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Analysis of E-Marketing Mix on Consumer Satisfaction and Its Impact on Corporate Image at PT XYZ, Tbk

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Abstract: This study aims to analyze the influence of the E-Marketing Mix on Consumer Satisfaction and its impact on Corporate Image at PT. XYZ, Tbk. The E-Marketing Mix, which consists of Product, Price, Place, Promotion, People, Process, and Physical Evidence, has been well implemented by the company. Consumer Satisfaction, which includes the dimensions of Expectation and Perception, is at a satisfactory level, while the Corporate Image, comprising Reputation, Recognition, Affinity, and Brand Loyalty, is also rated positively. Based on the analysis using the LISREL 8.80 program and a simple random sampling technique from a population of 2.2 million, it was found that the E-Marketing Mix has a significant influence on Consumer Satisfaction by 48.7% and on Corporate Image by 12.6%. Furthermore, Consumer Satisfaction has a direct influence of 29.9% on Corporate Image. Simultaneously, the E-Marketing Mix affects Consumer Satisfaction and impacts Corporate Image with a total influence of 69.7%. These findings highlight the importance of optimizing E-Marketing Mix strategies to enhance customer satisfaction and strengthen the company's image in the public eye.

Keyword: E-Mix Marketing, Consumer Satisfaction, Corporate Image, Marketing Management

INTRODUCTION

The progress of the economic sector has led to the rapid development of the business world. Therefore, many commercial companies have been born and operate in the retail sector in the form of shops, supermarkets, hypermarkets, and other types. In order for a company to continue to win the competition, it must improve and innovate in the field of marketing (Supirman, 2016). The current development of retail shows that retail is very

dynamic. This is because the retail industry always wants to try to meet and satisfy the needs and desires of consumers (Mahmud, 2014).

The retail sector has slowed down since 2015, with quite high inflation in 2016 (7-8%), even though the Special Allocation Fund (DAK) and other Government policies have been disbursed to support the country's economic growth and increase purchasing power. However, in 2018, after Eid, economic growth in the second quarter is estimated to reach 10%. Roy also believes that inflation in November 2018 can remain stable at 0.27%, down slightly compared to the previous month (Deloitte, 2019).

2020 is a unique year because of the Corona Virus (Covid-19) pandemic, which has caused disruption and business closures in various industries. These bad conditions certainly have an impact on the growth of the Indonesian economy, especially in the retail sector.

The development of the internet helps the growth of business management, especially in the field of marketing management. Based on (P., & K. K. L. Kotler, 2018), marketing is about identifying and maintaining human needs. A short definition of marketing is meeting needs in a cost-effective, effective and efficient way. There are many activities that use the internet, including marketing activities carried out by online businesses.

Social media, supported by the power of the internet, has the potential to support the success of promoting a business or product easily, quickly, and cheaply, even without any capital at all. Moreover, with various facilities with various internet tools, business promotion activities will be more optimal (Aliami, 2018). Progress in the field of digital technology is greatly influenced by the use of the internet within the community. In Indonesia, internet usage is increasing, as the results of a survey conducted by the Indonesian Internet Service Users Association (APJII) 2023 show that internet penetration in Indonesia continues to increase, as can be seen in the image below.

One option for marketing and selling products is via the internet. This is commonly referred to as electronic commerce. Electronic commerce, or e-commerce, is a new innovation that helps businesses market and sell products to consumers via the Internet. This trading system does not require the use of cash or virtual currency.

To win the competition, companies must be able to provide value and satisfaction to customers through corporate image, product distribution and quality services, and competitive prices. Many companies grow up having a good system. However, companies often choose this strategy to be applied to become overconfident, and tend to be satisfied with maintaining what has been done so far. This situation is very dangerous in running a business. Therefore, good cooperation between companies is needed (Herdiana, 2018).

The image itself is one of the most important assets for a company, a business or an organization. If the company's image is good, customers will evaluate the facilities and quality provided as very good, and vice versa. Building customer satisfaction through product and service quality is not easy. Several methods are used by companies to achieve product and service quality, including providing prices that suit customers and developing the company's image (Pratiwi, 2019).

One of the factors that influences customer satisfaction is the company's image. The results of previous research by (Erwina, 2016) showed that "corporate image has a significant influence on client satisfaction". Every business has an inherent image. Not only do a few goods or services produced by a company have a strong image in the minds of consumers. The results of another study stated that there is an influence of Patient Satisfaction on Hospital Image at the Bandung Adventist Hospital, with a direct influence of 19.06% (Raras & Sofianti (efi), 2021). Image can be considered as the perception of the community's experience, trust, emotions and knowledge of ownership of the company.

If the company provides quality service to customers, customers will feel satisfied, then they will create a good image in the eyes of consumers. So that even in difficult times, it is

still possible to obtain profit opportunities and improve oneself. According to Gronoos in his dissertation (Ayu Sofiati, 2009) stated that image is a representation of customer assessments of the company.

To achieve good marketing results, it is necessary to have a combination of tools used to carry out marketing. This combination is often referred to as the marketing mix (E-Marketing Mix). According to Shinta (2011:1) in (Anna Fitria and Imam Hidayat, 2017) stated that marketing is "a social process in which individuals or groups obtain what they need and want by creating, offering, and exchanging valuable products in trade with other parties". It is concluded that marketing is used to attract consumers so as to increase purchasing interest and ultimately enhance the Company Image. Taking the Company Image is closely related to consumer behavior. Products that can satisfy consumer desires and needs will provide opportunities to repurchase the product from the company.

In an era of uncertain business situations, it becomes an anxiety where companies must have a marketing strategy, one of which is the E-Marketing Mix. With the change of the internet, businesses can promote various types of advertisements on websites and other social media. Very often by companies, we call it electronic marketing (Kominfo, 2017). E-marketing is very convenient for businesses to provide information to consumers such as and vice versa, information can be easily received by companies, known as mixed e-marketing strategies (Straus & Ansary, 2013).

According to (Chaffey, 2019), digital marketing is the use of technology to support marketing activities that aim to improve consumer understanding to adapt to family needs. Online marketing activities are managed by commercial organizations, usually websites, blogs, and social networks, These are online activities carried out by key business stakeholders, especially workers and consumers. In digital existence, it is also an important aspect for most fields of activity because it will create communication between businesses and consumers to take explicit actions, such as buying, liking, and sharing shopping experiences.

Every company generally wants success in business management. Efforts are made to achieve business goals of creating value for customers and building strong relationships. By implementing the right marketing mix, the Company can increase consumer satisfaction. This is in line with research (Kaunang, 2022) Almost all E-Marketing Mix variables have a positive direction except for price, because consumers do not focus on the price, they will still buy the product, this is because the marketing mix strategy carried out makes consumers satisfied starting from the product, place, promotion, employees, process and physical evidence. Consumer dissatisfaction comes from consumer expectations that are not the same as reality. This causes dissatisfaction to affect attitudes when shopping in the next consumption period. In the end, consumers are the ones who feel it, the satisfaction of needs and desires for it continues to buy new products with the same brand. Meanwhile, consumers see dissatisfied tend to change their purchasing behavior by switching to other brands (Sudaryono, 2016). This is in line with the results of the current year's profit of PT PT. XYZ, Tbk Indonesia, Tbk which continues to decline every year and has stagnated since 2020.

METHOD

Research Design

This study uses a quantitative approach. The survey method is chosen as the primary data source. The survey method focuses on collecting respondent data with certain information so that researchers can solve problems. The method in this study uses descriptive and verification methods. Data collection was carried out using a questionnaire or questionnaire instrument. Verification was measured using Lisrel 8.80 software for statistical data analysis, starting from the measurement model, structural model, and hypothesis testing.

The descriptive method is a study that functions to describe or provide an overview of the object being studied.

Population

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions are drawn. Population is the entire object being studied (Sugiyono, 2022). The population in this study was users of the digital marketing features of PT PT. XYZ, Tbk, Tbk in Indonesia, namely 2.2 million users.

Sample

The sampling technique used in this study is the simple random sampling technique, namely sampling in such a way that all members of the population have the same opportunity and freedom to be selected as a sample. Random sample selection includes the procedure for defining the population, identifying each member of the population, and selecting individuals (samples) based on "full opportunity". For this reason, it is usually selected using a table of random numbers or with a computer program (Sugiyono, 2022). This technique was chosen by the author because based on data from users of the digital marketing features of PT PT. XYZ, Tbk Indonesia, Tbk is uniform.

The verification analysis that will be used in this study to test the causal relationship between variables is the Structural Equation Modeling (SEM) method with the Maximum Likelihood (ML) estimation technique. Various SEM estimation methods include: (1) the minimum sample size required to reduce bias in all SEM estimates is 200 samples, (2) The sample size for ML estimation must be at least 15 x the number of observed variables, (3) The sample size for ML estimation must be 5 x the free parameters, including error, (4) For data that has a high kurtosis value, the minimum sample size must be 10 x the number of free parameters.

In this study, the minimum sample size used follows the 3rd rule with the following details:

Table 1
Minimum Sample Size Table

Sumber Variasi	Ammount	Sample
<i>Variabel Manifest</i>	13	65
<i>Error</i>	13	65
<i>Varians Exogen</i>	1	5
<i>Regression weight</i>	3	15
<i>Disturbance</i>	2	10
Minimum Sample Size		160

Data collection technique

To support the needs of this analysis and research, the author requires several data, both from inside and outside the organization/agency. To obtain data and information in this research, the author carried out data collection using research techniques.

Field Research

Field Research is a data collection technique to obtain primary data. To obtain data related to the problem being studied, the author uses a data collection technique through the

questionnaire method. Namely, a data collection technique by using a list of questions or statements regarding matters related to the problem being studied.

The large amount of data obtained is directly proportional to the survey or form distributed and obtained from respondents. This certainly takes a very long time. Therefore, this study will utilize Google's features, namely Google Forms, to make access to information needed by users from respondents faster and automatically stored. The benefits felt are: (Y. Sudaryo et al., 2019)

- 1) Distribution, online tabulation, and real-time.
- 2) Real-time collaboration, namely (for example) 50 people can work on one file at one time. Every change is saved automatically.
- 3) Safe. Storing important files or school assignments is not afraid of being lost or damaged or exposed to viruses.

Researchers use a Likert scale as a guideline for asking questions or statements with alternative answers, namely "Strongly Agree", "Agree", "Undecided", "Disagree", "Strongly Disagree". According to (Sugiyono, 2022) "The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena". The questionnaire or survey uses a Likert scale in the form of a checklist. With a Likert scale, the variables being measured are described into variable indicators. Then the indicators are used as a starting point for compiling instrument items which can be in the form of statements or questions.

Sources and Methods of Determining Data

The source of data in research is the source from which data can be obtained if the researcher uses a questionnaire or interview in collecting data, then the data source is called a respondent, namely a person who responds or answers the researcher's questions, both written and oral.

Primary data and secondary data are also sources of information collected to form the basis for conclusions from a study. Although in essence the understanding of both is the same as a source of data, the way to obtain it is different. For this reason, the data collection method must be under the research being conducted, whether using primary or secondary data.

Verification Analysis

The data analysis model used in this study is Structural Equation Modeling or known as SEM. Karl Joreskog (1984) first introduced the idea of this structured equation model using the Maximum Likelihood (ML) estimation method which attempts to minimize the difference between sample covariance and predictions from theoretical models built with a minimum interval measurement scale.

In this study, the data collected in the field used a Likert scale or the measurement level was ordinal, while the SEM analysis model had to have a minimum interval scale. To meet the estimation requirements using the Maximum Likelihood estimation method, the Likert-scale data was first converted to an interval scale. The increase in the ordinal scale to an interval used the Method of Successive Interval Syarifudin Hidayat, (2015) for each valid item. Because in this study, we want to know the magnitude of the influence of the independent variable (exogenous) E-Service Quality on the dependent variable (endogenous) Customer Satisfaction and its implications for PT. XYZ, Tbk.

SEM analysis only recognizes two types of scales, namely metric scales (interval/ratio) and non-metric scales. Because all variables are ordinal, the score will be raised to the

interval level of measurement through the Method of Successive Interval with the following steps:

1. Pay attention to the number of respondents (f) who gave the existing responses.
2. For each item, calculate the frequency (f) of the answers, determine several respondents who scored 1,2,3,4,5.
3. Determine the proportion (p) by dividing the frequency by the number of respondents.
4. Calculate the cumulative proportion (pk).
5. Calculate the Z value for each cumulative proportion obtained, using a normal table.
6. Calculate the Scale Value (SV) with the following formula:
$$SV = (\text{Density Lower Limit} - \text{Density at Upper Limit}) / (\text{Area Under Upper Limit} - \text{Area Under Lower Limit})$$
7. Calculate the scale value for each score that corresponds to the formula: Scale (for Score i)
$$= SV + \text{Min} \mid SV \mid + \text{MinScore}$$

Furthermore, to facilitate the calculation, the MSI (Method of Successive Interval) computer program will be used. The data analysis technique used to test the model and hypothesis used is SEM analysis. The steps that need to be taken in SEM analysis (Ferdinand, 2016) are:

a. Developing a Theory-Based Model

SEM model development is the search or development of a model that has strong theoretical justification. After that, the model is empirically validated through SEM programming. Theoretical justification for the model to be tested is an absolute requirement in SEM applications; without a strong theoretical basis SEM cannot be used because SEM is not used to produce a model but to confirm the theoretical model through empirical data.

b. Path Diagram Development

After the theory-based model is developed in the first step, in the second step this model will be presented in a path diagram to be estimated using the LISREL 8.80 program. The proposed research model consists of two types of equations, namely measurement equations and structural equations. Structural equations show the form of the relationship between exogenous and endogenous latent variables. While the measurement equation shows the form of the relationship between exogenous (endogenous) latent variables and observation variables which in this case are dimensions.

The measurement model in this study consists of one exogenous variable, E-Service Quality (X), and two endogenous variables, namely Customer Satisfaction (Y), and Company Image (Z). Both exogenous and endogenous variables are measured using sub-variables (manifest variables) obtained from the total score of the indicators forming the sub-variables so that the measurement model is included in the First Order Confirmatory Factor Analysis measurement model

RESULT AND DISCUSSION

Validity and Reliability of Questionnaires

The validity test is used to measure whether the measuring instrument used in the form of questions in a questionnaire or research questionnaire is a precise (valid) measurement or not at all precise. The reliability test is used to measure the reliability of the questionnaire or research questionnaire in question. The following describes the results of the validity test and reliability test of the E-Marketing Mix, Consumer Satisfaction, and Corporate Image variables at PT. XYZ, Tbk.

E-Marketing Mix Validity

The E-Marketing Mix variable, which includes the dimensions of Product, Price, Place, Promotion, People, Process, and Physical Evidence, is arranged into 18 items (questions). For the validity test, a pre-survey research was conducted by distributing questionnaires to 30 respondents (Consumers) at PT. XYZ, Tbk. The pre-survey research data were then processed using SPSS 26 software using Spearman rank correlation analysis. The following is a summary of the validity test of the items in the E-Marketing Mix variable.

Table 2
E-Marketing Mix Item Validity Test

No	Item	Dimintions	r _s . count	Sig.	r _s . table	Conclusion
1	X1.1	<i>Product</i>	0,882	0,000	0,364	Valid
2	X1.2		0,632	0,000	0,364	Valid
3	X1.3		0,653	0,000	0,364	Valid
4	X1.4		0,542	0,002	0,364	Valid
5	X2.1	<i>Price</i>	0,894	0,000	0,364	Valid
6	X2.2		0,851	0,000	0,364	Valid
7	X2.3		0,827	0,000	0,364	Valid
8	X3.1	<i>Place</i>	0,519	0,003	0,364	Valid
9	X3.2		0,757	0,000	0,364	Valid
10	X4.1	<i>Promotion</i>	0,697	0,000	0,364	Valid
11	X4.2		0,822	0,000	0,364	Valid
12	X4.3		0,719	0,000	0,364	Valid
13	X5.1	<i>People</i>	0,820	0,000	0,364	Valid
14	X5.2		0,776	0,000	0,364	Valid
15	X6.1	<i>Process</i>	0,851	0,000	0,364	Valid
16	X6.2		0,401	0,028	0,364	Valid
17	X7.1	<i>Physical Evidence</i>	0,774	0,000	0,364	Valid
18	X7.2		0,694	0,000	0,364	Valid

Source: Processed from Questionnaire Data in Pre-Survey Research, 2025
r_s.table = Spearman correlation coefficient at 5% level of significance, n = 30

Based on the results of the validity test of E-Marketing Mix items, the lowest correlation value between item-total is owned by the item regarding the ease of getting help or consultation online regarding the service products offered (item 16/X6.2) in the Process dimension, which is 0.401 (Sig. = 0.028) while the item with the largest correlation is the item regarding the website being easy to access (item 5/X2.1) in the Price dimension, which is 0.894. All correlation values between item-totals of the E-Marketing Mix variables have a significance value of less than 0.05 (the correlation value is greater than 0.300 or if using Rho table is greater than or equal to 0.364) so that all items are declared valid.

Validity of Consumer Satisfaction

The Consumer Satisfaction variable which includes the Expectation, Perception dimensions, is arranged into 10 items (questions). For the purpose of validity testing, a pre-survey research was conducted by distributing questionnaires to 30 respondents (Consumers) at PT. XYZ, Tbk. The pre-survey research data was then processed using SPSS 26 software

using Spearman rank correlation analysis. The following is a summary of the validity test of the items in the Consumer Satisfaction variable.

Table 3
Validity Test of Consumer Satisfaction Items

No	Item	Dimensions	r _{s. count}	Sig.	r _{s. table}	Result
19	Y1.1	<i>Expectation</i>	0,508	0,004	0,364	Valid
20	Y1.2		0,832	0,000	0,364	Valid
21	Y1.3		0,782	0,000	0,364	Valid
22	Y1.4		0,858	0,000	0,364	Valid
23	Y1.5		0,646	0,000	0,364	Valid
24	Y2.1	<i>Perception</i>	0,810	0,000	0,364	Valid
25	Y2.2		0,807	0,000	0,364	Valid
26	Y2.3		0,851	0,000	0,364	Valid
27	Y2.4		0,869	0,000	0,364	Valid
28	Y2.5		0,758	0,000	0,364	Valid

Source: Processed from Questionnaire Data in Pre-Survey Research, 2025
r_{s. table} = Spearman correlation coefficient at 5% level of significance, n = 30

From the results of the validity test of Consumer Satisfaction items, the lowest correlation value between item-total is owned by the item regarding easy and fast access to the PT. XYZ, Tbk Online shopping site (item 19/Y1.1) in the Expectation dimension, which is 0.508 (Sig. = 0.004), while the item with the highest correlation is the item regarding the PT. XYZ, Tbk Online shopping site provides an immediate response to consumers when there is a disruption (item 27/Y2.4) in the Perception dimension, which is 0.869. All correlation values between item-totals of the Consumer Satisfaction variable have a significance value of less than 0.05 (the correlation value is greater than 0.300 or, if using Rho table, is greater than or equal to 0.364), so that all items are declared valid.

Validity of Corporate Image

Corporate Image variables covering the dimensions of Reputation, Recognition, Affinity, and Brand Loyalty are arranged into 16 items (questions). For validity testing, a pre-survey research was conducted by distributing questionnaires to 30 respondents (Consumers) at PT. XYZ, Tbk. The pre-survey research data were then processed using SPSS 26 software using Spearman rank correlation analysis. The following is a summary of the validity test of the items in the Corporate Image variable.

Table 4
Corporate Image Item Validity Test Table

No	Item	Dimensions	r _{s. count}	Sig.	r _{s. table}	Result
29	Z1.1	<i>Reputation</i>	0,767	0,000	0,364	Valid
30	Z1.2		0,691	0,000	0,364	Valid
31	Z1.3		0,584	0,001	0,364	Valid
32	Z1.4		0,661	0,000	0,364	Valid
33	Z2.1	<i>Recognition</i>	0,671	0,000	0,364	Valid
34	Z2.2		0,726	0,000	0,364	Valid
35	Z2.3		0,773	0,000	0,364	Valid
36	Z2.4		0,713	0,000	0,364	Valid
37	Z2.5		0,731	0,000	0,364	Valid

No	Item	Dimintions	r _s . count	Sig.	r _s . table	Result
38	Z3.1	Affinity	0,743	0,000	0,364	Valid
39	Z3.2		0,739	0,000	0,364	Valid
40	Z3.3		0,629	0,000	0,364	Valid
41	Z3.4		0,731	0,000	0,364	Valid
42	Z3.5		0,641	0,000	0,364	Valid
43	Z4.1	Brand Loyalty	0,629	0,000	0,364	Valid
44	Z4.2		0,626	0,000	0,364	Valid

Source: Processed from Questionnaire Data in Pre-Survey Research, 2025
 Rs.table = Spearman correlation coefficient at 5% level of significance, n = 30

Based on the results of the validity test of the Corporate Image items, the lowest correlation value between item-total is owned by the item regarding consumer demand on online channels is always fulfilled (item 31/Z1.3) in the Reputation dimension, which is 0.584 (Sig. = 0.001) while the one with the largest correlation is the item regarding the online site of PT. XYZ, Tbk always maintains consumer trust (item 35/Z2.3) in the Affinity dimension, which is 0.773. All correlation values between item-totals of the Corporate Image variable have a significance value of less than 0.05 (the correlation value is greater than 0.300 or if using the Rho table is greater than or equal to 0.364) so that all items are declared valid. Reliability of E-Marketing Mix, Consumer Satisfaction, and Corporate Image

The reliability test aims to measure the reliability of the questionnaire. The table below is the result of data processing collected from preliminary research using SPSS 26 software.

Table 5
Reliability Test Table Using Cronbach's Alpha Method

No	Variabel	Reliability Coefficient (r)	Critical r	Information
1	E-Marketing Mix	0,955	0,700	Reliable
2	Customer Satisfaction	0,932	0,700	Reliable
3	Corporate Image	0,943	0,700	Reliable

Source: Processed from Questionnaire Data in Pre-Survey Research, 2025

The results of the reliability test on the variables in the research questionnaire showed that the variable with the greatest reliability was E-Marketing Mix at 0.955. This value shows that the level of consistency of respondents' answers to the E-Marketing Mix variable is very high, namely 95.5%. Meanwhile, the Consumer Satisfaction variable has the smallest reliability, namely 0.932, indicating a level of consistency of 93.2% with a very high category. The three variables have a reliability value greater than 0.700, so that E-Marketing Mix, Consumer Satisfaction, and Corporate Image are declared Reliable. Thus, all research variable items can be used in further analysis.

Importance Performance Analysis (IPA)

To determine the level of importance of the attributes (indicators) in the E-Marketing Mix, Consumer Satisfaction and Corporate Image variables, Importance Performance Analysis is used or known by another term, namely the analysis of the level of importance and level of performance by John A. Martila and John C. James in Nasution (2003:62), where the tool used is a Cartesian diagram. Where the horizontal axis (X) is filled with the score (percentage) of the level of implementation/performance, while the vertical axis (Y) is filled

with the score (percentage) of the level of importance. From the results of interval data processing, the average perception score (performance level) and expectation score (level of importance) of each attribute (indicator) of the research variable are obtained as follows:

Table 6
Average Research Variable Indicators

Variable	Indicator Label	Average	
		Perception (Performance)	Hope (Importance)
<i>E-Marketing Mix</i>	X1.1	3,726	4,063
	X1.2	3,851	3,589
	X1.3	3,851	3,887
	X1.4	3,445	4,063
	X2.1	3,968	3,926
	X2.2	4,013	4,063
	X2.3	3,699	3,699
	X3.1	3,821	3,445
	X3.2	3,817	3,785
	X4.1	3,622	3,647
	X4.2	3,821	3,821
	X4.3	3,589	3,622
	X5.1	3,755	3,726
	X5.2	3,785	3,589
	X6.1	3,672	3,672
	X6.2	3,755	3,726
	X7.1	3,755	3,672
	X7.2	3,821	3,726
Customer Satisfaction	Y1.1	3,821	3,821
	Y1.2	3,968	3,926
	Y1.3	3,817	3,926
	Y1.4	3,821	3,926
	Y1.5	3,821	3,785
Corporate Image	Z1.1	3,887	3,887
	Z1.2	3,821	3,445
	Z1.3	3,968	3,968
	Z1.4	3,851	3,445
	Z2.1	3,926	3,926
	Z2.2	4,013	4,013
	Z2.3	3,338	3,589
	Z2.4	3,968	3,968
	Z2.5	3,851	3,817
	Z3.1	4,118	3,926
	Z3.2	3,647	3,887
	Z3.3	4,013	3,968
	Z3.4	3,821	3,821
	Z3.5	3,821	3,821
	Z4.1	4,013	3,968
Z4.2	3,785	3,589	
General average		3,817	3,798

Note: Y2.1-Y2.5 = expectation indicator in Consumer Satisfaction variable
 Source: Data Processing Results, 2025

The average of the research variable indicators in the table is then presented in a Cartesian diagram using the Graph Scatter Plot menu in the SPSS 26 program, The results are as follows:

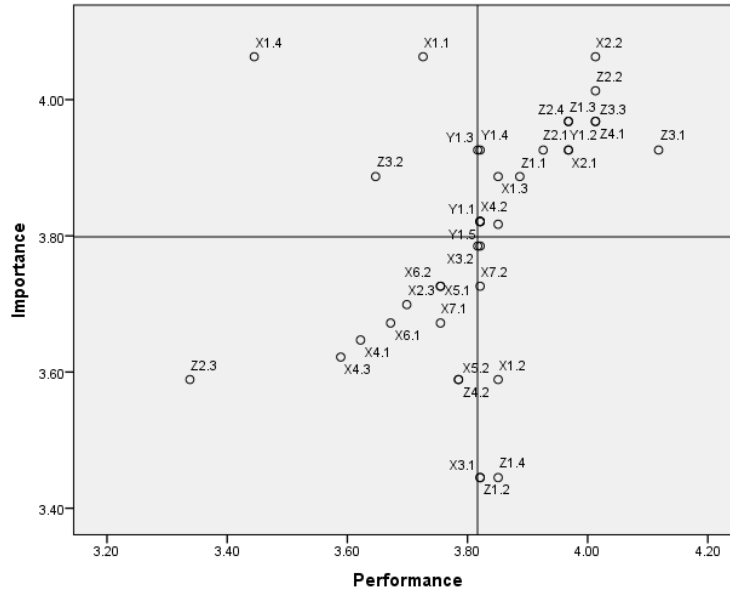


Figure 1: Cartesian Diagram Importance Performance Analysis

Based on the image, it can be explained as follows: Block A shows factors or attributes that are considered to have an influence, including elements that are considered important but management has not implemented them according to the respondents' wishes, namely regarding

- X1.1 PT. XYZ, Tbk products vary in size and packaging
- Product availability through PT. XYZ, Tbk social media/e-commerce is very
- X1.4 complete
- Z3.2 PT. XYZ, Tbk products are easy to read online

Block B shows the main points that the company has successfully implemented, and therefore must be maintained, namely regarding

- X1.3 Product information on PT. XYZ, Tbk e-commerce/social media is displayed through images/videos, making it easier for consumers to find the desired product
- X2.1 The price of the product offered is affordable according to the consumer's purchasing power
- X2.2 The price of PT. XYZ, Tbk products is cheaper than competing products
- X4.2 PT. XYZ, Tbk often provides discounts
- Y1.1 Access to the PT. XYZ, Tbk Online shopping site is easy and fast
- Y1.2 Easy to find needs on the PT. XYZ, Tbk Online shopping site
- Y1.3 The PT. XYZ, Tbk's Online shopping site suits your needs
- Y1.4 The PT. XYZ, Tbk Online shopping site has complete products
- Z1.1 PT. XYZ, Tbk can be trusted to protect consumer data
- Z1.3 Consumer demand on online channels is always met

- Z2.1 Easy to get PT. XYZ, Tbk information from social media
- Z2.2 Easy to get useful information from PT. XYZ, Tbk virtual channels
- Z2.4 Transactions through PT. XYZ, Tbk online channels are always satisfying
- Z2.5 Using the PT. XYZ, Tbk online system is always convenient
- Z3.1 PT. XYZ, Tbk products are easy to see virtually through online shopping sites
- Z3.3 Good product information is easy to obtain on the PT. XYZ, Tbk online shopping site
- Z3.4 Consumers have a positive assessment of products on the PT. XYZ, Tbk Online shopping site
- Z3.5 Consumers are always willing to make more transactions on the PT. XYZ, Tbk online shopping site in the future
- Z4.1 I always recommend the PT. XYZ, Tbk online shopping site to family and friends

Block C shows several factors that have less important influence for respondents, their implementation by the company is mediocre, considered less important and less satisfactory, namely regarding:

- X2.3 PT. XYZ, Tbk provides discount prices at certain times (e.g. on Eid, Independence Day or others)
- X4.1 I am interested in shopping at PT. XYZ, Tbk because I saw an advertisement on social media
- X4.3 I am interested in shopping at PT. XYZ, Tbk because it is well-known in the community
- X5.1 Employee profiles are clearly displayed so that they can convince customers that the company is a genuine company.
- X5.2 Employee ability to solve problems or educate customers through virtual channels
- X6.1 Ease of procedure for obtaining PT. XYZ, Tbk products through online shopping
- X6.2 Ease of getting help or consultation online regarding the service products offered.
- X7.1 The display of Product information on the PT. XYZ, Tbk online shopping site is attractive and neat
- Z2.3 The PT. XYZ, Tbk online site always maintains consumer trust
- Z4.2 I always promote the PT. XYZ, Tbk online shopping site to others

Block D shows factors that influence satisfaction that are less important, but are implemented excessively, are considered less important but very satisfying for respondents, namely regarding:

- X1.2 PT. XYZ, Tbk product prices are by their quality
- X3.1 The layout of PT. XYZ, Tbk social media/e-commerce display is easy to remember
- X3.2 The layout of PT. XYZ, Tbk social media/e-commerce display is easy to find
- X7.2 I buy PT. XYZ, Tbk products based on consumer reviews on e-commerce sites, or based on influencer reviews on social media
- Y1.5 The performance of the PT. XYZ, Tbk online shopping site, is trustworthy
- Z1.2 PT. XYZ, Tbk is easy to contact by phone or other online channels for consumers

Z1.4 PT. XYZ, Tbk has a useful social responsibility program

Data Normality Check

The theoretical model in this study was analyzed using the Structural Equation Modeling (SEM) technique with parameter estimation through the Maximum Likelihood (ML) method, which requires a minimum data measurement scale of intervals. Therefore, the first step before SEM analysis is to change the data scale from ordinal to interval using the Method of Successive Interval (Syarifudin Hidayat, 2005:55). The process of increasing the ordinal scale to an interval scale for all questionnaire items is presented in the appendix. Then the interval scale data is arranged into a matrix consisting of 13 (thirteen) manifest variables that will be used as input matrices for the Confirmatory Factor Analysis and SEM model analysis. The second stage, before CFA and SEM analysis, requires a data normality check. Data normality can be determined by observing the c.r. value for the skewness and kurtosis tests, which are between -2.58 and +2.58. From the summary statistics of the univariate normality test, it is known that the c.r. value The largest negative skew is in the X3 dimension of -1.467, while the largest positive c.r. skew value is in the X5 dimension of 0.193. Meanwhile, in the kurtosis test, the largest negative c.r. value is in the X1 dimension of -1.934 and the largest positive c.r. The value is in the Z4 dimension of 0.075. Thus, all c.r. values for the skewness and kurtosis tests are still in the range of -2.58 to +2.58, which indicates that the data is normally distributed univariately.

Table 7
Assessment of Normality

Variable	min	max	skew	c.r.	Kurtosis	c.r.
Z4	4.000	11.092	-.216	-1.114	.029	.075
Z3	12.377	26.054	-.111	-.571	-.337	-.871
Z2	11.212	25.894	-.025	-.129	-.459	-1.185
Z1	9.203	20.551	-.125	-.647	-.308	-.795
Y2	13.225	26.152	-.017	-.090	-.525	-1.356
Y1	12.249	26.115	-.031	-.160	-.323	-.834
X1	9.099	20.355	-.060	-.310	-.749	-1.934
X2	6.991	16.603	-.040	-.208	-.218	-.563
X3	4.018	11.040	-.284	-1.467	-.504	-1.301
X4	6.287	16.025	-.134	-.691	-.499	-1.288
X5	4.000	10.772	.037	.193	-.423	-1.091
X6	4.000	10.798	-.089	-.461	-.407	-1.051
X7	4.137	10.897	-.179	-.922	-.476	-1.229
Multivariate					7.234	2.317

Source: Data Processing Results, 2025

Based on the table above in the last row, the multivariate normal distribution test of skew and kurtosis shows a critical ratio value of 2.317, the value is in the range of 2.58, indicating multivariate normally distributed data. Thus, the Maximum Likelihood (ML) method can be used as an appropriate method as a parameter estimator for this research data.

Discussion

E-Marketing Mix PT. XYZ, Tbk

The results of the descriptive analysis of research data at PT. XYZ, Tbk shows that the Product has good criteria with an actual score percentage of 64.2%. Empirically, the most

important thing according to consumers regarding the price of PT. XYZ, Tbk products are by its quality (65.8%), followed by the Product information indicator on e-commerce/social media of PT. XYZ, Tbk is clearly displayed either through images/videos, so that it is easy for consumers to find products (65.2%). While the lowest indicator regarding product availability through social media/e-commerce of PT. XYZ, Tbk is very complete (62.0%). Product quality is the main value expected by customers from producers, including superior product quality and service. Quality is an important element that must be met by every company to ensure that its products remain competitive in the market and meet the needs and desires of consumers.

Based on the results of the proportion test analysis using the Z-test, it was concluded that the E-Marketing Mix at PT. XYZ, Tbk has been implemented well. With the large contribution of respondents' answers to the E-Marketing Mix variable of 64.3%, it is included in the high acquisition category (>60%-80%). The indicators that cause this E-Marketing Mix level to be fulfilled in each dimension, especially the product price indicator of PT. XYZ, Tbk, according to its quality (Product), the price of the product offered according to consumer purchasing power (Price), the arrangement of the appearance of social media/e-commerce of PT. XYZ, Tbk is easy to find (Place), consumers are interested in shopping at PT. XYZ, Tbk because they see advertisements on social media (Promotion), employee profiles are displayed so that they can convince customers that the company is genuine (People), the ease of the procedure for obtaining PT. XYZ, Tbk products through online shopping (Process), and the display of product information on the PT. XYZ, Tbk online shopping site is attractive and neat (Physical evidence).

Consumer Satisfaction of PT. XYZ, Tbk

The results of the descriptive analysis of research data at PT. XYZ, Tbk shows that Expectation has a satisfied criterion with an actual score percentage of 65.9%. Empirically, the most important thing according to consumers is regarding easy finding of needs on the PT. XYZ, Tbk Online shopping site (70.3%). While the lowest indicator regarding access to the PT. XYZ, Tbk's Online shopping site is easy and fast (61.3%). This condition shows a good understanding of consumer satisfaction that is built during the pre-purchase phase through the decision-making process carried out by consumers. Before making a purchase, consumers develop expectations or beliefs about what they expect from a product when they use a product.

Based on the results of the proportion test analysis using the Z-test, it was concluded that Consumer Satisfaction at PT. XYZ, Tbk has satisfied consumers. With the large contribution of respondents' answers to the Consumer Satisfaction variable of 66.4%, it is included in the high acquisition category (> 60%-80 %). The indicators that cause this level of Consumer Satisfaction to be fulfilled in each dimension, especially the indicator of easy browsing of the Hero Supermarket online shopping chat application/feature from anywhere (Expectation), consumers are that the stock of goods needed by consumers through the Hero Supermarket online shopping chat application/feature is always available (Perception).

Corporate Image of PT. XYZ, Tbk

The results of the descriptive analysis of research data at PT. XYZ, Tbk shows that Reputation has good criteria with an actual score percentage of 67.1%. Empirically, the most important thing according to consumers regarding PT. XYZ, Tbk is that it can be trusted to protect consumer data (68.8%). While the lowest indicator regarding PT. XYZ, Tbk is that it is easy to be contacted by telephone or other online channels by consumers (65.6%).

Based on the results of the proportion test analysis using the Z-test, it was concluded that the Corporate Image at PT. XYZ, Tbk is good. With the large contribution of

respondents' answers to the Corporate Image variable of 66.1%, it is included in the high acquisition category (> 60%-80 %). The indicators that cause this Corporate Image level to be met in each dimension, especially the indicators of PT. XYZ, Tbk can be trusted to protect consumer data (Reputation), easy to obtain useful information from PT. XYZ, Tbk's virtual channels (Recognition), PT products. XYZ, Tbk is easily viewed virtually through online shopping sites (Affinity), and consumers always recommend PT. XYZ, Tbk's online shopping site to family and friends (Brand Loyalty).

The Influence of E-Marketing Mix on Consumer Satisfaction at PT. XYZ, Tbk

Electronic marketing (Chaffey, 2019) is interpreted as having a wider reach because it refers to digital media such as the Internet and email. Being able to manage data and wireless media for digital customers and how the internet can be used together with traditional media to provide and receive services to customers, which can be considered to have a wider reach, referring to digital media such as the web, email, and media, wireless.

There is a significant influence of E-Marketing Mix, which includes dimensions of product, price, place, promotion, people, process, and physical evidence on Consumer Satisfaction at PT. XYZ, Tbk, which is indicated by the statistical value of the t-test of 9.240, which is absolutely smaller than the critical z of 1.96. The standardized slope coefficient is positive at 0.698, which indicates that if other variables are considered constant, then each increase in one E-Marketing Mix will result in an increase in Consumer Satisfaction by 0.698 units. The magnitude of the influence of E-Marketing Mix on Consumer Satisfaction is 48.7%, while the remaining 51.3% is influenced by other factors outside the research variables. Empirically, this shows that E-Marketing Mix, which includes the dimensions of product, price, place, promotion, people, process, and physical evidence, affects Consumer Satisfaction. If the E-Marketing Mix is implemented properly, it will result in consumers feeling satisfied. The results of this study are in line with the research presented by Wulandari & Hidayat (2023) entitled Analysis of Digital E-Marketing Mix on Consumer Satisfaction on the Tiktok Shop Platform in Bandung, the results of the hypothesis test explain that digital E-Marketing Mix (consisting of product, price, promotion, place, people, process and physical evidence) on consumer satisfaction by getting good results and categories. The coefficient results show that the digital analysis of E-Marketing Mix on consumer satisfaction in Bandung has an R-square of 72.1%, while the remaining 27.91% is influenced by other variables outside those studied.

The Influence of E-Marketing Mix on Corporate Image at PT. XYZ, Tbk

Corporate image is an impression, an emotion, an image of a conscious impression of a company from the community, and is created from the products or services provided. Corporate image: Public perception of the company or its products (Bill Canton, 2012).

There is a significant influence of E-Marketing Mix, which includes the dimensions of product, price, place, promotion, people, process, and physical evidence on Corporate Image at PT. XYZ, Tbk, which is indicated by the statistical value of the t-test of 3.675, which is absolutely smaller than the critical z of 1.96. The standardized slope coefficient is positive at 0.355, which indicates that if other variables are considered constant, then every increase in one E-Marketing Mix will result in an increase in Corporate Image by 0.355 units. The magnitude of the influence of E-Marketing Mix on Corporate Image is 12.6%, while the remaining 87.4% is influenced by other factors outside the research variables.

Empirically, this shows that the E-Marketing Mix, which includes the dimensions of product, price, place, promotion, people, process, and physical evidence, affects the Corporate Image. If the E-Marketing Mix is implemented properly, it will result in the Corporate Image being assessed well by consumers. The results of this study are in line with

the research presented by Wijaya (2022) which examined the Effect of E-Marketing Mix on Corporate Image at the Khairu Ummah Sharia Savings and Loans and Financing Cooperative (KSPPS) Leuwiliang Head Office - Bogor with the results of the study, namely the E-Marketing Mix on Corporate Image has a positive and significant effect simultaneously.

The Effect of Consumer Satisfaction on Corporate Image at PT. XYZ, Tbk

There is a significant effect of Consumer Satisfaction, which includes the Expectation and Perception dimensions, on Corporate Image at PT. XYZ, Tbk, which is indicated by the statistical value of the t-test of 5.187, which is absolutely smaller than the critical z of 1.96. The standardized slope coefficient is positive at 0.547, indicating that if other variables are considered constant, then every increase in one Consumer Satisfaction will result in an increase in Corporate Image by 0.547 units. The magnitude of the influence of Consumer Satisfaction on Corporate Image is 29.9%, while the remaining 70.1% is influenced by other factors outside the research variables. Empirically, this shows that Consumer Satisfaction, which includes the Expectation and Perception dimensions, affects Corporate Image. If Consumer Satisfaction can be met, it will result in consumers giving a good assessment of the Corporate Image.

The results of this study are in line with the research presented by Goban (2021) entitled *The Relationship Between Corporate Image and Indihome Customer Satisfaction at PT. Telkom Maumere*, states that there is a positive relationship between Corporate Image and customer satisfaction. From the results of the calculation of the determination value (R^2), it is known that the contribution of Corporate Image is 52.85%, while 47.15% that affects Customer Satisfaction is influenced by other factors.

The Influence of E-Marketing Mix on Consumer Satisfaction and Its Impact on Corporate Image at PT. XYZ, Tbk

There is a significant influence of E-Marketing Mix, which includes the dimensions of product, price, place, promotion, people, process, and physical evidence on Consumer Satisfaction and its impact on Corporate Image at PT. XYZ, Tbk, which is indicated by the statistical value of the F count test of 119.617, which is greater than the critical F of 2.659. The determination coefficient is 0.697 or 69.7%, so that the magnitude of the influence of E-Marketing Mix on Consumer Satisfaction through the intervening variable Corporate Image is 69.7%, while the remaining 30.3% is influenced by other factors outside the research variables.

Empirically, this shows that E-Marketing Mix, which includes the dimensions of product, price, place, promotion, people, process, and physical evidence, affects Consumer Satisfaction and has an impact on Corporate Image. If the E-Marketing Mix is implemented properly, it will result in consumers feeling satisfied, which, as a result, consumers can give a good assessment of the image of PT. XYZ, Tbk.

The results of this study are in line with the research put forward by Dahmiri (2010) that the E-Marketing Mix affects the level of consumer satisfaction, which in turn will improve the Company's Image. The relationship between the E-Marketing Mix and the level of Consumer Satisfaction because through the E-Marketing Mix a company can provide benefits to consumers and can offer several additional advantages, such as information and online transactions provided by the company, so that in this case consumers can find out information about the products provided by the company in the form of a virtual network and this certainly provides good benefits for the company in marketing products because along with the development of the era, the internet has now become part of people's lives.

Consumer satisfaction can be achieved by the Company, including through relationship marketing and superior customer service (Tjiptono, 2010:160). Relationship marketing is an

introduction to each customer more closely through a two-way communication concept by managing each other to create a mutually beneficial relationship between customers and the Company, while superior customer service is a better offering strategy than competitors. If a company or organization is going to use this strategy, then the company must have sufficient funds and superior human resource capabilities, and have a persistent effort to create a better service that will charge a higher price than the products or services produced.

Changes in the communication environment will also change with the presence of E-Marketing Mix. First, when the market has been divided, marketers begin to target narrower or segmented markets. Second, the development of information technology accelerates the segmented marketing process. Unlike the past, the modern marketing world integrates various communication media to convey brand messages and support the success of marketing goals.

The level of consumer satisfaction will have an impact on the Company's Image, because the Company's Image is an impression of the object of the company that is formed by processing information at all times from various sources of trusted information. A good corporate image is very important for the continuity of the company, because it will affect all elements within the company.

CONCLUSION

From the analysis results and discussion on the influence of E-Marketing Mix on Consumer Satisfaction and its impact on Corporate Image at PT. XYZ, Tbk, the following conclusions can be drawn:

1. The E-Marketing Mix, which includes Product, Price, Place, Promotion, People, Process, and Physical Evidence at PT. XYZ, Tbk, has been implemented well.
2. Consumer Satisfaction, which includes Expectation, Perception at PT. XYZ, Tbk has been satisfactory.
3. Corporate Image, which includes Reputation, Recognition, Affinity, and Brand Loyalty at PT. XYZ, Tbk is good.
4. There is a significant influence of E-Marketing Mix, which includes Product, Price, Place, Promotion, People, Process, Physical Evidence, on Consumer Satisfaction at PT PT. XYZ, Tbk Indonesia, Tbk with a direct influence of 48.7%.
5. There is a significant influence of E-Marketing Mix, which includes Product, Price, Place, Promotion, People, Process, Physical Evidence, on Corporate Image at PT. XYZ, Tbk with a direct influence of 12.6%.
6. There is a significant influence of Consumer Satisfaction, which includes the Expectation and Perception dimensions, on Corporate Image at PT. XYZ, Tbk with a direct influence of 29.9%.
7. There is a significant influence of E-Marketing Mix, which includes Product, Price, Place, Promotion, People, Process, Physical Evidence, on Consumer Satisfaction and its impact on Corporate Image at PT. XYZ, Tbk with a simultaneous influence of 69.7%.

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