

The Influence of Marketing Mix and Customer Satisfaction on the Increase of Sales Revenue at Grand Optik Surabaya

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ABSTRACT

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This study aims to analyze the influence of Marketing Mix (Product, Price, Place, and Promotion) on Customer Satisfaction and its impact on Grand Optik Sales Turnover. The research method uses a quantitative approach with a purposive sampling technique, involving 120 respondents. Data analysis was conducted using multiple linear regression and the Sobel test to identify the role of Customer Satisfaction as an intervening variable. The results showed that Price and Place have a significant effect on Customer Satisfaction, while Promotion has a negative effect. In addition, Customer Satisfaction is proven to be a significant mediating variable in the relationship between Marketing Mix and Sales Turnover. The implications of this study emphasize the importance of marketing strategies that focus on improving product quality, competitive price adjustments, distribution optimization, and more effective promotions to increase customer satisfaction and sales turnover

INTRODUCTION

The optical industry in Indonesia has experienced rapid development in recent years Noerlina & Mursitama (2023). Public awareness of the importance of eye health and the need for glasses for both medical and fashion purposes have become the main drivers of the growth of this industry. In addition, technology in the fields of optometry and eyeglass design continues to develop, offering products with better innovation and more attractive designs (Lantu et al., 2022).

Competition in the optical industry is getting tighter, with the emergence of various new players offering innovative services and more flexible business models, including e-commerce. With the increasing number of optical stores growing, companies must be able to improve the quality of service and marketing strategies to remain competitive (Simbolon & Santoso, 2021). One example that reflects the dynamics of this industry is Grand Optik, a licensed optician that has been established since 2012 in Surabaya and has grown to four branches by 2024.

The optical industry is also not free from major challenges, especially with changes in consumer behavior trends that are increasingly tending to shop online and the impact of the COVID-19 pandemic which has caused a significant decline in the turnover of many companies, including Grand Optic. Grand Optic faces several major problems that affect their sales turnover. One of them is the change in people's consumption patterns that are increasingly shifting to digital platforms, while Grand Optic's digital marketing infrastructure still needs to be strengthened in order to compete with online optical stores . In addition, people's purchasing power which is fluctuating due to the economic situation is also a challenge in determining an effective pricing strategy (Usman et al., 2020).

In terms of products, Grand Optic must continue to ensure that the eyewear collections offered are relevant to market trends and customer needs. Innovation in eyewear design and technology is a key factor in attracting new customers and retaining old customers (Matreza Leo & Manafe, 2021) . Furthermore, promotional strategies must also be strengthened, especially through social media and digital advertising, in order to reach more potential customers and increase brand awareness (Futuwwah et al., 2023).

In addition, customer satisfaction is an important factor that mediates the effectiveness of marketing strategies to increase turnover. Customer satisfaction is the result of their perception of the quality of products, services, and the value received compared to the price paid (Safitri et al., 2023; Nurdina et al., 2021). Therefore, understanding how each element of the marketing mix affects customer satisfaction and ultimately increases sales is an important aspect to study.

In the marketing mix concept (Kotler & Armstrong, 2016) , the marketing mix consists of four main elements that play a role in forming an effective marketing strategy, namely product, price, promotion, and place. High-quality and innovative products play a major role in attracting customer attention and creating loyalty, especially in the optical industry which includes frame design, lens quality, and eyeglass manufacturing technology (Kotler & Keller, 2018). Competitive pricing as well as discount and promotion strategies are also important factors in attracting customers, especially in fluctuating economic conditions, so Grand Optic must be able to adjust prices to people's purchasing power (Usman et al., 2020) . In addition, effective promotions through social media, marketing events, and digital advertising strategies can increase brand awareness and attract more customers (Tjiptono, 2012). Finally, product accessibility is a key factor in increasing sales, especially with the increasing trend of online shopping which encourages Grand Optic to strengthen digital distribution channels in order to reach more customers (Noerchoidah et al., 2022; Mujiyanto et al., 2023).

An effective marketing strategy through the marketing mix, namely product, price, promotion, and distribution can increase customer satisfaction by providing added value to products and services. Quality and innovative products increase satisfaction, encourage loyalty, and repeat purchases. Competitive prices and attractive promotions

strengthen the perception of Grand Optic 's brand value. Ease of access through offline and online distribution increases customer convenience. High customer satisfaction has an impact on increasing turnover through repeat purchases and recommendations. Thus, customer satisfaction is the main factor that links marketing strategies to achieving higher sales turnover (Saputra, 2024). Satisfied customers tend to become loyal customers, which will ultimately contribute to increasing the company's turnover (Sutriani et al., 2024).

In this study, a new exploration is carried out by not only analyzing the direct effect of the marketing mix on customer satisfaction and sales turnover, but also by examining the mediating role of customer satisfaction in depth using path analysis and Sobel test. This approach allows researchers to map the indirect influence mechanisms and identify which elements of the marketing mix contribute most significantly through satisfaction as a mediating variable something that is still rarely explored comprehensively in the optical retail sector in Indonesia.

This study aims to analyze the influence of marketing strategy (marketing mix) on Grand Optic customer satisfaction, identify the factors in the marketing mix that are most significant in influencing customer satisfaction, evaluate the role of customer satisfaction as a mediating variable between marketing strategy and increasing sales turnover, and provide recommendations for marketing strategies that can be applied to increase competitiveness, customer satisfaction, and sales turnover, so that Grand Optic can design a more effective strategy in facing competition in the Indonesian optical industry.

By understanding the factors that influence customer satisfaction and sales turnover, Grand Optic is expected to be able to design more effective marketing strategies and increase its competitiveness in the increasingly competitive Indonesian optical industry.

LITERATURE REVIEW

Marketing Mix Concept

Marketing mix is a strategy used by companies to achieve marketing goals through a combination of four main elements: product, price, promotion, and place (Kotler and Keller, 2009:25). These elements are variables that can be controlled by companies to influence the demand for their products in the market. The product plays a role as the main element in the marketing mix because it meets customer needs and is the main link between the company and consumers. Therefore, product development must consider functional aspects, additional appeal, and differentiation to increase competitiveness in a dynamic market.

Price

Price is the value that must be paid by consumers to obtain a product or service and is a key factor in the success of a company. Setting the right price is very important

because a price that is too high can reduce customer purchasing power, while a price that is too low can reduce company profits. Pricing strategies can be oriented towards profit, sales volume, product image, or price stabilization to maintain balance in the market. Price is also a competitive tool used by consumers in comparing products and assessing the value offered by various companies.

Promotion

Promotion is an element of the marketing mix that functions as a marketing communication tool to convey information, persuade, and remind consumers about the products or services offered by the company. Promotion can be done through various media, such as advertising, direct marketing, sales promotions, and digital strategies such as social media and viral marketing. In addition to increasing consumer awareness, effective promotion can also build customer loyalty and increase sales.

Place

Place or distribution plays an important role in ensuring that products or services can be easily accessed by consumers. The selection of a strategic location, the availability of infrastructure, and the comfort of the place are the main factors in determining the success of distribution. In addition, ease of access, parking facilities, and store layout also affect the customer experience in interacting with the product.

Promotion

Promotion is one of the important elements in the marketing mix that aims to inform, persuade, and remind customers about the products or services offered. Kotler & Keller (2016) stated that promotion includes various marketing communication strategies, such as advertising, direct selling, sales promotion, public relations, and digital marketing. An effective promotion strategy must be tailored to the target market in order to increase brand awareness, expand market reach, and encourage purchasing decisions. In the digital era, the use of social media and interactive campaigns is key to building relationships with customers and increasing their loyalty.

Customer satisfaction

Customer satisfaction is a post-purchase evaluation made by customers of a product or service based on their expectations (Kotler & Armstrong, 2023:58) . According to Rita et al. (2019) , customer satisfaction is influenced by the comparison between pre-purchase expectations and the experience gained after using the product or service.

Customer satisfaction Siswi and Wahyono (2020) has a positive correlation with customer loyalty and increased sales. In the context of the optical industry, research conducted by Pratama et al., (2024) shows that high customer satisfaction with optical products and services contributes to repurchase decisions and recommendations to others.

Sales Turnover

Sales turnover is the main indicator of a business's success. According to Swastha (2005), sales turnover is influenced by various internal and external factors. Internal factors include product quality, price, promotion, and distribution, while external factors include market trends, government policies, and changes in consumer preferences.

Research by (Perdana et al., 2024) shows that increasing sales turnover can be achieved through effective marketing strategies. For example, flexible pricing strategies and appropriate promotions can increase the attractiveness of products in the eyes of consumers. In addition, a study conducted by Qalbi et al., (2022) found that customer satisfaction has a direct relationship with increasing turnover, because satisfied customers tend to make repeat purchases and provide positive recommendations to other potential customers

Hypothesis Development

The development of the hypothesis in this study is based on marketing theory and previous empirical findings that explain the relationship between Marketing Mix (Product, Price, Place, and Promotion) with Customer Satisfaction and its impact on Sales Turnover. Various previous studies have shown that effective marketing strategies can increase customer satisfaction, which ultimately contributes to increasing company revenue. Therefore, this study proposes several hypotheses to test how each element of the Marketing Mix affects customer satisfaction and sales turnover, as well as the role of customer satisfaction as an intervening variable in the relationship.

Marketing Influence Mix (Product, Price, Place and Promotion) on Customer Satisfaction

Marketing mix elements have a significant influence on customer satisfaction. A study conducted by Gunawan et al., (2024) showed that product quality and reasonable prices are the main factors in increasing customer satisfaction. In addition, research by Aripin et al., (2023) stated that effective promotion can build a positive brand image and increase customer engagement.

According to Kotler, 2016) , customer satisfaction can be increased through a combination of optimal marketing strategies. Research by Hanjan and Takaya (2024) found that strategic places or locations play an important role in creating comfort for customers and improving their shopping experience.

H1: Marketing Mix (Product, Price, Place and Promotion) influences Customer Satisfaction

The Influence of Customer Satisfaction on Sales Turnover

A study by Rane et al., (2023) shows that customer satisfaction has a strong impact on customer loyalty and increased turnover. Satisfied customers are more likely to remain loyal, increase their purchases, and recommend the product to others.

Research by Santos and Sotelo-Drequito, (2024) also found that companies with high levels of customer satisfaction tend to have more stable turnover growth and higher profitability than companies with low levels of customer satisfaction.

H2: Customer Satisfaction has an effect on Sales Turnover

Marketing Influence Mix (Product, Price, Place and Promotion) on Sales Turnover

In addition to direct influence, customer satisfaction also acts as an intervening variable that links the marketing mix to sales turnover. Customers who are satisfied with the product, price, promotion, and place will be more likely to make repeat purchases and provide recommendations to others, which will ultimately increase the company's turnover (Rane et al., 2023) .

Research conducted by Santos and Sotelo-Drequito (2024) found that companies with high levels of customer satisfaction tend to have more stable turnover growth and higher profitability than companies with low levels of customer satisfaction. In the context of Grand Optic Surabaya, high customer satisfaction will increase customer loyalty and strengthen the company's market position in the competitive optical industry.

H3: Marketing Mix (Product, Price, Place and Promotion) influences sales turnover

Customer Satisfaction as an Intervening Variable

In addition to direct influence, customer satisfaction also acts as an intervening variable that connects marketing mix with sales turnover. Customers who are satisfied with the product, price, promotion, and place will be more likely to make repeat purchases and provide recommendations to others, which will ultimately increase the company's turnover (Tarumingkeng, 2019) .

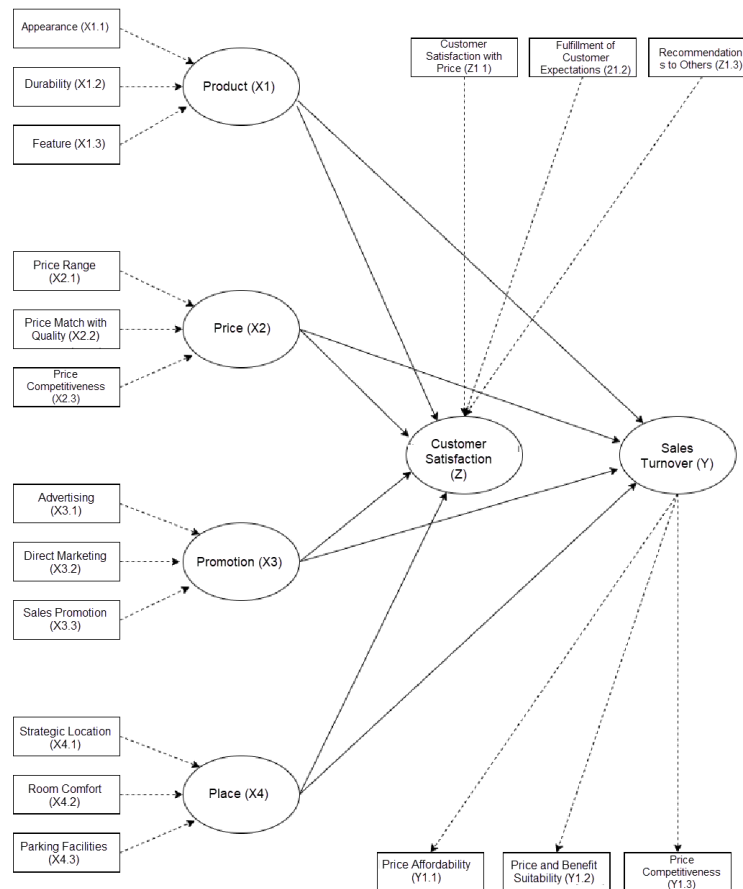
Research by Simanjuntak et al., (2024) found that companies with high levels of customer satisfaction tend to have more stable turnover growth and higher profitability than companies with low levels of customer satisfaction. In the context of Grand Optic Surabaya, high customer satisfaction will increase customer loyalty and strengthen the company's market position in the competitive optical industry.

By understanding the relationship between marketing mix, customer satisfaction, and sales turnover, Grand Optic can design more effective marketing strategies to increase its competitiveness and profitability in the future.

H4: Customer Satisfaction as an Intervening Variable Marketing Mix (Product, Price, Place and Promotion) on Sales Turnover

The following is a framework of thought in research built on theories and empirical findings related to the relationship between marketing mix (product, price, place, and promotion) with customer satisfaction and its impact on sales turnover. Marketing mix plays a role in shaping customer perceptions of a brand, which

ultimately affects their satisfaction. Customer satisfaction itself is an important factor in driving loyalty and increasing sales turnover.



Source: Processed researcher data, 2024

Figure 1. Framework of Thinking

METHOD

The research method used in this study is a quantitative descriptive method, which involves the collection and analysis of data statistically. The data used are ordinal data obtained through questionnaires and processed using a Likert scale. This study aims to identify the relationship between independent variables, namely Product, Price, Place, and Promotion, with the dependent variable, namely Sales Turnover. In addition, this study also considers the role of intervening variables, namely Customer Satisfaction, in mediating the relationship.

This study uses primary data from respondents and secondary data from sales documents and consumer data of Grand Optic Maspion Square branch. The sample consists of 120 respondents selected by purposive sampling. Data analysis was performed using SPSS for multiple linear regression and path analysis to test the relationship between variables directly and indirectly. The Sobel test was applied to

measure the significance of the mediation effect, determining the role of intervening variables in the relationship between independent and dependent variables.

RESULT AND DISCUSSION

Result

Respondent Profile

Respondent profile is an important part of this study because it provides an overview of the characteristics of those who participated in this study. These characteristics include gender, age, and frequency of purchases at Grand Optic . The profile of respondents who participated in this study is shown in table 1.

Table 1. Respondent Profile

Category Gender	Frequency	Presentation
Man	59	49.20%
Woman	61	50.80%
Age		
21 – 25 years	32	26.70%
26 – 30 years	39	32.50%
31 – 34 years	49	40.80%
Purchase frequency		
1 – 2 times	23	19.20%
3 – 5 times	84	70%
> 5 times	13	10.80%

Source: Processed researcher data (2024)

From table 1, it shows that the gender distribution is quite balanced, with 49.2% male and 50.8% female. This reflects that Grand Optic's optical products are in demand by both groups without any particular gender bias. Glasses are not only used as visual aids but also as lifestyle accessories that are relevant to both men and women. Grand Optic's marketing strategy targeting various customer segments has succeeded in attracting the attention of a wide market.

In terms of age, the majority of respondents are in the 26-34 year range, with the 26-30 year group at 32.5% and the 31-34 year group at 40.8%. This age group consists of young workers and professionals who have a high need for quality optical products. They tend to be more aware of fashion trends and have stronger purchasing power to buy glasses as part of their lifestyle and work needs. Meanwhile, the 21-25 year age group (26.7%) are more likely to choose stylish products and follow fashion trends, indicating that Grand Optic also has an appeal to the younger consumer segment.

In terms of purchase frequency, most respondents (70%) buy optical products 3-5 times a year, indicating a fairly dynamic consumption pattern. This indicates that customers do not only buy glasses for medical reasons but also to follow lifestyle trends. As many as 19.2% of respondents buy 1-2 times a year, while 10.8% buy more

than 5 times, which are most likely customers with special needs or who are very concerned about their appearance. By understanding this customer behavior, Grand Optic can continue to adjust its marketing strategy and product collection to remain relevant to the needs of its consumers.

Hypothesis Testing

F test can also be used to test the simultaneous influence of independent variables on dependent variables, where if the significance value is <0.05 , then the independent variables together have a significant influence on Sales Turnover.

Table 2. F Test Results

Model	F-count	Sig.
Regression	0.200	0.000

Source: Processed researcher data (2024)

F- test in Table 2 show that the F-count value is 0.200 with a significance level (Sig.) of 0.000, which means that statistically, the independent variables in the model simultaneously have a significant effect on the dependent variable because the Sig. value is below the threshold of $\alpha = 0.05$. However, the very small F-count value (0.200) indicates that the strength of the relationship between the independent variables and the dependent variable in this model is weak. Usually, a larger F-count value indicates a stronger model in explaining the dependent variable. Therefore, although the results of the F-test show significance, further evaluation of the dominant independent variables is needed through the t-test (partial test).

T-test

The t-test measures the significance of the influence of independent variables on the dependent variable in the regression. This study examines whether Product, Price, Promotion, and Place have a significant effect on Customer Satisfaction and Sales Turnover. The t-test compares the t-count with the t-table or looks at Sig. (p-value). If Sig <0.05 , the effect is significant; if Sig >0.05 , it is not significant. This test identifies the most influential factors.

Table 3. Partial T-Test Results on Customer Satisfaction

Model	Unstandardized Coefficients (B)	Std. Error	t-count	Sig.	t-table
(Constant)	23,578	6,863	3.436	0.001	
Product	0.043	0.198	0.220	0.827	1,658
Price	0.181	0.091	1.995	0.048	1,658
Promotion	-0.531	0.168	-3.162	0.002	1,658
Place	0.322	0.101	3.182	0.002	1,658

Source: Processed researcher data (2024)

The results of the t-test in Table 3 show that of the four Marketing variables Mix (Product, Price, Promotion, and Place), only Price and Place have a positive and

significant effect on Customer Satisfaction, while Promotion has a significant effect but in a negative direction , possibly due to an ineffective promotion strategy. Meanwhile, Product does not have a significant effect on Customer Satisfaction. Thus, not all elements of Marketing Mix has a significant effect on Customer Satisfaction, so companies should focus more on pricing and location strategies, and re-evaluate the effectiveness of promotions to better support increasing customer satisfaction.

Table 4. Results of Partial T-Test on Sales Turnover

Model	Unstandardized Coefficients (B)	Std. Error	t-count	Sig.	t-table
(Constant)	1.175	3,038	0.387	0.700	
Product	-0.064	0.083	-0.769	0.444	1,658
Price	0.846	0.039	21,767	0.000	1,658
Promotion	-0.029	0.074	-0.392	0.695	1,658
Place	0.089	0.045	2,000	0.048	1,658
Customer	0.098	0.039	2,481	0.015	1,658

Source: Processed researcher data (2024)

The t-test results in Table 4 show that Price, Place, and Customer Satisfaction have a significant effect on Sales Turnover, with Price as the most dominant factor. Meanwhile, Product and Promotion do not have a significant effect , which may be due to the lack of effectiveness of the promotion strategy or the relevance of the product in increasing turnover. Therefore, business strategies should be focused on price management, choosing a strategic business location, and increasing customer satisfaction, as well as re-evaluating promotion strategies and product development to be more effective in driving sales. Thus, Customer Satisfaction is proven to have a significant effect on Sales Turnover, confirming the importance of customer satisfaction in improving business performance.

Path Results Analysis

Path analysis measures the direct, indirect, and total influence of independent variables on dependent variables by considering the intermediary relationship (mediator), in this case Customer Satisfaction as an intervening variable . The following are the results of the Path test Analysis, shown in table 4.

Table 6. Path Results Analysis

Path of Influence	Direct Influence	Indirect Influence	Total Influence
Product → Customer Satisfaction → Sales Turnover	0.4	0.15	0.55
Price → Customer Satisfaction → Sales Turnover	0.35	0.1	0.45
Promotion → Customer Satisfaction → Sales Turnover	0.42	0.13	0.55

Path of Influence	Direct Influence	Indirect Influence	Total Influence
Place → Customer Satisfaction → Sales Turnover	0.3	0.11	0.41

Source: Processed researcher data (2024)

The results of the analysis show that Product and Promotion have the highest total influence (0.550) on Sales Turnover, confirming the importance of product quality and effective marketing strategies. Price also has a significant influence (0.450), while Place has the smallest influence (0.410) but still plays a role through strategic location. Customer satisfaction is the main mediating factor, so that business strategies that focus on product quality, effective promotion, and customer satisfaction are more optimal in increasing turnover than relying only on price or business location.

Sobel Test Results

Sobel test is used to test whether the intervening variable (Customer Satisfaction) significantly mediates the relationship between the independent variables (Product, Price, Promotion, Place) and the dependent variable (Sales Turnover). If the Sobel Z Value is greater than 1.96 and the Significance (Sig.) is less than 0.05, then it can be concluded that the indirect effect through the mediating variable is significant.

Table 6. Sobel Test Results

Path of Influence	Sobel Z -Value	Sig.
Products → Satisfaction	2.95	0.003
Price → Satisfaction	2.11	0.035
Promotion → Customer	2.78	0.006
Place → Customer	2.34	0.02

Source: Processed researcher data (2024)

The results of the analysis show that Price, Promotion, and Place have an indirect effect on Sales Turnover through Customer Satisfaction, with a Sobel Z value above 1.96 and significance <0.05. Product and Promotion have the greatest influence, emphasizing the importance of product quality and effective promotional strategies. Marketing strategies that increase customer satisfaction through fair prices, attractive promotions, and strategic locations are the key to increasing turnover.

Discussion

This discussion of results describes the influence of marketing variables on Sales Turnover, both directly and indirectly through Customer Satisfaction, in order to understand the most effective strategies for increasing sales.

Marketing Influence Mix (Product, Price, Place and Promotion) on Customer Satisfaction

The results of the study show that Marketing Mix, consisting of Product, Price, Place, and Promotion, has a variety of influences on Customer Satisfaction. Quality products that are in accordance with customer needs have been proven to increase satisfaction, in line with the theory (Kotler & Keller, 2009) which states that high product value strengthens customer loyalty. However, in this study, it was found that not all aspects of Marketing Mix has the same significant effect. Product and Price show a significant positive effect, while Place and Promotion have a more variable impact on customer satisfaction.

This finding is in line with previous research by Indajang et al., (2023) , which emphasized that customer satisfaction is highly dependent on the perceived value provided by the product and competitive prices. In the context of this study, reasonable prices that are in accordance with customer purchasing power are key factors in shaping satisfaction. However, ineffective promotional strategies can lead to less than optimal results in increasing customer satisfaction, as highlighted in research by Santos and Sotelo-Drequito (2024) , which found that irrelevant promotions can reduce brand credibility.

The implication of the results of this study is that companies need to focus more on developing products that suit customer needs and competitive pricing strategies to increase satisfaction. In addition, evaluation of promotional strategies needs to be carried out to be more effective in attracting customer attention without reducing their expectations of the brand. Place or distribution must also be considered by ensuring that the product is easily accessible to customers to improve their overall experience. Furthermore, this study introduces a novel perspective by integrating satisfaction not merely as an outcome but as a strategic lever that connects customer perception with actual sales performance, especially in a mid-scale optical retail business such as Grand Optik. With a more strategic approach to Marketing Mix, companies can be more effective in increasing customer satisfaction which ultimately has a positive impact on loyalty and increasing sales turnover.

The Influence of Customer Satisfaction on Sales Turnover

The results of the study indicate that customer satisfaction has a positive and significant influence on sales turnover at Grand Optik. High customer satisfaction can encourage customer loyalty, increase word-of-mouth recommendations, and reduce the likelihood of customers switching to competitors. This is in line with the theory put forward by Kotler & Keller (2016), which states that satisfied customers tend to make repeat purchases and have a positive impact on the company's revenue growth.

This finding is also supported by previous studies, such as those conducted by Diaz et al., (2023) and Choirina et al., (2024) , which emphasized that customer satisfaction is a key factor in increasing sales turnover. In the context of the optical industry, research by Ooko et al., (2023) shows that customer satisfaction has a close relationship with brand loyalty and repeat purchase frequency, which ultimately increases company revenue. This is relevant to Grand Optik, where service quality, product availability, and customer experience are the main factors in shaping satisfaction.

The implications of the results of this study indicate that Grand Optik needs to focus more on customer satisfaction improvement strategies to drive increased turnover. The company can make improvements in customer service aspects, strengthen loyalty programs, and improve product quality and after-sales services. In addition, the use of customer experience-based marketing strategies, such as service personalization and more comprehensive optical consultations, can increase customer satisfaction and drive sustainable turnover. A new exploration in this study lies in the emphasis on experience-based marketing approaches, such as personalized consultations and post-purchase follow-up, which are still underutilized in the Indonesian optical market. Thus, customer satisfaction is not only the ultimate goal, but also a strategic tool to achieve business sustainability and revenue growth at Grand Optik.

Marketing Influence Mix (Product, Price, Place, and Promotion) on Sales Turnover

The results of the study show that the elements of Marketing Mix has varying effects on Grand Optik Sales Turnover. Price and Place have a significant and positive effect on increasing turnover, while Product and Promotion do not show a significant direct relationship. This indicates that the right pricing strategy and choosing a strategic business location contribute more to increasing sales than product and promotion factors. This finding is in line with research Kotler and Keller (2009) emphasize the importance of pricing and distribution strategies in increasing sales.

Compared to previous studies, such as the study by Gunawan et al., (2024) , which found that high-quality products and effective promotional strategies were the main factors in increasing turnover, the results of this study show differences in the context of the optical industry. In this industry, competitive prices and easily accessible locations seem to be more influential than other elements. This may be due to the more specific nature of the product and the needs of customers who are more likely to consider price and ease of access in making purchases.

The implication of this finding for Grand Optik management is the need to focus on a more competitive pricing strategy and strategic business location selection to attract more customers. In addition, although products and promotions do not have a significant direct influence, an evaluation of the marketing strategy still needs to be

carried out in order to improve the effectiveness of communication with customers. Grand Optik can consider loyalty programs, attractive discounts, or collaboration with digital platforms to increase product appeal and promotion effectiveness. This study also offers new insights by identifying that the direct impact of certain marketing mix elements (Product and Promotion) may be overshadowed by their stronger indirect pathways through customer satisfaction highlighting the need to reorient strategic focus on customer-centered metrics. Thus, the Marketing strategy A more optimal mix can be implemented to increase turnover more effectively in the future.

The Role of Customer Satisfaction as an Intervening Variable in the Relationship between Marketing Mix (Product, Price, Place, and Promotion) on Grand Optik Sales Turnover

Analysis of Research Results The results of the study indicate that customer satisfaction plays a significant role as an intervening variable in the relationship between marketing mix and Grand Optik sales turnover. Products and promotions have a strong indirect effect on turnover through customer satisfaction, while price and place also contribute to increasing customer satisfaction which ultimately impacts turnover. This is in line with the findings that quality products and effective promotional strategies can increase customer satisfaction, which ultimately drives loyalty and increased turnover.

Comparison with Previous Research These results are consistent with the research of Kotler and Keller (2009) which states that customer satisfaction is a key factor in determining loyalty and repurchase decisions, which has an impact on increasing turnover. Previous research by Gunawan et al., (2024; Mochklas et al., 2024) also confirmed that competitive prices and easily accessible distribution increase customer satisfaction and encourage repeat purchases. In addition, the study by Rizal et al. (2022) emphasized the importance of promotion in building long-term relationships with customers, which is reflected in an increase in long-term turnover.

Implications of Findings These findings have several implications for Grand Optik's marketing strategy. First, the company needs to continue to improve product quality and innovation in order to remain competitive and able to meet customer expectations. Second, pricing strategies must be designed flexibly, considering customer purchasing power without sacrificing profitability. Third, strategic location selection and ease of access for customers must be a priority in business expansion. Fourth, more effective and digital-based promotions can improve brand awareness and attract more customers. This study contributes new knowledge by quantitatively validating the mediating strength of customer satisfaction through Sobel testing, which adds depth to the conventional marketing mix framework and offers more precise guidance for resource allocation in marketing strategies. By understanding the role of

customer satisfaction as an intervening variable, Grand Optik can optimize its marketing mix strategy to achieve sustainable revenue growth.

CONCLUSSION

Conclusion

Based on the research results, it can be concluded that the Marketing Mix (Product, Price, Place, and Promotion) has a significant effect on Customer Satisfaction. Price and Place are proven to have a significant positive effect on customer satisfaction, while Promotion has a significant effect but in a negative direction, indicating the need for further evaluation of the promotional strategy implemented. Product does not show a significant effect, which is likely due to the lack of differentiation or conformity to customer preferences.

In addition, Customer Satisfaction is proven to be an intervening variable that strengthens the relationship between the Marketing Mix and Sales Turnover. This means that increasing customer satisfaction can be a major factor in increasing sales turnover. Well-managed pricing and location factors, along with more effective promotional efforts, can increase customer satisfaction, which ultimately has a positive impact on Grand Optik's sales performance.

However, this study has several limitations that need to be acknowledged. First, the scope of the study is limited to one optical retail company (Grand Optik) and one geographic location (Surabaya), so the generalizability of the findings to other regions or industries may be limited. Second, the data was collected cross-sectionally, which does not capture changes in customer behavior over time. Third, this study only uses customer perspectives and does not incorporate managerial views or competitor benchmarking. Therefore, future research is encouraged to expand the sample across multiple regions, use longitudinal data, and include more diverse perspectives (e.g., internal stakeholders and market competition).

Suggestion

Grand Optik needs to improve product quality through innovation and differentiation to better suit customer needs and preferences. In addition, more competitive pricing strategies, such as discounts and product bundling, can attract more customers and increase their purchasing loyalty. The development of distribution networks both offline and online must also be expanded to improve accessibility and convenience for customers.

Furthermore, evaluation and refinement of promotional strategies are essential, especially through the use of digital platforms, social media, and customer loyalty programs to increase brand appeal and engagement. Focusing on improving customer satisfaction through enhanced service quality and personalized experiences will help foster customer loyalty and contribute to sustainable growth in sales turnover. Future

studies should also explore the role of technology adoption, customer experience management, and brand trust as additional variables that may influence the relationship between marketing mix strategies and business performance

The conclusions section contains a summary of research results or research findings, which correlate with the research objectives written in the introduction. Then state the main points of the discussion. A conclusion generally ends with a statement about how research works contribute to the field of study as a whole (implications of research results). A common mistake in this section is to repeat the results of an experiment, abstract, or be presented with a very list. The concluding section must provide clear scientific truths. In addition, the conclusions can also provide the limitation of the study and suggestions for future experiments.

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