

Analysis of The Influence of the 7p Marketing Mix on Consumer Loyalty Shipping Services Company

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Abstract

This study aims to determine and analyze the effect of the 7p marketing mix on consumer loyalty at the delivery service company (JNE) in Lhokseumawe city and to find out which JNE service factor has the most dominant effect on consumer loyalty at the JNE delivery service company in Lhokseumawe city. The object of this research is consumers who have used or are using JNE shipping services. The sample used amounted to 100 respondents. The sample data collection technique used is a questionnaire. The author distributed questionnaires to 100 JNE consumers in Lhokseumawe city. The distribution of questionnaires that have been carried out by the author gets the results of the study, namely, partially the product variable (X1), price variable (X2), location variable (X3), promotion variable (X4), people variable (X5), service delivery process variable (X6), and physical evidence variable (X7), has a positive and significant effect on the loyalty of JNE consumers in the city of Lhokseumawe, with the most dominant variable affecting the loyalty of JNE consumers in the city of Lhokseumawe, namely the physical evidence variable (X7). The simultaneous testing in this study results in that the product variable (X1), price variable (X2), location variable (X3), promotion variable (X4), people variable (X5), service delivery process variable (X6), and physical evidence variable (X7), have a positive and significant effect on customer loyalty at JNE delivery service company in Lhokseumawe city.

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INTRODUCTION

The role of technology in modern times that is increasingly advanced like today, products and services are also increasingly vigorous and diverse in the world of competition in order to obtain and retain consumers with the company's goal of increasing loyalty to these consumers so that the company's survival is maintained, in other words the company must be able to produce products that customers want in order to win the hearts of its target market with the aim of achieving certain sales volumes and at the same time increasing the profit of a company. Conditions with situations like this, making customer loyalty has a major role that is very important for the company.

Many factors cause customers to move from a brand of product or service to another brand of product or service, which results in a decrease in customer loyalty. This encourages marketers from

various companies to be more innovative in designing strategies to increase loyalty to consumers, to be able to attract these consumers so that they do not move to products or services from their competitors. One of the strategies used by companies in creating and increasing loyalty to these consumers is the marketing mix strategy or what is known as the marketing mix. The marketing mix consists of 7 marketing tools known as the 7Ps, namely product, price, place, promotion, process, physical evidence, and people.

The development of the courier and logistics business in Indonesia in the current era of globalization is very rapid, with increasingly competitive competition. Information technology or known as the internet, is widely used in various activities including in the field of marketing. Marketing on the internet has a similar term, namely direct marketing, in making it easier for consumers and sellers to be able to deal directly and face to face even though they are in different places. Internet technology has an impact on economic growth in Indonesia and has given rise to a new culture, namely the habit of shopping online, and as a result online transactions and online delivery of goods are increasingly widespread, leading to an increase in the need for goods delivery services.

PT JNE is one of the well-known shipping and expedition service companies that is widespread in almost all parts of Indonesia, and has many customers and is quite taken into account by competitors engaged in the same field. The company was founded on November 26, 1990 by Soeprapto Suparno in the city of Jakarta. At first the company started its business activities with a focus on the express business and customs logistics, or the import of shipments of goods and documents from abroad to Indonesia. at this time the JNE company has employees with a number reaching 40,000.

PT JNE is now in the city of Lhokseumawe. Lhokseumawe City is one of the cities in Aceh province, precisely in North Aceh, Indonesia. This city is also the second largest city in Aceh province after Banda Aceh. The city is located right in the middle of the eastern Sumatra route, between Banda Aceh and Medan, so the city is the most vital distribution and trade route in Aceh. Lhokseumawe City has a population of 190,903 people with a density of 1,054 people/km² in 2021. With this population density, economic growth is also increasing. According to the Lhokseumawe City Statistics Agency on December 27, 2021, Lhokseumawe city experienced a fairly large inflation of 0.82%. This increase in inflation has made people do a lot of online transactions or online shopping activities. These transaction activities cannot be separated from the goods delivery service company.

The perfection that JNE almost has turns out to have a gap, JNE in 2022 almost always makes mistakes for shipping goods made by consumers. Many of the consumers complained about the delivery of goods that did not arrive, the consumers had also complained to JNE. Instead of getting an explanation and apology from JNE, the consumer complaint was ignored. In addition to these problems, JNE also often delivers goods to consumers' addresses without prior notice, which results in consumers being overwhelmed because some of these consumers are not in place at that time. In addition to these problems, consumer dissatisfaction also occurs because the goods sent by consumers are delayed so

that they do not match the time specified and agreed upon by the consumer and JNE (www.acehnews.net/2022 and www.mediakonsumen.com/2022).

Based on the background previously described, it can be formulated that the problems in this study are: (1) How does service product affect JNE consumer loyalty in Lhokseumawe City? (2) How does price affect JNE consumer loyalty in Lhokseumawe City? (3) How does location affect JNE consumer loyalty in Lhokseumawe City? (4) How does the company's promotion affect JNE consumer loyalty in Lhokseumawe City? (5) How do employees influence JNE consumer loyalty in Lhokseumawe City? (6) How does the service delivery process affect JNE consumer loyalty in Lhokseumawe City? (7) How does physical appearance affect JNE consumer loyalty in Lhokseumawe City? (8) How do products, prices, locations, promotions, employees, service delivery processes, and physical appearance simultaneously affect JNE consumer loyalty in Lhokseumawe City?

Marketing Mix

The marketing mix is a tool or tool for marketers consisting of various elements of a marketing program that need to be considered so that the implementation of the marketing strategy and positioning set can be successful (Wardana, 2018). Kotler & Armstrong (2016) state that the marketing mix is a set of tactical marketing tools that the company combines to produce the desired response in the target market. There are 4 parts of the marketing mix, namely product, price, place, and promotion. Marketing experts, however, add that there are three more elements to the service marketing mix, making it the 7P's. The three additional P's are People, Process, and Promotion. The three additional P's are People, Process, and Physical Evidence.

Product: Kotler (2019), says that a product is something that can be offered to the market for attention, ownership, or consumption so that it can satisfy wants or needs. The product indicators are divided into 5, namely: 1) Shape, 2) Product characteristics, 3) Performance, 4) Accuracy or suitability, and 5) Reliability. **Price :** Price in a broad sense is not only the amount of money given to the seller to get the goods purchased but also includes things outside such as time, effort (search), psychological risk (cars can crash), additional expenses for guarantees (paying insurance), (Limakrisna and Purba, 2017). There are 4 (four) indicators of price according to Kotler & Armstrong (2012), namely: 1) Price affordability, 2) Price compatibility with quality, 3) Price competitiveness, and 4) Price compatibility with benefits. **place:** Kotler & Armstrong (2018) state that location is a variety of company activities to make products produced or sold affordable and available to target markets, in this case dealing with how to deliver products or services to consumers and where the strategic location is. Location indicators according to Hendra Fure, (2013), are divided into 4 (four), namely: 1) easy to reach, 2) availability of parking lots, 3) has a large enough place, and 4) comfortable surroundings. **Promotions:** Praestuti (2020), promotion is an effort of persuasion that is used to persuade or encourage consumers to want to buy products and services produced by the company. The promotion indicators used in this study are divided into 4 (four) according to Kotler & Keller (2020), namely: 1) Promotional messages, 2) Promotion media, 3)

Promotion time and 4) Promotion frequency. **People:** Hurriyati (2019), states that people (people or actors) in services are people who are directly involved in carrying out all company activities, and are factors that play an important role for all organizations. Apart from skills, what entrepreneurs take into account in recruiting members or employees in a service company is the behavior of employees both in the way they speak, the appearance of clothing, and how they serve consumers. Hurriyati (2015), the indicators of the people element are as follows: 1) Good service, 2) Fast and thorough, and 3) And friendly. **Process:** Zeithaml and Bitner (2019), process is all the actual procedures, mechanisms, and activity flows used to deliver services. This process element means a company's efforts in carrying out and carrying out activities to meet the needs and desires of its consumers. The indicators used in this study are the opinions of Tarmizi et, al (2016), which state that there are 4 indicators in the process as follows: 1) according to SOP, 2) Work description, 3) Problem solution procedures, and 4) Just in time (time required). **Physical Evidence:** Physical evidence is the physical environment where it is created and directly interacts with consumers. (Wardana, 2017). As for the opinion of Zeithaml et al. (2009), in general, physical evidence of services includes all aspects of the organization's physical facilities and also tangible forms of communication. The indicators used in this study are the opinions of Lupiyoadi (2016), indicators of the physical evidence element, namely: 1) Design, 2) layout, and atmosphere of the waiting room.

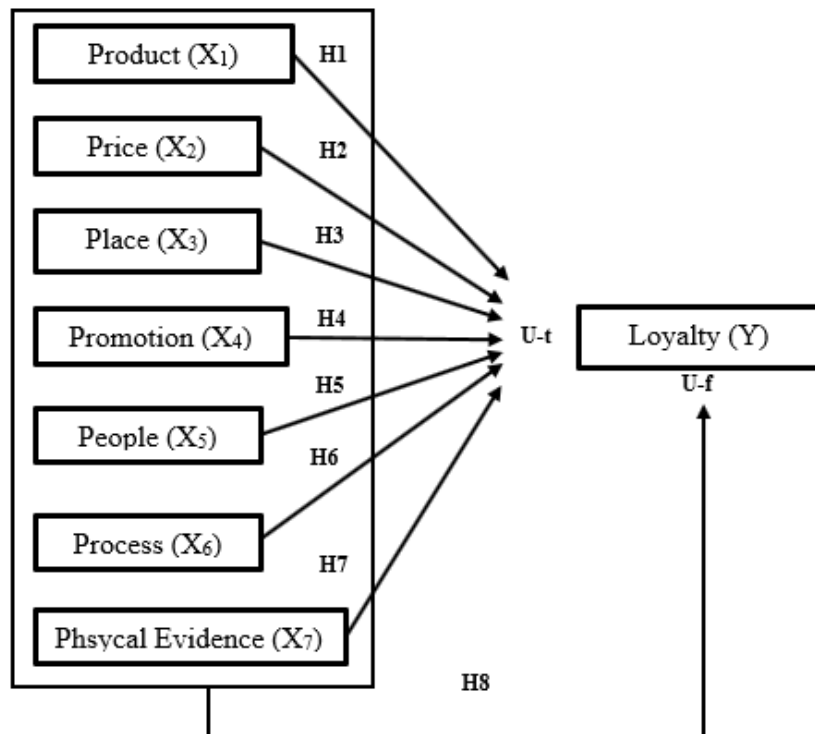
Loyalty

Oliver (2019) states that customer loyalty is a tightly held commitment by customers to buy or prioritize a product in the form of goods or services consistently, this is what causes repeated purchases of the same product even though the customer has received situational or marketing influences to replace it with another brand. The indicators of loyalty are divided into 4 (four) opinions from Tjijptono (2017), as follows: Making repeat purchases is a purchase intention made by consumers more than once ; Recommending to others is suggesting or recommending to others about the product he bought ; Do not intend to move is that consumers are loyal to their preferred products or brands and are reluctant to switch brands ; Talking about positive things is talking about positive things about the product purchased.

Conceptual Framework

Based on the description above, a conceptual model or theoretical framework can be developed in this study as shown in the following figure:

Figure 1
conceptual framework



Based on the main problems and literature review above, the hypothesis of this study can be described as follows:

- H1 It is suspected that the product has a positive effect on JNE consumer loyalty in Lhokseumawe City.
- H2 It is suspected that price has a positive effect on JNE consumer loyalty in Lhokseumawe City.
- H3 It is suspected that location has a positive effect on JNE consumer loyalty in Lhokseumawe City.
- H4 It is suspected that the promotions that have been carried out by the company have a positive effect on JNE consumer loyalty in Lhokseumawe City.
- H5 It is suspected that employees have a positive effect on JNE customer loyalty in Lhokseumawe City.
- H6 It is suspected that the service delivery process has a positive effect on JNE customer loyalty in Lhokseumawe City.
- H7 It is suspected that physical evidence has a positive effect on JNE customer loyalty in Lhokseumawe City.

H8 It is suspected that product, price, location, promotion, employee, service delivery process, and physical evidence have a positive effect on loyalty simultaneously on JNE consumers in Lhokseumawe City.

METHODS

Object and Research Location .The object of this research is consumers of JNE delivery services around Lhokseumawe City who have used or are using the JNE delivery service. The location of this research is in several places ; JNE Sub Agent Lhokseumawe City on Jalan Merdeka Timur, kec. Muara Dua, Aceh; JNE Lhokseumawe on Jalan Tgk Chik Ditiro, Lancang Garam, Kec. Banda Sakti, Lhokseumawe City, Aceh ; JNE Muara Satu on Jalan Lintas Sumatra, Batuphat Timur, kec. Muara Satu, Lhokseumawe City, Aceh ; JNE ARFIA Group on Jalan Lintas Sumatra, Uteun Kot, Kec. Muara Dua, Lhokseumawe City, Aceh.

The population in this study are all consumers who have used or are using JNE delivery services in Lhokseumawe City. In this study, the sampling method used was accidental sampling, which is by chance, meaning anyone who meets the researcher. The number of samples used in this study were 100 respondents.

RESULTS AND DISCUSSION

RESULTS

In this study to obtain data or information, the authors used various data collection techniques obtained from the statements of the respondents by means of a questionnaire method, namely data collection techniques by providing a closed list of questions that have been provided to respondents, with answers or data measurements available in the questionnaire as a benchmark for these consumers, namely with Likert scale measurements (1-5). The next stage is data analysis using statistical tools that are on software devices, namely through the SPSS (Statistical Package For Social Science) program.

Multiple linear regression analysis aims to determine the effects of the marketing mix consisting of Product (X1), Price (X2), Location (X3), Promotion (X4), People (X5), Process (X6), Physical Display (X7), on Consumer Loyalty (Y). The regression equation in this study, namely:

$$Y = a + \beta \text{Prod}_1 + \beta \text{Pric}_2 + \beta \text{Plac}_3 + \beta \text{Prom}_4 + \beta \text{Peop}_5 + \beta \text{Proc}_6 + \beta \text{Pshy}_7 + e$$

Description

Y = Customer loyalty

A = Constant

Prod1 = Product / product

Pric2 = Price / price

Plac3 = Place / location

Prom4 = Promotion

Peop5 = People / employees

Proc6 = Process / process

Phsy7 = Phsykal evidence / physical appearance

β = Product variable regression coefficient

e = Standard error

Validity Test

According to Ghozali (2011) the validity test is used to measure whether a questionnaire is valid or not.

Reliability Test

Reliability is a tool for measuring a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if the answer to the question is consistent or stable over time (Ghozali, 2006).

Hypothesis Test

Partial Test (t test)

If $t_{hitung} > t_{tabel}$ then H1, H2, H3, H4, H5, H6, H7 are accepted, which means that the product variable (X1), price variable (X2), location variable (X3), promotion variable (X4), people variable (X5), service delivery process variable (X6), and physical display variable (X7) of a service have a positive effect on JNE consumer loyalty in Lhokseumawe City. The level of significance can be seen from the comparison of the calculated probability (p-value) and alpa (α).

If $t_{count} < t_{table}$ then H1, H2, H3, H4, H5, H6, H7 are rejected, which means that the product variable (X1), price variable (X2), location variable (X3), promotion variable (X4), people variable (X5), service delivery process variable (X6), and physical display variable (X7) of a service do not have a positive effect on JNE consumer loyalty in Lhokseumawe City. The level of significance can be seen from the comparison of the calculated probability (p-value) and alpa (α).

Simultan Test (f test)

If the value of $f_{count} > f_{tabel}$ then H8 is accepted, meaning that the product variable (X1), price variable (X2), location variable (X3), promotion variable (X4), people variable (X5), service delivery process variable (X6), and physical display variable (X7) together affect the customer loyalty variable.

If the value of $f_{hitung} < f_{tabel}$ then H8 is rejected, meaning that the product variable (X1), price variable (X2), location variable (X3), promotion variable (X4), people variable (X5), service delivery process variable (X6), and physical display variable (X7) together have no effect on the customer loyalty variable.

Validity Test

Previously, a pre-test or pilot test was conducted to test the questionnaire on 30 respondents. This validity test was carried out using the SPSS program. There are several variables tested in this study which can be seen in the table below:

Table 1 : Respondent Validity Test

No	Indicator	R _{Table}	Pearson Correlation /R _{Count}	Ket
1	Product	0.3494		Valid
	1		0.657	
	2		0.771	
	3		0.760	
	4		0.857	
2	Price	0.3494		Valid
	1		0.551	
	2		0.882	
	3		0.838	
	4		0.849	
3	Location	0.3494		Valid
	1		0.791	
	2		0.799	
	3		0.769	
4	Promotion	0.3494		Valid
	1		0.742	
	2		0.799	
	3		0.747	
5	Person	0.3494		Valid
	1		0.826	
	2		0.660	
6	Process	0.3494		Valid
	1		0.770	
	2		0.825	
	3		0.555	
7	Physical Evidence	0.3494		Vallid
	1		0.719	
	2		0.797	
8	Loyalty	0.3494		Valid
	1		0.684	
	2		0.855	
	3		0.806	
	1		0.518	
	2		0.910	
	3			

Source: research results (processed), 2022

The validity test tests each of the variables in this study, where from all the variables this study has 31 statements that must be answered by respondents. The criteria used in determining whether the

statements used in this study are valid or not: degree of freedom ($df = n - 2 = 30 - 2 = 28$), with a significant level of 0.05 obtained $r_{table} = 0.1946$. If r_{count} (seen in the pearson correlation for each statement item) is greater than r_{table} and the r value is positive, then each statement item is said to be valid.

Reliability Test

Previously, a pre-test or pilot test was carried out to test the questionnaire on 30 respondents. In testing the reliability of a questionnaire, the method used in this study, which measures the Likert scale, is Cronbach Alpha.

Table 2 : Respondent Reliability Test

Variable	Cronbach Alpha	N	Ket
Product (X1)	0.821	5	Reliable
Price (X2)	0.813	4	Reliable
Location (X3)	0.765	4	Reliable
Promotion (X4)	0.786	4	Reliable
People (X5)	0.665	3	Reliable
Process (X6)	0.728	4	Reliable
Physical Evidence (X7)	0.632	3	Reliable
Loyalty (Y)	0.774	4	Reliable

Source: research results (processed), 2022

A variable is said to be reliable if the α coefficient result is greater than the significant level of 0.6 or 60%, the questionnaire is declared reliable, and if the α coefficient result is less than 0.6 or 60%, the questionnaire is declared unreliable.

Multiple Linear Regression Analysis

In this study, the data analysis used is quantitative using multiple linear equations. Quantitative analysis is an analysis used to analyze data obtained from questions that require statistical calculations, so it is often called statistical analysis. This study tests product (X₁), price (X₂), location (X₃), promotion (X₄), people (X₅), process (X₆), physical evidence (X₇), on consumer loyalty (Y).

table 3 : Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients Betas	Q	Sig.
	B	Std. Error			
(Constant)	2003	.866		2,314	.023
Product	.121	.043	.174	2,845	.005
Price	.142	.057	.161	2,503	.014
Location	.124	.053	.093	2,326	.022
Promotion	.159	.061	.162	2,590	.011
Person	.185	.085	.122	2,189	.031
Process	.150	.061	.150	2,456	.016
physical evidence	.750	.088	.546	8,478	.000

Source: research results (processed), 2022

Based on table 4.15, the multiple linear regression results are as follows:

$$Y = 2.003 + 0.121X_1 + 0.142X_2 + 0.124X_3 + 0.159X_4 + 0.185X_5 + 0.150X_6 + 0.750X_7$$

From the regression equation, a constant value is obtained, namely (2,003), this indicates that if the product (X1), price (X2), location (X3), promotion (X4), people (X5), process (X6), physical appearance (X7), constant value (0) then the loyalty value is (2,003).

The regression coefficient of the product variable (X1) is 0.121, which means that if the product variable (X1) if it is increased by 1 Likert scale unit, loyalty (Y) will increase by 0.121, the regression coefficient of the price variable (X2) is 0.142, which means that if the price variable (X2) if it is increased by 1 Likert scale unit, loyalty (Y) will increase by 0.142, the regression coefficient of the place variable (X3) is 0.124, which means that if the place variable (X3) if it is increased by 1 unit of the Likert scale, loyalty (Y) will increase by 0.124, the regression coefficient of the promotion variable (X4) is 0.159 which means that if the promotion variable (X4) if it is increased by 1 Likert scale unit, loyalty (Y) will increase by 0.159, the regression coefficient of the people variable (X5) is 0.185 which means that if the people variable (X5) if it is increased by 1 Likert scale unit, loyalty (Y) will increase by 0.185, the regression coefficient of the process variable (X6) is 0.150 which means that if the people

variable (X6) if it is increased by 1 Likert scale unit, loyalty (Y) will increase by 0.150, the regression coefficient of the physical appearance variable (X7) is 0.750 which means that if the physical appearance variable (X7) if it is increased by 1 Likert scale unit, loyalty (Y) will increase by 0.750.

Correlation Coefficient (R) And Determination Coefficient (R²)

Table 4 : Correlation

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.947 ^a	.898	.890	.973

Source: research results (processed), 2022

Based on the table above, the r value is 0.947 or 94.7% that the loyalty variable which consists of if the product, price, location, promotion, people, process, physical appearance, has a close and positive relationship with JNE consumer loyalty in Lhokseumawe city.

The value of the coefficient of determination can be seen in the table above with the adjusted R square value which shows the magnitude of the contribution of the influence of the independent variable on the dependent variable in a model. The value of adjusted R square is = 0.890 or 89.0%. Where this shows that 89.0% of purchasing decisions can be explained and influenced by the independent variables X1, X2 and X3, while the remaining 11% is influenced by other variables not included in this study.

Hypothesis Testing

Partial Test (t test)

The partial test results (t test) in table 3 show that from the results of the regression calculation the product variable has a significant effect on consumer loyalty. This is indicated by the tcount value is 2.845 and greater than the ttable value (df = n-k) at n = 100 of 1.66 at the 5% level and a significant value of 0.005 less than $\alpha = 0.05$. So from these results it shows that customer loyalty has a significant effect in the presence of product variables.

The regression calculation results show that the price variable has a significant effect on customer loyalty. This is shown in the tcount value is 2.503 and greater than the ttable value (df = n-k) at n = 100 of 1.66 at the 5% level and a significant value of 0.014 is smaller than $\alpha = 0.05$. These results indicate that customer loyalty is influenced by the price variable.

The results of the regression calculation show that the location variable has a significant effect on customer loyalty. This is shown in the tcount value is 2.326 and greater than the ttable value (df = n-k) at n = 100 of 1.66 at the 5% level and a significant value of 0.022 smaller than $\alpha = 0.05$. These results indicate that customer loyalty is influenced by the location variable.

The results of the regression calculation show that the promotion variable has a significant effect on customer loyalty. This is shown in the tcount value is 2.590 and greater than the ttable value

(df = n-k) at n = 100 of 1.66 at the 5% level and a significant value of 0.011 smaller than $\alpha = 0.05$. These results indicate that customer loyalty is influenced by the promotion variable.

The results of the regression calculation show that the people variable has a significant effect on customer loyalty. This is shown in the tcount value is 2.189 and greater than the ttable value (df = n-k) at n = 100 of 1.66 at the 5% level and a significant value of 0.031 is smaller than $\alpha = 0.05$. These results indicate that customer loyalty is influenced by the presence of people variables.

The results of the regression calculation show that the process variable has a significant effect on customer loyalty. This is shown in the tcount value is 2.456 and greater than the ttable value (df = n-k) at n = 100 of 1.66 at the 5% level and a significant value of 0.016 is smaller than $\alpha = 0.05$. These results indicate that customer loyalty is influenced by the existence of process variables.

The results of the regression calculation show that the physical appearance variable has a significant effect on customer loyalty. This is shown in the tcount value is 8.478 and greater than the ttable value (df = n-k) at n = 100 of 1.66 at the 5% level and a significant value of 0.000 smaller than $\alpha = 0.05$. These results indicate that customer loyalty is influenced by the physical display variable.

Simultaneous Test (Test F)

table 5 : Simultaneous Test (Test F)

Model	Sum of Squares	Df	MeanSquare	F	Sig
Regression	763,963	7	109,138	115,375	.000 ^b
residual	87027	92	.946		
Total	850,990	99			

Source: research results (processed), 2022

Based on table 5, the calculation results obtained the Fhitung value of 115.375 where the Ftable value is 2.20 which is obtained from $df1 = (k-1)$, $df2 = (n-k)$, so $df1 (7-1) = 6$, while $df2 (100 - 6) = 94$. So the value of $Fhitung > Ftable$ means that simultaneously or simultaneously the independent variables consisting of Product (X1), Price (X2), Location (X3), Promotion (X4), People (X5), Process (X6), and Physical Display (X7), have a significant effect on consumer loyalty (Y) using JNE delivery services in the city of Lhokseumawe Aceh Utara with a significant level of 0.000.

DISCUSSION

Based on the results of the tests that have been carried out in this study with the title analysis of the influence of the 7p marketing mix on consumer loyalty at the delivery service company Nugraha Ekakurir Line (JNE) in Lhokseumawe city. Then the conclusions of this study are as follows:Product variables (X1) have a positive and significant effect partially on customer loyalty at the JNE delivery service company in Lhokseumawe city. With calculations where tcount is greater than ttable $2.845 > 1.66$ with a significant level of $0.005 < 0.05$. The price variable (X2) has a positive and significant partial effect on customer loyalty at the JNE

shipping service company in lhokseumawe city. With calculations where the tcount is greater than the ttable $2.503 > 1.66$ with a significant level of $0.014 < 0.05$.

The location variable (X3) has a positive and significant partial effect on customer loyalty at the JNE shipping service company in lhokseumawe city. With calculations where the tcount is greater than the ttable $-2.326 > 1.66$ with a significant level of $0.022 < 0.05$. Promotion variable (X4) has a positive and significant partial effect on customer loyalty at JNE shipping service company in lhokseumawe city. With calculations where tcount is greater than ttable $2.590 > 1.66$ with a significant level of $0.011 < 0.05$. People variable (X5) has a positive and significant partial effect on customer loyalty at JNE shipping service company in lhokseumawe city. With calculations where the tcount is greater than the ttable $-2.189 > 1.66$ with a significant level of $0.031 < 0.05$.

The process variable (X6) has a positive and significant partial effect on customer loyalty at the JNE shipping service company in lhokseumawe city. With calculations where tcount is greater than ttable $2.456 > 1.66$ with a significant level of $0.016 < 0.05$. The physical display variable (X7) has a positive and significant partial effect on customer loyalty at the JNE shipping service company in Lhokseumawe city. With calculations where the tcount is greater than the ttable $8.478 > 1.66$ with a significant level of $0.000 < 0.05$. Product variables (X1), price variables (X2), location variables (X3), promotion variables (X4), people variables (X5), service delivery process variables (X6), and physical appearance variables (X7), have a positive and significant effect simultaneously on customer loyalty at the JNE delivery service company in Lhokseumawe city. With calculations where fcount is greater than ftable $115.375 > 2.20$ with a significant level of $0.000 < 0.05$.

CONCLUSION

Based on the results of the discussion and conclusions regarding this study with the title analysis of the effect of the 7p marketing mix on consumer loyalty at the JNE shipping service company in Lhokseumawe city. The JNE branch of the Lhokseumawe City company will pay more attention to how the service differs from other services, to bring out the superiority, reliability, and performance of the delivery service in contrast to other delivery services. The branch will pay more attention to how the price and quality of the services offered are matched and pay attention to the competitiveness of the service price with other services.

Based on the respondents' answers to the location variable the JNE company in the Lhokseumawe city branch is expected to pay more attention to the location of the place where the goods are delivered or the place of service transactions, be it the parking facilities located at that location or the breadth of the location for customer convenience so that it has an impact on customer loyalty. The promotion variable in the JNE shipping service company from the answers of the respondents, is expected to pay more attention to the promotion of JNE shipping services so that it is easier and more often encountered by potential customers who have an impact on customer loyalty in the future.

The company will pay more attention to its employees in dealing with and serving customers, both with hospitality and thoroughness and speed in serving these customers. This is because it greatly affects customer loyalty. The JNE company in the Lhokseumawe city branch is expected to pay more attention to the service delivery process that occurs at JNE in the Lhokseumawe city branch, especially in the service process which must use Standard Operating Procedures (SOP), job descriptions, in providing solutions and paying attention to the amount and time (accuracy in service delivery) required by customers. And the company will also have to pay attention again to the shape and appearance of the building, the neatness of the room, and the comfort of the waiting room provided by the company to maintain customer loyalty in the future.

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