



The Effect of Marketing Mix 7P (Product, Price, Place, Promotion, People, Process, and Physical Evidence) on Customer Loyalty of Nasi Jamblang Bu Nur Cirebon

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Abstract: Research on the effect of the marketing mix on customer loyalty has been conducted before in various business contexts. In the context of this study, UKM Nasi Jamblang Bu Nur was chosen because it is one of the rice stalls that is quite famous in Cirebon and has a long history. Nasi Jamblang Bu Nur is included in the category of suitable variables in the marketing mix. This shows that Nasi Jamblang Bu Nur has done an excellent job implementing the Marketing Mix with Product, Price, Place, and Promotion indicators, especially those related to product indicators. On the other hand, promotion indicators still require improvement. In Nasi Jamblang Nur, the Customer Loyalty Variable is included in the Very Good group. This indicates that Nasi Jamblang Nur customers are loyal to using Nasi Jamblang Nur for their needs. This is indicated by signs such as often buying the same product, buying many items, referring friends, and difficulty moving to competing products or other products. The marketing mix positively influences customer loyalty, so any increase in the marketing mix that includes indicators of place, price, product, and promotion is not will increase customer loyalty. Customer loyalty will decrease if the marketing mix decreases.

Keyword: Effect, Marketing Mix, Customer Loyalty, Nasi Jamblang, Bu Nur

INTRODUCTION

Jamblang rice is one of Cirebon's specialties that is so famous that it can be crowned as a typical culinary dish in Cirebon, West Java. The characteristic of jamblang rice is that it is white rice wrapped in teak leaves and served with various side dishes for lunch or dinner. Nasi jamblang has a history during the Dutch colonial period, where nasi jamblang, or at that time called sega jamblang, was intended for workers in road construction projects that crossed Cirebon Regency, stretching from Anyer to Panarukan. Its presentation is diverse, where rice is served with various side dishes, including omelet, balado egg, fish stew, liver stew, vegetable tofu, fried foreign fish, blakutak squid, and other West Javanese specialties.

MSMEs are independent activities carried out by the people, which are still on a small scale, so management is done by community groups, families, or individuals (Purba, 2019). The importance of SMEs (Small and Medium Enterprises) in the Indonesian economy can create jobs and drive the local economy. One of the famous SMEs in Cirebon is Nasi Jamblang Bu Nur, a rice stall that has been established for a long time and is known for its distinctive taste. Times are developing, and businesses are competing fiercely, so marketing has become vital for the survival of SMEs such as Nasi Jamblang Bu Nur. Marketing Mix or Marketing Mix is one of the concepts that is the main focus in marketing strategies. The 7P Marketing Mix concept includes product, price, place, Promotion, people, process, and physical evidence (Wisudawati, T, and Sulistyowati E.2019.) These elements are interrelated and influence each other in determining an effective marketing strategy. Therefore, it is essential to identify how the Marketing Mix influences customer loyalty, especially in the context of SMEs such as Nasi Jamblang Bu Nur.

Research on the effect of the marketing mix on customer loyalty has been conducted before in various business contexts. However, this research is still relevant and should be carried out again, especially in the context of SMEs in certain areas such as Cirebon. An effective marketing strategy can increase customer loyalty and strengthen these SMEs' market positions. In the context of Nasi Jamblang Bu Nur, a deep understanding of how each Marketing Mix affects customer loyalty can help these SMEs improve their marketing strategies. So it is expected to help make more effective marketing plans for SMEs, especially Nasi Jamblang Bu Nur. In addition, this research is also vital to provide SMEs with a better understanding of the importance of marketing in maintaining and increasing customer loyalty. With a better understanding and insight into the relationship between the marketing mix and customer loyalty, SMEs can achieve reasonable marketing goals simply by optimizing existing resources.

In the context of this study, UKM Nasi Jamblang Bu Nur was chosen because it is one of the rice stalls that is quite famous in Cirebon and has a long history. In addition, Nasi Jamblang Bu Nur also has characteristics that generally represent SMEs in Cirebon. Therefore, the research results from SMEs are expected to represent the general condition of SMEs in Cirebon. This research is expected to find a significant relationship between Marketing Mix and customer loyalty, especially in the context of SMEs such as Nasi Jamblang Bu Nur. The results of this study are expected to make concrete recommendations for SMEs to improve more efficient marketing strategies to increase customer loyalty and strengthen their market position.

METHOD

This research uses a qualitative approach with literature or literature studies. The method applied uses qualitative descriptive analysis with data related to the problem in the research. The author uses reading sources such as journals, articles, news, and others as material for writing and then concluding. Data analysis was carried out using systematic review techniques, in which the study interpreted the following studies related to the impact of boycotts of foreign products on Indonesia's economic growth.

RESULTS AND DISCUSSION

Result of Descriptive Analysis

The data will be analyzed using a product-moment correlation test using questionnaire instruments. The significance assessment will be done by comparing the calculated r value and the value of r in the product moment distribution table for the relevant degree of freedom (df), namely $df = n-2$. In this context, the number of samples (n) involved in the study is 100, so the df value can be calculated as $100 - 2 = 98$. Concerning the substantial alpha level of 0.05, the r

value of the table obtained is 0.01966.

Table 1. List of Boycott Target Companies

No	Companies Name's			
	Target of Consumer Boycott	Divestment Targets and Exemptions	Target Pressure	Organic Boycott Goals
1.	AXA	Elbit systems	Google	Mc Donalds
2.	Puma	CAF	Amazon	Domino's Pizza
3.	Carrefour	VOLVO	Airbnb	Papa John's
4.	HP Inc	CAT	Booking.com	Burger King
5.	Chevron	BARCLAYS	Expedia	Pizza Hut
6.	CALTEX	JCB	Walt Disney	Wix
7.	RE/MAX	Intel	Teva	
8.	AHAVA	HD Hyundai		
9.	SIEMENS	Chevron		
10.	TEXACO	HIK VISION		
11.	Soda Stream	TKH Security		

The table shows 35 companies boycotted, including 11 companies targeted by consumer boycotts, 11 by divestment, seven by pressure, and six by organic boycotts. The target of organic boycotts is carried out by the world community companies that openly support acts of genocide.

The share price of the Carrefour company before the BDS call was \$16.90, and it changed to \$15.53 after the boycott call (Figure 2).



Figure 1. Trend Amazon Stock Price

The chart above shows that the stock price movement decreased significantly in October and November 2023. The share price prior to BDS's call, September 2023, was \$144.88, and it declined significantly to \$119.48 by mid-November 2023. However, the stock price movement rose again after November to reach 169.51 (Figure 1).



Figure 2. Carrefour share price trend



Figure 3. Intel Stock Price Trends



Figure 4. McDonald's Stock Price Trend

McDonald's stock price before the BDS call was \$283.37, and it changed to \$246.55 after the boycott call. Of the four sample companies targeted by BDS, all experienced a decline in stock prices. Therefore, researchers want to know how the impact of the BDS movement on Indonesia, especially on its economic growth. Here is the GDP growth rate in the third quarter. Based on the following data on Indonesia's economic growth, we can see the movement of Indonesia's GDP in the third quarter. The figure for the agriculture, forestry, and fisheries sectors in the c-to-c section was 1.34%, in the q-to-q part of 1.61%, and in the y-to-y part of 1.46%. While the processing industry sector in the c-to-c section was 4.84%, in the q-to-q part of 3.48%, and in the y-to-y part of 5.2%. Then, in the sector of providing accommodation, food,

and drink in the c-to-c section, the figure was 10.77%, in the q-to-q part of 2.12%, and in the y-to-y part of 10.9%. The Gross Domestic Product sector in the c-to-c section was 5.05%, in the q-to-q part of 1.6%, and in the y-to-y part of 4.94%.

Table 2. GDP Growth Rate 2023 Third Quarter

[2010 Series] GDP Growth Rate 2010 Series (Percent)

	Cumulative Growth Rate (c-to-c)			Quarterly Chain Growth Rate (q-to-q)			Quarterly Growth Rate against the Same Quarter of the Previous Year (y-on-y)		
	2023			2023			2023		
	Quarter I	Quarter II	Quarter III	Quarter I	Quarter II	Quarter III	Quarter I	Quarter II	Quarter III
A. Agriculture, Forestry and Fisheries	0,43	1,27	1,34	4,82	15,32	1,61	0,43	2,02	1,46
B. Mining and Quarrying	4,92	4,97	5,65	-4,21	3,65	5,31	4,92	5,01	6,95
C. Processing Industry	4,43	4,65	4,84	-0,4	0,47	3,48	4,43	4,88	5,2
D. Electricity and Gas Procurement	2,67	2,91	3,64	0,61	1,42	3,77	2,67	3,15	5,06
E. Water Procurement, Waste Management, Waste and Recycling	5,69	5,22	4,98	-0,56	3,88	-0,14	5,69	4,78	4,49
F. Construction	0,32	2,7	3,94	-2,49	-1,44	5,87	0,32	5,23	6,39
G. Wholesale and Retail Trade; Car and Motorcycle Repair	4,92	5,09	5,09	-0,36	2,51	2,17	4,92	5,26	5,08
H. Transportation and Warehousing	15,93	15,59	15,3	-0,11	6,18	1,84	15,93	15,28	14,74
I. Provision of Accommodation and Food & Drink	11,55	10,7	10,77	-2,28	3,38	2,12	11,55	9,89	10,9
J. Information and Communication	7,13	7,59	7,91	0,16	3,39	1,31	7,13	8,05	8,52
K. Financial Services and Insurance	4,45	3,65	4,17	4,86	-1,51	0,43	4,45	2,85	5,24
L. Real Estate	0,37	0,67	1,18	0,01	0,6	1,25	0,37	0,96	2,21
M,N. Company Services	6,37	8	8,46	-0,16	5,53	-0,03	6,37	9,59	9,37
O. Government Administration, Defense and Compulsory Social Security	2,09	5,26	1,45	-10,97	15,8	-17,74	2,09	8,15	-6,23
P. Education Services	1,02	3,3	1,46	-14,29	11,9	-6,51	1,02	5,43	-2,07
Q. Health Services and Social Activities	4,77	6,57	5,27	-14,56	9,06	1,83	4,77	8,27	2,92
R,S,T,U. Jasa ect	8,9	10,4	10,65	1,07	3,91	-2	8,9	11,89	11,14
A. GROSS VALUE ADDED ON BASE PRICE	4,29	4,94	5,03	-1,11	4,18	1,7	4,29	5,58	5,21

B. TAX MINUS SUBSIDY ON PRODUCTS	23,61	8,9	5,49	3,47	-2,68	-0,59	23,61	-2,97	-0,85
C. GROSS DOMESTIC PRODUCT	5,04	5,11	5,05	-0,91	3,86	1,6	5,04	5,17	4,94

CONCLUSION

The impact of the BDS movement (Boycott, Divestment, and Sanctions) on specific products is still debated; some reports suggest that the BDS movement has not had a significant impact on the Israeli economy. However, on the other hand, the BDS movement is considered to be quite significantly affecting the Israeli economy. The figure for the agriculture, forestry, and fisheries sectors in the c-to-c section was 1.34%, in the q-to-q part of 1.61%, and in the y-to-y part of 1.46%. While the processing industry sector in the c-to-c section was 4.84%, in the q-to-q part of 3.48%, and in the y-to-y part of 5.2%. Then, in the sector of providing accommodation and food and drink in the c-to-c section, the figure was 10.77%, in the q-to-q part of 2.12%, and in the y-to-y part of 10.9%. The Gross Domestic Product sector in the c-to-c section was 5.05%, in the q-to-q part of 1.6%, and in the y-to-y part of 4.94%.

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