

THE INFLUENCE OF MARKETING MIX VARIABLES ON PURCHASE DECISION AND CUSTOMER SATISFACTION (Case study of Customer of Vitiara Rent Car Malang)

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Abstrak

Penelitian ini bertujuan untuk: Memahami pengaruh produk, harga, promosi dan saluran distribusi memiliki pengaruh terhadap keputusan pembelian, Memahami pengaruh produk, harga, promosi dan saluran distribusi memiliki pengaruh terhadap kepuasan pelanggan, dan Memahami pengaruh keputusan pembelian terhadap kepuasan pembelian. Hasil penelitian menunjukkan bahwa terdapat: produk, harga, promosi, saluran distribusi berpengaruh positif dan signifikan terhadap keputusan pembelian. Hal ini dibuktikan dengan probabilitas $<0,05$, yang berarti ada pengaruh yang signifikan, produk, harga, promosi, saluran distribusi berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Hal ini dibuktikan dengan probabilitas $<0,05$, yang berarti ada pengaruh yang signifikan. Sedangkan variabel sumber pesan memberikan pengaruh tidak langsung pada proses keputusan pembelian melalui faktor psikologis, dan Keputusan pembelian berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Hal ini dibuktikan dengan probabilitas $<0,05$, yang berarti ada pengaruh yang signifikan. Oleh karena itu, perusahaan diharapkan untuk meningkatkan dan mempertahankan kualitas dari harga yang telah memiliki pengaruh lebih besar pada kepuasan pelanggan jika melalui keputusan pembelian.

Kata Kunci: Bauran Pemasaran, Keputusan Pembelian, Kepuasan Pelanggan

Abstract

This study aimed to: understanding the influences of product, price, promotion, and distribution channel on purchase decision, understanding the influences of product, price, promotion, and distribution channel on customer satisfaction, and understanding the influence of purchase decision on customer satisfaction. The result of the study reveals that: product, price, promotion, distribution channel variables have positive and significant effect on the purchase decision. This is proven by the probability of <0.05 , which means there is a significant effect, product, price, promotion, distribution channel variables have positive and significant effect on customer satisfaction. This is proven by the probability of <0.05 , which means there is a significant effect. While message source variable provides indirect influence on the purchase decision process through psychological factors, and purchase decision variable has positive and significant effect on customer satisfaction. This is proven by the probability of <0.05 , which means there is a significant effect. Therefore, the company is expected to improve and maintain the quality of the price that has had a biggest influence on customer satisfaction if through a purchase decision.

Key words: Marketing Mix, Purchase Decision, Customer Satisfaction

INTRODUCTION

Recently business competition is very tight. It can be seen by growth of business entities such as small medium enterprise, retail, and others big companies. In establishing of business,

entrepreneur should into account the customer. By delivering the satisfaction value in accordance to need and want of customer.

Knowing consumers and retain consumers is not easy, because marketers should know what is

the customers need by the way learn how perceptions, preferences and behavior of customers. Services according to Kotler and Armstrong (2005:357), is a form of a product consists of activities, benefits or the satisfaction of being sold and essentially intangible and does not result in ownership of any kind. The business is currently more vigorous business leasing the vehicle rental. Current business vehicle rental key success is the ability to manage many units of vehicles and all the business trouble efficiently. Today's vehicles rental business from large companies, in the form of small and medium enterprises, to which are home-based.

Vehicle rental business has many requirements to be done prior to hiring, for example, the rent should be careful in checking the identity, not an address could be guaranteed, then it should be in a check directly with the rental vehicle before can be rented there for the identity of the lessee the vehicle really is "valid" and not a fake address to prevent the occurrence of crimes both vehicles carried blurred or used for criminal offence. Vice versa for tenants as well as checking the condition of the vehicle if the vehicle is guaranteed in case of insurance accident or stolen this car renters for safety's sake.

This research was conducted in Vitiara Rent Car. Jl. Housing Green hill 93A, Malang. Research Object used is the customer who is already a member of the active in vitiara rent car. The location was chosen because of there are no similar studies conducted in vitiara rent car and to determine the vitiara rent car customers decide to become a member as satisfied in rent car, so that the information received is clear and precise. Customer is expected to support fluency the research.

Marketing management is how people and organizations can manage properly their exchange activities to generate income from them and satisfaction for the other party. In order to find out the needs of the market, the company held a stimulus which is set by the company and shown to the satisfaction of the consumer. The stimulation of marketing mix based on previous studies of explanation, then there is a chance to do more research by integrating variable marketing mix, variable purchase decisions, and variable customer satisfaction. Considering the importance in seeing what things can affect the behavior of consumers in taking decisions in the rented vehicle.

LITERATURE REVIEW

Marketing Mix

Marketing mix describes the set of tools that management can use to influence sales. The traditional formulation is called the 4Ps – product, price, place, and promotion (Kotler, 2007:108). Marketing mix are factors that are controlled and can be used by marketing managers in order to affect sales or it could also be interpreted as the company's revenue. The factor are factor product, price, place, and promotion.

Product

The product is a crucial element in a marketing program. Product strategy can affect other marketing strategies. Product as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need (Kotler and Armstrong, 2005:223). “A product is anything that can be offered to the market to look for, owned, used, or consumed that can satisfy your desires and needs. The product includes a physical object, services, people, places, organizations and ideas” (Kotler and Armstrong, 2005:11).

Product can be measured through (Kotler, 2007:55).

- a. Product Variation
- b. Quality of the product
- c. Product design
- d. Guarantee (warranty) offered
- e. Brand
- f. Design
- g. Nature and attributes characteristics

According to Payne (2000), delivery of products to customers in a timely and accurate with no more response accurate information. Besides, the existence of a good service system consists of three elements, namely:

1. The service strategy,
2. The human resources that provide services.
3. The system of service

Price

According to Kotler and Keller (2007:179), that affect customer satisfaction, one of which is price. The products have the same quality but provide lower prices would provide more value. Compliance rates with quality also into consideration consumer satisfaction.

Marketing plans must include price considerations. The pricing mix including competition, cost, markups, discounts, and geography. Even if all the other aspects of the marketing mix are perfect, with the wrong price clients will not buy the product. The marketing plan

must include consideration on how flexible prices are, lifecycle pricing, who gets discounts, and who pays transportation (Perrault, Jr. and McCarthy, 2004:465).

Distribution Channels

The intended distribution channels (marketing channel, the trade channel, distribution channel) is a route or series of intermediaries, both maintained and independent marketers, in delivering the goods from the manufacturer to the consumer (Tjiptono, 1997:187). According to Kotler (2007), there are levels in distribution channels based on the number intermediary:

- a. Zero-level channel
- b. One-level channel
- c. Two-level channel

Promotion

According to Kotler (2007:88), the promotion is meant: "Promotion includes all of the companies activity undertakes to communicate and promote its product the target market", this state means that includes all of the promotional activities conducted by a company to inform and promote its products to market share. Media promotions can be used in business include advertising, sales promotion, publicity and public relations, and direct marketing. Promotion is measured through (Tjiptono, 2000:22)

- 1) Level of quality ads
- 2) The level of sales promotions
- 3) The publicity of competitors
- 4) Public relation

Purchase Decisions

Purchase consumer decisions on what is purchased, whether or not to buy, when to buy, where to buy, and how the payout (Sumarwan, 2003:310). Defines the consumer as a decision a decision as an act of ownership of two or more alternative options (Sumarwan, 2003:289).

The level of consumer involvement in a purchase influenced by stimuli. In other words, does the person feel involved or not of a specified product feel important or not in decision making the purchase of products or services. There are consumers who have high involvement in the purchase of a product or service, and there are also consumers who have low-engagement over the purchase of a product or service. The actual buying decision covers why and how the attitude of someone in consumer behavior. According to Swastha (2008:102), any decision includes several components:

- 1) Choose Products
- 2) Select Brands

- 3) Selecting Sellers
- 4) Selecting the time of purchase
- 5) Choose the Amount of the Purchase

Customer Satisfaction

The main objective of a marketing strategy is a important thing for a company which is a way of achieving the objectives of a company. A quantity is the number of subscribers increased quite significantly from time to time, whereas in the quality that customers who had a productive customers who are able to provide a profit for the company

Customer satisfaction is the level of one's feelings after comparing performance or perceived results compared to the expectation (Kotler, 1997:36). Consumer satisfaction is the result of (learning outcomes) that was felt over the use of products and services, is equal to or exceeds the desired expectation (Yamit, 2001:78).

According to Kotler (2007:138), customer satisfaction measurement can be done through four:

- 1) A good impression
- 2) Share positive information
- 3) No Complain.

Relationships between Variables

The influence of Product Influence on Purchase Decision and Customer Satisfaction

Product is a set of attributes of both tangible and intangible, including the problems of color, price, reputation of the company and service company that received by the buyer in order to satisfy his desire (Alma, 2004:139). Consumer satisfaction is the extent to which the benefits of a product perceived in accordance with what is expected of customers (Amir, 2005).

It can be concluded from these definitions that the product is a form of tangible or intangible. Products directly aiming to offer the advantages and benefits of a particular product by the company. So that when a product is required by the consumer, the consumer will take a purchase decision, and will feel satisfied because the product has been in accordance with their needs, and vice versa if the product is beyond the needs of consumers, the consumers will not be making a purchase decision.

The Influence of Price on Purchase Decision and Customer Satisfaction

According to Tandjung (2004:78), price is the amount of money that has been agreed upon by potential buyers and sellers in exchange for goods

or services within the normal business transaction". Price is one of the elements of the marketing mix, according to the nature of the marketing mix, price is a variable that can be controlled by the company. In addition the price also determines whether or not a product is accepted by consumers.

Companies need to monitor the price set by the competitors that the price specified by the company is not too high or vice versa, so that then the price offered can lead to the desire of consumers to make purchases (Angipora, 2002:268).

In determining customer satisfaction on factors to be considered by the company. The price, which is a product that has the same quality but set a relatively cheap price would give a higher value to customers, factors - factors driving customer satisfaction .The price, for customers that sensitive, typically low price is an important source of satisfaction because customers will get value for money is high (Lupyoadi, 2001).

The Influence of Promotion on Purchase decision and Customer Satisfaction

Promotion is a company's communication process with interested parties now, and that will be relationship and community (Kotler, 2005:247).The main function of a promotion strategy is to convince marketers to target customers that the goods and services offered has distinct advantages compared to competitors, so that it can attract consumers to make purchases, the promotion influence on purchase decisions (Lamb, et.al, 2001:146).

It can be concluded from these definitions that the order for the company to successfully sell products or services offered, marketers must be able to communicate some information about the company to the consumer, the promotion of electronic media and print media to convince target customers are offered under the good sand it has an advantage and match what required by the customer. Good promotion will lure customers to increase purchases and customer satisfaction also increased.

The Influence of Distribution Channel on Purchase Decision and Customer Satisfaction

Distribution channel is a path traversed by the flow of goods from manufacturer to middleman and finally to the use of (Angipora, 2002:295). Distribution with respect to the delivery of products to consumers. Marketing management have a role in evaluating the performance of the

dealer. When companies are planning a particular market, the first thought is who will be appointed as a dealer there. Rapid product and equitable to consumers, then the effect on the consumer's decision to purchase (Lamb, et.al, 2001:8).

It can be concluded from these definitions that the distribution channel influence on purchasing decisions and customer satisfaction. Distribution services that are very easy to be fast up to the customer. This will improve purchasing decisions and customer satisfaction.

The Influence of Purchase Decision on Customer Satisfaction

Explain that customer satisfaction is a form of feelings that arise after the consumer purchases the product and compare the results from the use of this product in the hope of previously owned.

According to by Kotler and Armstrong (1997:160), is called the complex buying behavior is when they are actually engaged in the purchase, through the learning process, develop confidence in the product and attitude, and then make a purchasing choice. The decision process performed by irrational because it is based on an understanding of information that can't be trusted, in the end the results are not satisfied, but the discontent that will lower demand for such products in the future (Dapkevičius and Melnikas, 2009:20).

It can be concluded from these definitions that customer satisfaction is influenced by purchasing decisions. After consumers know the product, price, distribution channels and promotion that's when purchase decisions are made after actually making a purchase then the new consumer satisfaction

Research Model and Hypothesis Formulation

Marketing mix

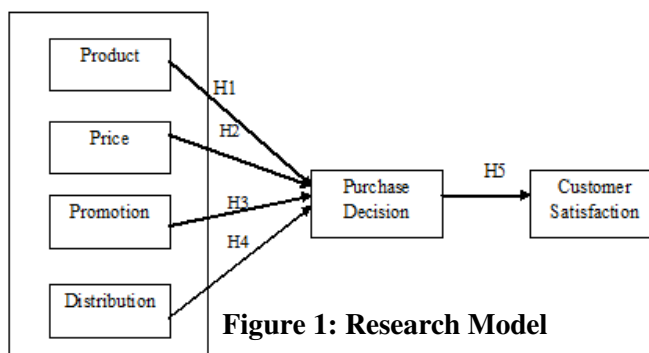


Figure 1: Research Model

Hypothesis Formulation

- H1: Product variable has significant influence on purchase decision and customer satisfaction
- H2: Price variable has significant influence on purchase decision and customer satisfaction
- H3: Promotion variable has significant influence on purchase decision and customer satisfaction
- H4: Distribution channel variable has significant influence on purchase decision and customer satisfaction
- H5: Purchase decision variable has significant influence on customer satisfaction

RESEARCH METHOD

Types of Research

Explanatory research is using to describe the existence of relationship marketing mix variables of the purchasing decisions and customer satisfaction in the Vitiara Rent Car. This study used survey method, because the information that collected from respondents using a questionnaire.

Population and Sample

The population is combination of elements of events, thing or person who has the similar character that being the center of attention of a researcher therefore viewed as a universe of research (Ferdinand, 2006:223). The population in this study was members Vitiara rent car who hand rent a vehicle in Vitira rent car. The total members of Vitiara rent car is 189 members, those members become the population of this study.

Purposive sampling technique was used to determine the number of sample closed based on criteria: (1), the members of Vitiara rent car, and (2), the members who has rented a vehicle enlist two times in Vitiara rent car, Therefore, the number of samples used in study 66 respondents.

RESULT AND DISCUSSION

Table 1: Recapitulation of Direct, Indirect and Total Effect

Independent Variable	Intervening Variable	Endogenous Variable	Direct effect on Z	Direct effect on Y	Indirect effect of X on Y	Total effect	t	Sig.	notes
Product	Purchase decision	Customer satisfaction	0.217	0.204	0.052	0.256	0.034	0.037	Sig
Price			0.363	0.218	0.087	0.305	0.001	0.048	Sig
promotion			0.227	0.192	0.054	0.246	0.027	0.049	Sig
Distribution channel			0.194	0.201	0.046	0.247	0.040	0.026	Sig
Purchase decision						0.238			

1. Path Analysis

Test in this study resulted in the path coefficient between variables. Figure 2 is a diagram view of the results of a thorough analysis of the path.

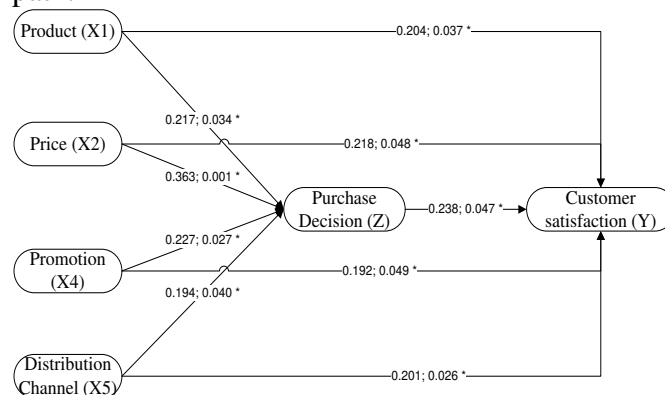


Figure 2. Path Analysis

Notes:

An asterisk (*) = significant

Diagram of path analysis results in Figure 6 has the following equation:

$$\text{Sub Structure I : } Z = 0.217 X_1 + 0.363 X_2 + 0.227 X_4 + 0.194 X_5$$

$$\text{Sub Structure II: } Y = 0.204 X_1 + 0.218 X_2 + 0.192 X_4 + 0.201 X_5 + 0.238 Z$$

Based on the results of structural equation above can be explained as follows:

- Variable products gives a positive direction and significant influence on the purchase decision and customer satisfaction. This shows if the better products offered to customers it will increase purchase decisions of costumers and provide good satisfaction
- Variable price gives a positive direction and significant influence on the purchase decision and customer satisfaction. This shows if the more reasonable price given to customers it will increase purchase decisions of customer and provide good satisfaction.
- Promotion variables gives a positive direction and significant influence on purchase decisions and consumer satisfaction. This shows that the more frequent of promotions and many promotions given to customers will increase purchase decision of customer and provide good satisfaction.
- Variable distribution channel give a positive direction and significant influence on purchase decisions and consumer satisfaction. This shows if more distribution to customers or more easily find locations. Will increase

purchase decision of consumers and providing good satisfaction.

2. Assessment Model

Assessment model hypothesis in this research was measured using the coefficient of determination (R^2) in the second equation.

Calculations of Assessment model hypothesis as follows:

$$\begin{aligned} R^2 \text{ model} &= 1 - (1 - R^2_1) (1 - R^2_2) \\ &= 1 - (1 - 0.607) (1 - 0.674) \\ &= 1 - (0.393) (0.326) \\ &= 1 - 0.1281 \\ &= 0.8719 \times 100\% \\ &= 87.19\% \end{aligned}$$

Calculations of assessment model hypothesis show a result is 87.19%. It means the contribution of the structural model to describe the relation of the five variables is 87.19%, while the rest of 12.81% is explained by other variables excluded in this research model. Based on the results of the data that has been obtained through the calculation of the overall path analysis, it can be concluded that the model of path analysis in this study is valid or feasible (goodness of fit)

Hypothesis Testing Result

Results of the marketing mix and purchase decision on customer satisfaction have three hypothesis test results, namely marketing mix effect, purchase decision effect on customer satisfaction, and marketing mix effect on customer satisfaction.

1. The Effect of Product on Purchase Decision

Based on data in Table 20, it shows the results of the analysis path of positive effect in product variable on the purchase decision indicated by the path coefficient (β) of 0.217 and the results show a significant effect of product on purchase decision with a probability of 0.034 ($p < 0.05$).

This research supports previous research conducted by Setiawan (2014), The results show that there is product effect on purchase decision.

Various types of products cause consumers to have many choices, hence they can adjust to their needs and finances. Also, these variations will interest consumers to do rentals next time since they can try another product. Therefore, variations of this type of product are very important and can greatly affect the consumer's decision to rent a car in Vitiara Rent Car.

These results are also in line with the theory of marketing mix which describes the set of tools that management team can use to increase sales. The traditional formulation is product, price, place, and promotion. (Kotler, 2003:08). The products are not only the benefit, but also constitute a system. When someone needs a product, he/she will imagine in advance the benefits of the product. After that, he/she considers other factors that exclude benefits of the product. These factors are what make consumers to decide whether they buy or not (Angipora, 2002:152).

Product has an important role for consumers' decision whether they will purchase or not. The availability of various products will be able to affect consumers' psychology especially when they have decided to buy a certain product type. Though the products are not available, consumers still can see many other options. Then, they will use another product which is not much different from the desired product. It can be concluded that product is very important and has significant influence on consumers' purchasing decision.

Product provides a positive role on purchasing decisions. Various products can make consumers free to choose them. Also, various products will affect consumers' psychology to try other similar products when they want a product that is not available at that time.

2. The Effect of Price on Purchase Decision.

Based on data in Table 20, it shows the results of the path analysis of positive effect in the price variable on purchase decision indicated by the path coefficient (β) of 0.363 and the results show a significant effect on the purchase price decision with a probability of 0.001 ($p < 0.05$).

This research supports previous research conducted by Setiawan (2014), the results show that there is price effect on purchase decision. When the price is in accordance with consumers' finance, the decision to buy the service will be higher than the expensive price. When there are various products, the price will also vary ranging from low, medium and expensive price. When consumers select products or services, they will see their financial condition whether it will be enough to cover the cost.

These results are also consistent with the theory. A company needs to monitor the price set by its competitors so that there will be appropriate price set by the company and consumers are willing to buy their products (Angipora, 2002:268). Thus, prices have significant effect on the purchasing decision.

In Vitiara Rent Car, price can affect purchasing decisions. When the price increases continuously, the purchase decision will decline. This is presumably because Vitiara Car Rent customers are lower middle consumers with limited finances since upper middle consumers have their own car.

3. The Effect of Promotion on Purchase Decision

Based on data in Table 20, it shows the results of the path analysis of positive effect in promotion variable on purchase decision indicated by the path coefficient (β) of 0.227 and the results show a significant effect on the purchase decision with a probability of 0.027 ($p < 0.05$).

This research supports previous research conducted by Setiawan (2014), the results show that there is promotion effect on purchase decision. Product or service alone does not guarantee that consumers are willing to buy when they have no idea what kind of product or service being offered. Consumers mainly prefer familiar products or services. Good promotion will attract many customers, hence it will greatly affect the purchasing decisions.

These results are also consistent with the theory. Promotion is a communication process with current and future interested parties and the community" (Kotler, 2005:247). The main function of a promotion strategy is to convince customers that the offered goods and services has distinct advantages so that consumers are interested to make purchases (Lamb, et.al, 2001:146).

The purpose of promotion is to inform, affect, persuade, and remind customers about the company and marketing mix" (Tjiptono, 1997:221), this theory also supports the research. Introducing the products or services through promotion will make the products or services become familiar especially for consumers. Thus, promotion had a significant positive effect on purchase decisions.

When the promotion is improved, the purchasing decisions also increase. Moreover, it causes increasingly widespread information

and the product or service brand becomes more popular. Consumers can read the information of product by reading print, electronic, billboards advertising.

4. The Effect of Distribution Channel on Purchase Decision

Based on data in Table 20, the results show the path analysis of positive effect in the distribution channel variable on purchase Decision indicated by the path coefficient (β) of 0.194 and the results show a significant effect on the purchase decision with a probability of 0.040 ($p < 0.05$).

This research supports previous research conducted Setiawan (2014), the results show that there is distribution channels (place) effect on the purchase decision. Distribution deals with consumers' convenience in buying products or services. When product distribution is difficult to reach, consumers will consider buying other accessible products.

Distribution channel is a path of the flow of goods from manufacturer to distributor and finally to the consumers (Angipora, 2002:295). Distribution is related to the delivery of products to consumers. Marketing management has a role in evaluating the performance of the distributor. When companies are planning a particular market, the first thought is who will be appointed as the distributor. Fast and fair distribution can affect consumer's decision on purchasing products. (Lamb, et.al, 2001:8). Moreover, it is consistent with the results of research that distribution has positive effect. In other words, when distribution of products increases, consumers' decision to purchase products also increases. Also, when distribution of products increases, consumers are willing to purchase the products. Distribution of products by Vitiara Rent Car is very good because of the strategic location. Consumers feel more convenient to rent a car in Vitiara Rent Car because of its strategic location.

5. The Effect of product on Customer Satisfaction.

Based on data in Table 21, the results show the path analysis of positive effect in product effect on customer satisfaction indicated by the path coefficient (β) of 0.204 and the results show a significant effect with a probability of 0.037 ($p < 0.05$).

This research supports previous research conducted by Pupuni (2013), the results show

that there is product effect on customer satisfaction.

Various types of products can affect the perception of consumers. Nowadays, there are various products can be bought by consumers. Consumers can choose products which suit their need and they can tell their colleagues about their products. Thus, product has a positive and significant effect on customer satisfaction.

The results are also consistent with a theory from Zeithaml and Bitner (2003:87), there are several factors that can affect customer satisfaction, one of which is the feature of products and services (including helpful and friendly employees, pleasant transaction place, and pleasant service). Various products can also provide a variety of price which allows consumers to choose the product that suits their needs and money. When the numbers of products are quite little, consumers do not have many choices and they are likely to choose other products. Consumers who cannot find the product which suits their need will feel disappointed and they do not intend to recommend to their colleagues about the products or services being offered.

6. The Effect of Price on Customer Satisfaction.

Based on data in Table 21, the results show the path analysis of positive effect in the price variable on customer satisfaction indicated by the path coefficient (β) of 0.218 and the results show significant effect with a probability of 0.048 ($p < 0.05$).

This research supports previous research conducted by Pupuni (2013), the results show that there is price effect on customer satisfaction.

The results are also consistent with a theory which describes that customer satisfaction factor have to be considered by the company. The price is a product that has the same quality but set a relatively cheap price will give a higher value to customers. According to Lupyoadi (2001), Price can lead to customer satisfaction. Sensitive customers typically satisfy only with cheaper price because they will get value for money (Irawan, 2004:37).

Basically consumers can be divided into lower middle class consumers with lower income and upper middle consumer with upper income. Lower middle class consumers have

satisfied with a product that suits their financial condition, while upper middle consumers satisfy with good convenience and quality products. In Vitiara Rent Car, there are various types of car rental price as in accordance with the car brands and year production. Also, consumers have various choices of car which suit their financial condition. In addition, they feel comfortable and satisfied with the car rental services offered by Vitiara Rent Car. Price determines whether or not a product is accepted by customers.

7. The Effect of Promotion on Customer Satisfaction

Based on data in Table 21, the results show the path analysis of positive effect in the promotion variable on the customer satisfaction indicated by the path coefficient (β) of 0.192 and the results show significant effect with a probability of 0.049 ($p < 0.05$).

This research supports previous research conducted by Pupuni (2013), the results show that there is promotion effect on customer satisfaction. This is also consistent with the theory that the main function of a promotion strategy is to convince customers the goods and services benefit, so that consumers are interested to purchase them (Lamb, et.al, 2001:146).

The need for a product or service does not occur anytime. In such cases, the consumers need quick information about the products or services. Consumers prefer information which is available at any time to search for products or services they need and entrepreneurs can satisfy their consumers' need.

Quick and available information can only be done with fast promotion which is conducted intensively since promotion has a significant and positive effect on customer satisfaction. Consumers can read the information of product by reading print, electronic, billboards advertising.

8. The Effect of Distribution Channel on Customer Satisfaction.

Based on data in Table 21, the results show the path analysis of a positive effect in the distribution channel variable on customer satisfaction indicated by the path coefficient (β) of 0.201 and the results show significant effect with a probability of 0.026 ($p < 0.05$).

This study supports previous research conducted by Pupuni (2013), whose results

find that there is distribution channel effect on customer satisfaction.

Good product distribution will allow consumers to be able to get a product that is not limited by distance and time. They will feel satisfied with the product or service being offered. Thus, distribution channel has positive significant effect. It means that when the distribution of the products is improved, customer satisfaction will also increase. In other words, when distribution increases, consumers can easily get their product or service, hence it can also affect consumer satisfaction.

This is also consistent with the theory of Tjiptono (2004), who states that customers' mood and respond significantly is affected by the location, design and layout of the service facilities.

Vitiara Rent Car has a strategic location that makes it easy to reach and accessible to consumers. Consumers' convenience can affect the value of the products distribution. Thus, the distribution of the products by Vitiara Rent Car has a significant effect on customer satisfaction.

9. The Effect of Purchase Decision on Customer satisfaction.

Based on data on Table 21 results of path analysis show that there is a positive effect in the purchase decision variable on customer satisfaction shown by the path coefficient (β) of 0.238 and the results show significant effect with a probability of 0.047 ($p < 0.05$).

This result is in line with the results of previous studies conducted by Suroso, the results show that there is effect of Purchase Decisions on Satisfaction customer.

This research was also supported by Yamit (2001:78), who mentions that customer satisfaction is the result of perceived use of products and services which equals or exceeds the expectations. The irrational decision process based on an understanding of information that cannot be trusted in the end will result in discontent that will make lower demand of products in the future (Dapkevičius and Melnikas, 2009:20). Consumer satisfaction is the best marketing in running a business. Satisfied consumers of Vitiara Rent Car will inform their friends about the products or services. When consumers feel satisfied, they will tell you the advantages and reasons why you should buy the product or service. This

indirectly will improve consumers' trust in Vitiara Rent Car services and it can affect consumers' purchasing decisions. Therefore, the decision of purchasing has a significant positive effect on customer satisfaction.

CONCLUSION AND RECOMMENDATION

Conclusions

Results of the data analysis and discussion of the effect of marketing mix and purchase decision on customer satisfaction can be concluded into several conclusions as follows:

1. The results show that the product, price, promotion, distribution channel variables have positive and significant effect on the purchase decision (Z). This is proven by the probability of < 0.05 , which means there is a significant effect.
2. The results show that the product, price, promotion, distribution channel variables have positive and significant effect on customer satisfaction (Y). This is proven by the probability of < 0.05 , which means there is a significant effect. While message source variable provides indirect influence on the purchase decision process through psychological factors
3. The results show that the purchase decision variable has positive and significant effect on customer satisfaction (Y). This is proven by the probability of < 0.05 , which means there is a significant effect.

Recommendation

Based on the conclusions above, can expressed some suggestions which are expected to be useful for the company as well as for others. The advice given, among others:

1. The company must maintain and increase customer satisfaction, because variable customer satisfaction has a dominant influence in affecting purchase decision, including by type of product, discounted prices to customers, the effectiveness of the distribution, and promotion, so the buying decision will increase. Of this research can also evaluate the company's marketing strategy that has been done by the company.
2. Because the marketing mix and customer satisfaction has potential influence purchasing decisions, therefore next researcher should consider variables in their research in terms of the car rental. Further research should also

consider other variables outside of the variables used in this research.

3. Because indicators of price variables show a great influence on purchasing decisions and customer satisfaction Vitiara rent car. the company is expected Vitiara rent car maintain low prices as a marketing strategy that is appropriate to add customers in Vitiara rent car.

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