Significance at 10%

Table 3 shows that the product had no significant effect on customer satisfaction of Adizaya hydroponic, but the product had a significant effect on Adizaya hydroponic customer loyalty. Prices had no significant effect on customer satisfaction of Adizaya hydroponic, but prices had a significant effect on customer loyalty of Adizaya hydroponic. The location had no significant effect on customer satisfaction and loyalty of Adizaya hydroponic customers. The promotion had no significant effect on customer satisfaction of Adizaya hydroponic, but the promotion had a significant effect on customer loyalty of Adizaya hydroponic vegetables. People (HR) and process variables had a significant effect on customer satisfaction and loyalty of Adizayahydroponic hydroponic vegetables. Physical facilities had no significant effect on customer satisfaction and loyalty of Adizaya hydroponic hydroponic. Customer satisfaction had a significant effect on customer loyalty of Adizaya hydroponic.

The indirect effect is the influence that arises because of intervening variables that are used in the relationship between exogenous and endogenous variables. The variable had a significant impact if the p-value <0.1. The customer satisfaction variable positively mediates the relationship between the variable people and customer loyalty with an original sample value of 0.111 and a p-value of 0.055 less than 0.1 so it can be said to be significant. This happened because customers are satisfied with the friendliness of employees and business owners, as evidenced by the average customer response to this indicator which is equal to 3.69 in the good category. The customer satisfaction variable positively mediates the relationship between the variable process and customer loyalty with an original sample value of 0.098 and a p-value of 0.045 is less than 0.1 so it can be said to be significant. This happened because the ordering, payment, and production processes owned by Adizaya hydroponics were good

CONCLUSIONS

Based on the results and discussion described above, the conclusions were obtained:

1) In product variables, quality indicators (3.98) and texture (4.00) have the highest average values compared to other indicators.

The indicators of suitability for quality (3.92) and suitability for benefits (4.05) have the highest values compared to other indicators on the price variable. In the location variable, the traffic flow indicator has the highest average value (4.00). In the promotion variable, the indicators for offers by employees and promotions through social media have the highest average value, namely 4.04. In the people variable, the complaint response indicator is on average 3.81, the highest among the other indicators. In the process variable, the processing indicator is at an average of 3.78, the highest among other indicators. In terms of physical facilities, environmental and layout indicators have thehighest average value compared to other indicators at 3.85.

2) In the customer satisfaction variable, the expectation conformity indicator (3.66) is on average the highest compared toother indicators. This shows that the products, services, and additional facilities at Adizaya hydroponics are in line with customer expectations. Followed by indicators of willingness to recommend with an average (3.64) in the good category. This shows that the customer's willingness to recommend is good. Whereas in the customer loyalty variable, Adizaya hydroponic customers are willing to pay a slightly higher price, as can be seen in the average willingness to pay indicator, which is 3.64. Customers' willingness to pay more can occur because of customer satisfaction and trust in product quality, and the quality of service offered by Adizaya hydroponics.
3) The product has no significant effect on customer satisfaction of Adizaya hydroponic, the product has a significant effect on customer loyalty of Adizaya hydroponic. Prices have no significant effect on customer satisfaction of Adizaya hydroponic, prices have a significant effect on customer loyalty of Adizaya hydroponic hydroponic vegetables. The location has no significant effect on customer satisfaction and loyalty of Adizaya hydroponic customers. The promotion has no significant effect on customer satisfaction of Adizaya hydroponic, promotion has a significant effect on customerloyalty of Adizaya hydroponic. People (HR) and process variables have a significant effect on customer satisfaction and loyalty of Adizaya hydroponic. Physical facilities have no significant effect on customer satisfaction and loyalty of Adizaya hydroponic. Customer satisfaction has a significant effect on customer loyalty of Adizaya hydroponic.

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