



**THE INFLUENCE OF MARKETING MIX VARIABLES ON
PURCHASE DECISION AND CUSTOMER SATISFACTION**

(Research at Customers of Vitiara Rent Car Malang)

UNDERGRADUATE THESIS

Submitted as Prerequisite Undergraduate Degree

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LAELA RIZKI AMALIA

105030207121002



BRAWIJAYA UNIVERSITY

FACULTY OF ADMINISTRATIVE SCIENCE

DEPARTMENT OF BUSINESS ADMINISTRATION SCIENCE

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Patience has two sides, one side is the patient, the other side is grateful to God. (Ibnu Mas'ud)



UNDERGRADUATE THESIS APPROVAL

Title : The Influence of Marketing Mix Variables on Purchase

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Created by : Laela Rizki Amelia

NIM : 105030207121002

Faculty : Faculty of Administrative Science

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Concentration : Marketing Management

Malang, 7 July 2015

Supervisors

Supervisor

Co. Supervisor

Andriani Kusumawati, S.Sos., M.Si., DBA
NIP. 19760414 200212 2 002

M.Kholid Mawardi, Ph.D
NIP. 197512 20200501 1 002



BOARD OF APPROVAL

This undergraduate thesis has been maintained in front of the board of examiners, Faculty of Administrative Science Brawijaya University, at:

Day :

Date :

Time :

Undergraduate Thesis on behalf of : Laela Rizki Amelia

Title : The Influence of Marketing mix on Purchase Decision and Customer behavior

BOARD OF EXAMINER

Chairman

Member

Andriani Kusumawati, S.Sos., M.Si., DBA
NIP. 19760414 200212 2 002

M.Kholid Mawardi, S.Sos., MAB
NIP. 195712 20200501 1 002

Member

Member



MINOR THESIS ORIGINALITY STATEMENT

I truthfully declare to my knowledge, in the text of this thesis there is no scientific papers that have been asked by other party to obtain work or opinion ever written or published by another person, except that in writing this manuscript and cited the referred the source quotations and bibliography.

If I turns out in the text of this thesis could be proven there are elements of plagiarism, I prepared this thesis disqualified and academic degree I have gained (S-1) was canceled and processed in accordance with legislation that apply (*UU No. 20 Tahun 2003, pasal 25 ayat 2 dan pasal 70*).

Malang, 06 Agustust 2015

Student

Name: Laela Rizki Amelia
NIM: 105030207121002

**ABSTRACT**

Laela Rizki Amalia, 2015, Business Administrative Science Majoring in Marketing Management, Faculty of Administrative Science, Brawijaya University Malang, The Influence of Marketing Mix Variables on Purchase Decision and Customer Satisfaction (Research at Customers of Vitiara Rent Car Malang 2015), Andriani Kusumawati, S.Sos., M.Si., DBA and M.Kholid Mawardi, Ph.D 141 pages + xvi

This study aimed to: (1) understanding the influences of product, price, promotion, and distribution channel on purchase decision, (2) understanding the influences of product, price, promotion, and distribution channel on customer satisfaction, and (3) understanding the influence of purchase decision on customer satisfaction

The type of this research used explanatory research with quantitative approach. Variables used in this research were product, price, promotion and distribution channels, purchase decisions and customer satisfaction. The total sample is 66 members of who has rented a vehicle enlist two times in Vitiara rent car by using purposive sampling technique. Data were collected through questionnaire Descriptive analysis and path analysis used as data analysis technique.

The result of the study reveals that: (1) product, price, promotion, distribution channel variables have positive and significant effect on the purchase decision (Z). This is proven by the probability of <0.05 , which means there is a significant effect, (2) product, price, promotion, distribution channel variables have positive and significant effect on customer satisfaction (Y). This is proven by the probability of <0.05 , which means there is a significant effect. While message source variable provides indirect influence on the purchase decision process through psychological factors, and (3) purchase decision variable has positive and significant effect on customer satisfaction (Y). This is proven by the probability of <0.05 , which means there is a significant effect. Therefore, the company is expected to improve and maintain the quality of the price that has had the biggest influence on customer satisfaction if through a purchase decision.

Key words: Marketing Mix, Purchase Decision, Customer Satisfaction



ABSTRAK

Laela Rizki Amalia, 2015, Ilmu Administrasi Bisnis Jurusan Manajemen Pemasaran, Fakultas Ilmu Administrasi, Universitas Brawijaya Malang, Pengaruh variable marketing mix terhadap keputusan pembelian dan kepuasan pelanggan (Survei pada pelanggan Vitiara Rent Car Malang 2015), Andriani Kusumawati, S.Sos., M.Si., DBA and M.Kholid Mawardi, Ph.D 141 halaman + xvi

Penelitian ini bertujuan untuk: (1) Memahami pengaruh produk, harga, promosi dan saluran distribusi memiliki pengaruh terhadap keputusan pembelian, (2) Memahami pengaruh produk, harga, promosi dan saluran distribusi memiliki pengaruh terhadap kepuasan pelanggan, dan (3) Memahami pengaruh keputusan pembelian terhadap kepuasan pembelian

Jenis penelitian ini menggunakan penelitian penjelasan dengan pendekatan kuantitatif. Variabel yang digunakan dalam penelitian ini adalah produk, harga, promosi, saluran distribusi, keputusan pembelian dan kepuasan pelanggan. Total sampel 66 member yang telah menyewakan kendaraan sekali di Vitiara rent car dan digunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner. Analisis deskriptif dan analisis jalur digunakan sebagai teknik analisis data.

Hasil penelitian menunjukkan bahwa terdapat: (1) produk, harga, promosi, saluran distribusi berpengaruh positif dan signifikan terhadap keputusan pembelian (Z). Hal ini dibuktikan dengan probabilitas $< 0,05$, yang berarti ada pengaruh yang signifikan, (2) produk, harga, promosi, saluran distribusi berpengaruh positif dan signifikan terhadap kepuasan pelanggan (Y). Hal ini dibuktikan dengan probabilitas $< 0,05$, yang berarti ada pengaruh yang signifikan. Sedangkan variabel sumber pesan memberikan pengaruh tidak langsung pada proses keputusan pembelian melalui faktor psikologis, dan (3) Keputusan pembelian berpengaruh positif dan signifikan terhadap kepuasan pelanggan (Y). Hal ini dibuktikan dengan probabilitas $< 0,05$, yang berarti ada pengaruh yang signifikan. Oleh karena itu, perusahaan diharapkan untuk meningkatkan dan mempertahankan kualitas dari harga yang telah memiliki pengaruh lebih besar pada kepuasan pelanggan jika melalui keputusan pembelian.

Kata Kunci: Marketing mix, Purchase decision, customer satisfaction



FOREWORD

Upon the completion of my minor thesis, I would like to present my deepest gratitude to the almighty Allah SWT for blessing and strength that have been given to me in finishing my thesis entitled “*The Influence of Marketing Mix Variables on Purchase Decision and Customer Satisfaction (Survey at Consumers' Vitiara Rent Car Malang)*”. This undergraduate thesis is the final assignment submitted to Brawijaya University in partial fulfillments for bachelor degree of business administration in the faculty of administrative science.

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Malang, 06 August 2015

Laela Rizki Amelia



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CHAPTER 1

INTRODUCTION

A. Background of the research

Recently business competition is very tight. It can be seen by growth of business entities such as small medium enterprise, retail, and others big companies. In establishing of business, entrepreneur should into account the customer. By delivering the satisfaction value in accordance to need and want of customer.

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

Vehicle rental business has many requirements to be done prior to hiring, for example, the rent should be careful in checking the identity, not an address could be guaranteed, then it should be in a check directly with the rental vehicle beforecan be rented there for the identity of the lessee the vehicle really is "valid" and not a fake address to prevent the occurrence of crimes both vehicles carried



blurred or used for criminal offence. Vice versa for tenants as well as checking the condition of the vehicle if the vehicle is guaranteed in case of insurance accident or stolen this car renters for safety's sake.

Engel, et.al (2001:31),states that the purchasing decision is a process to formulate various alternative options to drop the selection on one specific alternative to make a purchase. One of the factors that able to influence the purchasing decision factor is fulfillment. According to Hoffman and Bateson (2006:304), satisfaction and dissatisfaction is a comparison of what customers expected service customers with the actual received the consumer (Caroll, 2004).The satisfaction or dissatisfaction of customers will affect the subsequent behavior(Nabhan and Enlik, 2005).

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

Marketing management is how people and organizations can manage properly their exchange activities to generate income from them and satisfaction for the other party. In order to find out the needs of the market, the company held a stimulus which is set by the company and shown to the satisfaction of the consumer. The stimulation of marketing mix based on previous studies of



explanation, then there is a chance to do more research by integrating variable marketing mix, variable purchase decisions, and variable customer satisfaction.

Considering the importance in seeing what things can affect the behavior of consumers in taking decisions in the rented vehicle. Therefore, the are interested

in to learn regarding with consumer behavior consumer against a decision which is packed in the title: **THE INFLUENCE OF MARKETING MIX**

VARIABLES ON PURCHASE DECISION AND CUSTOMER SATISFACTION (Researchat Customer of Vitiara Rent Car Malang)

B. Formulation of The Problem

The background of the formulation of the problem in this research can be formulated as follows:

1. Does product have influence on purchase decisions and customer satisfaction?
2. Does price have the influence on purchase decisions and customer satisfaction?
3. Does promotion have the influence on purchase decisions and customer satisfaction?
4. Does distribution have the influence on purchase decisions and customer satisfaction?
5. Does purchase decisions have the influence on customer satisfaction?



C. Research Objectives

Of the problems that have been formulated above, the goal of this research activity is:

1. To explain the influence of product on purchase decision and customer satisfaction.
2. To explain the influence of the price on purchase decision and customer satisfaction.
3. To explain the influence of promotion on purchase decision and customer satisfaction.
4. To explain the influence of distribution channel on purchase decision and customer satisfaction.
5. To explain the influence of purchase decision on customer satisfaction.

D. Research Contributions

1. For Academic Field
 - a. This research is expected contributed to develop knowledge in the marketing, especially issues that related with this research
 - b. This research is expected as consideration and can apply in the real world and also used as a consideration for further research
 - c. This research is expected to improve their skill in marketing development environment and customer behavior, especially in terms of the purchase decision and customer satisfaction.



2. For PracticalField

- a. This research is expected can be used by companies to understand consumer behavior towards marketing mix and can also be used as input for the purchase decision in renting a vehicle
- b. This research is expected to obtain what is expected, especially in the Vitiara Rent Car, so that consumers feel satisfied with what has been provided or offered by VitiaraRent Car.

E. Structure of the Undergraduate Thesis

Structure of the undergraduate thesis in this research consists of five chapters discussion, the following is a brief overview of the subject.

CHAPTER I INTRODUCTION

This chapter contains research background, problem formulation, research objectives, the benefits of research, and systematic discussion.

CHAPTER II :LITERATURE REVIEW

Chapter two explaining about the theories of the marketing mix, purchase decision and customer satisfaction

CHAPTER III : RESEARCH METHOD

Chapter three describes the methodology that is used in this research by explaining the data collection and the research approach. This chapter will greatly assist in conducting the research



CHAPTER IV : RESEARCH RESULT AND DISCUSSION

Chapter four explaining about data presentation consider general description of research location, description of general respondent, description about distribution of respondent answers, analysis result and discussion.

CHAPTER V : CLOSING

Chapter five contained by conclusion of this whole research and recommendation for the company and next researcher.



CHAPTER II

LITERATURE REVIEW

A. The Previous Research

1. Pupuani (2013)

The title of the study is Marketing Mix Effect on Customer Satisfaction and Repurchasing Behavior (A Case Study on Pepsodent Toothpaste Brand in Denpasar). The purpose of the study is to determine the effect simultaneously and partial marketing mix on consumer satisfaction and repurchase behavior. The data analysis uses quantitative with path analysis method. This study consists of product, price, distribution channels, promotion, and customer satisfaction and repurchase behavior.

This research used questionnaires. The population of this study is consumers from Denpasar and they have used Pepsodent toothpaste. There are 180 respondents involved in this study. Based on the research findings, the researchers conclude that marketing mix consists of product, price, distribution and promotion channels which simultaneously and partially significant affect Pepsodent toothpaste customer satisfaction in Denpasar.

Marketing mix consists of product, price, distribution channels, and promotion which simultaneously have significant effect on Pepsodent toothpaste repurchasing behavior in Denpasar. Marketing mix partially only has significant effect of price on repurchasing behavior, whereas, products, distribution channels and promotions partially do not have significant effect



On the Pepsodent toothpaste repurchasing behavior in Denpasar. Satisfaction has significant effect on the Pepsodent toothpaste repurchasing behavior.

2. Setiawan (2014)

The title of the study is The Marketing Mix Effect on Purchasing Decisions of Toyota Avanza Type G in Surabaya. The purpose of this study is to determine the elements on the marketing mix that includes product, price, location, and promotion that affects purchasing decisions. The element which has the most effect is purchase decision.

The data analysis used quantitative with multiple linear regression analysis. Variables of this study consist of product, promotion, location, price, and purchase decision. This research was conducted by distributing questionnaires to 100 consumers. The results show that product, price, place, and promotion have effect on purchase decision of Toyota Avanza Type G in Surabaya. The dominant factor of purchase decision is product.

3. Suroso (2010)

The title of this study is The Effect of Retail Marketing Mix Variable on Purchase Decision and Customer Satisfaction in Indomaret Mini Market Probolinggo. The research objective is to determine the direct effect of retail marketing mix variable that includes product, price, promotion, services, and physical facilities on purchasing decisions or indirect influence on customer satisfaction by using the purchase decision.



The data analysis used quantitative with path analysis. The research variables consist of product, price, promotion, services, physical facilities, purchasing decisions and customer satisfaction. The sample consisted of 94 Indomaret customers. The results show that the retail marketing mix variables that include product, price, promotion, services and physical facilities have significant effect on the purchase decision. However, retail marketing mix variables that include product, price, promotion, services, physical facilities and purchasing decisions have significant effect on customer satisfaction.

4. Rajh (2005)

Rajh conduct research about The Effects of Marketing Mix Elements on Brand Equity. The purpose is to explore how marketing mix elements affect brand equity. The research method used the quantitative approach. While variables of this research consist of Price, store image distribution intensity, advertising, price deals, sponsorships, brand awareness, brand image, brand equity. The survey was conducted among a sample of 2nd, 3rd, and 4th year undergraduate students of the faculty of Economics and Business in Zagreb, In May and June 2003, The survey included a sample of 424 respondent. The research results indicate that different marketing mix elements impact the creation of brand equity with different levels of intensity, as well as that some elements of marketing mix can negatively affect the creation of brand equity.

5. Jain (2012)



Jain conduct research about identify the essential factors in the marketing mix design (The Case of Personal Protective Equipment). The purpose is to explain is there a methodology that can be incorporated to find the essential factors in marketing mix design. The research method used the both qualitative and quantitative methodologies were incorporated in this study. While variables of this research consist of Place, price, promotion. The cases consisted of manufacturers from PPE industry. Telephone or face to face interview request were sent to 20 personal protective equipment companies, some of which also took part in our survey investigation. It can be conclude that there are several factors which are essential in the marketing mix design of a PPE. By this, we mean, that at least these factors must be present in the market mix design. They maybe supported by other factors.

6. Silfania (2006)

Silfania conduct research about the promotional mix of influences purchasing decisions on PT Jasindo Insurance Malang. The purpose is to knowing and analyze both simulate as well as partial and the dominant influence on purchasing decisions. The research method used the quantitative with approach survey. While variables of this research consist of advertising, sales personal, public relations and publicity, direct marketing and sales promotion. Sample taken with the use accidental sampling. From the results of Research done States that mix promotions includes advertising (X_1), personal sales (X_2), public relations and publicity (X_3), sales promotions (X_4), and marketing direct (X_5) has the influence of the significantly to decision

Table1 Mapping Journal Previous Research

No	The Researcher	Title of Research	Purpose	Research Method	Variables	Sample/Population	Result
1	Pupuani (2013)	Marketing Mix Effect on Customer Satisfaction and Repurchasing Behavior (A Case Study on Pepsodent Toothpaste Brand in Denpasar)	Determine the effect simultaneously and partial marketing mix on consumer satisfaction and repurchase behavior	The data analysis uses quantitative with path analysis method	Product, price, distribution channels, promotion, and customer satisfaction and repurchase behavior.	The population of this study is consumers from Denpasar and they have used Pepsodent toothpaste. There are 180 respondents involved in this study.	<p>The researchers conclude that marketing mix consists of product, price, distribution and promotion channels which simultaneously and partially significant affect Pepsodent toothpaste customer satisfaction in Denpasar.</p> <p>Marketing mix consists of product, price, distribution channels, and promotion which simultaneously have significant effect on Pepsodent toothpaste repurchasing behavior in Denpasar.</p> <p>Marketing mix</p>

Continue Mapping Journal Previous Research

No	The Researcher	Title of Research	Purpose	Research Method	Variables	Sample/Population	Result
							partially only has significant effect of price on repurchasing behavior, whereas, products, distribution channels and promotions partially do not have significant effect on the Pepsodent toothpaste repurchasing behavior in Denpasar. Satisfaction has significant effect on the Pepsodent toothpaste repurchasing behavior.
2	Setiawan (2014)	The Marketing Mix Effect on Purchasing Decisions of Toyota Avanza Type G in Surabaya.	The purpose of this study is to determine the elements on the Marketing Mix that includes product, price, location, and	The data analysis used quantitative with multiple linear regression	Variables of this study consist of product, promotion, location,	This research was conducting by distributing questionnaires to 100 consumers.	The results show that product, price, place, and promotion have effect on purchase decision of Toyota Avanza Type G in



No	The Researcher Continue Mapping	Title of Research Journal Previous Research	Purpose	Research Method	Variables	Sample/Population	Result
			promotion that affects purchasing decisions. The element which has the most effect is purchase decision.	analysis	price, and purchase decision.		Surabaya. The dominant factor of purchase decision is product.
3	Suroso (2010)	The Effect of Retail Marketing Mix Variable on Purchase Decision and Customer Satisfaction in Indomaret Mini Market Probolinggo.		The data analysis used quantitative with path analysis.	The research variables consist of product, price, promotion, services, physical facilities, purchasing decisions and customer satisfaction.	The sample consisted of 94 Indomaret customers.	The results show that the retail marketing mix variables that include product, price, promotion, services and physical facilities have significant effect on the purchase decision. However, retail marketing mix variables that include product, price, promotion, services, physical facilities and purchasing decisions have significant effect on customer satisfaction.

No	The Researcher	Title of Research	Purpose	Research Method	Variables	Sample/Population	Result
Continue Mapping Journal Previous Research							
4	Rajh (2005)	The Effects of Marketing Mix Elements on Brand Equity	To explore how marketing mix elements affect Brand equity.	Quantitative approach	Price, Store Image, Distribution Intensity, Advertising, Price Deals, Sponsorships, Brand Awareness, Brand Image, Brand Equity.	The survey was conducted among a sample of 2nd, 3rd, and 4th year undergraduate students of the Faculty of Economics and Business in Zagreb, in May and June 2003. The survey included a sample of 424 respondents.	The research results indicate that different marketing mix elements impact the creation of brand equity with different levels of intensity, as well as that some Elements of marketing mix can negatively affect the creation of brand equity.
5	Jain (2012)	Identifying the essential factors in the marketing mix design (The case of Personal Protective	To explains there a methodology that can be incorporated to find the essential Factors in marketing	Both qualitative and quantitative methodologies were	Place, price, promotion,	The cases consisted of manufacturers from PPE industry. Telephone or face to face	It can be concluded that there are several factors which are essential in the marketing

No	The Researcher	Title of Research	Purpose	Research Method	Variables	Sample/Population	Result
	Continue Mapping Journal Previous Research	Equipment)	mix design.	incorporated in this study.		interview requests were sent to 20 personal protective equipment companies, some of Which also took part in our survey investigation.	Mix design of a PPE. By this, we mean, that at least these factors must be present in The market mix design. They may be supported by other factors.

B. Marketing Mix

Each company must decide the extent to which it's marketing strategy with the condition that exists. On one side there are companies that use a standardized marketing mix globally around the world. The standardization is the product, advertising, distribution and low cost. On the other side there are adjustments to the marketing mix, in which the manufacturers the elements of the marketing mix for each target market. Marketing mix describes the set of tools that management can use to influence sales. The traditional formulation is called the 4Ps – product, price, place, and promotion (Kotler, 2007:108). Marketing mix are factors that are controlled and can be used by marketing managers in order to affect sales or it could also be interpreted as the company's revenue. The factor are factor product, price, place, and promotion.

1. Product

The product is a crucial element in a marketing program. Product strategy can affect other marketing strategies. The purchase of a product is not merely to have the product but also to meet the needs and desires of consumers. It is a subjective understanding of the product from the manufacturer over something that is offered as an effort to achieve the objectives of the organization through the fulfillment of the needs and desires of consumers, according with the competence and capacity of the organization as well as the purchasing power of the market. Product as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need (Kotler and Armstrong, 2005:223). "A product is anything that can be offered to the market to look for, owned, used, or





consumed that can satisfy your desires and needs. The product includes a physical object, services, people, places, organizations and ideas”(Kotler and Armstrong, 2005:11).

Use a simple sentence, so it's easy to understand by the reader a product is anything that can be offered to producers note, requested, sought, bought, used or consumed in the market as the fulfillment of the needs or desires of the market concerned, either in the form of goods or services. Product can be measured through (Kotler, 2007:55).

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

At this time the company is not only competing with the only resulting product only, but also increasing the competition on the additional aspect of its products, such as aspects of the service, advertising, packaging, delivery, shipping, credit and other factors that could benefit consumers. In planning for a quote or a product, marketers need to understand the five levels of the product (Kotler and Keller, 2007:4).

1. Main products, which is actually needed and the benefits that will be consumed by customers of each product. Rent car in business, the main benefit is purchased the car service and convenience is ready-made.



2. Generic products, namely basic products that are able to affect the most basic product functionality (minimal product designs can serve). For example, rent car business is a business that has a lot of vehicles for rent.
3. Product expectations, which is the official products offered by various attributes and normal conditions (decent) expected and agreed to be bought. For example, customers expect comfortable and clean vehicles.
4. Complementary Products (augmented product), For example the various product attributes that are fitted or added a variety of benefits and services, in order to provide extra satisfaction and bias are distinguished with a competing product. For example, rent car can add facilities TV, audio, service of rent car, and others – other.
5. Product potential, For example all sorts of additions and changes that might be developed for a product in the future.

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

1. The service strategy, a strategy to deliver services with the best possible quality to customers.
2. The human resourcesthat provide services.
3. The systemof service, procedureorthe procedureto provide services tothose customersthat involves allphysical facilitiesathaveand allthe existinghuman resources.

2. Price

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

The sheer price, the eye depends on the company policy, but of course by considering a variety of things. The expensive, cheap, or good price only for each individual is not to be the same, because it depends on the individual's background by environmental dilators of life and conditions of the individual. In order to be successful in marketing the goods or services, any company must set prices appropriately. The price is one – the only element of the marketing mix that provide income or revenue for the company, while the other three elements (product, distribution, and promotion) causes the incidence of costs (expenditures).

In addition the price is the marketing mix elements are flexible, its mean can changed quickly. The case unlike with characteristics of a product or a commitment to distribution channels. The last two things cannot be changed quickly and easily, because it usually concerns the long-term decisions.

Marketing plans must include price considerations. The pricing mix including competition, cost, markups, discounts, and geography. Even if all the other aspects of the marketing mix are perfect, with the wrong price clients will not buy the product. The marketing plan must include consideration on how flexible prices are, lifecycle pricing, who gets discounts, and who pays transportation (Perrault, Jr. and McCarthy,2004:465).



The price is important because it determines the profitability and viability of the company. Determination of prices is having an impact on the marketing strategy adjustment is taken. The price elasticity of a product will also affect the demand and sales.

Pricing Objectives

Pricing objectives has implications on strategies of competing companies. The purpose of the set should be consistent with the way that the company is in its relative position in the place of the competition. There are basically four types of pricing purposes (Tjiptono, 1997:152).

1. The purpose of profit-oriented, the assumptions of classical economic theory that every company always choose the price that can yield the highest profits. This objective known as maximize of existing profits. In an era of global competition that his condition is very complex and the many variables that influence the profit maximization of existing is very difficult to achieve, because it is difficult to accurately estimate the number of may sales that can be achieved at a given price level. Thus, a company may not be able to know with certainty the price level that can produce the maximum profit.
2. The purpose of oriented on the volume, in addition to profit-oriented objectives, the companies that set prices based on goal-oriented a certain volume or the usual known as the volume pricing objectives. Prices are set in such a way in order to achieve the target sales volume of sales (USD) value or market share (absolute or relative). This goal many





aviation companies, applied by the institution, tour and travel companies, entrepreneurs and business owners of other performances, as well as the organizer of the seminars.

3. Goal-oriented image, of a company can be formed through pricing strategies. Companies can set the price high to form or maintain a prestigious image. Meanwhile, low prices can be used to form the image of a specific value (image of value), for example by providing assurances that its price is the lowest price in a region specific. In fact, both the high pricing and the low prices aimed at improving consumer perception of the overall marketing mix product offerings of the company.

4. The purpose of the stabilization of prices, in a market that consumers are very sensitive to price, if one company lowered its price, the competitors must lower their prices as well. Such a condition underlying the formation of the purpose of established prices in the industry—certain industries whose products are standardized goals of stabilization is done with the set prices to maintain a stable relationship between the price of a company and industry leader price.

The purpose of others, the price can also be established with the aim of preventing the entry of competitors, retain customer loyalty, repeat sales, support or avoid the interference of the government.

Nonprofit organization can also set different pricing purposes, for example to achieve partial cost recovery, full cost recovery, or to set a social price.



According to Kotler(2005:18), price is one element of the marketing mix and price shave individual components consisting of:

1. List price

The price list is a breakdown of the price listed on the label or product.

2. Discounts

Discount is a reduction in the price of the price list. According to Kotler and Armstrong(2004: 473), can discount many different forms, namely:

- a. Cash discount, the price reduction to buyers who pay their bills early.
- b. Discount amount, is a price reduction to buyers who buying large quantities.
- c. Functional discount (also called merchant discount) offered by the seller to the members of the trade channel sperform certain functions such as selling, storing, and held reporting.
- d. Seasonal discount is a price reduction to buyers who buy merchandise or services outside the season.

3. Distribution Channels

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

- a. Zero-level channel, indicating that marketers are not using intermediaries in marketing his product (direct marketing channel).
- b. One-level channel, shows marketers use one type of intermediary.
- c. Two-level channel, meaning wear two types of intermediaries, and so on.

According to Swastha (2003:61), that the function of distribution channels includes eight terms as follows:

1. The connection between producers and consumers.
2. Distribution channels provide additional functions over the marketing function, such as credit sales.
3. Distribution channels participating in price fixing.
4. Distribution channels are active in the promotion.
5. Through the distribution means consumers can purchase goods and services required.
6. Distribution channels can reduce funding and costs.
7. Distribution channels as a communicator between manufacturers and consumers
8. Distribution channels provide collateral for the goods or services to consumers.
9. Distribution channels provide additional services to consumers.

4. Promotion

According to Kotler (2007:88), the promotion is meant: "Promotion includes all of the companies activity undertakes to communicate and promote its product the target market", this state means that includes all of the



promotional activities conducted by a company to inform and promote its products to market share. Promotion is represents all of the methods of communication that a marketer may use to provide information to different parties about the product. Promotion comprises elements such as: advertising, public relations, personal selling and sales promotion.

Promotion is one of the factors determining the success of a marketing program. However quality a product, when consumers have never listen to it and not sure that it would be useful to consumers, then consumers would never buy it. Promotion is a form of marketing communications. The definition of marketing communications is a marketing activity that seeks to diffusing information, influencing, and remind target market for the company and its products in order to be willing to receive, purchase, and loyal to the product offered by the company concerned.

Media promotions can be used in business include advertising, sales promotion, publicity and public relations, and direct marketing. Determination of media promotion to be used based on the type and shape of the product itself. Promotion is measured through (Tjiptono, 2000:22)

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

a. Promotional Purposes

The purpose of the campaign is to inform, influence and persuade, and remind target customers on the company and the marketing mix





(Tjiptono, 1997:221). In detail the third promotional purposes may be outlined as follows:

b. Inform can be:

- 1) Inform the market about the existence of a new product
- 2) Introduce new use way of the products
- 3) Pass on price changes in the market
- 4) Explain the workings of a product
- 5) Inform the services – services provided by the company
- 6) The mistaken impression Straightening
- 7) Reduce fears or worries buyers
- 8) Building a corporate image

c. Persuade target customers to:

- 1) Forming a choice brand
- 2) Switch to certain brands
- 3) Change customer perception of product attributes
- 4) Encourage buyers to spend a moment's notice
- 5) Push the buyer to accept the visit of a salesman

d. Remind, can consist of:

- 1) Remind the buyer that the product concerned is needed in the near future
- 2) Reminding the buyer will place that sells the company's products
- 3) Make buyers still remember even though there is no ad campaign
- 4) keep the memories of the first buyer falls on the company's products

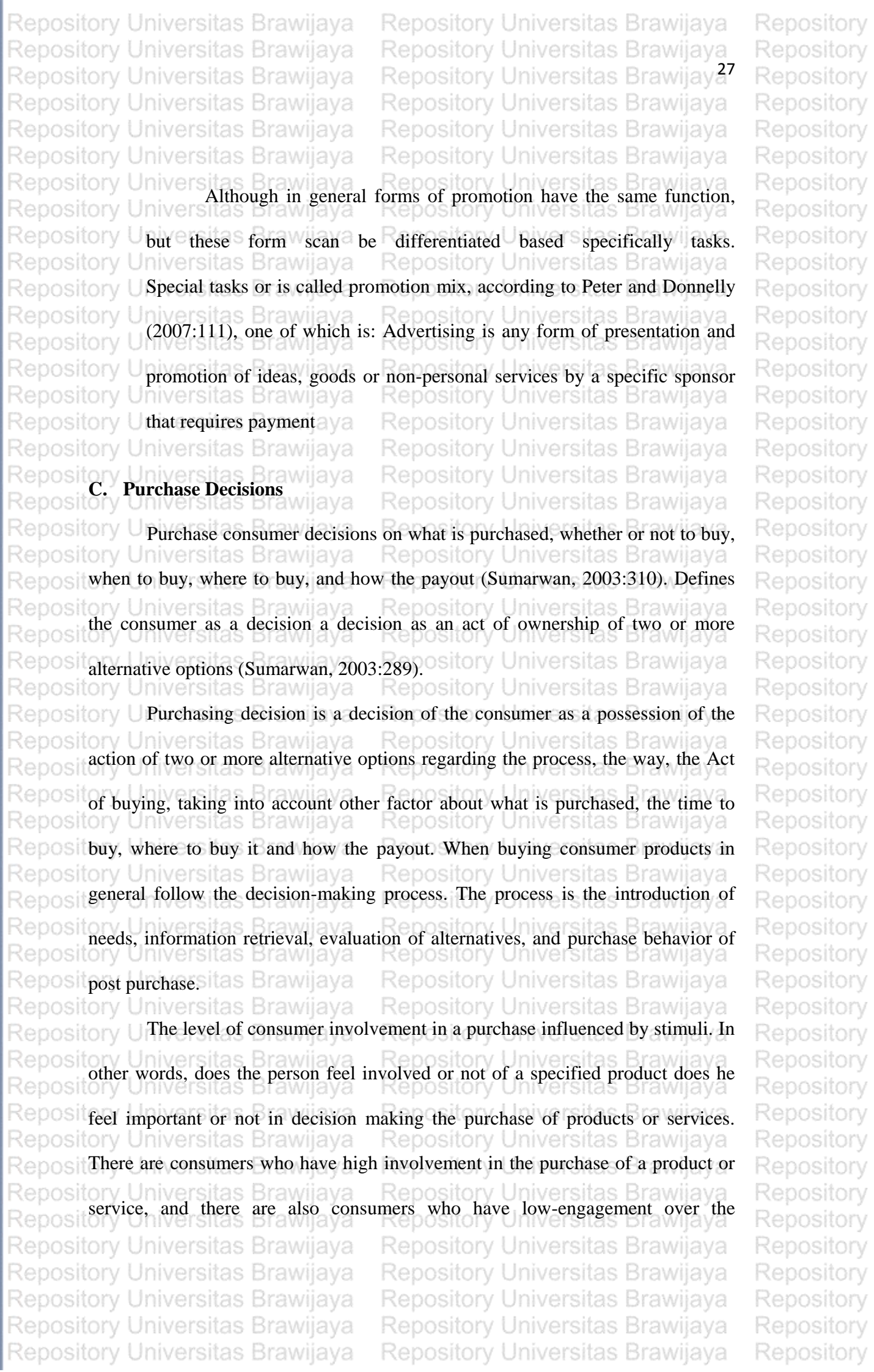
Although in general forms of promotion have the same function, but these form scan be differentiated based specifically tasks. Special tasks or is called promotion mix, according to Peter and Donnelly (2007:111), one of which is: Advertising is any form of presentation and promotion of ideas, goods or non-personal services by a specific sponsor that requires payment

C. Purchase Decisions

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

Purchasing decision is a decision of the consumer as a possession of the action of two or more alternative options regarding the process, the way, the Act of buying, taking into account other factor about what is purchased, the time to buy, where to buy it and how the payout. When buying consumer products in general follow the decision-making process. The process is the introduction of needs, information retrieval, evaluation of alternatives, and purchase behavior of post purchase.

The level of consumer involvement in a purchase influenced by stimuli. In other words, does the person feel involved or not of a specified product does he feel important or not in decision making the purchase of products or services. There are consumers who have high involvement in the purchase of a product or service, and there are also consumers who have low-engagement over the



purchase of a product or service. The actual buying decision covers why and how the attitude of someone in consumer behavior. According to Swastha (2008:102), any decision includes several components:

1) Choose Products

In this case the company must focus on the needs and wants of consumer products, so that it could maximize its appeal.

2) Select Brands

In this case the decision includes criteria and attributes that are contained in the product to be bought.

3) Selecting Sellers

Consumers should take the decision about which brand will be bought. Brand decisions is highly subjective depending on the tastes and desires of the consumers. Company should know the consumer in choosing a brand.

4) Selecting the time of purchase

Consumers should determine wherethe customers will buy the product. In this case the company must figure out which consumers in choosing an agent his chosen sales agents.

5) Choose the Amount of the Purchase

Purchases may be made in excess of one unit. Consumers will determine how much he's going to buy that product. The company should provide sufficient quantities of products, in accordance with the needs of the consumer.



D. Customer Satisfaction

The main objective of a marketing strategy is an important thing for a company which is a way of achieving the objectives of a company. A quantity is the number of subscribers increased quite significantly from time to time, whereas in the quality that customers who had a productive customers who are able to provide a profit for the company. In Order to achieve that goal can be done in many ways and one of them is through providing customer satisfaction.

Customer satisfaction is the level of one's feelings after comparing performance or perceived results compared to the expectation (Kotler, 1997:36).

Consumer satisfaction is the result of (learning outcomes) that was felt over the use of products and services, is equal to or exceeds the desired expectation (Yamit, 2001:78).

1. The Measurement of Customer Satisfaction

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

- 1) A good impression. It means feeling happy or upset someone who comes after comparing between the perceptions or impressions on performance or outcomes of a product and hope. Satisfaction is a function of perception or impression upon the performance and expectations. If the performance were below expectations then the customer is not satisfied. If the performance meets the expectations of the customers will be satisfied. If performance exceeds the expectations

of the customers will be very satisfied or pleased. The key to which customer is faithfulness counts for providing value customers is high.

2) Share positive information. Creation of customer satisfaction may provide some benefits, such as the relationship between companies and customers become harmonious, provide a good basis for the purchase and the creation of customer loyalty and constitute a recommendation by word of mouth that is profitable for the company.

3) No Complain. Customer satisfaction is influenced by the characteristics of the specific product or service and by the perception of quality. In addition customer satisfaction is also influenced by the emotional responses of customers and customer attributes.

According to Kotler (2001:231), there are two theory of satisfaction:

a. Performance Expectations Theory

Consumer satisfaction is a function of consumer expectations and the expected results. If the results obtained as expected then consumers will be satisfied, if the results obtained more than expected then the consumers will be very satisfied and if the result obtained is not like what is expected, then the consumer is unsatisfied.

b. Theory of Cognitive Mismatch

Almost every option tends to make the mismatch after the transaction, for example, is how much the inconvenience incurred and what consumers do to resolve it



2. The Factors that Influence Customer Satisfaction

According to Palace (2010:19), there are a number of factors that influence customer satisfaction, among other things:

- a. Recommended products and services (including an employee who is very helpful and polite, the room comfortable, the transaction means a pleasant service and so on)
- b. Customer Emotions (State of mind or feeling or life satisfaction)
- c. The attribution for success or failure of the service (assessment of the merits of better or more poorly than expected)
- d. The perception of fairness and justice (equity and fairness).
- e. Other customers, families and co-workers, for example, the satisfaction of family vacation trip is a dynamic phenomenon of affected by reaction and expression by family members during the holidays.

E. Relationships between Variables

1. The Influence of Product Influence on Purchase Decision and Customer Satisfaction

Product is a set of attributes of both tangible and intangible, including the problems of color, price, reputation of the company and service company that received by the buyer in order to satisfy his desire (Alma, 2004:139).

Consumer satisfaction is the extent to which the benefits of a product perceived in accordance with what is expected of customers (Amir, 2005).

Consumers buy not just a collection of physical attributes, but the goal they pay something to satisfy. Thus, for a company that sells the benefits



wisely not just the product alone product (essentially benefits) but should constitute a system. If someone needs a product, it would first imagine the benefits of the product. After it had to consider other factors beyond the benefits of the product. The factors that make consumers take a decision to buy or not(Angipora, 2002:152).

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

2. The influence of price on the purchase decision and Customer Satisfaction

According to Tandjung (2004:78), price is the amount of money that has been agreed upon by potential buyers and sellers in exchange for goods or services within the normal business transaction". Price is one of the elements of the marketing mix, according to the nature of the marketing mix, price is a variable that can be controlled by the company. In addition the price also determines whether or not a product is accepted by consumers.

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



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

According to Irawan (2004:37), It can be concluded from this definition that the price is the amount of money that will be paid by the consumer to buy a product or service, price decisions directly affect sales and customer satisfaction because if the price offered is not too high, it will lead to the desire of consumers to buy and low prices will satisfy customers. Conversely, if the price is too high level of purchasing power and buyers will descend impact on the customer satisfaction.

3. The influence of promotion on the purchase decision and Customer Satisfaction

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



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

4. The influence of distribution channel on the purchase decision and Customer Satisfaction

Distribution channel is a path traversed by the flow of goods from manufacturer to middleman and finally to the use of (Angipora, 2002:295).

Distribution with respect to the delivery of products to consumers. Marketing management have a role in evaluating the performance of the dealer. When companies are planning a particular market, the first thought is who will be appointed as a dealer there. Rapid product and equitable to consumers, then the effect on the consumer's decision to purchase (Lamb, et.al, 2001:8).

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

5. The Influence of the Purchase Decision on Customer Satisfaction

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

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

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



F. Research Model and Hypothesis Formulation

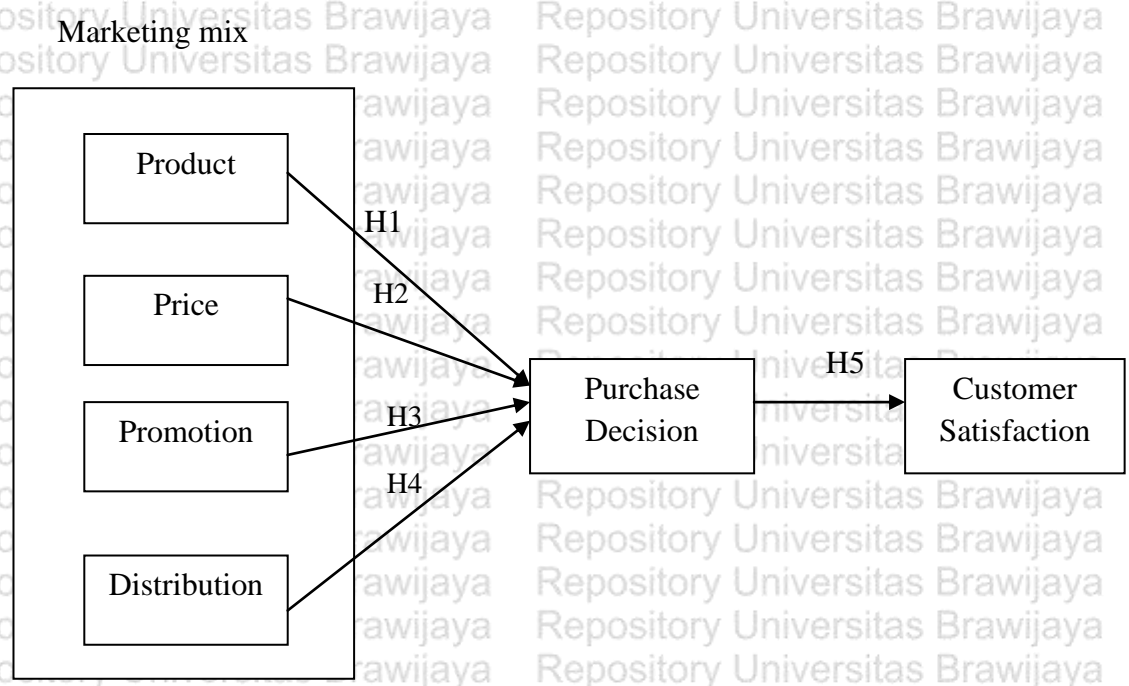


Figure 1: Research Model

Hypothesis Formulation

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



CHAPTER III

RESEARCH METHOD

A. Types of Research

This research is using explanatory research, which describes the relationship of two or more variables that examined. The research using survey method of the media using the interview questionnaire. This research using quantitative research, according to Arikunto (2006:12), quantitative research is a research that uses numbers ranging from the result of collection.

Explanatory research is using to describe the existence of relationship marketing mix variables of the purchasing decisions and customer satisfaction in the Vitiara Rent Car. This study used survey method, because the information that collected from respondents using a questionnaire. According to Kerlinger in Sugiyono (2002:7) survey research is research that conducted on large or small populations, but the data was studied from samples taken from the population.

B. Research Location

This research is conducting in Vitiara rent cars Jl. Bukit Hijau Housing 93A, Malang. This location was selected by considering some reason. First, Because Vitiara rent car had big income, Vitiara rent car also have customers (members) in accordance with the variable customer satisfaction. Second, And finally, the research also found no similar studies in the Vitiara rent car.

C. Population and Sample

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

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

In order to determine the number of sample that represents the population in the study used the formula Solvin, Umar (2004:108) as follows:

$$n = \frac{N}{1 + Ne^2}$$

- Description
- n = the sample size
- N = population size
- e = critical value

In this study population numbers the customer with the desired error limit is 10%. Based on the above formula, then the number of samples taken in this research are:



$$n = \frac{189}{1 + 189(0,1)^2}$$

n=65,397 rounded to 66 samples

Therefore, the number of samples used in study 66 respondents.

D. Data Resources

Types of data used in this research is quantitative data. Quantitative analysis is a method of analysis with numbers – numbers that can be calculated or measured. Quantitative analysis is intending in order to estimate the magnitude of the impact of quantitative changes in one or more other events by using statistical. Data processing and quantitative analysis through several stages. The source of the data used in this research is the primary data. Primary Data is data obtained directly from the original sources (without intermediaries). Primary Data that exist in this research is the result of the dissemination of questionnaires in sample set (consumers who rent vehicles on Vitiarent car) in the form of raw data with a liker scale to determine the response from the respondents that there is about the product, price, distribution channel, promotion and purchase decisions as well as customer satisfaction.

E. Data Collection Techniques

This research is using question form as data collection method. Question form or questionnaire data collection is a great way to provide written questions will be answered by the respondent, that researchers obtain empirical field/data to solve problems of research and test the hypothesis that has been established (Supardi, 2005:127). In this questionnaire was contained the draft questions were logically



related to research issues and each question is the answers that has significance in testing the hypothesis. Compared to the interview guide list of questions or a more detailed and complete the questionnaire.

F. Variable and Operational Definition

1. Variable

The approach used in this study is the quantitative approach. Research with a quantitative approach usually insists on testing the ories through measurements of the variables with numbers and perform data analysis with statistical procedures (Indriantoro et.al, 2012:12).

1) Exogenous Variable

Exogenous variables or independent variables are variables that explain or influence other variables, this variable is also referred to as the cause of the independent variable, the variable is expected as a result (Indriantoro and Supomo, 2012:63).

- a. Product (X_1)
- b. Price (X_2)
- c. Distribution Channel (X_3)
- d. Promotion (X_4)

2) Endogenous Variable

Endogenous variable or the dependent variable is a variable that is explained or influenced by independent variables that can be either positive or negative (Indriantoro and Supomo, 2012:63). The dependent variable in this study that have two





- a. Purchase Decision (Z)
- b. Customer Satisfaction (Y)

2. Operational Definition

Operational definitions of variables is a definition of a variable formulated based on the characteristics of the variable characteristics, which can be observed Azwar (1997:74). Definition of the operational variable in the study is as follows:

The dependent Variable (Endogenous Variable)

1. purchase decision (Z)

Purchasing is the consumer's decision about what to buy, whether to buy or not, when to buy, where to buy, and how payment (Sumarwan, 2003:310). Furthermore, Sumarwan (2003:289) defined based on the above definition can be concluded that the purchase decision is a decision of the consumer as the ownership of the action soft or more alternative choices about the process, how, deed purchase, taking into account other factors about what to buy, when to buy. The indicators of purchasing decisions in this study are:

- a. Types of cars according to the needs (Z_1)
- b. Rent car information quality (Z_2)
- c. Special types of cars (Z_3)
- d. Suitable choice of car brands (Z_4)
- e. Already to be member (Z_5)
- f. Friends' initiative (Z_6)



- g. Fast service (Z_7)
- h. Availability of funds (Z_8)
- i. Already determine cost of rent (Z_9)
- j. Customers may rent only one type of car (Z_{10})

2. Customer satisfaction (Y)

Customer satisfaction is the level of one's feelings after comparing the perceived performance or results compared to expectations (Kotler, 1997:36). Another definition says that customer satisfaction is the result (outcome) is felt on the use of products and services, equal or exceed the expectations of the desired (Yamit, 2001:78).

Based on the above definition can be concluded that in order to achieve these objective scan be done in various ways and one of them is through giving. The indicators of customer satisfaction in this research are:

- a. Uncomplicated procedure (Y_1)
- b. Excellent maintenance (Y_2)
- c. Customers' good response (Y_3)
- d. Inform colleagues because excellent service (Y_4)
- e. Customers' complaints on the length of time (Y_5)
- f. Customers' complaints on schedule accuracy (Y_6)
- g. Overall Customers' satisfaction (Y_7)

3. Marketing Mix

The Independent variable (Endogenous Variable):

1) *Product* (X_1)

Definition of a wider product which can be defined as anything that can be offered by manufacturers to note, asked, sought, bought, used, or consumed as fulfilling market needs or desire of the market, both in the form of goods or services. The indicators of product in this research are:

- a. Rent Car service($X_{1,1}$)
- b. Famous car brands in rent car($X_{1,2}$)
- c. Information of types of car($X_{1,3}$)
- d. The level of comfort($X_{1,4}$)
- e. Cars' Appearance($X_{1,5}$)

2) *Price* (X_2)

Have coverage at competitive prices, fees, markups, and geography. Prices can also mean the amount of money required to obtain a product or service. The indicators, price indicator in this research are:

Indicators of price in this research are:

- a. Rational price($X_{2,1}$)
- b. Special price($X_{2,2}$)
- c. Fine price if late return ($X_{2,3}$)

3) *Promotion* (X_3)



Promotion is all marketing communication methods that can be used to provide information to different parties about a product.

The indicator-an indicator of promotion in this study are:

- a. Advertising from electronic media ($X_{3.1}$)
- b. Advertising through print ($X_{3.2}$)
- c. Advertising through billboards ($X_{3.3}$)

4) *Distribution Channel* (X_4)

Distribution channel refers to providing a place for the product on the consumer, to be easier to access. The indicator of the distribution channel in this research are:

- a. Service convenience ($X_{4.1}$)
- b. Strategic location ($X_{4.2}$)

Below is variable indicator and item of variable, as shown on Table 2:

Table 2. Variable, Indicator, Item Table

Variable	Indicator	Item
Product (Kotler, 2007)	Product Measurement	1) Rent Car service 2) Famous car brands in rent car 3) Information of types of car 4) The level of comfort 5) Cars' Appearance
Price (Kotler, 2007)	Component of Price	1) Rational price 2) Special price 3) Fine price if late return
Promotion (Kotler, 2007)	Promotion Measurement	1) Advertising through electronic media. 2) Advertising through print 3) Advertising through billboards
Distribution Channel (Kotler, 2007)	Function of Distribution Channel	1) Service Convenience 2) Strategic location
Purchase Decisions (Kotler, 2007)	Structure of Purchase Decision	1) Types of cars according to the needs 2) Rent car information quality 3) Special types of cars 4) Suitable choice of car brands 5) Already to be member 6) Friends' initiative 7) Fast service 8) Availability of funds 9) Already determine cost of rent 10) Customers may rent only one type of car
Customer satisfaction (Kotler, 2007)	Pleasure	1) Uncomplicated procedure 2) Excellent maintenance
	Share positive information	1) Customers' good response 2) Inform colleagues because excellent service
	No complaint	1) Customers' complaints on the length of time 2) Customers' complaints on schedule accuracy 3) Overall Customers' satisfaction



G. Scale Measurement

The scale used in this study is that using a Likert scale intervals of each respondent's answer with a scale of 1-5. According to Sugiono (2012:132) Likert Scale used to measure attitudes, opinions and perceptions of a person or group of people about the social phenomenon to be studied. Usually Likert scale format is a blend of agreement and disagreement, this scale was developed by Rensis Likert so known as Likert Scale. This scale generally use five points of assessment, namely:

Table 3. Likert Scale Ratings

Alternatif	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

source : Sugiyono (2012:133)

H. Instruments testing

The questionnaire used in this study as an analytical tool. Therefore, the analysis carried out more reliant on the score of respondents in each observation. Meanwhile, whether or not the score of the response depends on the data

collection. Good data collection instruments must fulfill two critical requirements are valid and reliable.

1. Validity Testing

Validity testing is needed in a research, especially those using questionnaires to obtain data. Validity testing intended to determine the validity of concerns about the validity of understanding between the concept and the empirical reality. Validity test is a measure that indicates the levels of validity and the validity of an instrument. An instrument said to be valid if it is able to measure what you want to measure or reveal the data of the variables studied appropriately. High and low validity of the instrument indicates the extent to which the data collected are not deviate from the description of the variable in question.

Validity testing can be done by correlating each factor or variable with total factor or variable by using the correlation (r) product moment.

Testing criteria to accept or reject the hypothesis of the existence of a valid statement or not can be done by:

Testing criteria to accept or reject the hypothesis of the existence of a valid statement or not can be done by:

H0: $r = 0$, there are no valid data on the level of significant (α) of 5%.

H1: $r \neq 0$, there is valid data on the level of significant (α) of 5%.



Testing the validity of which is done by means of SPSS version.

13.0 by using a product moment correlation produce the value of each item statement with an overall score of item questions and for more details presented in the following table:

Table 4. Validity Testing

Item	r Count	Sig.	Specification
X _{1.1}	0.651	0.000	Valid
X _{1.2}	0.679	0.000	Valid
X _{1.3}	0.619	0.000	Valid
X _{1.4}	0.713	0.000	Valid
X _{1.5}	0.809	0.000	Valid
X _{2.1}	0.798	0.000	Valid
X _{2.2}	0.805	0.000	Valid
X _{2.3}	0.743	0.000	Valid
X _{3.1}	0.797	0.000	Valid
X _{3.2}	0.798	0.000	Valid
X _{3.3}	0.705	0.000	Valid
X _{4.1}	0.868	0.000	Valid
X _{4.2}	0.897	0.000	Valid
Z _{1.1}	0.498	0.000	Valid
Z _{1.2}	0.644	0.000	Valid
Z _{1.3}	0.734	0.000	Valid
Z _{1.4}	0.515	0.000	Valid
Z _{1.5}	0.609	0.000	Valid
Z _{1.6}	0.598	0.000	Valid
Z _{1.7}	0.647	0.000	Valid
Z _{1.8}	0.728	0.000	Valid
Z _{1.9}	0.662	0.000	Valid
Z _{1.10}	0.605	0.000	Valid
Y _{1.1}	0.595	0.000	Valid
Y _{1.3}	0.734	0.000	Valid
Y _{1.4}	0.550	0.000	Valid
Y _{1.5}	0.614	0.000	Valid
Y _{1.6}	0.697	0.000	Valid
Y _{1.7}	0.551	0.000	Valid

*source: appendix 5

2. Reliability testing

Reliability test shows the level of stability, constancy and accuracy of a measuring instrument or test used to determine the extent to which relatively consistent measurements when performed repeated measurements. This test is used to determine the extent to which a person answers consistent or stable over time. According to Arikunto (2006), reliability as follows: "Reliability refers to an option that an instrument is sufficiently reliable to be used as a means of collecting data because the instrument is good"

Reliability testing technique is to use alpha reliability coefficient. Criteria for decision-making is when the value of alpha reliability coefficient greater than 0.6 then the variable is already reliable.

Table 5. Reliability testing

Variable	Alpha Cronbach	specification
X ₁	0.733	Reliable
X ₂	0.683	Reliable
X ₃	0.643	Reliable
X ₄	0.714	Reliable
Z	0.826	Reliable
Y	0.730	Reliable

*source: appendix 5

I. Data analysis

1. Descriptive Analysis

This research uses descriptive analysis that provides an overview of a phenomenon according to the research conducted. According to Sugiyono (2004:169), is a descriptive analysis of the statistics used to analyze the data

in a way describe or depict collected data as it is without intending to apply to the general on collusions or generalizations.

2. Path Analysis

Path Analysis is a regression statistical development, so that regression analysis can be considered as a special form of path analysis. Path analysis is used to delineate and test the model of the relationship between variables in the form of causation (Sugiyono, 2009).

According Sarwono (2012:17), path an analytical technique used to analyze the causal relationships between variables are aligned prepared under temporary order by using the path coefficient as a great amount of value in determining the influence of the independent variable exogenous to the endogenous variables. The purpose of using path analysis is to find the influence of exogenous variables on the endogenous variables are combined and partially as well as perform the decomposition of correlation between variables to see the effect of direct, indirect, total effect and influence factors. In the path analysis also found the path coefficient. Path coefficient shows strong influence of exogenous variables on endogenous variables. Path coefficients are standardized regression coefficients (standard z) which shows the effect of exogenous variables on endogenous been arranged in the path diagram.

Correlation direction and strength of the relationship between variables is shown by the correlation coefficient. Direction of the relationship is positive and negative, while the strength of the relationship is shown by the



size of the correlation number. The correlation coefficient is close to 1 means the two variables have a strong relationship or perfect (Sugiyono, 2009).

3. Test of Hypothesis

Hypothesis testing is a procedure which will result in a decision, that decision in accepting or rejecting this hypothesis (Hasan, 2006:34).

Hypothesis test used in this study is testing the t or the t distribution, through the following measures:

1) Determine the Formation Hypothesis

- a. The zero Hypothesis (H0): no influence between marketing mix towards purchasing decisions and customer satisfaction;
- b. Alternative hypothesis (H1): there are influences between the marketing mix of the purchasing decisions and customer satisfaction

2) Determine the Real Extent and Value Table

- a. The real Level of $\alpha = 0.05$,
- b. Two-sided Test,
- c. The degrees of freedom $df = n-1 = 97$

3) Determine the Criteria of Testing

The criteria of testing is a form of decision making in terms of accepting or rejecting the hypothesis of zero by way of comparing the critical value (table of distribution of α value) and the value of test his statistics (Hasan, 2006:35).

- a. The zero Hypothesis (H0) is accepted if his statistics test values are outside the critical value



CHAPTER IV

FINDING AND DISCUSSION

A. Research Finding

1. General Description of Research location

Vitiara Rent Carisa carrental companyand has approximately 40cars. Its main products are car rental service and additional services such as car rental driver and car wash service. This company's customers are mainly businessmen and tourists who come from various cities in Indonesia, foreign countries and customers who have be come members of Vitiara Rent Car.

Vitiara Rent Carservices are available to fulfill both businessandtourism need. Also,customers can get some benefitswhen they use the companyservices, for example, theycan get exceptional priceand a new type of car. These benefits can be used to enhancethecompany credibility. Meanwhile, competitors still offer old carswithmore expensive pricethanthiscompany offers andcustomersdo not have to rent a driver.

Development keys of car rental servicesare customers' safety, hence the company always checksthe enginein advance, and typesof car, good rentalpriceand renters can drive the car bythemselves. Also, Vitiara Rent Car applies some policies such as fast service, cheaper price, newertypes of cars, andcustomersdo not have to rent a driver. Moreover, discountswill begiven tocustomerswhorentfor a minimum ofone monthandalready become a member of Vitiara Rent Car.

Vitiara Rent Car is the best car rental company that serves the business community and tourists in Malang with all kinds of cars such as luxury cars, sedans, and minivans. To achieve the visions, Vitiara Rent Car will make an attempt to develop and promote the car rental service with excellent offers such as exceptional car rental price, latest types of car, a policy which customers do not have to rent a driver and accident insurance which is up to 10 million rupiah.

The company has approximately 40 cars which consist of various types of cars, namely: Toyota Kijang Innova, Toyota Kijang LGX, Isuzu Panther LS, Kia Carrent II, Mitsubishi Kuda Grandia, Toyota Avanza G, E Toyota Avanza, Daihatsu Xenia 1300, Isuzu Panther LV/LM, Suzuki APVX, Suzuki APVL, Suzuki Karimun GX, Hyundai Atoz, GRV Suzuki, Suzuki Carry Carreta.

2. Respondent Characteristics

a. Characteristics of Respondents Based on Gender

Respondent data is based on a questionnaire which has been distributed to 66 customers of Vitiara Rent Car beforehand. Based on the results, the researcher obtained a description of the characteristics of respondents based on their gender as in the table below.

Table 6. Characteristics of Respondents Based on Gender

No	Gender	Frequency	Percentage
1	Female	22	33.33
2	Male	44	66.67
	Total	66	100

Source: Appendix 4



In this research, the numbers of female respondents are 22 people (33.33%), while 44 other respondents (66.67%) are male. Therefore, many respondents of Vitiara Rent Car are male.

b. Characteristics of Respondents Based on Occupation

The researcher obtained a description of the characteristics of respondents based on their occupation as in the table below.

Table 7. Characteristics of Respondents Based on Occupation

Occupation	Frequency	Percentage
Entrepreneur	28	42.42
Teacher	16	24.24
Civil servants	22	33.33
Total	66	100*

*rounded

Source: Appendix 4

Based on table 4.2, the characteristics of respondents based on occupation can be seen that 28 respondents (42.42%) work as an entrepreneur, 16 respondents (24.24%) work as a teacher while 22 respondents (33.33%) work as a Civil Servant.

c. Characteristics of Respondents Based on Age

The researcher obtained a description of the characteristics of respondents based on their age as in the table below.

Table 8. Characteristics of Respondents Based on Age

No	Age	Frequency	Percentage
1	Less than 25	10	15.15
2	26 -31 years	18	27.27
3	>31 – 38 years	22	33.33
4	>38 – 46 years	10	15.15
5	More than 46 years	6	9.09
Total		66	100*

*rounded

Source: Appendix 4

Based on the data, it can be seen that there are 10 respondents (15.15%) are under 25 years old, 18 respondents (27.27%) are 26-31 years old, 22 respondents (31,6%) are more than 31-38 years old, 10 Respondents (15,15%) are more than 38-46 years old, 6 respondents (9,09%) are more than 46 years old. Therefore, most of the respondents of Vitiara Rent Car are 32-38 years old.

d. Characteristics of Respondents Based on Income

The researcher obtained a description of the characteristics of respondents based on their income as in the table below.

Table 9. Characteristics of Respondents Based on Income

Income	Frequency	Percentage
2,500,000 - Rp. 3,000,000	22	33.33
> 3,000,000 - Rp. 3,500,000	30	45.45
> 3,500,000 - Rp. 4,000,000	14	21.21
Total	66	100*

*rounded

Source: Appendix 4

Based on the table, it can be seen that there are 30 respondents (45.45%) whose incomes are about more than Rp3,000,000 up to Rp3,500,000 there are 22 respondents (33.33%) whose incomes are about Rp 2,500,000 up to Rp. 3,000,000 and there are 14 respondents (21.21%) whose incomes are about more than Rp3,500,000 up to Rp4,000,000.

e. Characteristics of Respondents Based on Car Brands

The researcher obtained a description of the characteristics of respondents

Based on car brands as in the table below:

Table 10. Characteristics of Respondents Based on Car Brands

No	Choose a brand	Frequency	percentage
1	Yes	40	60.60
2	No	26	39.40
		66	100

Source: Appendix 4

Based on the data, it can be seen that 40 respondents (60.60%) are interested in renting by brand of cars, 26 respondents (39.40%) are not interested in renting by brand of cars.

f. Characteristics of Respondents Based on Members' Period

The researcher obtained a description of the characteristics of respondents based on how long they become a member of Vitiara Rent Car as in the table below.

Table 11. Characteristics of Respondents Based on Members' Period

No	Duration	Frequency	Percentage
1	Less than 1 year	8	12.12
2	>1 -2 years	26	39.39
3	>2 – 3 years	20	30.30
4	>3 – 4 years	10	15.15
5	More than 4 years	2	3.03
Total		66	100*

*rounded

Source: Appendix 4

Based on the table, it can be seen that there are 8 respondents (12.12%) have become Vitiara Rent Car members for less than 1 year, 26 respondents (39.39%) have become members for more than 1 to 2 years, 20 respondents (30.30%) have become members for more than 2 to 3 years, 10 respondents (15.15%) have become members for more than 3 to 4 years, and there are 2 respondents (3.03%) have become members for more than 4 years. Therefore, many Vitiara Rent Car respondents who have become members for 1 to 2 years (26 people or 39.39% of the 66 respondents).

g. Characteristics of Respondents Based on Total Rental Cars/month

The researcher obtained a description of the characteristics of respondents based on total cars rented in a month as in the table below.

Table 12. Characteristics of Respondents Based on Total Rental Cars/Month

No	Total Cars	Frequency	Percentage
1	1-2 cars	52	78.79
2	>2-3 cars	14	22.21
	total	66	100

Source: Appendix 4

Based on the table, there are 52 respondents (78.79%) who rent 1-2 cars in a month, while 14 respondents (21.21%) rent more than 2 to 3 cars in

a month. Therefore, most of Vitiara Rent Car respondents said rent 1-2 cars in a month (52 respondents or 78.79%).

h. Characteristics of Respondents Based on Reasons for Renting a Car.

The researcher obtained a description of the characteristics of respondents based on their reasons for renting a car as in the table below.

Table 13. Characteristics of Respondents Based on Reasons for Renting a Car

No	Reasons	Frequency	Percentage
1	Good service	18	27.27
2	Member	14	21.21
3	Cheap price	21	31.82
4	Custom	10	15.15
5	Strategic location	3	4.55
Total		66	100

Source: Appendix 4

Based on the data, 18 respondents (27.27%) are interested in renting a car in Vitiara Rent Car because of the good service, 14 respondents (21.21%) stated that they have become the members company, 21 respondents (31.82%) rent a car because of the cheap price, 10 respondents (15.15%) stated that renting a car in Vitiara Rent Car has become their custom, and 3 respondents (4.55%) choose to rent a car in this company because of its strategic location. In conclusion, most of respondents said that rent a car in Vitiara because of its cheap price (21 respondents or 31.82% of the 66 respondents).

B. Descriptive Analysis of Variables

Descriptive analysis frequency, percentage and mean (average value) of every items and variables. It will provide a descriptive overview of how much

the perception of respondents' assessment of the research variables. Variables which are described in this study include four indicators of Marketing Mix, namely Product variable (X_1), Price (X_2), Promotion (X_3), and Distribution Channel (X_4). In addition, Variable Purchase Decision (Z) has three indicators and variables Customer satisfaction (Y) has one indicator.

1. Frequency Distribution analysis results of Products

There are 5 questions for product variable a description of each indicator can be seen in the table below.

Table 14. Frequency Distribution of Product Variable

Item	5		4		3		2		1		Total		mean
	f	%	f	%	f	%	f	%	f	%	total	%	
X _{1,1}	38	57.58	23	34.85	5	7.58	0	0.00	0	0.00	66	100	4.50
X _{1,2}	19	28.79	40	60.61	7	10.61	0	0.00	0	0.00	66	100	4.18
X _{1,3}	16	24.24	44	66.67	6	9.09	0	0.00	0	0.00	66	100	4.15
X _{1,4}	21	31.82	34	51.52	11	16.67	0	0.00	0	0.00	66	100	4.15
X _{1,5}	13	19.70	39	59.09	14	21.21	0	0.00	0	0.00	66	100	3.98
													4.19

Source: Appendix 6

Notes:

- X_{1,1}: Rent Car service
- X_{1,2}: Famous car brands in rent car
- X_{1,3}: Information of types of car
- X_{1,4}: The level of comfort
- X_{1,5}: Cars' Appearance

Based on the first item in Table 14, it shows how respondents respond to the statement that rent car service can affect them in renting a car in Vitiara Rent Car. There are 38 respondents (57.58%) strongly agree with the statement,



23 respondents (34.85%) agree, and 5 respondents (7.58%) neutral. Meanwhile, none of respondents stated that they disagree or strongly disagree with the statement that Vitiara Rent Cars service level can affect customers in renting a car. Therefore, it shows that 61 respondents of states that (38 people) strongly agree and others (23 respondents) agree to the statement that service level can affect respondents in renting a car in Vitiara Rent Car. This item accounted mean score 4.50

The second statement states that famous car brands in rent car in renting a car. There are 19 respondents (28.79%) strongly agree, 40 respondents (60.61%) agree, 7 respondents (10.61%) neutral, none of respondents stated that they disagree or strongly disagree. From these data, it can be seen that many respondents agree with the statement that famous car brands can affect respondents in renting a car. This item accounted mean score 4.18

The third statement states information of types of car can affect customers in renting a car. There are 16 respondents (24.24%) strongly agree, 44 respondents (66.67%) agree, 6 respondents (9.09%) neutral, none of respondents stated that they strongly disagree or disagree with the statement. therefore, it can be seen that many respondents agree with the statement that information of types of car can affect respondents in renting a car. This item accounted mean score 4.15

The fourth item stated that the level of comfort car can affect customers in renting a car. There are 21 respondents (31.82%) strongly agree, 34 respondents (51.52%) agree, 11 respondents (16.67%) neutral, none of respondents

stated that they strongly disagree or disagree with the statement. Therefore, many respondents agree with the statement. This item accounted mean score 4.15

The last item states that cars' appearance can affect customers in renting a car. There are 13 respondents (19.70%) strongly agree, 39 respondents (59.09%) agree, 14 respondents (21.21%) neutral. Meanwhile, none of respondents state that they strongly disagree or disagree with the statement. Many respondents agree with the last statement. This item accounted mean score 3.98

Mean of product is 4.19. It shows that the overall respondents in this study agree with the statement proposed in the questionnaire research. In other words, various considerations have been made by respondents before they decide to rent a car.

2. Frequency Distribution analysis results of Price

There are 3 questions for price variable a description of each indicator can be seen in the table below.

Table 15. Frequency Distribution of Price Variable

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X _{2,1}	19	28.79	39	59.09	8	12.12	0	0.00	0	0.00	66	100	4.17
X _{2,2}	27	40.91	33	50.00	6	9.09	0	0.00	0	0.00	66	100	4.32
X _{2,3}	18	27.27	41	62.12	7	10.61	0	0.00	0	0.00	66	100	4.17
Grand mean												4.22	

Source: Appendix 6

Notes:

X_{2,1}: Rational price

X_{2,2}: Special price

X_{2,3}: Fine price if late return

Based on the first item in Table 15, it shows how customers respond to the statement that rational price can affect them in renting a car in Vitiara Rent Car.

There are 19 respondents (28.79%) strongly agree, 39 respondents (59.09%) agree, and 8 respondents (12.12%) neutral. Meanwhile, none of respondents state that they disagree or strongly disagree with the statement. Therefore, majority of respondents agree with the first statement. This item accounted mean score 4.17

The second statement states that special price for members only can affect them in renting a car. There are 27 respondents (40.91%) strongly agree, 33 respondents (50.00%) agree, and 6 respondents (9.09%) neutral. Meanwhile, none of respondents state that they disagree or strongly disagree with the statement.

Therefore, many respondents with agree with the second statement. This item accounted mean score 4.32

The last statement states that fine price if late return can affect customers in renting a car. There are 18 respondents (27.27%) strongly agree, 41 respondents (62.12%) agree, and 7 respondents (10.61%) neutral. Meanwhile, none of respondents state that they strongly disagree or disagree with the statement. Therefore, many respondents agree with the last statement. This item accounted mean score 4.17

Mean of Price is 4.22. It shows that the overall respondents in this research agree with the statement proposed in the questionnaire research. In other words, various considerations have been made by respondents before they decide to rent a car in Vitiara Rent Car.

3. Frequency Distribution analysis results of Promotion

Promotion has three questions. Here's a description of each indicator.

Table16. Frequency Distribution of Promotion Variable

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X _{3,1}	28	42.42	33	50.00	5	7.58	0	0.00	0	0.00	66	100	4.35
X _{3,2}	18	27.27	32	48.48	15	22.73	1	1.52	0	0.00	66	100	4.02
X _{3,3}	13	19.70	47	71.21	6	9.09	0	0.00	0	0.00	66	100	4.11
Grand mean												4.16	

Source: Appendix 6

Notes:

X_{3,1} Electronicmedia advertising

X_{3,2} Print media advertising

X_{3,3} Billboard advertising

Based on the first item of Table 16, it shows how customers respond to the statement that electronic media advertisement can affect them in renting a car in

Vitiara Rent Car. 28 respondents (42.42%) strongly agree, 33 respondents (50.00%) agree, 5 respondents (7.58%) neutral. However, none of respondents state that they disagree or strongly disagree with the statement. Therefore, this suggests that majority of 61 respondents agree with the first statement. This item accounted mean score 4.35

The second statement states whether the print media advertising such as brochures, affect customers in renting a car in Vitiara Rent Car. The answer "Strongly Agree" was chosen by 18 respondents (27.27%), "Agree" was chosen by 32 respondents (48.48%), and 15 respondents (22.73%) neutral. Meanwhile, there is one respondent (1.52%) disagree and none of respondents state that they strongly disagree. From these data it can be seen that print media advertising such as brochures affect respondents in renting a car. This item accounted mean score 4.02.

The next statement states whether billboard advertising can affect customers in renting a car. The answer "Strongly Agree" was chosen by 13 respondents (19.70%), the response "Agree" was chosen by 47 respondents (71.21%) and 6 respondents (9.09%) neutral. However, none of respondent state that they strongly disagree or disagree. From this data it can be concluded that the respondents agree with the statement. This item accounted mean score 4.11.

Mean of the promotion is 4.16. This shows that the overall respondents in this research agree with the statement filed in the questionnaire research. In other words, the various considerations based on advertising have been made by respondents before they decide to rent a car in this company.

4. Frequency Distribution analysis results of Distribution Channel

Distribution channel have two questions. Here's a description of each indicator.

Table 17. Frequency Distribution of Distribution Channel Variable

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	F	%	f	%	f	%	Total	%	
X _{4.1}	27	40.91	33	50.00	6	9.09	0	0.00	0	0.00	66	100	4.32
X _{4.2}	23	34.85	31	46.97	12	18.18	0	0.00	0	0.00	66	100	4.17
Grand mean												4.24	

Source: Appendix 6

Notes :

X_{4.1}: Service convenience

X_{4.2}: Strategic Location

Based on the first item of Table 17, it shows how customers respond to the statement that service convenience can affect them in renting a car in Vitiara Rent

Car. 27 respondents (40.91%) strongly agree, 33 respondents (50.00%) agree, and 6 people (9.09%) neutral. Meanwhile, none of respondent state that they disagree or strongly disagree with the statement. These data indicate that majority of respondents with 60 respondents agree with the statement. This item accounted mean score 4.32

The second statement stated whether strategic location can affect customers in renting a car in Vitiara Rent Car. The answer "Strongly Agree" was chosen by 23 respondents (34.85%), the answer agree was chosen by 31 respondents (46.97%), and 12 respondents (18.18%) neutral. However, none of respondent state that they stated that they disagree or strongly disagree. Therefore, it can be seen that the statement can affect respondents renting a car. This item accounted mean score 4.17

Mean of distribution channel is 4.24. It shows that the overall respondents in this research agree with the statement filed in the questionnaire research since they have considered these considerations before they decide to rent a car.

5. Frequency Distribution analysis results of Purchase Decision (z)

Purchase Decision is an endogenous variable (z) or intervening variable. Also, it includes as the dependent variable in this study. Purchase Decision has ten questions. Here's a description of each indicator.

Table 18. Frequency Distribution of Purchase Decision

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
Z _{1,1}	24	36.36	37	56.06	5	7.58	0	0.00	0	0.00	66	100	4.29
Z _{1,2}	11	16.67	29	43.94	23	34.85	3	4.55	0	0.00	66	100	3.73
Z _{1,3}	9	13.64	37	56.06	20	30.30	0	0.00	0	0.00	66	100	3.83
Z _{1,4}	17	25.76	38	57.58	11	16.67	0	0.00	0	0.00	66	100	4.09

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
Z _{1.5}	27	40.91	34	51.52	5	7.58	0	0.00	0	0.00	66	100	4.33
Z _{1.6}	25	37.88	33	50.00	8	12.12	0	0.00	0	0.00	66	100	4.26
Z _{1.7}	24	36.36	31	46.97	11	16.67	0	0.00	0	0.00	66	100	4.20
Z _{1.8}	28	42.42	30	45.45	8	12.12	0	0.00	0	0.00	66	100	4.30
Z _{1.9}	22	33.33	37	56.06	7	10.61	0	0.00	0	0.00	66	100	4.23
Z _{1.10}	28	42.42	31	46.97	7	10.61	0	0.00	0	0.00	66	100	4.32
Grand mean												4.16	

Source: Appendix 6

Notes :

Z_{1.1}: Types of cars according to the needs

Z_{1.2}: Rent car information quality

Z_{1.3}: Special types of cars

Z_{1.4}: Suitable choice of car brands

Z_{1.5}: Already to be member

Z_{1.6}: Friends' initiative

Z_{1.7}: Fast service

Z_{1.8}: Availability of funds

Z_{1.9}: Already determine cost of rent

Z_{1.10}: Customers may rent only one type of car

Based on the data of Table 18, it shows how customers respond to the statement that Rent car Types of cars according to the needs. There are 24 respondents (36.36%) strongly agree, 37 respondents (56.06%) agree, and 5 respondents (7.58%) neutral. None of respondent state that they disagree or strongly disagree with the statement. From these data it can be seen that respondents' majority agrees with the statement. This item accounted mean score 4.29.

The second statement states that rent car information quality. The "Strongly Agree" answer was chosen by 11 respondents (16.67%), the "Agree" answer was chosen by 29 respondents (43.94%) and 23 respondents (34.85%) neutral. However, there are 3 people (4.55%) stated that they disagree and none of respondent state that

they. From these data it can be seen that many respondents agree with the statement.

This item accounted mean score 3.73.

The third statement states there are special types of cars in Vitiara Rent Car. The "Strongly Agree" response was chosen by 9 people (13.64%), the "Agree" response was chosen by 37 people (56.06%) and 20 respondents (30.30%) neutral.

None of respondents state that they disagree or strongly disagree. From this data it can be seen that many respondents agree with the statement. This item accounted mean score 3.83.

The fourth item states that Suitable choice of car brands. The "Strongly Agree" response was chosen by 17 respondents (25.76%), the "Agree" response was chosen by 37 respondents (57.58%) and 11 respondents (16.67%) neutral. None of respondents state that they "Disagree and strongly disagree". From this data it can be seen that many respondents with the statement. This item accounted mean score 4.09.

The fifth item states that they choose Vitiara Rent Car because they have already to be member. The "Strongly Agree" response was chosen by 27 respondents (40.91%), the "Agree" response was chosen by 34 respondents (51.52%) and 5 respondents (7.58%) neutral. None of respondents state that they "disagree and strongly disagree". From this data it can be seen that many respondents agree with the statement. This item accounted mean score 4.33.

The sixth item states that customers choose Vitiara Rent Car because of their Friends' initiative. The "Strongly Agree" answer was chosen by 25 respondents (37.88%), the "Agree" response was chosen by 33



respondents(50.00%) and 8respondents(12.12%) answered neutral. None ofrespondent state that they"disagree and strongly disagree". From this datait can be seenthat many respondents agree with the statement. This item accounted mean score 4.26.

The seventhitemstates that customers choose Vitiara Rentcarbecause of itsfastservice. The "Strongly Agree" answer was chosen by24respondents (36.36%), the "Agree" response was chosen by 31 respondents(46.97%) and11respondents(16.67%) neutral.None ofrespondent state that they "disagree and strongly disagree".From this datait can be seenthatmany respondents agree with the statement. This item accounted mean score 4.20

The eighthitemstates that thealready determine cost of rent s customers to rent a car.The"Strongly Agree" response was chosen by28 respondents (42.42%), the "Agree" response was chosen by 30 respondents(45.45%) and 8respondents(12.12%)neutral. None ofrespondent state that they"disagree and strongly disagreed". From this datait can be seenthat many respondents agree with the statement.This item accounted mean score4.30

The ninth itemstates thatcustomers have determinedthe costof renting a car. The"Strongly Agree" response was chosen by22 respondents(33.33%), the "Agree" response was chosen by37respondents(56.06%) and 7respondents(10.61%) neutral.None ofrespondent state that they"Disagree and strongly disagree". From this datait can be seenthatmany respondents agree with the statement. This item accounted mean score4.23



The last statement states that customers may only rent one type of car. The "Strongly Agree" response was chosen by 28 respondents (42.42%), the "Agree" response was chosen by 31 respondents (46.97%) and 7 respondents (10.61%) neutral. None of respondent state that they "Disagree and strongly disagreed". From this data it can be seen that many respondents agree with the statement. This item accounted mean score 4.32

Mean of purchase decision is 4.16. This shows that the overall respondents in this study agree with the statement filed in the questionnaire. In other words, various considerations have been made by respondents before they decide to rent a car.

6. Frequency Distribution analysis results of Customer Satisfaction Variable

Customer satisfaction has seven questions. Here's a description of each indicator.

Table 19. Frequency Distribution of Customer Satisfaction Variable (Y)

Item	5		4		3		2		1		total		Rata-rata	Mean Indicator
	f	%	f	%	f	%	f	%	f	%	total	%		
Y _{1.1}	17	25.76	37	56.06	12	18.18	0	0.00	0	0.00	66	100	4.08	4.17
Y _{1.2}	23	34.85	38	57.58	5	7.58	0	0.00	0	0.00	66	100	4.27	
Y _{1.3}	14	21.21	33	50.00	19	28.79	0	0.00	0	0.00	66	100	3.92	4.09
Y _{1.4}	25	37.88	33	50.00	8	12.12	0	0.00	0	0.00	66	100	4.26	
Y _{1.5}	16	24.24	40	60.61	10	15.15	0	0.00	0	0.00	66	100	4.09	4.18
Y _{1.6}	20	30.30	30	45.45	16	24.24	0	0.00	0	0.00	66	100	4.06	
Y _{1.7}	33	50.00	25	37.88	8	12.12	0	0.00	0	0.00	66	100	4.38	4.15

Source: Appendix 6

Notes:

Y_{1.1}: Uncomplicated procedure

Y_{1.2}: Excellent maintenance

Y_{1.3}: Customers' good response

Y_{1.4}: Inform colleagues because excellent service



- Y_{1.5}: Customers' complaints on the length of time
- Y_{1.6}: Customers' complaints on schedule accuracy
- Y_{1.7}: Overall Customer satisfaction

Based on the data of Table 19, it shows how customers respond to the first item states that the procedure is uncomplicated procedure. The "Strongly Agree" response was chosen by 17 respondents (25.76%), the "Agree" response was chosen by 37 respondents (56.06%) and 12 respondents (18.18%) neutral. None of respondent state that they "disagree" or "strongly disagree". It shows that many respondents agree with the statement. This item accounted mean score 4.08

The second item states that Vitiara Rent Car has excellent maintenance. The "Strongly Agree" response was chosen by 23 respondents (34.85%), the "Agree" response was chosen by 38 respondents (57.58%) and 5 respondents (7.58%) neutral. None of respondent state that they "disagree" or "strongly disagree". Based on these data, it can be seen that many respondents agree with the statement. This item accounted mean score 4.27

Mean of pleasure indicator is 4.17. It shows that the overall respondents in this study agree with the statement filed in the questionnaire

The third item states that customers leave good response when they rent a car in Vitiara Rent Car. The "Strongly Agree" response was chosen by 14 respondents (21.21%), the "Agree" response was chosen by 33 respondents (50.00%) and 19 respondents (28.79%) neutral. None of respondent state that they "strongly disagree" or "disagree". It can be concluded that many respondents agree with the statement. This item accounted mean score 3.92

The fourth item states that inform colleagues because excellent service that Vitiara Rent Car. The "Strongly Agree" response was chosen by 25 respondents (37.88%), the "Agree" response was chosen by 33 respondents (50.00%) and 8 respondents (12.12%) neutral. None of respondent state that they "disagree" or "strongly disagree". It can be concluded that many respondents agree with the statement. This item accounted mean score 4.26

Mean of share positive information indicator is 4.09. It shows that the overall respondents in this study agree with the statement filed in the questionnaire.

The fifth item states that customers' complaints on the length of time when they rent a car in Vitiara Rent Car. The "Strongly Agree" response was chosen by 16 respondents (24.24%), the "Agree" response was chosen by 40 respondents (60.61%) and 10 respondents (15.15%) neutral. None of respondent state that they "disagree" or "strongly disagree". It can be concluded that respondents agree with the statement. This item accounted mean score 4.09

The sixth item states that customers' complaints on schedule accuracy. The "Strongly Agree" response was chosen by 20 respondents (30.30%), the "Agree" response was chosen by 30 respondents (45.45%) and 16 respondents (24.24%) neutral. None of respondent state that they "disagree" or "strongly disagree". It can be concluded that many respondents agree with the statement. This item accounted mean score 4.06

The seventh item states that customers satisfied with the overall services. The "Strongly Agree" response was chosen by 33 respondents (50.00%), the "Agree" response was chosen by 25 respondents (37.88%) and 8 respondents (12.12%)

neutral. None of respondents state that they "disagree" or "strongly disagree". It can be concluded that many respondents agree with the statement. This item accounted mean score 4.38

Mean of no complaint indicator is 4.18. Grand Mean of customer satisfaction variable is 4.15. It shows that the overall respondents in this study agree with the statement filed in the questionnaire. In other words, various considerations have been made by respondents before they decide to rent a car in Vitiara Rent Car.

C. Test Results of Path Analysis

1. Path Coefficient of Marketing Mix Test Results on Customer Satisfaction

Table 20. Path Coefficient of Marketing Mix Test Results on Customer Satisfaction

Independent Variable	Standardized	t	Probability	Notes
	Coefficient beta			
Product	0.217	2.170	0.034	Significant
Price	0.363	3.360	0.001	Significant
promotion	0.227	2.272	0.027	Significant
Distribution channel	0.194	2.099	0.040	Significant
Dependent Variable	Customer satisfaction			
R square (R ²)	: 0.607			
Adjusted R square (R ²)	: 0.581			

Source: Appendix 7

a. Test Results of Direct Effect of product on Purchase Decision

The results of the product effect on purchase decision can be seen in Table 20. The hypothesis of the research is:

H_1 : Product has a significant effect on purchase decision.

Product effect on purchase decision is indicated by the beta coefficient which accounted 0.217, t value 2.170 and probability accounted 0.034 ($p < 0.05$), hence H_0 is rejected. Thus, the hypothesis that product has a significant effect on the purchase decision is accepted.

b. Test Results of Direct Effect of Price on Purchase Decision

The results of price effect on purchase decision can be seen in Table 20. The hypothesis of the research is:

H_2 : Price has a significant effect on purchase decision.

Price Effect on Purchase Decision is indicated by beta coefficient which accounted 0.363, t value 3.360 and probability accounted 0.001 ($p < 0.05$), hence H_0 is rejected. Thus, the hypothesis that price has a significant effect on the purchase decision is accepted.

c. Test Results of Direct Effect of Promotion on Purchase Decision

The results of promotion effect on the purchase decision can be seen in Table 20. The hypothesis of the research is:

H_3 : Promotion has a significant effect on purchase decision.

Promotion effect on the purchase decision is indicated by beta coefficient which accounted 0.227, t value 2.272 and probability accounted 0.027 ($p < 0.05$), hence H_0 is rejected. Thus, the hypothesis that promotion has a significant effect on the purchase decision is accepted.



d. Test Results of Direct Effect of Distribution Channel on Purchase

Decision

The results of distribution channel effect on the purchase decision can be seen in Table 20. The hypothesis of the research is:

H₄: Distribution channel has a significant effect on purchase decision.

Distribution channel effect on purchase decision is indicated by beta coefficient which accounted 0.194, t value 2.099 and probability accounted 0.040 ($p < 0.05$), hence H₀ is rejected. Thus, the hypothesis that Distribution channel has a significant effect on purchase decision is accepted.

The effect of product, price, promotion, and distribution channel variables on customer satisfaction can be seen in the coefficient of determination (*R-square*) accounted 0.607 (60.7%) while the contribution of other variables excluded the model study is 39.3%.

Path analysis results on the customer satisfaction can be seen in Table 21

2. Path Coefficient of Marketing Mix and Purchase Decision Results on Customer Satisfaction

Table 21. Path Coefficient of Marketing Mix and Purchase Decision Results on Customer Satisfaction

Independent Variable	Standardized	t	Probability	Notes
	Beta Coefficient			
Product	0.204	2.138	0.037	Significant
Price	0.218	2.022	0.048	Significant
promotion	0.192	2.013	0.049	Significant
Distribution channel	0.201	2.285	0.026	Significant
Purchase decision	0.238	2.027	0.047	Significant
Dependent Variable	Customer satisfaction			
R ²	: 0.674			
Adjusted R square (R2)	: 0.647			

Source: Appendix 7

a. Test Results Direct Effect of Product on Customer Satisfaction

The results of the product effect on customer satisfaction can be seen in Table 21. The hypothesis of the research is:

H₅: Product has a significant effect on customer satisfaction.

Product effect on customer satisfaction is indicated by beta coefficient which accounted 0.204, t value 2.138 and probability accounted 0.037 ($p < 0.05$), hence H₀ is rejected. Thus, the hypothesis product has a significant effect on customer satisfaction is accepted.

b. Test Results Direct Effect of Price on Customer Satisfaction

The results of the price effect on customer satisfaction can be seen in Table 21. The hypothesis of the research is:

H₆: Price has a significant effect on customer satisfaction.

Price effect on Customer Satisfaction is indicated by beta coefficient which accounted 0.218, t value 2.022 and probability accounted 0.048 ($p < 0.05$), hence H₀ is rejected. Thus, the hypothesis that price has a significant effect on customer satisfaction is accepted.

c. Test Results Direct Effect of Promotion on Customer Satisfaction

The results of promotion effect on the customer satisfaction can be seen in Table 21. The hypothesis of the research is:

H₇: Promotion has a significant effect on customer satisfaction.

Promotion effect on customer satisfaction is indicated by beta coefficient which accounted 0.192, t value 2.013 and probability accounted 0.049 ($p < 0.05$), hence H₀ is rejected. Thus, the hypothesis that promotion has a significant effect on customer satisfaction is accepted.

d. Test Results Direct Effect of Distribution Channel on Customer Satisfaction

The results of distribution channel effect on the customer satisfaction can be seen in Table 21. The hypothesis of the research is:

H₈: Distribution channel has a significant effect on customer satisfaction.

Distribution Channel Effect on customer satisfaction is indicated by beta coefficient accounted 0.201, t value 2.285 and probability accounted 0.026 ($p < 0.05$), hence H₀ is rejected. Thus, the hypothesis that distribution has a significant effect on customer satisfaction is accepted.

e. Test Results Direct Effect of Purchase Decision on Customer Satisfaction

The results of the purchase decision effect on customer satisfaction can be seen in Table 21. The hypothesis of the research is:

H₉: Purchase decision has a significant effect on customer satisfaction.



Purchase decision effect on customer satisfaction is indicated by beta coefficient accounted 0.238, t value 2.027 and probability accounted 0.047 ($p < 0.05$), hence H_0 is rejected. The hypothesis that purchase decision has a significant effect on customer satisfaction is accepted.

The effect of product, price, promotion, and distribution channel and purchase decision variables on customer satisfaction can be seen in the coefficient of determination (*R-square*) is 0.64 (67.4%) while the contribution of other variables excluded in this model is 32.6%.

f. Purchase Decision Test as Intervening Variable in Relation of Marketing Mix on Customer Satisfaction

Product variable has indirectly effect on customer satisfaction through purchase Decision. This statement can be proved by using structural equation calculation. Purchase decision effect as an intervening variable is calculated by using:

Structural equation:

$$Y = PY_2X + (PY_1X \times PY_2Y_1)$$

$$\text{Direct Effect (DE)} = PY_2Y_1$$

$$= 0,204$$

$$\text{Indirect Effect (IE)} = PY_1X \times PY_2Y_1$$

$$= 0.217 \times 0.238$$

$$= 0.052$$

$$\text{Total Effect (TE)} = PY_2X + (PY_1X \times PY_2Y_1)$$

$$= 0.204 \times 0.052$$

$$= 0.256$$

Table 22. Shows the recapitulation results of direct, indirect and total effect among variables.

Table 22. Recapitulation of Direct, Indirect and Total Effect

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

Source: Appendix 7

The calculation results show that purchase decision is proven as an intervening variable in the relation between marketing mix and customer satisfaction. This is proven by the results of the calculation of indirect effect is 0.052 for product variable. Total effect of product on customer satisfaction will be greater if through a purchase decision.

3. Path Analysis

Test in this study resulted in the path coefficient between variables.

Figure 2 is a diagram view of the results of a thorough analysis of the path.

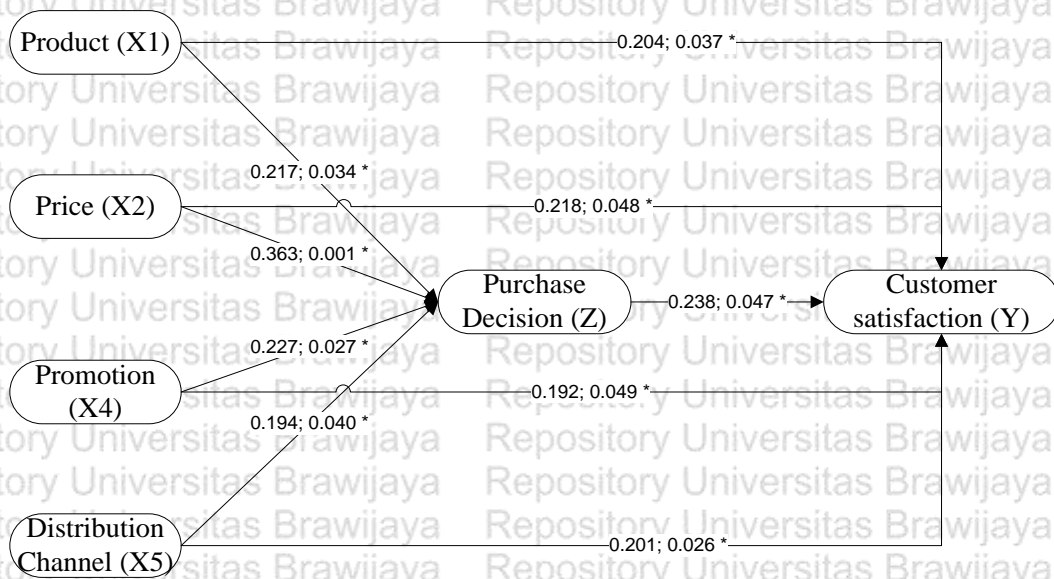


Figure 2. Path Analysis

Notes:

An asterisk (*) = significant

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

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

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

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

- Variable products gives a positive direction and significant influence on the purchase decision and customer satisfaction. This shows if the better products offered to customers it will increase purchase decisions of customers and provide goods satisfaction
- Variable price gives a positive direction and significant influence on the purchase decision and customer satisfaction. This shows if the

more reasonable price given to customers it will increase purchase decisions of customer and provide goods satisfaction.

- Promotion variables gives a positive direction and significant influence on purchase decisions and consumer satisfaction. This shows that the more frequent of promotions and many promotions given to customers will increase purchase decision of customer and provide goods satisfaction.
- Variable distribution channel give a positive direction and significant influence on purchase decisions and consumer satisfaction. This shows if more distribution to customers or more easily find locations. Will increase purchase decision of consumers and providing goods satisfaction.

4. Assessment Model

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

Calculations of Assessment model hypothesis as follows:

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

Calculations of assessment model hypothesis show a result is 87.19%. It means the contribution of the structural model to describe the



relation of the five variables is 87.19%, while the rest of 12.81% is explained by other variables excluded in this research model. Based on the results of the data that has been obtained through the calculation of the overall path analysis, it can be concluded that the model of path analysis in this study is valid or feasible (goodness of fit)

D. DISCUSSION

1. Descriptive Analysis

Marketing mix variable consists of four indicators, namely product (X_1), price (X_2), promotion (X_3), and distribution channel (X_4).

a. Product (X_1)

Product variable consists of five items. The indicators are Vitiara Rent Car service ($X_{1.1}$), famous car brands in Vitiara Rent Car ($X_{1.2}$), information of types of car ($X_{1.3}$), cars' convenience level ($X_{1.4}$), and cars' appearance ($X_{1.5}$)

Vitiara Rent Car service ($X_{1.1}$). This statement item has most respondents responded that they strongly agree. There are 38 respondents (57.58%) who answered "strongly agree" that Vitiara Rent Car service can affect them to rent a car in Vitiara Rent Car with a mean item 4.50. Based on this result, it can be concluded that respondents rent a car because of Vitiara Rent Car service.

Famous car brands in Vitiara Rent Car ($X_{1.2}$). This statement item has most respondents answered that they agree. There are 40 respondents (60.61%) who answered "Agree" that the famous car

brands can affect them to rent a car in Vitiara Rent Car with a mean item 4.18. Based on this result, it can be concluded that respondents rent a car because of well-known car brands provided by Vitiara Rent Car. In other words, famous car brands successfully attracted respondents to rent in Vitiara rent car.

Information of types of car ($X_{1,3}$). This statement item has most respondents answered "agree". There are 44 respondents (66.67%) who answered "agree" that clear information of types of car can affect customers who will rent a car in Vitiara Rent Car with a mean item 4.15. Based on these results, it can be concluded that respondents obtain clear and good information about the condition of the car to be leased. So customer there is no doubt on the condition of the car.

The level of comfort ($X_{1,4}$). This statement item has most respondents answered "agree". There are 34 respondents (51.52%) who answered "Agree" that the convenience level on cars can affect them in renting a car in Vitiara Rent Car with a mean item 4.15. Based on these results, it can be concluded that the variant of the car is provided by Vitiara rent car, has a level of comfort when they are already using their rented car.

Cars' Appearance ($X_{1,5}$). This statement item has most respondents answered "agree". There are 39 respondents (59.09%) who agree that cars' appearance can attract them in renting a car with a mean item 4.45. Based on this result, that Cars' Appearance interesting make customers car hire in Vitiara rent car.



b. Price

Price variable consists of three items. The indicators are rational price ($X_{2.1}$), exceptional price ($X_{2.2}$), and penalty price ($X_{2.3}$).

Rational price ($X_{2.1}$). This statement item has most respondents answered "agree". There are 39 respondents (59.09%) who answered strongly agree that rational price in Vitiara Rent Car can affect them with a mean item 4.17. Based on these results it can be concluded that vitiara rent car rental price is cheaper than rent another car and usually customize their finances. therefore many people who rent in vitiara rent car so that increase customer rental.

Special price ($X_{2.2}$). This statement item has most respondents answered "agree". There are 33 respondents (50.50%) who agreed that exceptional price can affect customer to sign as a member with a mean item 4.32. Based on this result, it can be concluded that by becoming a member in Vitiara rent car, respondents can get special price, therefore increase rents customers

Fine price if late ($X_{2.3}$). This statement item has most respondents answered "agree". There are 41 respondents (62.12%) who answered agree that Fine price in this company is reasonable with a mean item 4.17. Based on this result, it can be concluded that expensive



penalty price can affect respondents in renting a car when they want to add their time duration of rental.

c. Promotion

Promotion variable consists of three items. The indicators are electronic media ($X_{3.1}$), print media ($X_{3.2}$) and billboard ($X_{3.3}$) advertising.

Electronic media ($X_{3.1}$). This statement item has most respondents answered "agree". There are 33 respondents (50.00%) who agreed that they know Vitiara Rent Car through electronic media advertising with mean item 4.35. Based on this result, it can be concluded that print media advertising affects respondents to rent a car in Vitiara Rent Car. They know what the benefits and the types of car offered by this company.

Print media ($X_{3.2}$). This statement item has most respondents answered "agree". There are 32 respondents (48.48%) who agreed that they know Vitiara Rent Car through print media advertising with a mean item 4.02. Based on this result, it can be concluded that print media advertising can attract more respondents. They become aware of the many conveniences provided by Vitiara.

Billboard ($X_{3.3}$). This statement item has most respondents answered "agree". There are 47 respondents (71.21%) who agreed that they know Vitiara Rent Car through billboards advertising with a mean item 4.11. Based on these results it can be concluded that the advertising

through billboards of vitia rent car gives good impact to influencer respondents in vitia rent car hire car

d. Distribution channel

Distribution channel variable consists of two items. The indicators are service convenience ($X_{4.1}$) and strategic location ($X_{4.2}$).

Service convenience ($X_{4.1}$). This statement item has most respondents answered "agree". There are 48 respondents (50.00%) who agreed that service convenience can attract more customers with a mean item 4.32. Based on this result, it can be concluded that respondents find it easy to get rent car service and they feel comfortable when they rent a car in this company.

Strategic location ($X_{4.2}$). This statement item has most respondents answered "agree". There are 31 respondents (46.97%) who agreed that strategic location can attract more respondents with a mean item 4.13. Based on this result, it can be concluded that an accessible location is easier for customers to rent a car in Vitiara Rent Car.

e. Purchase decision

Purchase decision variable consists of ten items. They are types of cars according to the needs ($Z_{1.1}$), rent car information quality ($Z_{1.2}$), certain types of car ($Z_{1.3}$), suitable choice of car brands ($Z_{1.4}$), already fixed customer ($Z_{1.5}$), friends' initiation ($Z_{1.6}$), fast service ($Z_{1.7}$), availability



of funds ($Z_{1,8}$), sufficient costs ($Z_{1,9}$), and customers may rent only one type of car ($Z_{1,10}$).

Types of cars according to the needs ($Z_{1,1}$). This statement item has most respondents answered "agree". There are 37 respondents (56.06%) who agreed types of cars according to the needs with a mean item 4.29. Based on these results it can be concluded that the type of car provided by Vitiara Rent Car in accordance with needs renters. So that the respondent is not difficult to determine the car needed.

Rent car information quality ($Z_{1,2}$). This statement item has most respondents answered "agree". There are 29 respondents (43.94%) who agreed that the information is clear with a mean item 3.73. Based on this result, it can be concluded that the information about the quality of the rent car helps the respondents to decide to rent a car in Vitiara Rent Car.

Special types of cars ($Z_{1,3}$). This statement item has most respondents answered "agree". There are 37 respondents (56.06%) who agreed that Vitiara Rent Car has special types of car with a mean item 3.83. Based on this result, it can be concluded that special types of car has its own fascination for its respondents.

Suitable choice of car brands ($Z_{1,4}$). This statement item has most respondents who answered "agree". There are 38 respondents (57.58%) who agreed to rent a car in this company because the car brands suit their choice with a mean item 4.09. Based on this result, it can be



concluded that a lot of respondents like a certain brand and Vitiara Rent Car has various brands of cars.

Already to be member (Z_{1.5}). This statement item has most respondents answered “agree”. There are 34 respondents (51.52%) who agreed because they are already to be member of this company with a mean item 4.33. Based on this result, it can be concluded that many customers have become members of Vitiara, therefore it can increase confidence and convenience of respondents.

Friends’ initiative (Z_{1.6}). This statement item has most respondents answered “agree”. There are 33 respondents (50.50%) who agreed that they rent a car because of their friends’ initiative with a mean item 4.26. Based on this result, it can be concluded that the information from other respondents had effectively pushed them to rent a car in Vitiara Rent Car.

Fast service (Z_{1.7}). This statement item has most respondents answered “agree”. There are 31 respondents (46.97%) who agree that the fast service makes them to rent a car in this company with a mean item 4.20. Based on this result, it can be concluded that fast service will make respondents more confidence about the credibility of Vitiara Rent Car.

Availability of funds (Z_{1.8}). This statement item has most respondents answered “agree”. There are 30 respondents (45.45%) who agreed that they rent a car because of the availability of money with a mean item 4.30. Based on this result, it can be concluded that the availability of money can affect the car rental respondents.

Already determine cost of rent ($Z_{1.9}$). This statement item has most respondents answered “agree”. There are 37 respondents (56.06%) who strongly agreed that they have determined the cost in advance with a mean item 4.23. Based on this result, it can be concluded that respondents already know how much it will cost to rent a car in Vitiara Rent Car.

Customers may rent only one type of car ($Z_{1.10}$). This statement item has most respondents answered “agree”. There are 31 respondents (46.97%) who agreed that they are allowed to rent one type of car in Vitiara Rent Car is the reason with a mean item 4.32. Based on this result, it can be concluded that respondents mainly rent only one unit car.

f. Customer satisfaction

Customer satisfaction variable consists of seven items. The indicators are uncomplicated procedure ($Y_{1.1}$), excellent maintenance ($Y_{1.2}$), customers' good response ($Y_{1.3}$), excellent service ($Y_{1.4}$), customers' complaint on the length of time ($Y_{1.5}$), customers' complaint on schedule accuracy ($Y_{1.6}$), and customers' satisfaction ($Y_{1.7}$).

Uncomplicated procedure ($Y_{1.1}$). This statement item has most respondents answered “agree”. There are 37 respondents (56.06%) who agreed that Vitiara Rent Car has uncomplicated procedure with a mean item 4.08. Based on this result, it can be concluded that the procedure is easy to follow and don't need many requirements to rent a car.

Excellent maintenance ($Y_{1.2}$). This statement item has most respondents answered “agree”. There are 38



respondents (57.58%) who agreed with the excellent maintenance with a mean item equals 4.27. Based on this result, it can be concluded that Vitiara maintenance is very good. This company always maintains good physical condition and security of its cars.

Customers' good response (Y_{1.3}). This statement item has most respondents answered "agree". There are 33 respondents (50.00%) who agreed that customers tell good things of renting a car in Vitiara Rent Car with a mean item equals 3.92. Based on this result, it can be concluded that respondents tell good things to others such as the procedures, maintenance, and also the types of car in Vitiara Rent Car.

Inform colleagues because excellent service (Y_{1.4}). This statement item has most respondents answered "agree". There are 33 respondents (50.00%) with a mean item 4.26 agreed that Vitiara Rent Car has excellent service and they inform others about their opinion. Based on this result, it can be concluded that many respondents inform their friends that this company has excellent service.

Customers' complaints on the length of time (Y_{1.5}). This statement item has most respondents answered "agree". There are 40 respondents (60.61%) who agreed that they complain about the length of time with a mean item 4.09. Based on this result, it can be concluded that respondents will complain when car reservation takes a long time.

Customers' complaint on schedule accuracy (Y_{1.6}). This statement item has most respondents hesitated. There are 30

respondents (45.45%) were hesitant to answer that they complain about schedule with a mean item 4.06. Based on this result, it can be concluded that nobody complains about the schedule accuracy.

Overall Customers' satisfaction (Y_{1.7}). This statement item has most respondents answered "agree". There are 33 respondents (50.00%) who agreed that they satisfy with Vitiara Rent Cars services with a mean item 4.38. Based on this result, it can be concluded that the overall respondents are satisfied with Vitiara Rent Cars services.

2. Hypothesis Testing Result

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

a. The Effect of Product on Purchase Decision

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

This research supports previous research conducted by Setiawan (2014) entitled "The Marketing Mix Effect on Purchasing Decisions of Toyota Avanza Type Gin Surabaya". The results show that there is product effect on purchase decision.



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

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

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

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

b. The Effect of Price on Purchase Decision.

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

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

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

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

c. The Effect of Promotion on Purchase Decision

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

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

These results are also consistent with the theory. Promotion is a communication process with current and future interested parties and the community" (Kotler, 2005:247). The main function of a promotion strategy is to convince customers that the

offered goods and services has distinct advantages so that consumers are interested to make purchases (Lamb, et.al, 2001:146).

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

When the promotion is improved, the purchasing decisions also increase. Moreover, it causes increasingly widespread information and the product or service brand becomes more popular. Consumers can read the information of product by reading print, electronic, billboards advertising.

d. The Effect of Distribution Channel on Purchase Decision

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

This research supports previous research conducted Setiawan (2014) entitled "The Marketing Mix Effect on Purchasing Decisions of Toyota Avanza Type Gin Surabaya". The results show that there is a distribution channels (place) effect on the purchase decision. Distribution deals with consumers' convenience in buying products or services. When product



distribution is difficult to reach, consumers will consider buying other accessible products.

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

e. The Effect of product on Customer Satisfaction.

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

This research supports previous research conducted by Pupuani (2013) entitled "The Marketing Mix Effect on Consumers"



Satisfaction and Repurchase Behavior (A Case Study on Pepsodent Toothpaste Brand in Denpasar)". The results show that there is product effect on customer satisfaction.

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

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

f. The Effect of Price on Customer Satisfaction.

Based on data in Table 21, the results show the path analysis of positive effect in the price variable on customer satisfaction indicated by the path

coefficient(β) of 0.218 and the result shows significant effect with a probability of 0.048 ($p < 0.05$).

This research supports previous research conducted by Pupuni (2013) entitled "The Marketing Mix Effect on Consumers' Satisfaction and Repurchase Behavior (A Case Study on Pepsodent Toothpaste Brand in Denpasar)". The results show that there is price effect on customer satisfaction.

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

Basically consumers can be divided into lower middle class consumers with lower income and upper middle consumer with upper income. Lower middle class consumers have satisfied with a product that suits their financial condition, while upper middle consumers satisfy with good convenience and quality products. In Vitiara Rent Car, there are various types of car rental price as in accordance with the car brands and year production. Also, consumers have various choices of car which suit their financial condition. In addition, they feel comfortable and satisfied

with the car rental services offered by VitiaraRent Car. Price determines whether or not a product is accepted by customers.

g. **The Effect of Promotion on Customer Satisfaction**

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

This research supports previous research conducted by Pupuni (2013) entitled "The Marketing Mix Effect on Consumers' Satisfaction and Repurchase Behavior (A Case Study on Pepsodent Toothpaste Brand in Denpasar)". The results show that there is a promotion effect on customer satisfaction. This is also consistent with the theory that the main function of a promotion strategy is to convince customers of the goods and services benefit, so that consumers are interested to purchase them (Lamb, et al, 2001:146).

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

Quick and available information can only be done with fast promotion which is conducted intensively since promotion has a significant and positive effect on customer satisfaction. Consumers can read





the information of product by reading print, electronic, billboards advertising.

h. The Effect of Distribution Channel on Customer Satisfaction.

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

This study supports previous research conducted by Pupuani (2013) entitled "The Marketing Mix Effect on Consumers' Satisfaction and Repurchase Behavior (A Case Study on Pepsodent Toothpaste Brand in Denpasar)" whose results find that there is a distribution channel effect on customer satisfaction.

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

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



customer satisfaction is the distribution location of goods and services (Suprpto, 2001).

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

i. The Effect of Purchase Decision on Customer Satisfaction.

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

This result is in line with the results of previous studies conducted by Suroso, (2010), entitled "The Effect of Retail Marketing Mix Variable on Purchase Decision and Customer Satisfaction in Indomaret Mini market Probolinggo". The result shows that there is an effect of Purchase Decision on Satisfaction customer.

This research was also supported by Yamit (2001:78), who mentions that customer satisfaction is the result of perceived use of products and services which equals or exceeds the expectations. The irrational decision process based on an understanding of information that cannot be trusted in the end will result in discontent that will make lower demand of products in the future (Dapkevičius and Melnikas, 2009:20). Consumer satisfaction is the best marketing in running a business. Satisfied consumers of Vitiara



Rent Car will inform their friends about the products or services. When consumers feel satisfied, they will tell you the advantages and reasons why you should buy the product or service. This indirectly will improve consumers' trust in Vitiara Rent Car services and it can affect consumers' purchasing decisions. Therefore, the decision of purchasing has a significant positive effect on customer satisfaction.



CHAPTER V

CLOSING

A. Conclusions

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

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

B. Recommendation

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



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



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Appendix 1 Questionnaire of Research

DEPARTEMEN PENDIDIKAN NASIONAL

FAKULTAS ADMINISTRASI UNIVERSITAS BRAWIJAYA

Jl. Mayjen Haryono 165 Malang



KUESIONER

Penelitian skripsi tentang :

THE INFLUENCE OF MARKETING MIX VARIABLES ON PURCHASE DECISION AND CUSTOMER SATISFACTION

Assalamualaikum Wr. Wb.

Responden yang terhormat,

Dalam rangka penelitian skripsi, saya mohon kesediaan anda untuk mengisi kuisioner berikut sebagai saran dalam penyusunan skripsi saya.

Untuk itu, saya mohon kesediaan anda untuk menjawab pertanyaan-pertanyaan yang ada pada lembar kuisioner ini dengan benardengancara:

- Menulis jawab dalam ruang yang tersedia
- Memilih jawab dengan cara menyilang (X) atau memberitandacentang (✓) sesuai dengan pilihan jawaban yang tersedia.

Atas bantuandankerjasamanya kami ucapkanterimakasih.

Peneliti

(Laela Risky Amelia)

Mohondiiisecarabenaarhal-haldibawahini :

IDENTITAS RESPONDEN

- 1. Jeniskelamin : L/ P
- 2. Pekerjaan :
- 3. Umur :
- 4. Pendapatan per bulan Rp.....
- 5. ApakahAndamenyewaberbagaimerekmobil di rentcarVitiara*)
 - a. iya
 - b. tidak
- 6. Berapa lama Andamenjadi member rent wicara
 - vitiara.....minggu/bulan/tahun*)
- 7. Berapa kali dalamsebulanAndamenyewamobil di rentcarVitiara.....
- 8. Berapabanyakmobil yang Andasewa di rent car Vitiara.....unit
- 9. ApaalasanAndamemilih rent car Vitiara.....



PERTANYAAN

Dalam daftar pernyataan berikut, skor untuk tiap jawabannya yaitu :

Sangat Tidak Setuju (STS) : 1

Tidak Setuju (TS) : 2

Ragu-Ragu (RG) : 3

Setuju (S) : 4

Sangat setuju (SS) : 5

Jawaban pernyataan berikut ini dengan memberitanda silang sesuai dengan pilihan bobot jawaban pada kolom yang tersedia dengan rincian :

MARKETING MIX**Produk**

No.	Pernyataan	Bobot Jawaban				
		SS	S	R	TS	STS
1	Baik buruknya layanan rent car vitara mempengaruhi anda dalam melakukan penyewaan mobil					
2	Merek mobil terkenal mempengaruhi anda dalam melakukan penyewaan mobil.					
3	Informasi pada jenis mobil mempengaruhi anda dalam melakukan penyewaan mobil.					
4	Tingkat kenyamanan pemakaian mempengaruhi anda dalam melakukan penyewaan mobil.					
5	Tampilan mobil yang menarik mempengaruhi anda dalam melakukan penyewaan mobil.					

Harga

No.	Pernyataan	Bobot Jawaban				
		SS	S	R	TS	STS
1	Harga rasional yang ditawarkan rent car Vitara mempengaruhi anda untuk menyewa mobil					

2	Adanyahargakhusus yang ditawarkan rent car Vitiarabagianggotamempengaruhiandauntuk menyewamobil					
3	Dendapengembalian yang rasional yang ditawarkan rent car Vitiaramempengaruhiandauntukmenyewamo bil					

Promosi

No.	Pernyataan	BobotJawaban				
		SS	S	R	TS	STS
1	Iklanmelalui media elektronikmempengaruhiandadalammelakuka npenyewaanmobil.					
2	Iklanmelalui media cetakyaitubrosur.mempengaruhiandadalammelakukanpenyewaanmobil.					
3	Iklanmelaluipapanreklamemempengaruhiand adalammelakukanpenyewaanmobil.					

SaluranDistribusi

No.	Pernyataan	BobotJawaban				
		SS	S	R	TS	STS
1	Kemudahandalammemperolehdanmendapatk anlayanantvitiararent car mempengaruhiandadalammelakukanpenyewa anmobil.					
2	Lokasiyang strategidimanamenyewamobilmempengaruhi andadalammelakukanpenyewaanmobil.					

Keputusanpembelian

No.	Pernyataan	BobotJawaban				
		SS	S	R	TS	STS
1	Jenismobil di RentcarVitiarasesuaidengankebutuhananda.					
2	InformasitentangRentcarVitiaramemilikikuali tasmempengaruhiandadalammelakukanpenye waanmobil.					



3	Rentcar Vitiara memiliki jenis mobil tertentu yang disewakan.				
4	Anda menyewa mobil atas pilihan merek yang dianggap paling tepat.				
5	Anda menyewa mobil di Rentcar Vitiara karena sudah berlangganan				
6	Anda menyewa mobil di Rentcar Vitiara karena ada inisiasi dari teman				
7	Anda menyewa mobil di Rentcar Vitiara karena pelayanan yang cepat				
8	Ketersediaan uang yang mendorong anda untuk menyewa mobil di Rentcar Vitiara				
9	Anda sudah menentukan berapa biaya menyewa mobil sebelumnya				
10	Anda hanya menyewa satu unit jenis mobil saat menyewa				

Kepuasan Pelanggan

No.	Pernyataan	Bobot Jawaban				
		SS	S	R	TS	STS
1	Anda senang untuk berlangganan karena prosedur penyewaan mobil yang mudah					
2	Anda senang dengan perawatan yang dilakukan pihak rent car vitiara					
3	Anda akan menceritakan hal baik yang anda alami saat anda menyewa mobil di rent car vitiara					
4	Anda akan memberitahukan rekan yang lain karena pelayanan di rent car vitiara sangat baik.					
5	Anda akan complain jika pemesanan penyewaan mobil membutuhkan waktu yang lama					
6	Anda pernah complain karena waktu yang diberikan untuk sewa mobil tidak tepat					
7	Secara keseluruhan anda puas dengan jasa persewaan rent car vitiara					

----- Terimakasih -----

Appendix 1 Questionnaire of Research

NATIONAL EDUCATION DEPARTMENT

FACULTY ADMINISTRATIVE SCIENCE UNIVERSITY OF BRAWIJAYA

Jl. MayjenHaryonoNo. 163 Malang



QUESTIONNAIR

Title of the Research:

THE INFLUENCE OF MARKETING MIX VARIABLES ONPURCHASE DECISION AND CUSTOMER SATISFACTION

AssalamualaikumWr. Wb.

To honorable : Vitiara Consumers

In order to research my thesis that entitled: The Influence of Marketing Mix Variables on Purchase Decision and Customer Satisfaction. Thus, I hope your willingness to make time for answering the questionnaire. This questionnaire is only as a tool in the preparation of my thesis. , I hope your participation to answer the questions that exist in this questionnaire.

- Write the answer in available space
- Choose the answer with crosses (X) or give the check mark (√) appropriate with available answer choices.

Your participation is really helpful to finish this study. I say many thanks to your participation.

Researcher

(Laela Risky Amelia)



Please fill the questions below correctly:

RESPONDEN IDENTITY

- 1. Gender : Male / Female
- 2. Jobs :
- 3. Age :
- 4. Income per month :Rp.....
- 5. Did you rent various brands of cars in Vitiara rent car *)
 - a. Yes
 - b. No
- 6. How long did you become a member Vitiara rent car...week/month/year*)
- 7. How many times a month you rent a car at rent car Vitiara.....
- 8. How many cars you rent in Vitiara rent car.....unit
- 9. What is the reason you choose a Vitiara rent car.....

STATEMENTS

Questionnaire instructions

In the list of statement, score for every answer:

Very disagree (STS) : 1

Disagree (TS) : 2

Doubt (RG) : 3

Agree (S) : 4

Very agree (SS) : 5

Choose the answer with the check mark (✓) appropriate with available answer choices.

MARKETING MIX

Product

No.	Statements	Answer Weights				
		SS	S	R	TS	STS
1	Poor or good service from Vitara rent car is influencing you in renting the car.					
2	Famous brands of car will influence you in renting the car.					
3	Information about car type is influence you in renting the car.					
4	The level comfort rate of usage will influence you in renting the car.					
5	Cars attractive appearance will influence you in renting the car.					

Price

No.	Statements	Answer Weights				
		SS	S	R	TS	STS
1	Rational price stated by Vitiara rent car will influence you in renting the car					
2	special price stated by Vitiara rent car will influence you in renting the car					
3	Fine price if late return stated by Vitiara rent car will influence you in renting the car					

Promotion

No.	Statements	Answer Weights				
		SS	S	R	TS	STS
1	Advertising through electronic media will influence you in renting the car.					
2	Advertising through print will influence you in renting the car.					
3	Advertising through billboards will influence you in renting the car.					

Distribution Channel

No.	Statements	Answer Weights				
		SS	S	R	TS	STS
1	Easiness in service to obtain convenience will influence you in renting the car.					
2	Strategy location Vitiara rent car will influence you in renting the car.					

Purchase Decision

No.	Statements	Answer Weights				
		SS	S	R	TS	STS
1	Car type at vitiara rent car is according to needs will influence you in renting the car					
2	Information about Vitiara rent car will influence you in renting the car					
3	Special types of cars from Vitiara rent car will influence you in renting the car.					
4	Suitable choice of car brands in Vitiara rent car will influence you in renting the car					
5	already to member in Vitiara rent car will influence you in renting the car					
6	You renting the car from Vitiara rent car because friends initiative					
7	Fast service from Vitiara rent car will influence you in renting the car.					
8	Availability of funds will influence you in renting the car.					
9	Already determine cost of rent will influence you in renting the car.					
10	You only renting one type of car.					

Customer Satisfaction

No.	Statements	Answer Weights				
		SS	S	R	TS	STS
1	You glad to be consumer because uncomplicated procedure,					
2	You glad renting car because excellent maintenance from Vitiara rent car.					
3	You will tell your good or poor moment when renting in Vitiara rent car.					
4	You will inform colleagues because excellent service in Vitiara rent car.					
5	You complaints if renting on the length of time					



6	You complaints on renting schedule not accuracy				
7	Overall you satisfaction with Vitiara rent car				

THANK YOU

Appendix 2 Data of Respondent

No	Gender	Job	Age	Income
1	male	Civil servants	35	3.000.000
2	male	Teacher	37	2.500.000
3	female	Entrepreneur	26	3.500.000
4	male	Civil servants	31	3.500.000
5	male	Civil servants	30	4.000.000
6	male	Entrepreneur	25	4.000.000
7	female	Entrepreneur	43	3.000.000
8	male	Civil servants	41	3.500.000
9	female	Teacher	28	2.500.000
10	male	Civil servants	37	3.500.000
11	male	Entrepreneur	39	3.500.000
12	female	Entrepreneur	25	3.500.000
13	male	Civil servants	29	3.500.000
14	male	Teacher	42	2.500.000
15	female	Civil servants	28	3.500.000
16	male	Teacher	35	2.500.000
17	male	Entrepreneur	30	4.000.000
18	female	Civil servants	33	3.500.000
19	male	Civil servants	28	3.500.000
20	male	Entrepreneur	50	2.500.000
21	male	Entrepreneur	23	4.000.000
22	female	Civil servants	31	3.000.000
23	male	Entrepreneur	49	4.000.000
24	male	Civil servants	32	3.500.000
25	male	Entrepreneur	47	4.000.000
26	male	Teacher	38	2.500.000
27	female	Teacher	37	3.000.000
28	female	Entrepreneur	43	3.500.000
29	female	Teacher	24	2.500.000
30	male	Teacher	32	3.500.000
31	male	Civil servants	29	3.500.000
32	male	Civil servants	30	3.500.000
33	male	Entrepreneur	46	3.000.000
34	female	Civil servants	34	3.500.000
35	male	Teacher	33	2.500.000
36	male	Entrepreneur	39	4.000.000
37	female	Teacher	24	3.500.000
38	male	Teacher	37	2.500.000
39	female	Civil servants	31	3.500.000
40	male	Entrepreneur	30	4.000.000

Continue Appendix 2. Data of Respondent

No	Gender	Job	Age	Income
41	male	Entrepreneur	31	3.500.000
42	male	Entrepreneur	33	4.000.000
43	female	Entrepreneur	40	3.500.000
44	female	Entrepreneur	32	4.000.000
45	male	Teacher	33	3.000.000
46	female	Entrepreneur	36	4.000.000
47	male	Teacher	38	2.500.000
48	female	Entrepreneur	45	4.000.000
49	male	Teacher	25	2.500.000
50	male	Civil servants	37	4.000.000
51	male	Entrepreneur	53	2.500.000
52	female	Civil servants	33	3.500.000
53	male	Entrepreneur	44	4.000.000
54	male	Civil servants	38	3.500.000
55	female	Civil servants	25	3.500.000
56	male	Entrepreneur	48	3.500.000
57	male	Civil servants	42	2.500.000
58	female	Entrepreneur	39	3.500.000
59	male	Teacher	29	2.500.000
60	male	Civil servants	37	3.500.000
61	female	Entrepreneur	47	2.500.000
62	male	Entrepreneur	46	3.500.000
63	male	Civil servants	30	3.500.000
64	male	Entrepreneur	24	3.500.000
65	male	Teacher	25	2.500.000
66	female	Entrepreneur	25	3.500.000



No	Kind of brand	member	Rent/month	Reason rent car
1	Yes	2.5 years	1	Great service
2	Yes	1 years	2	Near location
3	No	2.5 years	1	Great service
4	No	5 month	1	Cheap price
5	Yes	1.5 years	3	trusted
6	No	2.5 years	1	trusted
7	Yes	3.5 years	1	Cheap price
8	Yes	1 year	3	Great service
9	Yes	2.5 years	1	According to the needs
10	Yes	1.5 years	1	According to the needs
11	Yes	1.5 years	1	trusted
12	Yes	2.5 years	1	Cheap price
13	Yes	2.5 years	1	Great service
14	Yes	5 years	1	Great service
15	Yes	1.5 years	1	Cheap price
16	No	3.5 years	1	According to the needs
17	Yes	1.5 years	1	Cheap price
18	No	4 month	1	According to the needs
19	Yes	3.5 years	1	Great service
20	No	2.5 years	1	Cheap price
21	No	1.5 years	1	According to the needs
22	No	2.5 years	1	Cheap price
23	Yes	4.5 years	1	Great service
24	No	1.5 years	1	Cheap price
25	No	1 year	2	trusted
26	Yes	2.5 years	1	Cheap price
27	No	1.5 years	1	According to the needs
28	No	2.5 years	1	Cheap price
29	Yes	1.5 years	3	trusted
30	Yes	3.5 years	1	Great service
31	Yes	1.5 years	1	trusted
32	No	1 year	1	According to the needs
33	Yes	5 years	1	Near location
34	Yes	1.5 years	1	Great service
35	No	6 month	3	trusted
36	No	1.5 years	1	trusted
37	Yes	3.5 years	1	Cheap price
38	Yes	1 year	1	Great service
39	No	2.5 years	2	Cheap price
40	No	2.5 years	1	Cheap price
41	Yes	4 month	1	Great service
42	Yes	9 month	1	Cheap price

Continue Appendix 2 Data of Respondent

No	Kind of brand	member	Rent/month	Reason rent car
43	No	5 years	1	trusted
44	Yes	1.5 years	1	Cheap price
45	Yes	2.5 years	1	Great service
46	Yes	3 month	1	Great service
47	Yes	3.5	2	Great service
48	No	2.5 years	3	According to the needs
49	Yes	1 year	1	According to the needs
50	No	3.5	2	According to the needs
51	Yes	7 month	3	Great service
52	Yes	2.5 years	1	According to the needs
53	Yes	1.5 years	1	According to the needs
54	No	1.5 years	1	Near location
55	Yes	2.5 years	3	Great service
56	No	3.5 years	1	According to the needs
57	Yes	1 years	1	Cheap price
58	Yes	2.5 years	1	trusted
59	Yes	4 month	3	Cheap price
60	Yes	1 year	1	Great service
61	No	2.5 years	1	According to the needs
62	No	1 years	3	Cheap price
63	Yes	3.5 years	1	Great service
64	No	2.5 years	1	Cheap price
65	No	2.5 years	1	Cheap price
66	Yes	3.5 years	1	Cheap price

Appendix 3 Tabulation Questionnaire

NO	X1.1	X1.2	X1.3	X1.4	X1.5	X1	X2.1	X2.2	X2.3	X2	X3.1	X3.2	X3.3	X3	X4.1	X4.2	X4	Z1	Z2	Z3	Z4	Z5	Z6	Z7	Z8	Z9	Z10	Z	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y
1	5	5	5	4	4	23	4	5	5	14	5	5	4	14	4	3	7	4	4	4	5	5	4	4	5	4	4	43	4	4	4	4	4	4	5	29
2	3	4	4	4	4	19	4	4	4	12	5	5	4	14	5	4	9	5	4	4	5	4	4	4	4	4	3	41	3	4	4	4	4	5	4	28
3	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	10	5	5	5	5	5	5	5	5	5	5	50	5	4	5	5	5	5	5	34
4	4	4	4	3	4	19	4	4	4	12	4	5	4	13	4	4	8	4	3	3	4	4	4	4	4	4	4	38	3	4	4	4	4	4	4	27
5	4	4	4	5	4	21	5	5	4	14	5	5	4	14	4	3	7	5	3	3	5	5	5	3	5	4	4	42	4	3	3	4	4	5	5	28
6	5	4	4	5	4	22	4	4	4	12	4	4	4	12	4	4	8	4	3	3	4	4	4	4	4	4	4	38	4	4	4	4	4	4	4	28
7	4	4	4	4	4	20	5	4	4	13	5	4	4	13	4	4	8	5	4	3	4	4	4	4	4	4	4	40	4	5	4	4	5	5	5	32
8	5	4	4	4	4	21	4	4	4	12	5	5	4	14	4	3	7	4	4	3	4	4	4	5	5	5	5	43	4	5	3	4	5	5	5	31
9	5	4	4	5	4	22	3	3	3	9	4	4	4	12	4	3	7	4	3	3	3	3	3	3	3	3	4	32	4	4	3	3	4	3	3	24
10	5	4	4	5	4	22	4	5	4	13	5	5	4	14	5	4	9	5	3	3	3	5	5	5	5	4	5	43	4	3	3	5	4	3	3	25
11	5	5	5	5	5	25	4	5	4	13	5	4	4	13	5	4	9	5	3	3	4	4	4	4	4	4	4	39	4	5	4	5	5	4	5	32
12	5	4	4	5	5	23	4	5	4	13	5	5	4	14	3	3	6	4	3	4	4	4	5	5	5	4	4	42	5	5	3	4	4	3	3	27
13	5	5	4	4	4	22	5	5	4	14	4	4	3	11	5	4	9	4	2	3	5	5	4	3	3	4	4	37	5	5	5	4	5	4	5	33
14	4	4	4	3	3	18	4	4	4	12	5	4	4	13	5	5	10	4	3	4	3	4	4	3	4	4	4	37	4	4	4	4	4	4	5	29
15	4	4	4	4	3	19	4	4	4	12	4	4	4	12	4	4	8	4	4	3	4	4	4	3	3	3	3	35	4	4	3	4	4	4	4	27
16	5	4	4	4	4	21	4	5	4	13	4	4	4	12	4	4	8	4	3	3	4	4	4	5	4	4	4	39	3	4	4	4	4	4	5	28
17	5	3	4	3	4	19	4	4	4	12	4	4	4	12	3	4	7	4	3	3	4	3	4	4	4	4	4	37	3	4	3	4	5	3	4	26
18	4	4	4	3	3	18	4	3	4	11	4	4	4	12	3	4	7	4	3	3	4	4	4	4	3	4	4	37	4	4	3	4	4	4	5	28
19	5	5	5	5	5	25	4	5	5	14	5	5	5	15	5	5	10	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	35
20	4	4	4	4	3	19	5	4	4	13	4	4	4	12	4	5	9	4	3	3	4	4	3	4	4	4	5	38	4	4	3	5	4	5	5	30
21	5	4	4	4	4	21	4	4	4	12	4	4	4	12	4	4	8	4	5	4	4	4	4	4	4	3	3	39	4	4	4	4	5	4	4	29
22	4	4	4	4	4	20	4	4	4	12	4	4	4	12	3	4	7	4	3	4	4	4	5	5	4	4	4	41	4	4	3	5	4	4	4	28
23	4	4	4	4	4	20	3	3	3	9	3	3	4	10	3	4	7	5	2	3	4	3	3	3	3	3	3	32	3	3	3	3	3	3	3	21
24	3	3	4	4	3	17	3	3	4	10	4	3	3	10	4	4	8	4	3	4	4	4	4	4	3	4	3	37	3	4	3	5	3	3	4	25
25	5	5	4	4	4	22	5	5	4	14	4	4	3	11	5	5	10	4	3	4	4	5	5	4	4	4	4	41	4	5	4	5	3	3	4	28
26	5	4	4	4	4	21	4	4	4	12	4	4	4	12	4	5	9	4	4	4	4	5	5	5	4	4	4	43	4	4	3	5	4	3	4	27
27	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	10	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	35
28	3	4	4	4	5	20	4	5	4	13	5	4	4	13	5	4	9	5	3	4	5	5	5	5	4	5	3	43	5	4	4	5	4	4	5	31
29	3	3	4	3	3	16	3	3	3	9	3	3	4	10	5	3	8	3	4	4	3	4	3	3	3	3	3	33	3	3	3	3	4	4	3	23
30	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	10	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	35
31	5	4	4	4	4	21	5	5	5	15	5	5	5	15	5	5	10	5	4	4	4	4	4	4	4	4	5	42	5	5	4	5	4	4	4	31
32	4	4	4	5	4	21	4	4	4	12	4	4	4	12	4	4	8	4	4	4	4	4	4	4	5	4	5	42	4	4	4	4	4	4	5	29
33	4	4	4	4	4	20	4	4	4	12	4	4	5	13	4	4	8	4	4	4	4	4	3	4	5	4	5	41	4	4	4	4	4	4	5	29

Continue Appendix 3 Tabulation Questionnaire

NO	X1.1	X1.2	X1.3	X1.4	X1.5	X1	X2.1	X2.2	X2.3	X2	X3.1	X3.2	X3.3	X3	X4.1	X4.2	X4	Z1	Z2	Z3	Z4	Z5	Z6	Z7	Z8	Z9	Z10	Z	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y
34	4	4	4	4	3	19	4	4	4	12	4	3	4	11	4	4	8	4	4	4	4	4	3	5	5	4	5	42	4	4	4	5	4	3	4	28
35	5	5	4	4	4	22	4	4	4	12	5	4	4	13	5	5	10	4	4	4	5	5	4	5	5	4	4	44	4	4	4	4	4	4	5	29
36	5	5	5	4	4	23	5	5	5	15	5	4	5	14	5	5	10	5	5	5	5	5	4	5	5	5	5	49	5	5	5	5	5	5	5	35
37	5	5	5	5	5	25	4	4	5	13	4	4	5	13	5	5	10	4	4	3	4	5	4	4	4	5	4	41	4	4	5	5	5	5	4	32
38	5	4	5	4	4	22	4	5	4	13	4	4	4	12	5	5	10	4	4	4	4	5	4	5	4	3	5	42	5	5	5	4	4	4	4	31
39	5	4	3	3	4	19	5	5	3	13	4	3	4	11	5	5	10	4	4	3	4	5	4	4	4	4	40	5	5	4	4	3	4	3	28	
40	4	4	3	3	3	17	5	4	3	12	5	3	4	12	5	5	10	4	4	4	4	5	4	5	4	4	4	42	5	4	4	4	3	4	4	28
41	5	4	4	4	5	22	4	4	5	13	4	3	5	12	5	5	10	4	3	4	3	4	5	4	4	4	5	40	4	5	4	4	3	4	4	28
42	5	4	4	3	3	19	4	5	4	13	4	3	4	11	4	4	8	4	3	3	4	4	5	5	5	5	5	43	4	4	3	4	4	4	5	28
43	5	5	3	3	4	20	4	4	4	12	4	3	4	11	5	4	9	5	3	4	5	3	5	4	5	5	44	4	4	5	3	4	4	5	29	
44	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	10	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	35	
45	5	4	5	4	4	22	3	5	5	13	5	3	4	12	5	5	10	5	4	4	3	4	5	4	5	4	4	42	4	4	4	5	3	4	5	29
46	5	5	4	4	5	23	4	5	4	13	4	3	4	11	3	4	7	4	4	4	3	4	5	5	5	4	4	42	5	4	5	4	3	3	5	29
47	5	4	5	5	4	23	4	4	5	13	5	4	5	14	4	4	8	4	5	4	4	4	5	3	4	5	5	43	3	4	5	5	4	5	5	31
48	5	5	3	5	5	23	4	4	4	12	4	4	4	12	4	4	8	4	4	4	4	4	5	4	4	5	5	43	4	4	4	5	4	5	5	31
49	5	5	5	4	4	23	4	4	4	12	3	4	3	10	4	4	8	5	3	4	5	5	4	3	4	5	5	43	4	5	4	5	4	3	4	29
50	5	4	5	5	5	24	5	5	4	14	5	5	5	15	5	5	10	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	34	
51	5	4	4	4	4	21	4	5	5	14	5	3	4	12	4	4	8	5	4	4	5	5	4	4	4	4	43	4	4	4	4	4	5	4	29	
52	5	4	5	3	3	20	4	5	4	13	5	4	5	14	4	3	7	4	4	3	4	4	4	3	3	5	4	38	4	5	3	3	3	5	5	28
53	5	4	3	4	3	19	4	5	3	12	4	3	4	11	4	3	7	4	2	4	5	4	3	5	5	4	40	4	5	4	3	4	5	5	30	
54	3	5	3	4	4	19	3	3	3	9	4	4	3	11	4	3	7	4	3	4	3	4	3	4	4	3	4	36	4	4	3	4	4	4	4	27
55	4	5	4	5	4	22	5	4	5	14	3	5	4	12	4	4	8	3	4	4	4	5	4	4	5	4	41	4	4	4	3	4	4	4	27	
56	4	5	4	5	5	23	4	4	4	12	4	5	4	13	4	5	9	5	5	5	4	5	5	4	5	4	46	4	4	4	5	5	5	5	31	
57	4	3	4	4	4	19	4	4	5	13	4	4	4	12	5	5	10	5	3	4	4	5	5	5	5	4	5	45	5	4	3	5	4	3	4	28
58	4	4	4	4	4	20	4	4	4	12	3	3	3	9	4	4	8	3	4	4	4	3	4	4	5	5	41	3	5	4	4	4	3	4	27	
59	4	3	4	5	3	19	5	4	5	14	5	4	4	13	5	5	10	5	5	5	4	5	4	5	5	5	48	4	5	4	4	4	4	4	30	
60	4	3	4	4	4	19	4	5	4	13	4	3	4	11	4	4	8	4	4	3	4	4	4	4	4	5	40	4	4	4	4	4	3	3	26	
61	4	4	4	5	3	20	4	4	4	12	5	4	4	13	4	4	8	4	4	4	4	5	5	5	4	4	5	44	4	4	4	4	4	4	5	29
62	5	4	4	4	4	21	5	4	5	14	4	2	4	10	4	3	7	5	3	4	3	5	4	4	4	5	42	3	4	3	3	4	3	5	25	
63	5	3	5	4	4	21	3	4	4	11	5	5	4	14	4	3	7	5	4	4	3	4	5	4	4	5	5	43	3	4	4	4	4	3	4	26
64	4	4	4	3	3	18	5	4	4	13	4	4	4	12	4	3	7	3	4	4	3	4	5	3	4	5	4	39	4	5	4	4	3	4	5	29
65	4	4	4	4	4	20	5	5	5	15	4	5	4	13	5	5	10	3	4	4	4	4	5	4	5	5	4	42	3	5	5	5	5	5	3	31
66	4	4	4	4	4	20	3	4	4	11	5	4	4	13	4	4	8	4	4	4	4	4	4	4	4	5	4	41	5	3	4	4	4	4	5	29



Appendix 4. Result Distribution of Characteristic Respondent Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	22	33.3	33.3	33.3
	male	44	66.7	66.7	100.0
	Total	66	100.0	100.0	

Job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Civil servants	22	33.3	33.3	33.3
	Entrepreneur	28	42.4	42.4	75.8
	Teacher	16	24.2	24.2	100.0
	Total	66	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	23.00	1	1.5	1.5	1.5
	24.00	3	4.5	4.5	6.1
	25.00	6	9.1	9.1	15.2
	26.00	1	1.5	1.5	16.7
	28.00	3	4.5	4.5	21.2
	29.00	3	4.5	4.5	25.8
	30.00	5	7.6	7.6	33.3
	31.00	4	6.1	6.1	39.4
	32.00	3	4.5	4.5	43.9
	33.00	5	7.6	7.6	51.5
	34.00	1	1.5	1.5	53.0
	35.00	2	3.0	3.0	56.1
	36.00	1	1.5	1.5	57.6
	37.00	6	9.1	9.1	66.7
	38.00	3	4.5	4.5	71.2
	39.00	3	4.5	4.5	75.8
	40.00	1	1.5	1.5	77.3
	41.00	1	1.5	1.5	78.8
	42.00	2	3.0	3.0	81.8
	43.00	2	3.0	3.0	84.8
	44.00	1	1.5	1.5	86.4
	45.00	1	1.5	1.5	87.9
	46.00	2	3.0	3.0	90.9
47.00	2	3.0	3.0	93.9	
48.00	1	1.5	1.5	95.5	
49.00	1	1.5	1.5	97.0	
50.00	1	1.5	1.5	98.5	
53.00	1	1.5	1.5	100.0	
Total		66	100.0	100.0	

**Income**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.500.000	16	24.2	24.2	24.2
	3.000.000	6	9.1	9.1	33.3
	3.500.000	30	45.5	45.5	78.8
	4.000.000	14	21.2	21.2	100.0
	Total	66	100.0	100.0	

Kind of brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	26	39.4	39.4	39.4
	Yes	40	60.6	60.6	100.0
	Total	66	100.0	100.0	

member

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 year	6	9.1	9.1	9.1
	1 years	3	4.5	4.5	13.6
	1.5 years	15	22.7	22.7	36.4
	2,5 years	20	30.3	30.3	66.7
	3 month	1	1.5	1.5	68.2
	3,5	2	3.0	3.0	71.2
	3,5 years	8	12.1	12.1	83.3
	4 month	3	4.5	4.5	87.9
	4,5 years	1	1.5	1.5	89.4
	5 month	1	1.5	1.5	90.9
	5 years	3	4.5	4.5	95.5
	6 month	1	1.5	1.5	97.0
	7 month	1	1.5	1.5	98.5
	9 month	1	1.5	1.5	100.0
Total		66	100.0	100.0	

Rent/month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	52	78.8	78.8	78.8
	2.00	5	7.6	7.6	86.4
	3.00	9	13.6	13.6	100.0
	Total	66	100.0	100.0	



Reason rent car

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	According to the needs	14	21.2	21.2	21.2
	Cheap price	21	31.8	31.8	53.0
	Great service	18	27.3	27.3	80.3
	Near location	3	4.5	4.5	84.8
	trusted	10	15.2	15.2	100.0
	Total	66	100.0	100.0	

Appendix 5 Validity and Reliabilities Testing Correlations

Correlations

		X1
X1.1	Pearson Correlation	.651**
	Sig. (2-tailed)	.000
	N	66
X1.2	Pearson Correlation	.679**
	Sig. (2-tailed)	.000
	N	66
X1.3	Pearson Correlation	.619**
	Sig. (2-tailed)	.000
	N	66
X1.4	Pearson Correlation	.713**
	Sig. (2-tailed)	.000
	N	66
X1.5	Pearson Correlation	.809**
	Sig. (2-tailed)	.000
	N	66

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	66	100.0
	Excluded ^a	0	.0
	Total	66	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.733	5

Correlations

Correlations

		X2
X2.1	Pearson Correlation	.798**
	Sig. (2-tailed)	.000
	N	66
X2.2	Pearson Correlation	.805**
	Sig. (2-tailed)	.000
	N	66
X2.3	Pearson Correlation	.743**
	Sig. (2-tailed)	.000
	N	66

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	66	100.0
	Excluded ^a	0	.0
	Total	66	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.683	3



Correlations

Correlations

		X3
X3.1	Pearson Correlation	.797**
	Sig. (2-tailed)	.000
	N	66
X3.2	Pearson Correlation	.798**
	Sig. (2-tailed)	.000
	N	66
X3.3	Pearson Correlation	.705**
	Sig. (2-tailed)	.000
	N	66

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	66	100.0
	Excluded ^a	0	.0
	Total	66	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.643	3



Correlations

Correlations

		X4
X4.1	Pearson Correlation	.868**
	Sig. (2-tailed)	.000
	N	66
X4.2	Pearson Correlation	.897**
	Sig. (2-tailed)	.000
	N	66

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	66	100.0
	Excluded ^a	0	.0
	Total	66	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.714	2



Correlations

Correlations

		Z
Z1	Pearson Correlation	.498**
	Sig. (2-tailed)	.000
	N	66
Z2	Pearson Correlation	.644**
	Sig. (2-tailed)	.000
	N	66
Z3	Pearson Correlation	.734**
	Sig. (2-tailed)	.000
	N	66
Z4	Pearson Correlation	.515**
	Sig. (2-tailed)	.000
	N	66
Z5	Pearson Correlation	.609**
	Sig. (2-tailed)	.000
	N	66
Z6	Pearson Correlation	.598**
	Sig. (2-tailed)	.000
	N	66
Z7	Pearson Correlation	.647**
	Sig. (2-tailed)	.000
	N	66
Z8	Pearson Correlation	.728**
	Sig. (2-tailed)	.000
	N	66
Z9	Pearson Correlation	.662**
	Sig. (2-tailed)	.000
	N	66
Z10	Pearson Correlation	.605**
	Sig. (2-tailed)	.000
	N	66

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	66	100.0
	Excluded ^a	0	.0
	Total	66	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.826	10

Correlations

Correlations

		Y
Y1	Pearson Correlation	.595**
	Sig. (2-tailed)	.000
	N	66
Y2	Pearson Correlation	.576**
	Sig. (2-tailed)	.000
	N	66
Y3	Pearson Correlation	.734**
	Sig. (2-tailed)	.000
	N	66
Y4	Pearson Correlation	.550**
	Sig. (2-tailed)	.000
	N	66
Y5	Pearson Correlation	.614**
	Sig. (2-tailed)	.000
	N	66
Y6	Pearson Correlation	.697**
	Sig. (2-tailed)	.000
	N	66
Y7	Pearson Correlation	.551**
	Sig. (2-tailed)	.000
	N	66

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	66	100.0
	Excluded ^a	0	.0
	Total	66	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.730	7

Appendix 6 Frequency Distribution Variable

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	38	57.6	57.6	57.6
4.00	23	34.8	34.8	92.4
3.00	5	7.6	7.6	100.0
Total	66	100.0	100.0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	19	28.8	28.8	28.8
4.00	40	60.6	60.6	89.4
3.00	7	10.6	10.6	100.0
Total	66	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	16	24.2	24.2	24.2
4.00	44	66.7	66.7	90.9
3.00	6	9.1	9.1	100.0
Total	66	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	21	31.8	31.8	31.8
4.00	34	51.5	51.5	83.3
3.00	11	16.7	16.7	100.0
Total	66	100.0	100.0	

X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	13	19.7	19.7	19.7
4.00	39	59.1	59.1	78.8
3.00	14	21.2	21.2	100.0
Total	66	100.0	100.0	





X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	19	28.8	28.8	28.8
4.00	39	59.1	59.1	87.9
3.00	8	12.1	12.1	100.0
Total	66	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	27	40.9	40.9	40.9
4.00	33	50.0	50.0	90.9
3.00	6	9.1	9.1	100.0
Total	66	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	18	27.3	27.3	27.3
4.00	41	62.1	62.1	89.4
3.00	7	10.6	10.6	100.0
Total	66	100.0	100.0	

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	28	42.4	42.4	42.4
4.00	33	50.0	50.0	92.4
3.00	5	7.6	7.6	100.0
Total	66	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	18	27.3	27.3	27.3
4.00	32	48.5	48.5	75.8
3.00	15	22.7	22.7	98.5
2.00	1	1.5	1.5	100.0
Total	66	100.0	100.0	



X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	13	19.7	19.7	19.7
4.00	47	71.2	71.2	90.9
3.00	6	9.1	9.1	100.0
Total	66	100.0	100.0	

X4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	27	40.9	40.9	40.9
4.00	33	50.0	50.0	90.9
3.00	6	9.1	9.1	100.0
Total	66	100.0	100.0	

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	23	34.8	34.8	34.8
4.00	31	47.0	47.0	81.8
3.00	12	18.2	18.2	100.0
Total	66	100.0	100.0	

Z1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	24	36.4	36.4	36.4
4.00	37	56.1	56.1	92.4
3.00	5	7.6	7.6	100.0
Total	66	100.0	100.0	

Z2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	11	16.7	16.7	16.7
4.00	29	43.9	43.9	60.6
3.00	23	34.8	34.8	95.5
2.00	3	4.5	4.5	100.0
Total	66	100.0	100.0	

**Z3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	9	13.6	13.6	13.6
4.00	37	56.1	56.1	69.7
3.00	20	30.3	30.3	100.0
Total	66	100.0	100.0	

Z4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	17	25.8	25.8	25.8
4.00	38	57.6	57.6	83.3
3.00	11	16.7	16.7	100.0
Total	66	100.0	100.0	

Z5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	27	40.9	40.9	40.9
4.00	34	51.5	51.5	92.4
3.00	5	7.6	7.6	100.0
Total	66	100.0	100.0	

Z6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	25	37.9	37.9	37.9
4.00	33	50.0	50.0	87.9
3.00	8	12.1	12.1	100.0
Total	66	100.0	100.0	

Z7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	24	36.4	36.4	36.4
4.00	31	47.0	47.0	83.3
3.00	11	16.7	16.7	100.0
Total	66	100.0	100.0	

**Z8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	28	42.4	42.4	42.4
	4.00	30	45.5	45.5	87.9
	3.00	8	12.1	12.1	100.0
Total		66	100.0	100.0	

Z9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	22	33.3	33.3	33.3
	4.00	37	56.1	56.1	89.4
	3.00	7	10.6	10.6	100.0
Total		66	100.0	100.0	

Z10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	28	42.4	42.4	42.4
	4.00	31	47.0	47.0	89.4
	3.00	7	10.6	10.6	100.0
Total		66	100.0	100.0	

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	17	25.8	25.8	25.8
	4.00	37	56.1	56.1	81.8
	3.00	12	18.2	18.2	100.0
Total		66	100.0	100.0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	23	34.8	34.8	34.8
	4.00	38	57.6	57.6	92.4
	3.00	5	7.6	7.6	100.0
Total		66	100.0	100.0	



Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	14	21.2	21.2	21.2
	4.00	33	50.0	50.0	71.2
	3.00	19	28.8	28.8	100.0
	Total	66	100.0	100.0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	25	37.9	37.9	37.9
	4.00	33	50.0	50.0	87.9
	3.00	8	12.1	12.1	100.0
	Total	66	100.0	100.0	

Y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	16	24.2	24.2	24.2
	4.00	40	60.6	60.6	84.8
	3.00	10	15.2	15.2	100.0
	Total	66	100.0	100.0	

Y6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	20	30.3	30.3	30.3
	4.00	30	45.5	45.5	75.8
	3.00	16	24.2	24.2	100.0
	Total	66	100.0	100.0	

Y7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	33	50.0	50.0	50.0
	4.00	25	37.9	37.9	87.9
	3.00	8	12.1	12.1	100.0
	Total	66	100.0	100.0	

Appendix 7. The Analysis Path Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X4 ^a , X1, X3, X2	.	Enter

- a. All requested variables entered.
b. Dependent Variable: Z

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.607	.581	2.69167

- a. Predictors: (Constant), X4, X1, X3, X2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	682.170	4	170.543	23.539	.000 ^a
	Residual	441.951	61	7.245		
	Total	1124.121	65			

- a. Predictors: (Constant), X4, X1, X3, X2
b. Dependent Variable: Z

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.004	3.777		1.590	.117
	X1	.413	.190	.217	2.170	.034
	X2	1.040	.310	.363	3.360	.001
	X3	.642	.283	.227	2.272	.027
	X4	.676	.322	.194	2.099	.040

- a. Dependent Variable: Z

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Z, X4, X1, X3, X2	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.674	.647	1.72845

a. Predictors: (Constant), Z, X4, X1, X3, X2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	370.506	5	74.101	24.803	.000 ^a
	Residual	179.252	60	2.988		
	Total	549.758	65			

a. Predictors: (Constant), Z, X4, X1, X3, X2

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.009	2.475		.812	.420
	X1	.271	.127	.204	2.138	.037
	X2	.437	.216	.218	2.022	.048
	X3	.381	.189	.192	2.013	.049
	X4	.489	.214	.201	2.285	.026
	Z	.167	.082	.238	2.027	.047

a. Dependent Variable: Y

Appendix 8 Calculation of Grand Mean

Product

Item	5		4		3		2		1		Total		Rata-rata
	f	%	f	%	f	%	f	%	f	%	Total	%	
X _{1.1}	38	57.58	23	34.85	5	7.58	0	0.00	0	0.00	66	100	4.50
X _{1.2}	19	28.79	40	60.61	7	10.61	0	0.00	0	0.00	66	100	4.18
X _{1.3}	16	24.24	44	66.67	6	9.09	0	0.00	0	0.00	66	100	4.15
X _{1.4}	21	31.82	34	51.52	11	16.67	0	0.00	0	0.00	66	100	4.15
X _{1.5}	13	19.70	39	59.09	14	21.21	0	0.00	0	0.00	66	100	3.98
<i>Grand Mean</i>												4.19	

$$\text{Mean} = \frac{(\text{fbutirx } 5) + (\text{fbutirx } 4) + (\text{fbutirx } 3) + (\text{fbutirx } 2) + (\text{fbutirx } 1)}{66}$$

$$\text{Mean} = \frac{(38 \times 5) + (23 \times 4) + (5 \times 3) + (0 \times 2) + (0 \times 1)}{66}$$

$$\text{Mean} = \frac{297}{66} = 4.5$$

$$\text{Grand Mean} = \frac{\text{TotalMean}}{\text{TotalButir}}$$

$$\text{Grand Mean} = \frac{4.5 + 4.18 + 4.15 + 4.15 + 3.98}{5} = 4.19$$

Price

Item	5		4		3		2		1		Total		Rata-rata
	f	%	f	%	f	%	f	%	f	%	Total	%	
X _{2.1}	19	28.79	39	59.09	8	12.12	0	0.00	0	0.00	66	100	4.17
X _{2.2}	27	40.91	33	50.00	6	9.09	0	0.00	0	0.00	66	100	4.32
X _{2.3}	18	27.27	41	62.12	7	10.61	0	0.00	0	0.00	66	100	4.17
<i>Grand Mean</i>												4.22	

$$\text{Mean} = \frac{(\text{fbutirx } 5) + (\text{fbutirx } 4) + (\text{fbutirx } 3) + (\text{fbutirx } 2) + (\text{fbutirx } 1)}{66}$$

$$\text{Mean} = \frac{(19 \times 5) + (39 \times 4) + (8 \times 3) + (0 \times 2) + (0 \times 1)}{66}$$

$$\text{Mean} = \frac{275}{66} = 4.17$$

$$\text{Grand Mean} = \frac{\text{TotalMean}}{\text{TotalButir}}$$

$$\text{Grand Mean} = \frac{4.17 + 4.32 + 4.17}{3} = 4.22$$

Promotion

Item	5		4		3		2		1		Total		Rata-rata
	f	%	f	%	f	%	f	%	f	%	Total	%	
X _{3.1}	28	42.42	33	50.00	5	7.58	0	0.00	0	0.00	66	100	4.35
X _{3.2}	18	27.27	32	48.48	15	22.73	1	1.52	0	0.00	66	100	4.02
X _{3.3}	13	19.70	47	71.21	6	9.09	0	0.00	0	0.00	66	100	4.11
<i>Grand Mean</i>												4.16	

$$\text{Mean} = \frac{(\text{fbutirx } 5) + (\text{fbutirx } 4) + (\text{fbutirx } 3) + (\text{fbutirx } 2) + (\text{fbutirx } 1)}{66}$$

$$\text{Mean} = \frac{(28 \times 5) + (33 \times 4) + (5 \times 3) + (0 \times 2) + (0 \times 1)}{66}$$

$$\text{Mean} = \frac{287}{66} = 4.35$$

$$\text{Grand Mean} = \frac{\text{TotalMean}}{\text{TotalButir}}$$

$$\text{Grand Mean} = \frac{4.35 + 4.02 + 4.11}{3} = 4.16$$

Distribution Channel

Item	5		4		3		2		1		Total		Rata-rata
	f	%	f	%	f	%	f	%	f	%	Total	%	
X _{4.1}	27	40.91	33	50.00	6	9.09	0	0.00	0	0.00	66	100	4.32
X _{4.2}	23	34.85	31	46.97	12	18.18	0	0.00	0	0.00	66	100	4.17
<i>Grand Mean</i>												4.24	

$$\text{Mean} = \frac{(\text{fbutirx } 5) + (\text{fbutirx } 4) + (\text{fbutirx } 3) + (\text{fbutirx } 2) + (\text{fbutirx } 1)}{66}$$

$$\text{Mean} = \frac{(27 \times 5) + (33 \times 4) + (6 \times 3) + (0 \times 2) + (0 \times 1)}{66}$$

$$\text{Mean} = \frac{285}{66} = 4.32$$

$$\text{Grand Mean} = \frac{\text{TotalMean}}{\text{TotalButir}}$$

$$\text{Grand Mean} = \frac{4.32 + 4.17}{2} = 4.24$$



Purchase Decision

Item	5		4		3		2		1		Total		Rata-rata
	f	%	f	%	f	%	f	%	f	%	Total	%	
Z _{1.1}	24	36.36	37	56.06	5	7.58	0	0.00	0	0.00	66	100	4.29
Z _{1.2}	11	16.67	29	43.94	23	34.85	3	4.55	0	0.00	66	100	3.73
Z _{1.3}	9	13.64	37	56.06	20	30.30	0	0.00	0	0.00	66	100	3.83
Z _{1.4}	17	25.76	38	57.58	11	16.67	0	0.00	0	0.00	66	100	4.09
Z _{1.5}	27	40.91	34	51.52	5	7.58	0	0.00	0	0.00	66	100	4.33
Z _{1.6}	25	37.88	33	50.00	8	12.12	0	0.00	0	0.00	66	100	4.26
Z _{1.7}	24	36.36	31	46.97	11	16.67	0	0.00	0	0.00	66	100	4.20
Z _{1.8}	28	42.42	30	45.45	8	12.12	0	0.00	0	0.00	66	100	4.30
Z _{1.9}	22	33.33	37	56.06	7	10.61	0	0.00	0	0.00	66	100	4.23
Z _{1.10}	28	42.42	31	46.97	7	10.61	0	0.00	0	0.00	66	100	4.32
Grand Mean												4.16	

$$\text{Mean} = \frac{(\text{fbutirx } 5) + (\text{fbutirx } 4) + (\text{fbutirx } 3) + (\text{fbutirx } 2) + (\text{fbutirx } 1)}{66}$$

$$\text{Mean} = \frac{(24 \times 5) + (37 \times 4) + (5 \times 3) + (0 \times 2) + (0 \times 1)}{66}$$

$$\text{Mean} = \frac{283}{66} = 4.29$$

$$\text{Grand Mean} = \frac{\text{TotalMean}}{\text{TotalButir}}$$

$$\text{Grand Mean} = \frac{4.29 + 3.73 + 3.83 + 4.09 + 4.33 + 4.26 + 4.20 + 4.30 + 4.23 + 4.32}{10} = 4.16$$

Customer Satisfaction

Item	5		4		3		2		1		Total		Rata-rata
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y _{1.1}	17	25.76	37	56.06	12	18.18	0	0.00	0	0.00	66	100	4.08
Y _{1.2}	23	34.85	38	57.58	5	7.58	0	0.00	0	0.00	66	100	4.27
Y _{1.3}	14	21.21	33	50.00	19	28.79	0	0.00	0	0.00	66	100	3.92
Y _{1.4}	25	37.88	33	50.00	8	12.12	0	0.00	0	0.00	66	100	4.26
Y _{1.5}	16	24.24	40	60.61	10	15.15	0	0.00	0	0.00	66	100	4.09
Y _{1.6}	20	30.30	30	45.45	16	24.24	0	0.00	0	0.00	66	100	4.06
Y _{1.7}	33	50.00	25	37.88	8	12.12	0	0.00	0	0.00	66	100	4.38
Grand Mean												4.15	

$$\text{Mean} = \frac{(\text{fbutirx } 5) + (\text{fbutirx } 4) + (\text{fbutirx } 3) + (\text{fbutirx } 2) + (\text{fbutirx } 1)}{66}$$

$$\text{Mean} = \frac{(17 \times 5) + (37 \times 4) + (12 \times 3) + (0 \times 2) + (0 \times 1)}{66}$$

$$\text{Mean} = \frac{269}{66} = 4.08$$

$$\text{Grand Mean} = \frac{\text{TotalMean}}{\text{TotalButir}}$$

$$\text{Grand Mean} = \frac{4.08 + 4.27 + 3.92 + 3.92 + 4.26 + 4.09 + 4.06 + 4.38}{7} = 4.15$$

**Appendix 9 Curriculum Vitae**

Nama : Laela Rizki Amalia

Nomor Induk Mahasiswa : 105030207121002

Tempat dan tanggal lahir : Malang, 25 Agustus 1992

Pendidikan Formal : 1. SDN Pandesari 4 Pujontahun 2004

2. MTs TMI 1 Pujontahun 2007

3. MAN 1 Malang tahun 2010

4. S1 Universitas Brawijaya Malang tahun 2015

Pengalaman Magang : CV. Adijaya Pujon – Malang