

# Analysis of the Effect of Marketing Mix on Customer Satisfaction (Case Study at Ikan Bakar Bekre Le Ewok Restaurant in Bandar Lampung)

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## ABSTRACT

This study examines the effect of the marketing mix, consisting of product, price, place, and promotion, on customer satisfaction at Ikan Bakar Bekre Le Ewok Restaurant in Bandar Lampung. A quantitative research design was employed using a survey method. Data were collected from 150 customers through accidental sampling and analyzed using multiple linear regression. Prior to hypothesis testing, validity and reliability tests were conducted to ensure the quality of the research instrument. The results indicate that product, price, place, and promotion have a positive and significant effect on customer satisfaction ( $p < 0.05$ ). Simultaneously, all marketing mix variables were found to significantly influence customer satisfaction. Among the variables examined, price emerged as the most dominant factor, followed by promotion, place, and product. The coefficient of determination ( $R^2 = 0.682$ ) shows that 68.2% of customer satisfaction can be explained by the marketing mix variables, while the remaining 31.8% is influenced by other factors outside the scope of this study. These findings highlight the importance of effective marketing mix management in improving customer satisfaction. Therefore, restaurant management should focus on maintaining competitive pricing, strengthening promotional activities, improving location-related facilities and convenience, and ensuring consistent product quality to enhance customer satisfaction and business competitiveness.

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## 1. INTRODUCTION

The culinary business sector in Indonesia has experienced rapid growth in line with the increasing public demand for ready-to-eat food and increasingly dynamic lifestyle changes. This situation encourages

culinary entrepreneurs to continuously innovate and improve their competitiveness to survive amidst increasingly fierce competition. Increasing competition requires every business actor to focus not only on product quality but also on appropriate marketing strategies [1]. An effective

marketing strategy is believed to be able to attract new consumers while retaining existing ones. One approach widely used in the world of marketing is the marketing mix concept [2], [3]. The marketing mix encompasses several interrelated key elements, such as product, price, place, and promotion, which play a crucial role in influencing customer decisions and satisfaction [4], [5].

Customer satisfaction is a key factor in the sustainability of any business, including in the culinary industry. Satisfied customers tend to make repeat purchases and recommend products or services to others, positively impacting the business's image and performance [6]. In the context of restaurants, customer satisfaction is influenced not only by the taste of the food but also by various other aspects such as the price offered, the comfort of the venue, ease of access, and the promotional strategies employed by the management. Restaurants, as a form of service business, have unique characteristics, where direct interaction between customers and service providers is a crucial part of shaping perceptions of satisfaction. Therefore, effective marketing mix management is essential [7], [8].

Bandar Lampung, as one of the developing cities in Lampung Province, faces a high level of competition in the culinary business. Various types of restaurants with diverse concepts and menus have emerged to meet the increasingly diverse needs of consumers. One well-known restaurant in Bandar Lampung is Rumah Makan Ikan Bakar Bekre Le Ewok. This restaurant offers grilled fish with a distinctive flavor that attracts customers. Despite its unique product characteristics, Rumah Makan Ikan Bakar Bekre Le Ewok still faces challenges in maintaining customer satisfaction amidst the many choices of similar restaurants. This requires managers to continuously pay attention to the marketing strategies implemented [9].

The marketing mix implemented by Rumah Makan Ikan Bakar Bekre Le Ewok includes product quality, pricing that aligns with consumer purchasing power, location

convenience, and promotional activities to attract customers. Each element in the marketing mix plays a distinct role in shaping customer satisfaction [10], [11]. A quality product without appropriate pricing or excellent service can reduce overall customer satisfaction. Price is a sensitive factor for consumers, especially in the culinary industry. Appropriate pricing is expected to create a balanced perception of value between the benefits received by customers and the costs incurred [12].

Furthermore, location is also an important consideration for customers when choosing a restaurant. Comfort, cleanliness, and ease of access can influence a customer's decision to return [11]. Promotion also plays a crucial role in introducing products to consumers and building a positive business image. The right promotional strategy can increase purchasing interest and strengthen the relationship between customers and restaurant management. Customer satisfaction is the result of consumers' evaluation of the experience gained after consuming a product or service. If the perceived performance meets or exceeds expectations, customers will be satisfied [4], [6].

Therefore, it is crucial for culinary entrepreneurs to understand the extent to which each element of the marketing mix influences customer satisfaction. This understanding can form the basis for formulating more effective marketing strategies. Numerous studies have been conducted on the effect of the marketing mix on customer satisfaction, but results can vary depending on the characteristics of the business and consumers studied [5], [13]. This highlights the need for specific research on particular objects and locations. Rumah Makan Ikan Bakar Bekre Le Ewok in Bandar Lampung has diverse customer characteristics, making it interesting to examine the influence of the marketing mix on customer satisfaction levels at the restaurant. This research is expected to provide a clear picture of the role of product, price, place, and promotion variables in influencing customer

satisfaction, as well as identifying the most dominant variables.

## 2. LITERATURE REVIEW

The marketing mix represents a combination of strategic tools that organizations use to deliver value to customers and achieve their business objectives. It encompasses four key components product, price, place, and promotion which work together to influence consumer decisions and purchasing behavior [2], [5]. Within the restaurant industry, these elements are particularly important because they directly affect how customers perceive the quality of services and the overall dining experience.

A well-designed product offering, supported by appropriate pricing, accessible location, and effective promotional efforts, can create positive impressions among customers. These factors contribute to customers' perceptions of value and play an important role in determining whether their expectations are fulfilled [11], [12]. Customer satisfaction itself refers to the level of contentment experienced by consumers after comparing their expectations with the actual performance of a product or service. Satisfaction is likely to increase when customers perceive that the benefits received are equal to or greater than what they anticipated [4], [6].

For businesses operating in the culinary sector, maintaining customer satisfaction is essential because satisfied customers are more likely to revisit, recommend the business to others, and develop long-term loyalty [14]. Consequently, understanding how the components of the marketing mix influence customer satisfaction is important for identifying effective strategies that can improve service quality and strengthen competitiveness. In this regard, investigating the relationship between the marketing mix and customer satisfaction at Bekre Le Ewok Grilled Fish Restaurant in Bandar Lampung provides valuable insights for enhancing business

performance and customer retention [11], [13].

## 3. METHODS

This research adopted a quantitative method to investigate the influence of marketing mix elements on customer satisfaction at Bekre Le Ewok Grilled Fish Restaurant in Bandar Lampung. The study utilized a survey-based design, with primary data obtained directly from customers through questionnaires [15]. Respondents were selected using an accidental sampling technique, meaning that individuals who visited the restaurant and were willing to participate during the research period were included in the sample [15]. The independent variables examined in this study were product, price, place, and promotion, whereas customer satisfaction was designated as the dependent variable [2], [5].

Prior to conducting the main analysis, the questionnaire instrument underwent validity and reliability assessments to verify that each statement item was capable of measuring the intended variable accurately and consistently [15]. Once the instrument met the required standards, the collected responses were processed and analyzed using multiple linear regression techniques [15].

To obtain a deeper understanding of the relationship among variables, several statistical procedures were applied. Partial hypothesis testing was performed using the t-test to determine the effect of each marketing mix component on customer satisfaction individually. Simultaneously, the F-test was employed to evaluate whether the independent variables collectively influenced customer satisfaction. In addition, the coefficient of determination ( $R^2$ ) was calculated to identify the extent to which variations in customer satisfaction could be explained by the marketing mix variables included in the model [15].

By implementing these analytical procedures, the study seeks to generate empirical evidence regarding the role of marketing mix strategies in shaping customer satisfaction. The results are expected to

provide practical insights for restaurant management in improving product offerings, establishing appropriate pricing policies, optimizing promotional activities, and managing location-related factors. Ultimately, these efforts may contribute to higher customer satisfaction levels, stronger customer loyalty, and improved competitiveness within the culinary industry [6], [11].

#### 4. RESULTS AND DISCUSSION

Table 1. Percentage by Respondent Age

Respondent Age	Amount	Persentase
17–25 years	42	28%
26–35 years	55	37%
36–45 years	32	21%
>45 years	21	14%
<b>Total</b>	<b>150</b>	<b>100%</b>

Source: Data processed by researchers (2025).

Based on the informasi in Table 1, it can be seen that the majority of consumers of the Ikan Bakar Bekre Le Ewok Restaurant in Bandar Lampung are in the 26–35 age group, with a percentage of 37 percent. This indicates that consumers in the productive age group are the main customer segment of the restaurant. The 17–25 age group occupies the next position with a percentage of 28 percent, which indicates a fairly high interest among teenagers and young adults in the products offered. Meanwhile, consumers aged 36–45 years were recorded at 21 percent, and the age group over 45 years was the smallest proportion with a percentage of 14 percent. This age distribution pattern illustrates that the Ikan Bakar Bekre Le Ewok Restaurant is more popular with young to adult consumers, Consumers in the productive age group generally have relatively high mobility and purchasing power, which may influence their perceptions and satisfaction levels., thus potentially influencing customer perceptions and levels of satisfaction with the marketing mix strategy implemented.

Table 2. Percentage by Respondent's Gender

Gender	Amount	Persentase
Man	82	55%
Female	68	45%

<b>Total</b>	<b>150</b>	<b>100%</b>
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Source: Data processed by researchers (2025).

The respondent profile based on gender shows that male consumers account for a slightly larger share of customers at Ikan Bakar Bekre Le Ewok Restaurant. Of the total respondents, 55% were male, while the remaining 45% were female. These figures demonstrate that the gap between male and female customers is relatively narrow.

This pattern reflects the restaurant's ability to appeal to a broad market segment rather than being dominated by a particular gender group. The balanced composition of customers may indicate that various aspects of the restaurant, including menu offerings, pricing policies, service delivery, and dining experience, are perceived positively by both male and female consumers. Therefore, the restaurant has succeeded in creating value that is relevant to the needs and preferences of different customer groups.

Table 3. Percentage Based on Last Education

Last Education	Amount	Persentase
SMA/SMK	58	39%
Diploma (D3)	27	18%
Undergraduate (S1)	52	35%
Graduate (S2/S3)	13	8%
<b>Total</b>	<b>150</b>	<b>100%</b>

Source: Data processed by researchers (2025).

The educational profile of respondents reveals that customers with a senior high school or vocational school background dominate the sample, accounting for 39% of the total participants. This result suggests that the restaurant is particularly popular among consumers who have completed secondary education.

Customers with a bachelor's degree make up 35% of the respondents, demonstrating that the restaurant also appeals to individuals with university-level education. Furthermore, diploma holders account for 18% of the sample, whereas respondents with postgraduate qualifications represent the smallest proportion at only 8%.

These findings indicate that Bekre Le Ewok Grilled Fish Restaurant attracts

consumers from a wide range of educational backgrounds. Nevertheless, the largest concentration of customers is found among those with secondary and undergraduate

education, highlighting the restaurant’s broad accessibility across different educational segments.

Table 4. Percentage Based on Frequency of Visits to Bekre Le Ewok

Frequency of Visits to Bekre Le Ewok	Amount	Persentase
1 kali	36	24%
2-3 kali	61	41%
> 3 kali	53	35%
<b>Total</b>	<b>150</b>	<b>100%</b>

Source: Data processed by researchers (2025).

As presented in Table 4, the majority of respondents reported visiting Bekre Le Ewok Grilled Fish Restaurant in Bandar Lampung two to three times, representing 41% of the total sample. This result suggests that many customers have returned to the restaurant after their initial visit, which may reflect positive experiences with the food and services offered. In addition, 35% of the

respondents stated that they had visited the restaurant more than three times, indicating the presence of a considerable number of repeat and potentially loyal customers.

In contrast, 24% of the respondents had visited the restaurant only once. This group may consist of first-time visitors or customers who have not yet developed a regular pattern of patronage.

Table 5. Statements on the Product Variable (X1)

Statement	Class Interval	Frekuensi	Persentase (%)
Very Good	52-60	2	1.3
Good	42-51	85	56.7
Neutral	32-41	58	38.7
Poor	22-31	5	3.3
Very Poor	12-21	0	0.0
<b>Total</b>		<b>150</b>	<b>100</b>

Source: Data processed by researchers (2025).

Based on the data presented in Table 5, the product dimension received predominantly positive evaluations from respondents. More than half of the participants (56.7%) rated the products in the good category, indicating that customers generally appreciate the quality and characteristics of the menu items offered by Bekre Le Ewok Grilled Fish Restaurant.

Meanwhile, 38.7% of respondents selected neutral responses, reflecting a moderate level of satisfaction with the products. Although these customers did not express negative opinions, they may perceive the products as meeting standard expectations rather than offering distinctive

features or added value. These results suggest that the restaurant has successfully delivered products that satisfy most customers, while further innovation and product differentiation may help strengthen customer perceptions and enhance overall satisfaction.

Only a small proportion of respondents rated the product as very good (1.3%), whereas 3.3% expressed dissatisfaction by assigning a poor rating. Notably, none of the respondents selected the very poor category. Overall, these results demonstrate that customer perceptions of the restaurant's products tend to be positive, with very few negative evaluations.

Table 6. Frequency Distribution of Scores per Product Indicator

No	Variable Items	Skor Max	Skor Riil	Persentase (%)	Category
1	The grilled fish served has a good taste.	750	502	66,9	Neutral
2	The fish used is fresh and of high quality.	750	506	67,5	Neutral
3	The presentation of the grilled fish looks attractive and appetizing.	750	522	69,6	Neutral
4	The menu design at the restaurant is easy to understand and informative.	750	496	66,1	Neutral
5	The restaurant offers a wide variety of menu items.	750	516	68,8	Neutral
6	A variety of chili sauces and side dishes are available to suit customer preferences.	750	504	67,2	Neutral
7	The name "Bekre Le Ewok" is easy to remember as a grilled fish restaurant.	750	493	65,7	Neutral
8	I trust the quality of the dishes because of the restaurant's reputation.	750	496	66,1	Neutral
9	The packaging for takeout orders is neat and secure.	750	554	73,9	Agree
10	The packaging keeps the food intact and prevents leaks.	750	573	76,4	Agree
11	The restaurant handles customer complaints well.	750	559	74,5	Agree
12	The restaurant is responsive to any dissatisfaction with orders.	750	552	73,6	Agree
<b>Amount</b>		<b>9.000</b>	<b>6.273</b>	<b>835</b>	
<b>Average</b>		<b>750</b>	<b>523</b>	<b>69,7</b>	<b>Agree</b>

Source: Processed data (2025)

The table shows that the product variable achieved an average score of 69.7%, which is classified under the "Agree" category. This outcome reflects a generally favorable response from customers toward

the products provided by the restaurant. In other words, most respondents expressed agreement with the statements related to product quality, indicating a positive evaluation of the restaurant's offerings.

Table 7. Statements on the Price Variable (X2)

Statement	Class Interval	Frekuensi	Persentase (%)
Very Good	32–40	38	25.3
Good	26–31	88	58.7
Neutral	20–25	23	15.3
Poor	14–19	1	0.7
Very Poor	8–13	0	0.0
<b>Total</b>		<b>150</b>	<b>100</b>

Source: Processed data (2025)

Table 8. Frequency Distribution of Scores per Price Indicator

No	Variable Items	Skor Max	Skor Riil	Persentase (%)	Category
1	The food prices at Bekre Le Ewok are quite affordable.	750	547	72,9	Agree
2	The prices are within my means as a customer.	750	554	73,9	Agree
3	The promotions and discounts offered by the restaurant are quite attractive.	750	571	76,1	Agree
4	The discounts make me more interested in visiting.	750	549	73,2	Agree
5	The payment options at the restaurant are quite extensive.	750	542	72,3	Agree
6	The payment process is easy and doesn't take long.	750	535	71,3	Agree
7	The price is commensurate with the taste and portion size.	750	510	68,0	Agree
8	I feel like I'm getting value for money.	750	552	73,6	Agree
<b>Amount</b>		<b>6.000</b>	<b>4.360</b>	<b>581</b>	
<b>Average</b>		<b>750</b>	<b>545</b>	<b>72,7</b>	<b>Agree</b>

Source: Processed data (2025)

The data in the table indicate that the average score for the price variable reached 72.7%, which is classified in the "Agree" category. This result reflects a favorable assessment from respondents toward the

restaurant's pricing strategy. In general, customers tend to agree that the prices charged are reasonable, affordable, and aligned with the quality of the products and dining experience offered.

Table 9. Statements on the Place Variable (X3)

Statement	Class Interval	Frekuensi	Persentase (%)
Very Good	32-40	43	28,7
Good	26-31	88	58,7
Neutral	20-25	19	12,7
Poor	14-19	0	0,0
Very Poor	8-13	0	0,0
<b>Total</b>		<b>150</b>	<b>100</b>

Source: Processed data (2025)

Table 10. Frequency Distribution of Scores per Location Indicator

No	Variable Items	Skor Max	Skor Riil	Persentase (%)	Category
1	Bekre Le Ewok Restaurant is easy to find.	750	553	73,7	Agree
2	The restaurant's location is strategically located.	750	549	73,2	Agree
3	The restaurant offers dine-in, takeout, and delivery services.	750	571	76,1	Agree
4	The available purchasing channels make it easy to get food.	750	568	75,7	Agree
5	The grilled fish menu is rarely out of stock.	750	549	73,2	Agree

6	Ingredients are usually always available.	750	527	70,3	Agree
7	The restaurant is easily accessible by vehicle.	750	541	72,1	Agree
8	Parking is adequate for customers.	750	552	73,6	Agree
<b>Amount</b>		<b>6.000</b>	<b>4.410</b>	<b>588</b>	
<b>Average</b>		<b>750</b>	<b>551</b>	<b>73,5</b>	<b>Agree</b>

Source: Processed data (2025)

Based on the table above, it is known that the average indicator value of the place variable is 73.5% which is included in the "Agree" category.

Table 11. Statements on the Promotion Variable (X4)

Statement	Class Interval	Frekuensi	Persentase (%)
Very Good	42–50	23	15.3
Good	34–41	98	65.3
Neutral	26–33	29	19.3
Poor	18–25	0	0.0
Very Poor	10–17	0	0.0
<b>Total</b>		<b>150</b>	<b>100</b>

Source: Processed data (2025)

Table 12. Frequency Distribution of Scores per Promotion Indicator

No	Variable Items	Skor Max	Skor Riil	Persentase (%)	Category
1	Information about this restaurant is easy to find on social media.	750	547	72,9	Agree
2	Advertisements and promotional content are attractive and informative.	750	530	70,7	Agree
3	The restaurant often offers discount packages or attractive promotions.	750	570	76,0	Agree
4	Certain promotions encourage me to visit more often.	750	555	74,0	Agree
5	The restaurant has a good public image.	750	598	79,7	Agree
6	The information provided by the restaurant increases trust.	750	525	70,0	Agree
7	The employees explain the menu in a friendly manner.	750	552	73,6	Agree
8	The employees serve orders quickly and communicate effectively.	750	562	74,9	Agree
9	The information on the restaurant's social media is easy to understand.	750	550	73,3	Agree

10	Social media helps me stay informed about the latest menu and prices.	750	578	77,1	Agree
<b>Amount</b>		<b>7.500</b>	<b>5.567</b>	<b>742</b>	
<b>Average</b>		<b>750</b>	<b>557</b>	<b>74,2</b>	<b>Agree</b>

Source: Processed data (2025)

The data shown in the table reveal that the promotion variable achieved an average score of 74.2%, which is classified under the "Agree" category. This finding reflects a favorable evaluation of the restaurant's promotional strategies among customers. In

general, respondents agree that the promotional activities undertaken by the restaurant are capable of increasing awareness, generating interest, and encouraging customers to visit and purchase the products offered.

Table 13. Statements on the Customer Satisfaction Variable (Y)

Statement	Class Interval	Frekuensi	Persentase (%)
Very Good	52-60	2	1.3
Good	42-51	110	73.3
Neutral	32-41	38	25.3
Poor	22-31	0	0.0
Very Poor	12-21	0	0.0
<b>Total</b>		<b>150</b>	<b>100</b>

Source: Processed data (2025)

Table 14. Frequency Distribution of Scores per Customer Satisfaction Indicator

No	Variable Items	Skor Max	Skor Riil	Persentase (%)	Category
1	I was satisfied with the taste of the grilled fish served.	750	551	73,5	Agree
2	The quality of the food met my expectations.	750	567	75,6	Agree
3	The price I paid was commensurate with the portion and quality of the food.	750	548	73,1	Agree
4	I felt the dishes served were beneficial and of high value.	750	557	74,3	Agree
5	The service at the restaurant was very fast and responsive.	750	586	78,1	Agree
6	My complaint was handled well by the restaurant staff.	750	561	74,8	Agree
7	I was satisfied with my dining experience at Bekre Le Ewok.	750	556	74,1	Agree
8	The environment and ambiance of the restaurant made for a pleasant dining experience.	750	541	72,1	Agree

9	I plan to dine at this restaurant again.	750	520	69,3	Agree
10	I still choose this restaurant even though there are many other options.	750	541	72,1	Agree
11	I would recommend this restaurant to family or friends.	750	532	70,9	Agree
12	I feel this restaurant is worth recommending to others.	750	561	74,9	Agree
<b>Amount</b>		<b>9.000</b>	<b>6.621</b>	<b>883</b>	
<b>Average</b>		<b>750</b>	<b>552</b>	<b>73,6</b>	<b>Agree</b>

Source: Processed data (2025)

The table shows that the average percentage score for the customer satisfaction variable reached 73.6%, placing it in the "Agree" category. This outcome reflects a favorable level of satisfaction among customers, indicating that most respondents

are pleased with their dining experience at the restaurant. Overall, the results suggest that the restaurant has been able to deliver products, services, and experiences that align with customer expectations and needs.

Table 15. Results of the Product Questionnaire Validity Test (X1)

Statement	r_count	r_table	Condition	Conclusion
Item 1	0,522	0,1603	r_count > r_table	Valid
Item 2	0,520	0,1603	r_count > r_table	Valid
Item 3	0,527	0,1603	r_count > r_table	Valid
Item 4	0,516	0,1603	r_count > r_table	Valid
Item 5	0,535	0,1603	r_count > r_table	Valid
Item 6	0,526	0,1603	r_count > r_table	Valid
Item 7	0,540	0,1603	r_count > r_table	Valid
Item 8	0,554	0,1603	r_count > r_table	Valid
Item 9	0,501	0,1603	r_count > r_table	Valid
Item 10	0,502	0,1603	r_count > r_table	Valid
Item 11	0,509	0,1603	r_count > r_table	Valid
Item 12	0,501	0,1603	r_count > r_table	Valid

Source: Processed data (2025)

Based on the validity testing results, none of the statement items associated with the product variable (X1) failed to meet the required criteria. Each item generated a correlation coefficient that exceeded the minimum threshold of 0.1603, with values ranging between 0.501 and 0.554. This indicates that the items have a satisfactory level of correlation with the total score of the variable.

The results confirm that the questionnaire items are effective in capturing information related to the product dimension investigated in this study. Therefore, all indicators designed to measure the product variable are classified as valid and can be used confidently in analyzing the relationship between marketing mix factors and customer satisfaction.

Table 16. Results of the Price Questionnaire Validity Test (X2)

Statement	r_count	r_table	Condition	Conclusion
Butir 1	0,542	0,1603	r_count > r_table	Valid
Butir 2	0,594	0,1603	r_count > r_table	Valid
Butir 3	0,518	0,1603	r_count > r_table	Valid
Butir 4	0,516	0,1603	r_count > r_table	Valid
Butir 5	0,526	0,1603	r_count > r_table	Valid
Butir 6	0,531	0,1603	r_count > r_table	Valid
Butir 7	0,513	0,1603	r_count > r_table	Valid
Butir 8	0,524	0,1603	r_count > r_table	Valid

Source: Processed data (2025)

Based on the validity analysis, all indicators developed to measure the price variable (X2) are classified as valid. The obtained correlation coefficients for each statement exceed the minimum benchmark value of 0.1603, with results ranging between 0.513 and 0.594. This indicates that every item contributes meaningfully to the measurement of the pricing construct investigated in this study.

The ability of each statement to meet the required validity standard confirms that the questionnaire successfully captures respondents' evaluations of price-related factors. Therefore, the measurement instrument for the price variable is suitable for use in subsequent statistical analyses and can provide dependable information regarding the role of pricing in shaping customer satisfaction.

Table 17. Results of the Validity Test of the Place Questionnaire (X3)

Statement	r_count	r_table	Condition	Conclusion
Item 1	0,503	0,1603	r_count > r_table	Valid
Item 2	0,507	0,1603	r_count > r_table	Valid
Item 3	0,501	0,1603	r_count > r_table	Valid
Item 4	0,507	0,1603	r_count > r_table	Valid
Item 5	0,524	0,1603	r_count > r_table	Valid
Item 6	0,515	0,1603	r_count > r_table	Valid
Item 7	0,521	0,1603	r_count > r_table	Valid
Item 8	0,516	0,1603	r_count > r_table	Valid

Source: Processed data (2025)

Based on the validity assessment, every indicator developed for the place variable (X3) achieved the required level of validity. The correlation values obtained from each questionnaire item were higher than the minimum reference value of 0.1603, with coefficients ranging between 0.501 and 0.524. These results indicate that the items have a satisfactory degree of association with the total score of the variable being measured.

The findings suggest that the questionnaire successfully captures respondents' perceptions regarding location-related aspects of the restaurant. Because all statement items fulfill the validity requirements, the instrument is considered suitable for research purposes and can be used confidently to analyze the contribution of the place variable to customer satisfaction within the marketing mix framework.

Table 18. Promotion Questionnaire Validity Test Results (X4)

Statement	r_count	r_table	Condition	Conclusion
Item 1	0,522	0,1603	r_count > r_table	Valid
Item 2	0,511	0,1603	r_count > r_table	Valid
Item 3	0,532	0,1603	r_count > r_table	Valid
Item 4	0,529	0,1603	r_count > r_table	Valid

Item 5	0,517	0,1603	r_count > r_table	Valid
Item 6	0,509	0,1603	r_count > r_table	Valid
Item 7	0,530	0,1603	r_count > r_table	Valid
Item 8	0,520	0,1603	r_count > r_table	Valid
Item 9	0,531	0,1603	r_count > r_table	Valid
Item 10	0,530	0,1603	r_count > r_table	Valid

Source: Processed data (2025)

Based on the validity testing results, all indicators designed to measure the promotion variable (X4) are classified as valid. The correlation coefficients generated from the analysis are higher than the minimum benchmark value of 0.1603, with values ranging between 0.509 and 0.532. This indicates that every statement item contributes meaningfully to the measurement of the promotion dimension investigated in this study.

The ability of all questionnaire items to surpass the required validity threshold confirms that the instrument effectively captures respondents' evaluations of promotional efforts. Consequently, the promotion variable questionnaire is considered suitable for use in further statistical procedures. These results also support the reliability of the instrument in assessing the influence of promotional activities as part of the marketing mix on customer satisfaction.

Table 19. Customer Satisfaction Questionnaire Validity Test Results (Y)

Statement	r_count	r_table	Condition	Conclusion
Item 1	0,508	0,1603	r_count > r_table	Valid
Item 2	0,530	0,1603	r_count > r_table	Valid
Item 3	0,521	0,1603	r_count > r_table	Valid
Item 4	0,516	0,1603	r_count > r_table	Valid
Item 5	0,629	0,1603	r_count > r_table	Valid
Item 6	0,522	0,1603	r_count > r_table	Valid
Item 7	0,504	0,1603	r_count > r_table	Valid
Item 8	0,599	0,1603	r_count > r_table	Valid
Item 9	0,509	0,1603	r_count > r_table	Valid
Item 10	0,522	0,1603	r_count > r_table	Valid
Item 11	0,521	0,1603	r_count > r_table	Valid
Item 12	0,517	0,1603	r_count > r_table	Valid

Source: Processed data (2025)

Based on the validity assessment, all indicators developed to measure customer satisfaction (Y) are classified as valid. The calculated correlation values for each statement exceed the minimum benchmark of 0.1603, indicating that every item contributes meaningfully to the measurement of the customer satisfaction construct.

reflecting respondents' evaluations and experiences related to customer satisfaction. Since all indicators satisfy the required validity threshold, the instrument is considered suitable for use in this research. Consequently, all statement items were accepted and employed in further statistical analyses to examine the factors influencing customer satisfaction.

These results confirm that the questionnaire items are capable of accurately

Table 20. Reliability Test Results

Variable	Koefisien Alpha Chronbach	Koefisien r	Conclusion
Product (X1)	0,797	0,60	Reliable
Price (X2)	0,741	0,60	Reliable

Place (X3)	0,747	0,60	Reliable
Promotion (X4)	0,751	0,60	Reliable
Customer satisfaction (Y)	0,744	0,60	Reliable

Source: Processed data (2025)

Based on the reliability testing results, each variable included in the study achieved a Cronbach's Alpha value above the required benchmark of 0.60. The product variable (X1) recorded a coefficient of 0.797, followed by price (X2) at 0.741, place (X3) at 0.747, promotion (X4) at 0.751, and customer satisfaction (Y) at 0.744. These results demonstrate that all measurement scales used in the questionnaire have fulfilled the reliability requirements.

The consistency of the obtained coefficients indicates that the questionnaire is capable of producing stable and dependable data when applied to respondents. Therefore, the instrument can be regarded as a trustworthy tool for measuring the variables under investigation and is appropriate for use in further data processing and hypothesis testing.

Table 21. Summary of Multiple Linear Regression Analysis  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.196	4.391		5.688	.000
Product	.307	.056	.078	3.179	.024
Price	.564	.095	.446	5.915	.000
Place	.311	.094	.080	4.151	.025
Promotion	.323	.077	.309	4.208	.000

a. Dependent Variable: Customer satisfaction

Source: Analysis Results, 2025

Based on the regression analysis, the four dimensions of the marketing mix included in this study were found to have a significant relationship with customer satisfaction. The regression equation generated a constant value of 16.196, which represents the estimated level of customer satisfaction when the influence of product, price, place, and promotion is assumed to be unchanged.

The hypothesis testing results indicate that all independent variables make significant contributions to customer satisfaction, as their probability values are below the 0.05 significance criterion. These outcomes provide evidence that customers' evaluations of products, prices, location, and promotional efforts are important considerations in determining their satisfaction with the restaurant.

A comparison of the standardized coefficients shows that price has the greatest effect on customer satisfaction. This finding implies that customers are highly sensitive to the relationship between the benefits they receive and the costs they incur. Consequently, pricing strategies become a key factor in shaping positive customer perceptions.

In general, the results highlight the importance of implementing an integrated marketing mix strategy. By maintaining product quality, establishing competitive prices, ensuring a convenient location, and conducting effective promotional activities, the restaurant can improve customer satisfaction and support long-term business performance.

Table 22. t-test  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.196	4.391		5.688	.000
Product	.307	.056	.078	3.179	.024
Price	.564	.095	.446	5.915	.000
Place	.311	.094	.080	4.151	.025
Promotion	.323	.077	.309	4.208	.000

a. Dependent Variable: Customer satisfaction  
Source: Analysis Results, 2025

Based on the t-test results, every independent variable included in the model was found to significantly affect customer satisfaction. The statistical evidence shows that the calculated t-values for product, price, place, and promotion all exceed the minimum critical value of 1.655, while their significance levels remain below 0.05. These results provide strong support for the acceptance of all partial hypotheses proposed in the study.

The product variable was shown to have a meaningful influence on customer satisfaction, as indicated by its t-value of 3.179 and significance value of 0.024. Price demonstrated the strongest effect among the variables tested, achieving a t-value of 5.915 with a significance level of 0.000. This finding suggests that customers place considerable

emphasis on pricing when assessing their overall satisfaction with the restaurant.

In addition, the place variable yielded a t-value of 4.151 and a significance value of 0.025, confirming that location-related factors contribute significantly to customer satisfaction. Promotion also displayed a positive and significant relationship, as reflected by its t-value of 4.208 and significance level of 0.000.

Taken together, these findings indicate that each component of the marketing mix contributes independently to customer satisfaction. Consequently, improvements in product quality, pricing policies, location convenience, and promotional effectiveness are likely to enhance customer satisfaction levels at Bekre Le Ewok Grilled Fish Restaurant.

Table 23. f-test  
ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1071.120	4	267.780	23.127	.000 <sup>b</sup>
Residual	1678.940	145	11.579		
Amount	2750.060	149			

a. Dependent Variable: Customer satisfaction  
b. Predictors: (Constant), Promotion, Product, Place, Price  
Source: Analysis Results, 2025

Based on the F-test analysis, the regression model fulfills the criteria for statistical significance. The obtained F-statistic of 23.127 exceeds the required benchmark, while the probability value of 0.000 remains below the significance level of 0.05. These outcomes confirm that the model is appropriate for explaining variations in customer satisfaction.

The findings indicate that the four marketing mix dimensions examined in this study—product, price, place, and promotion—work together in influencing customer satisfaction at Ikan Bakar Bekre Le Ewok Restaurant. The combined effect of these variables demonstrates that customer satisfaction is determined by the overall effectiveness of the restaurant’s marketing strategy rather than by a single factor alone.

Consequently, the research hypothesis proposing a simultaneous relationship between the marketing mix and customer satisfaction is accepted. This result emphasizes the need for restaurant

management to maintain a balanced and integrated approach in managing all elements of the marketing mix to achieve higher levels of customer satisfaction and business performance.

Table 24. Coefficient of Determination

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826 <sup>a</sup>	.682	.144	1.40278

a. Predictors: (Constant), Promotion, Product, Place, Price

Source: Analysis Results, 2025

Based on the coefficient of determination analysis, the marketing mix variables included in this study contribute significantly to explaining customer satisfaction. The obtained R Square value of 0.682 indicates that nearly two-thirds of the variability in customer satisfaction can be explained by product, price, place, and promotion. The remaining 31.8% is likely influenced by other determinants that were not examined in the research model, such as service quality, restaurant atmosphere, consumer preferences, or personal experiences.

The correlation coefficient (R) of 0.826 further reflects a strong positive association between the independent variables and customer satisfaction. This means that improvements in the implementation of marketing mix strategies tend to be followed by higher levels of customer satisfaction.

These findings demonstrate that the regression model provides a reliable explanation of customer satisfaction and highlights the important role of marketing mix management in creating positive customer experiences and supporting business success.

## 5. CONCLUSION

This study concludes that customer satisfaction at Bekre Le Ewok Grilled Fish Restaurant is significantly influenced by the

implementation of marketing mix strategies. The empirical evidence demonstrates that product, price, place, and promotion all contribute to shaping customers' perceptions and satisfaction levels. As a result, the effectiveness of these marketing elements becomes an important factor in determining how customers evaluate their overall dining experience.

The statistical analysis identifies price as the variable with the greatest influence on customer satisfaction, indicating that customers are highly sensitive to pricing considerations when assessing value. Promotion, place, and product also contribute positively, although their effects are relatively smaller. These findings suggest that improvements in any component of the marketing mix can lead to increased customer satisfaction.

Furthermore, the results highlight that customer satisfaction is created through the combined performance of several interconnected factors. Therefore, restaurant managers should adopt a comprehensive approach that focuses not only on product quality but also on competitive pricing, convenient facilities, and effective promotional activities. By continuously adapting these strategies to customer needs and market conditions, the restaurant can strengthen customer relationships, maintain loyalty, and enhance its long-term competitiveness.

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