



Research Article

# Analysis of the Influence of Marketing Mix (Product, Price, Promotion, and Distribution) on Consumer Satisfaction and Loyalty in Ambon City

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**Abstract.** Business competition in the digital economy era encourages business actors to design adaptive marketing strategies through marketing mix optimization to form customer satisfaction and loyalty. In Ambon City, the characteristics of the archipelago market with a relatively high level of brand switching make the study of the influence of the marketing mix on consumer satisfaction and loyalty relevant to be examined, considering that comprehensive research in the context of Eastern Indonesia is still limited. This study aims to analyze the influence of products, prices, promotions, and distribution on consumer satisfaction, as well as the influence of consumer satisfaction on consumer loyalty in Ambon City. The study used a quantitative approach with an explanatory survey design of 30 respondents selected through purposive sampling techniques, analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results showed that only the distribution variable had a positive and significant effect on consumer satisfaction ( $\beta = 0.526$ ;  $p = 0.018$ ), while the product, price, and promotion were insignificant, with prices showing a negative direction. Consumer satisfaction was shown to have a very strong effect on consumer loyalty ( $\beta = 0.864$ ;  $p = 0.000$ ). It can be concluded that distribution efficiency is the main determinant of satisfaction in the geographical context of the archipelago, while satisfaction is the central bridge to loyalty. Business actors are advised to prioritize improving the logistics system, while further research is recommended to expand the sample and add moderation variables.

**Keywords:** Consumer Loyalty; Consumer Satisfaction; Distribution; Marketing Mix; PLS-SEM.

Received: January, 12 2026

Revised: March, 22 2026

Accepted: May, 21 2026

Published: July, 16 2026

Curr. Ver.: July, 16 2026



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## 1. Introduction

Business competition in the digital economy era requires every business actor to design an adaptive marketing strategy to maintain the sustainability of their business. In general, the phenomenon of shifting consumer preferences that are increasingly selective and critical of product quality, price, promotion, and ease of distribution has encouraged companies to optimize the elements of *the marketing mix* as the main instrument in shaping customer satisfaction (Afza et al., 2022). A properly managed marketing mix is believed to be able to create a memorable shopping experience that has an impact on the formation of long-term consumer loyalty (Devina & Yanuar, 2023).

In particular, in Ambon City as one of the trade centers in the Maluku region, market dynamics show a relatively high rate of consumer switching due to increasingly tight price and promotion competition between business actors. Consumers in Ambon tend to have

distinctive cultural and social characteristics, where emotional closeness, product availability, and distribution effectiveness also influence their decision to remain loyal to a certain product or service. This condition makes the study of the influence of marketing mix on consumer satisfaction and loyalty in the local context relevant to be further examined, considering that the characteristics of the archipelago market have different dynamics compared to large urban markets in Java.

Previous research has shown that product and promotion variables have a significant influence on consumer satisfaction, while price and place variables contribute more variedly depending on the business sector studied (Permatasari et al., 2021). Another study found that consumer satisfaction plays a significant role as a mediator in bridging the influence of the marketing mix on loyalty (Fitri et al., 2023). However, most of the previous research still focused on the culinary, educational services, and retail sectors in Java and Sumatra, while research that comprehensively examined the four dimensions of product marketing mix, price, promotion, and distribution simultaneously on consumer satisfaction and loyalty in Eastern Indonesia, especially Ambon City, is still very limited. This *research gap* shows that there is a literature gap that needs to be filled through empirical research based on local geographical and sociocultural characteristics.

The novelty of this study lies in the integration of the four marketing mix variables simultaneously with two dependent variables, namely consumer satisfaction and loyalty, in an analysis model applied to the context of the Ambon City market which has not been widely researched. This approach is expected to make a new theoretical contribution regarding the relevance of marketing mix theory in the archipelagic market, while strengthening the findings of Arif et al. (2023) which affirm the importance of promotion and product quality as determinants of customer satisfaction in various industry contexts.

Based on this description, the formulation of this research problem is: (1) whether the product has an effect on consumer satisfaction; (2) whether the price has an effect on consumer satisfaction; (3) whether the promotion has an effect on consumer satisfaction; (4) whether distribution has an effect on consumer satisfaction; and (5) whether consumer satisfaction affects consumer loyalty in Ambon City. The purpose of this study is to analyze the influence of products, prices, promotions, and distribution on consumer satisfaction, as well as analyze the influence of consumer satisfaction on consumer loyalty in Ambon City.

The benefits of this research are theoretically expected to enrich the treasures of marketing management science, especially related to the application of marketing mix theory in the context of regional markets. Practically, the results of the research are expected to be a reference for business actors in Ambon City in formulating more effective marketing strategies to increase consumer satisfaction and loyalty, as well as a consideration for policymakers in encouraging regional economic growth through strengthening the local trade sector.

## 2. Literature Review

### Marketing Mix Concept

The marketing mix is a strategic combination of product, price, promotion, and distribution elements that the company designs to optimally meet the needs of the target market. These four elements interact with each other to form the perception of consumer value for an offer, so its management is important in modern marketing strategies that include segmentation, targeting, and positioning (Silaen, 2025). Quality products, competitive prices, persuasive promotion, and efficient distribution together form the foundation for creating a positive consumer experience for a brand or business.

### Concept of Consumer Satisfaction

Consumer satisfaction is a post-purchase evaluation that arises when the performance of a product or service is appropriate or even exceeds customer expectations. This concept is an important indicator of the success of a marketing strategy because it is directly related to consumers' decision to make a repeat purchase. Physical facilities, service quality, and price suitability are some of the dimensions that are consistently found to affect customer satisfaction levels in various business sectors, ranging from retail to health services (Patimah & Nurfauzan, 2022). High levels of satisfaction generally correlate with greater repurchase intensity, so satisfaction can be seen as an initial prerequisite for the formation of loyalty.

### Concept of Consumer Loyalty

Consumer loyalty is defined as a deep commitment to consistently repurchase a product or service in the future, despite situational influences and competing marketing efforts that have the potential to shift customer preferences. Loyalty is not formed instantly, but is an accumulation of repeated positive experiences felt by consumers, especially those that come

from satisfaction with service quality and *customer experience* as a whole (Bharmawan & Anif, 2022). In this context, loyalty serves as an indicator of the sustainability of the long-term relationship between a company and its customers, as well as a source of competitive advantage that is difficult for competitors to replicate.

### Previous Research and Research Gaps

Previous studies have confirmed the link between marketing mix, customer satisfaction, and loyalty, but with findings that are not yet uniform. Some studies use a narrative literature review approach and find inconsistencies related to the direct influence of service quality on loyalty, so customer satisfaction is often positioned as a crucial mediating variable in advanced research models (Ramadhani & Budiarti, 2025). The majority of the research is still concentrated on the modern retail, online transportation, and health services sectors in the Java region, while the context of traditional and semi-modern markets in the Eastern Indonesia region is relatively rarely studied. Differences in demographic characteristics, consumption culture, and distribution structures between regions have the potential to result in different patterns of relationships between the marketing mix, satisfaction, and loyalty. This gap is an important basis for this study to empirically test the four dimensions of the marketing mix simultaneously on consumer satisfaction and loyalty in the context of the Ambon City market, as an effort to expand the generalization of marketing theory that has been dominated by studies in large market areas in western Indonesia.

### 3. Research Method

This study uses a quantitative approach with an *explanatory* survey design that aims to examine the causal relationship between marketing mix variables (product, price, promotion, and distribution) on consumer satisfaction, as well as the influence of consumer satisfaction on consumer loyalty in Ambon City. The research population is active consumers who have made product purchase transactions in the research object, with a sample of 30 respondents selected using purposive sampling techniques based on the minimum criteria of having transacted in the last six months. Data collection was carried out through the deployment of a closed questionnaire with a five-point Likert scale, ranging from strongly disagree to strongly agree, to measure each indicator on each latent variable.

Given the relatively small number of research samples, the data analysis technique used is Partial Least Squares Structural Equation Modeling (PLS-SEM), because this method has been proven to be able to handle limited sample sizes without requiring normal data distribution, while maintaining statistical strength in testing complex models with many latent variables (Hair et al., 2022). The selection of PLS-SEM is also supported by the findings that the main reasons for using this method in empirical research include small sample sizes, exploratory research properties, and high levels of model complexity, as found by Sarstedt et al. (2022).

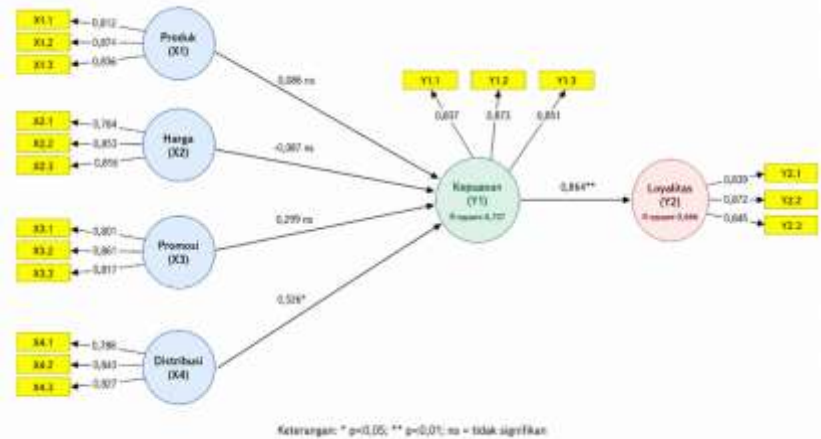
The data analysis stage is carried out through two main stages, namely the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model). In the first stage, a convergent validity test was carried out through the Average Variance Extracted value ( $AVE > 0.50$ ), a reliability test through Composite Reliability ( $CR > 0.70$ ) and Cronbach's Alpha ( $\alpha > 0.70$ ), and a discriminant validity test using the Heterotrait-Monotrait ratio ( $HTMT < 0.85$ ). In the second stage, a path significance test was carried out through a bootstrapping procedure to determine the path coefficient, t-statistic value, and p-value at a significance level of 5%. The structural model of the research can be formulated as follows:

$$Y1 = \beta_1X1 + \beta_2X2 + \beta_3X3 + \beta_4X4 + \epsilon_1 \quad Y2 = \beta_5Y1 + \epsilon_2 \dots\dots\dots(i)$$

where Y1 expresses consumer satisfaction, Y2 expresses consumer loyalty, X1 to X4 are product, price, promotion, and distribution respectively,  $\beta$  is the path coefficient, and  $\epsilon$  is the error term. The entire data analysis process is visualized through a research flow diagram which includes the stage of instrument preparation, data collection, validity-reliability test, structural model evaluation, and interpretation of hypothesis test results.

## 4. Results and Discussion

### Research Results



**Figure 1.** above presents the structural model of the research along with the value of the path coefficient ( $\beta$ ) as a result of the estimation of the data of 30 consumer respondents in Ambon City.

### Characteristics of Descriptive Statistical Variables

The results of the tabulation of primary data from 30 respondents showed the distribution of average scores for each latent variable as follows.

**Table 1.** Descriptive Statistics Of Research Variables.

| Variable                   | Red  | Std. Deviation | Min Score | Max Score |
|----------------------------|------|----------------|-----------|-----------|
| Products (X1)              | 3,66 | 0,78           | 2,25      | 5,00      |
| Price (X2)                 | 3,65 | 0,77           | 2,25      | 5,00      |
| Promotions (X3)            | 3,62 | 0,84           | 2,25      | 5,00      |
| Distribution (X4)          | 3,68 | 0,82           | 2,25      | 5,00      |
| Consumer Satisfaction (Y1) | 3,59 | 0,77           | 2,33      | 5,00      |
| Consumer Loyalty (Y2)      | 3,64 | 0,81           | 2,33      | 5,00      |

Table 1 shows that all variables are in the category of quite high with average values ranging from 3.59 to 3.68 on a five-point scale, indicating that respondents' perceptions of the dimensions of marketing mix, satisfaction, and loyalty are relatively uniform and above the midpoint of the scale.

### Evaluation of Measurement Models (Outer Model)

The evaluation of the outer model was carried out through convergent validity and construct reliability tests as presented in Table 2.

**Table 2.** Convergent Validity And Construct Reliability Test Results.

| Construct             | Outer Loading Range | AVE   | Composite Reliability | Cronbach's Alpha |
|-----------------------|---------------------|-------|-----------------------|------------------|
| Products              | 0,720–0,839         | 0,632 | 0,873                 | 0,805            |
| Pricing               | 0,710–0,815         | 0,604 | 0,859                 | 0,780            |
| Promotions            | 0,740–0,857         | 0,646 | 0,879                 | 0,815            |
| Distribution          | 0,801–0,881         | 0,718 | 0,910                 | 0,866            |
| Consumer Satisfaction | 0,824–0,894         | 0,731 | 0,891                 | 0,811            |
| Consumer Loyalty      | 0,752–0,832         | 0,650 | 0,847                 | 0,727            |

Table 2 shows that the entire outer loading value is above the threshold of 0.70, the AVE value of the entire construct exceeds 0.50, the composite reliability value is above 0.70, and the alpha value of the entire construct also exceeds 0.70. Furthermore, the discriminant validity test was carried out through the Heterotrait-Monotrait ratio (HTMT) approach, the results of which are shown in Table 3.

**Table 3.** Results of discriminant validity test (HTMT, partial construct pairs).

| Construct Pairs      | HTMT Value |
|----------------------|------------|
| Product–Price        | 1,053      |
| Product–Promotion    | 1,033      |
| Product–Distribution | 1,005      |
| Pricing–Promotions   | 1,022      |

|                           |       |
|---------------------------|-------|
| Promotion–Distribution    | 0,889 |
| Distribution–Satisfaction | 0,968 |
| Satisfaction–Loyalty      | 1,040 |

Table 3 shows that the value of the HTMT between constructs is generally close to or exceeding the threshold of 0.85–0.90, with the Promotion–Distribution pair being the only one below that threshold (0.889).

### Evaluation of Structural Models (Inner Model)

Hypothesis testing was carried out through a path coefficient estimation procedure with a significance level of 5%, as summarized in Table 4 and visualized in Figure 1.

**Table 4.** Path Coefficient Test Results.

| Hypothetical Path           | Line Coefficient ( $\beta$ ) | t-statistic | p-value | Remarks       |
|-----------------------------|------------------------------|-------------|---------|---------------|
| Product → Satisfaction      | 0,086                        | 0,346       | 0,733   | Insignificant |
| Price → Satisfaction        | -0,087                       | -0,375      | 0,711   | Insignificant |
| Promotion → Satisfaction    | 0,299                        | 1,525       | 0,140   | Insignificant |
| Distribution → Satisfaction | 0,526                        | 2,521       | 0,018   | Significant   |
| Satisfaction → Loyalty      | 0,864                        | 7,479       | 0,000   | Significant   |

Based on Table 4 and Figure 1, the R-square value in the Consumer Satisfaction construct is recorded as 0.707 (adjusted  $R^2 = 0.660$ ), which means that the four marketing mix variables simultaneously explain 70.7% of the Consumer Satisfaction variance, while the remaining 29.3% are explained by factors outside the model. The R-square value in the Consumer Loyalty construct was recorded at 0.666 (adjusted  $R^2 = 0.654$ ), which shows that the Consumer Satisfaction variable explains 66.6% of the Consumer Loyalty variance.

Partially, of the four hypothetical pathways that tested the influence of the marketing mix dimension on consumer satisfaction, only the Distribution → Satisfaction pathway showed significant pathway coefficients ( $\beta = 0.526$ ;  $t = 2.521$ ;  $p = 0.018$ ), while the Product → Satisfaction, Price → Satisfaction, and Promotion → Satisfaction pathways showed p values above 0.05. In the path of the influence of Satisfaction on Consumer Loyalty, a path coefficient of 0.864 was obtained with a t-statistic of 7.479 and a p-value of 0.000, which placed this path as the path with the highest relationship strength in the overall structural model of this study.

This discussion section elaborates in depth on the interpretation of the empirical findings that have been presented in the results section, by referring to five formulations of research problems that have been previously determined, namely regarding the influence of products, prices, promotions, and distribution on consumer satisfaction, as well as the influence of consumer satisfaction on consumer loyalty in the context of the Ambon City market. The interpretation presented is not only descriptive of statistical figures, but also seeks to trace the contextual root causes behind the pattern of relationships between these variables, considering that the characteristics of the archipelago market have socio-economic dynamics that are different from large urban areas in western Indonesia.

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### The Influence of Products on Consumer Satisfaction

The findings of this study indicate that the product variables do not contribute significantly to consumer satisfaction ( $\beta = 0.086$ ;  $t = 0.346$ ;  $p = 0.733$ ). The value of this small path coefficient shows that although the direction of the relationship is positive, the strength of the influence of product attributes on the formation of consumer satisfaction perception in Ambon City is relatively weak and cannot be generalized statistically. This condition is diametrically different from the results of (Ellitan, 2023) research which confirms that products consistently affect customer satisfaction in the context of plastic bag sales in Surabaya, as well as the study of Simanjuntak & Ginting (2022) which concludes that product elements in the marketing mix contribute positively and significantly to customer loyalty of Grab Food services in the era Society 5.0. This difference in results should be interpreted not as a methodological contradiction, but as a logical consequence of the difference in the characteristics of the object and the context of the research. In the Ambon City market, the

level of product homogeneity between business actors is relatively high, so differentiation based on the physical quality of the product is less dominant than other operational factors, such as the availability of goods and ease of access. In an archipelagic society where the supply of goods is highly dependent on sea and air distribution routes, consumers tend to prioritize the availability aspect over the competitive advantage in terms of product quality alone. In addition, the limited number of suppliers in the region has also created relatively homogeneous market conditions, where the variation in quality between brands is not too significant for ordinary consumers to feel. The implication is that the strategy of improving product quality alone without improvements in distribution and availability aspects is unlikely to have a significant impact on consumer satisfaction in regions with similar geographical characteristics.

### **The Effect of Price on Consumer Satisfaction**

The results of the path test showed that the price variable also did not have a significant effect on consumer satisfaction, even the path coefficient showed a negative direction ( $\beta = -0.087$ ;  $t = -0.375$ ;  $p = 0.711$ ). This negative direction, although statistically insignificant, provides an interesting signal that the increase in price perception is not necessarily directly proportional to the increase in consumer satisfaction in the context of this study. This finding contradicts the results of Ardani (2021) on PT. Mutiara Cemerlang Utama Bali which shows that elements of the marketing mix, including price, have a positive and significant effect on customer satisfaction of travel services, as well as the results of Budiman & Achmadi (2023) who reported that the four 4P elements together gave an  $R^2$  value of 0.519 to the satisfaction of patients at Siloam Lippo Village Hospital.

This discrepancy is most likely influenced by the characteristics of the Ambon market which tends to be price-taker, where business actors generally follow the market prices that have been formed due to limited product differentiation and tight competition between traders. Consumers in this region have become accustomed to relatively uniform price ranges between similar traders, so price variations are no longer the main differentiator in shaping perceptions of satisfaction. This phenomenon is different from the premium service sector, such as travel agents and health services, which have more varied pricing structures and reflect different levels of service quality. Thus, it can be understood that in markets with a high level of price uniformity, prices tend to lose their function as a quality signal or as a differentiating factor in consumer decisions. The practical implication is that business actors in Ambon City need to consider non-price strategies, such as improving after-sales service or strengthening personal relationships with consumers, to build more sustainable satisfaction.

### **The Effect of Promotion on Consumer Satisfaction**

The promotion variable in this study also did not show a significant influence on consumer satisfaction ( $\beta = 0.299$ ;  $t = 1.525$ ;  $p = 0.140$ ), although the direction of the coefficient was positive and nominally greater than the previous two variables, namely product and price. A t-statistical value close to the significance threshold indicates that there is a tendency for a positive influence that is not strong enough to be categorized as statistically significant at the 95% confidence level. This finding is different from the results of Isfansyah & Widodo (2022) study of 404 respondents who use JNE services, which shows that the 4P marketing mix, including promotion, has a positive and significant effect on customer satisfaction.

When examined from the perspective of organizational readiness in adopting digital-based marketing strategies, as stated by Al-Adaileh et al. (2022) which highlights the role of e-readiness as a mediator of the effectiveness of social media-based business models, the insignificance of promotion in this study can be interpreted as an indication that business actors in Ambon City have not been fully optimal in utilizing promotional strategies that are relevant to consumer preferences local. This can happen both through conventional media, such as word-of-mouth and local billboards, or through digital channels that are still in the early stages of adoption in the region. The level of digital literacy and information technology infrastructure that is uneven in the archipelago is also a factor inhibiting the effectiveness of digital-based promotion. Consequently, promotional efforts carried out by business actors are not strong enough to form a perception of satisfaction significantly in the eyes of consumers, although the positive direction trend still shows the potential for influence if the promotion strategy can be optimized, for example through a more personal and contextual approach with the local culture of the Ambon people.

### **The Effect of Distribution on Consumer Satisfaction**

In contrast to the other three marketing mix variables, the distribution variable was shown to have a positive and significant effect on consumer satisfaction ( $\beta = 0.526$ ;  $t = 2.521$ ;  $p = 0.018$ ), and was the predictor with the largest contribution to consumer satisfaction in

the overall model of this study. This finding is the central point of the research results, considering that of the four dimensions of the marketing mix tested, only distribution was able to prove its influence empirically at a significance level of 5%. These results reinforce the importance of the distribution aspect as emphasized in the study by Hou et al. (2022), which although focusing on the transportation sector, underlines that the efficiency of the distribution system and mobility also determine the smooth flow of goods and stakeholder satisfaction with the services received. These findings are also in line with the results of Hadiputro & Rofiaty (2023), which show that perceived value, including convenience and convenience in obtaining services, has a significant effect on customer satisfaction of Araya Golf Course.

The dominance of distribution in the context of Ambon City can be understood by considering the geographical characteristics of the archipelago which make the availability and smooth distribution of products a crucial factor in daily economic activities. Archipelago areas such as Ambon have limited land, sea, and air transportation infrastructure, so the process of shipping and distributing goods is greatly influenced by weather factors, distance between islands, and the availability of limited modes of transportation. When consumers can obtain products easily, quickly, and consistently without logistical barriers, their satisfaction levels tend to increase significantly compared to large urban areas that have a more equitable and integrated distribution infrastructure. This condition emphasizes that in a market with geographical limitations, supply chain efficiency and smooth distribution flow are determinants that are much more felt by consumers than product attributes, prices, and promotional intensity. The strategic implication is that business actors in Ambon City should prioritize investment in improving logistics systems and distribution networks, rather than solely focusing on product differentiation or price reduction, in order to increase consumer satisfaction more effectively and sustainably.

#### **The Influence of Consumer Satisfaction on Consumer Loyalty**

The results showed that consumer satisfaction had a positive and very significant effect on consumer loyalty ( $\beta = 0.864$ ;  $t = 7.479$ ;  $p = 0.000$ ), with the highest correlation strength among all pathways tested in the structural model of this study. The magnitude of this path coefficient shows that consumer satisfaction is a very strong and consistent determinant in forming loyalty in the context of the Ambon City market, even more dominant than the direct influence of the marketing mix dimension on satisfaction itself. These findings are consistent with previous studies that have convincingly placed satisfaction as a key determinant of customer loyalty across various industry sectors.

Hadiputro & Rofiaty (2023) found that customer satisfaction plays a significant role in mediating the influence of service quality and perceived value on Araya Golf Course customer loyalty, a finding that is relevant to strengthen the position of satisfaction as the main connecting variable. Budiman & Achmadi (2023) also reported that patient satisfaction made a positive contribution to loyalty with an  $R^2$  value of 0.499, while Ellitan (2023) emphasized that consumer satisfaction mediated the influence of all elements of the marketing mix on loyalty in the context of using plastic bags. Ardani (2021) also confirmed that customer satisfaction has a positive and significant effect on loyalty in the travel services sector, while Isfansyah & Widodo (2022) shows a similar pattern in JNE's expedition service, where customer satisfaction is consistently a bridge between the 4P marketing mix and customer loyalty.

Furthermore, the perspective put forward by Tiong et al. (2026) regarding the role of psychological mechanisms, such as self-efficacy, in bridging organizational factors to performance, can be conceptually analogous to the context of consumer behavior in this study. Satisfaction can be seen as an internal psychological mechanism that encourages consumers to form long-term behavioral commitments in the form of loyalty, just as self-efficacy encourages individuals to maintain optimal performance in an organizational context. This analogy provides an additional theoretical foundation that internal psychological processes, both in the context of the individual as a worker and as a consumer, have a similar role in bridging external stimuli with long-term behavioral responses.

The strong relationship between satisfaction and loyalty in research in Ambon City can also be understood through the sociocultural lens of the archipelagic community. People in this region tend to uphold the value of trust and relational closeness in daily economic interactions, so once satisfaction with a product or service is formed, consumers tend to maintain these transactional relationships for a longer period of time than consumers in large urban areas who have more alternative choices. The close relationship between traders and consumers in traditional and semi-modern markets in Ambon also strengthens this mechanism, where loyalty is not only based on rational considerations, but also on the

emotional and social dimensions inherent in the local transaction culture. Overall, the pattern of the results of this study shows that there is an asymmetry of the influence between the dimensions of the marketing mix on consumer satisfaction, where only distribution significantly shapes consumer satisfaction in Ambon City, while products, prices, and promotions have not shown a significant contribution, although the direction of the relationship remains positive except for the price variable which actually shows a negative direction. This pattern indicates that the geographical characteristics of the archipelago clearly shape consumer priorities that differ from large urban markets, where the logistics and availability of goods are much more crucial than product attributes, prices, and promotions. Meanwhile, consumer satisfaction has proven to be a very strong determinant of consumer loyalty, confirming its central position as the main connecting variable between marketing strategy and the sustainability of customer relationships in the context of archipelagic markets such as Ambon City. These findings provide strategic implications for local businesses to prioritize the improvement of distribution systems as a first step in building satisfaction, which in turn will have a significant impact on the formation of long-term consumer loyalty.

## 5. Conclusion

Based on the results of the analysis using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach on 30 consumer respondents in Ambon City, it can be concluded that of the four dimensions of the marketing mix tested, only the distribution variable was proven to have a positive and significant effect on consumer satisfaction ( $\beta = 0.526$ ;  $p = 0.018$ ), as well as being the dominant predictor in shaping satisfaction in the context of the archipelago market. In contrast, the product, price, and promotion variables did not show a significant influence, with the price variable even indicating a negative coefficient direction. This condition indicates that the geographical characteristics of the archipelago, product homogeneity, and price uniformity between traders make smooth distribution the main determining factor for satisfaction, beyond the role of product attributes, price structure, and promotion intensity. Furthermore, consumer satisfaction was shown to have a very strong and significant effect on consumer loyalty ( $\beta = 0.864$ ;  $p = 0.000$ ), confirming the position of satisfaction as a central connecting variable between marketing strategy and the sustainability of long-term customer relationships in Ambon City.

Based on these findings, business actors in Ambon City are advised to prioritize investment in improving logistics systems and distribution networks, considering that this aspect is most felt by consumers compared to product differentiation and price reductions. Promotional strategies also need to be optimized through a more contextual approach to local culture, both conventional and digital, to increase their effectiveness on customer satisfaction. In addition, strengthening personal relationships and after-sales service can be an alternative strategy in the midst of uniform market prices. For further research, it is recommended to expand the number of samples, add other mediation or moderation variables such as perceived value or e-readiness, and compare the characteristics of the archipelago market with large urban areas to strengthen the generalization of marketing mix theory in diverse geographical contexts in Indonesia.

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