



THE IMPACT OF MARKETING STRATEGY ON CUSTOMER SATISFACTION: A STUDY OF PARLEVLIET PARABA SEAFOOD (PPS) IN INDONESIA

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ARTICLE INFO	ABSTRACT
Keywords: Marketing Strategy, Customer Satisfaction	<i>Parlevliet Paraba Seafood is one of the biggest seafood company from center of Indonesia with more than 15 years experience in seafood business and have been take part in exporting seafood raw material products to all over the world. The purpose of this research is to analyze the marketing strategy of Parlevliet Paraba Seafood towards customer satisfaction by collect the data of product strategy, pricing strategy, distribution strategy, and promotion strategy. This research using a quantitative approach that focuses on testing hypotheses, analyzing measured data and the conclusions generated are generalizations. The data used is primary data, which is data collection carried out using a questionnaire given directly to the respondents. The respondents are the customers of the Parlevliet Paraba Seafood itself. The research sample is the customer who at least purchase the product five times annually in the period of 2016-2018. The data collection technique in this study is to use the survey method by online questionnaires. The e-questionnaires mainly have 2 parts. The first part is to get the information about the respondent's biography, and the second part concerns about the customer knowledge and experience of marketing strategy offered by the company and its effect to customer satisfaction. Data analysis used multiple linear regression analysis to examine the impact of independent variables on the dependent variable. According to the result of this research, each of the independent variable have positive impact on customer satisfaction.</i>
Kata Kunci: Strategi Pemasaran, Kepuasan Pelanggan	<p>Parlevliet Paraba Seafood adalah salah satu perusahaan makanan laut terbesar dari pusat Indonesia dengan pengalaman lebih dari 15 tahun dalam bisnis makanan laut dan telah mengambil bagian dalam mengekspor produk bahan baku makanan laut ke seluruh dunia. Tujuan dari penelitian ini adalah menganalisis strategi pemasaran Parlevliet Paraba Seafood terhadap kepuasan pelanggan dengan mengumpulkan data strategi produk, strategi harga, strategi distribusi, dan strategi promosi. Penelitian ini menggunakan pendekatan kuantitatif yang fokus pada pengujian hipotesis, menganalisis data terukur dan kesimpulan yang dihasilkan bersifat generalisasi. Data yang digunakan adalah data primer, yaitu pengumpulan data yang dilakukan dengan menggunakan kuesioner yang diberikan langsung kepada responden. Respondennya adalah pelanggan dari Parlevliet Paraba Seafood itu sendiri. Sampel penelitiannya adalah pelanggan yang melakukan pembelian produk minimal lima kali dalam setahun pada periode 2016-2018. Teknik pengumpulan data pada penelitian ini adalah dengan menggunakan metode survei dengan kuesioner online. Kuesioner elektronik pada dasarnya</p>

terdiri dari 2 bagian. Bagian pertama untuk mendapatkan informasi mengenai biografi responden, dan bagian kedua mengenai pengetahuan dan pengalaman pelanggan mengenai strategi pemasaran yang ditawarkan perusahaan serta pengaruhnya terhadap kepuasan pelanggan. Analisis data menggunakan analisis regresi linier berganda untuk menguji pengaruh variabel independen terhadap variabel dependen. Berdasarkan hasil penelitian, masing-masing variabel independen berpengaruh positif terhadap kepuasan pelanggan.

Introduction

Marketing strategy has the fundamental goal of increasing sales and achieving a sustainable competitive advantage (Baker,2008). Marketing strategy includes all basic, short term, and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation, and selection of market-oriented strategies and therefore contribute to the goals of the company and it's marketing objectives. In order words, marketing strategies are processes through which companies determine where to place effort, which market and market segments they choose to sell.

After metamorphosis of traditionl marketing to contemporary competitions, customer is the most critical pillar in companies' activities. Establishing relationship with new customers nd maintaining existing customers are vital factors for companies to keep their business alive. Evaluating the effects of marketing strategies on customer behavior is one of the important concerns for companies to increase their sales and creating long term relationship with costumers. But it is not worthy to maintain close relationship with all costumers. Some of them are not compatible with mission of the company due to the changes in their needs and behabviors. Therefore, cost of keeping relationship is higher than the profit which is gained from these customers. Thus, the company must reevaluate their investment on customers and close unsuccessful relationship. Most of companies are trying to find the best relationship marketing strategies to increase the loyalty of the customers.

Relationship marketing is in high popularity (Palmatier et al., 2006) and many researches have been done about the value of relationship marketing and developing costumer lifetime loyalty. Relationship marketing refers to marketing actions to implement, develop, and maintain prosperous relational exchanges in business. Lacey et al. (2007) suggests costumer perception about relationship marketing strategies is critical for retailers and services providers.

Bloemer and Odekerken – Schroder (2002) examined the relationship between social belongingness need and customer behaviour in beauty salons. They suggested a model about the direct impact of social belongingness need and costumer tendency of relationship on behavioral results including Word-of-Mouth marketing (WOMM), price sensitivity, and repurchasing. This model had three part; first included personality features, social belongingness and relationship tendency, second part included WOMM, price sensitvity, repurchasing, and thirs part studied customer situation after comitted relationship and trust. Results showed higher level of social belongingness need and higher costumer tendency for relationship increase WOOM, price sensitivity and repurchasing.

The effect of relationship satisfaction on relationship commitment based on marketing mix. They explain all marketing tools are based on marketing mix and they have positive effect on relationship satisfaction. They explain when a customer has a satisfaction of of product, promotion, price and placement (distribution), it is likely that there is satisfaction of relationship between customer and seller. The results showed there are positive relationship between product, price, and placement satisfaction and relationship satisfaction.

The evaluation of product orientation and seller markets has given ways to the advent of customer orientation and buyer markets. Customer's behaviour is influenced by cultural, social, personal and psychological factors most of which are very dynamic in nature. The most dramatic change has been caused by competitive pressures. Competitors have been applying one strategy or the other to gain sustainable competitive advantage in the market (Kotler, 2003). The need for a systematic and active approach to the challenges posed to the business environment is what calls for the need of sound marketing strategies to counter competition with the current trends at this period of economic recession to firms striving for success. Be it private or public firms, their predetermined objectives need sound fundamental marketing plans of action for reaching those objectives successfully.

The importance of customers has been highlighted by many researchers and academicians. Zairi (2000) said Customers are the purpose of what we do and rather than them depending on us, we very much depend on them. The customer is not the source of a problem, we shouldn't perhaps make a wish that customers 'should go away' because our future and our security in the service industry will be put in jeopardy. That is the main reason why organisations today should focus on customer satisfaction, loyalty and retention. According to Hansemark and Albinsson (2004), "satisfaction is an overall customer attitude towards service providers in any industry or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfilment of some needs, goals or desires".

Customer loyalty, on the other hand, according to Anderson and Jacobsen (2000) "is the result of an organisation creating a benefit for a customer so that they will maintain or increase their purchases from the organisation. Oliver (1997) said that customer loyalty refers to "a deeply held commitment to re-buy or re- patronise a preferred product or service consistently in the future despite situational influences and marketing efforts having the potential to cause switching behaviour". True customer loyalty is created when the customer becomes an advocate for the organisation, without incentive". Zineldin (2000) said that retention can be defined as "a commitment to continue to do business or exchange with a particular company on an ongoing basis". A management approach therefore, that focuses on customer satisfaction can improve customer loyalty resulting to customer retention, thus increasing the positive image of the organisation. Hence, exploring the importance for customers of an industry attributes in any organisation is indispensable.

Research on the topic of customer satisfaction which translates into the consideration of whether customers will return to anorganisation or introduces it to other customers is a pivotal to the success of service business organisation. Neglecting to pay attention to those industries attributes considered most important by customers, may lead to negative evaluation of the organisation, thus restricting the chance of repeat patronage.

Literature Review

2.1 Marketing Concept

Marketing concept is defined by Kotler (1999) as a management orientation that holds the key tasks of the organization to determine the needs and wants of the target markets and to adapt the organization to delivering satisfaction more effectively and efficiently than its competitors. The first key role of marketing therefore, in any organization is to incorporate the marketing concept. The marketing concept is a philosophy which states that the primary purpose of the organization is to serve its customers at a profit. According to Kotler, (1999) marketing concept rests on four main pillars of market: focus, customer orientation, co-coordinated marketing and profitability. It is a management orientation that ensures that the key to achieving organizational objectives consists of determining the organizational needs and wants of target markets and adapting itself to delivering the desired markets environment. The marketing concept is a customer orientation system backed by an integrated customer satisfaction as the key to satisfying the organization's goals.

The marketing concept emphasizes that the consumer is in the middle of all business activities. Kotler (1997) indicate that marketing concept simply means that an organization should seek to make a profit by serving the needs of the customer. The purpose of this concept is to underscore the old notion of consumer sovereignty, by reminding marketing managers in the company of the need to serve broad classes of customer needs (i.e. customer orientation) rather than concentrating on products (i.e. production orientation) or on designing methods to attract customers to current service or (selling orientation). The marketing concept is therefore a philosophy which states that customer satisfaction at a profitable value in an integrated efficient framework and in a socially reasonable manner is the focus of any business organization (Kotler, 2002).

According to Miles and Raymond, (2003) marketing concept means that all marketing activities in an organization should begin with the customers. That is, it would seem to make sense if the marketer proceeds as follows:

- (a) Identifying the customer's need and wants.
- (b) Developing appropriate product to bring the product to the customers in such a manner that leads to achievement of stated goals
- (c) Carry out post- sales activities that will ensure that the products are satisfactorily in use and to learn of customer's reaction that will guide future improvement.

The analogy above in the context of marketing concept can also be viewed in two dimensions. These are functional and philosophical dimensions. The first one focuses on the development of optimal method of serving profitable opportunities in the market place, while the second one argues that the needs, wants and value attitudes of consumers should be the common focus of all marketing decisions and indeed all business decisions made by the firm.

However, organizations had often misinterpreted the latter dimension to mean friendliness that is, doing what they have been doing in a warm pleasant setting and with a smile. But the concept transcends this because organization should not continuously make customers to know the current trend in their customers' needs in order to make basic service differentiation based on market segmentation as a result of the above research.

It is only when this is done that the unity of purpose and coercion of effort that are required for corporate profitability and growth can be achieved. However, while it is an exaggeration that organizations have completely encompassed the principle of marketing concept, it might be argued that organization now recognizes the need for more marketing concepts in their organizations (Mowen, 1995)

2.2 Marketing Strategy

Marketing strategy can be viewed as a way which focuses on bringing forth strategic performance of a firm by use of sub-strategies which include growth of latest segments and/or customers, the development of new products, expert delivery preparations market forecasting, services after sales advances and market-share examination (West, Ford and Ibrahim, 2010).

Strategy exists only at several levels within the organization : trade, functional and corporate. Organizations overall direction is describe by corporate strategy in particular attitude towards management of particular business and commodity lines in order to attain balanced portofolio of commodities and services also know as competitive edge. At the divisional stage business strategy is developed that emphasize growth of competitive positions of the firm's commodities and services in a particular industry or the market segment served. Functional departments for instance marketing, research and developmnet, finance and finally production come up with strategies to work together in different and similiar activities in order to improve productivity due to constraints within among them.

The concept about marketing effect a client belief which states that companies integrates marketing activities and identify customer needs with other functional departments within the firm in attaining business goals by fulfilling wants (Spillan and Parnell, 2006).

The selection of marketing strategies for companies is part of a strategic marketing process that starts from an analyzing process of marketing opportunities, setting goals, choosing a company's strategy, preparing marketing plans, implementation and evaluation. The creation of a good marketing strategy can provide several benefits including the harmonious relationship between the company and its customers, the better market environment for purchasing and creating customer loyalty, and promotion by a word of mouth to another potential customer that is beneficial for the company (Kotler, 2001). McCarthy (2011) stated that the framework of marketing mix is 4P's which are product, price, place (distribution), and promotion.

2.2.1 Product Strategy

Tjiptono (2001: 95) defined a product as anything that a producer can offer to pay attention to, be asked, sought, bought, used or consumed by the market in order to fulfill the needs of the relevant market. Product quality shows the degree of conformity between what is expected by consumers and what they get from the products they consume. Garvin (1987) stated that there are eight critical dimensions or categories of quality that can serve as a framework for strategic analysis.

1. Performance. The measurement that state whether or not the operating characteristics or products with their specifications are appropriate.
2. Feature. The components contained in a product that never adds to the performance of the product but simplifies the operation of the tool.

3. Reliability. The probability of a product to operate properly at a certain time period. Good reliability indicates the least number of problems in the product for a certain period of time.
4. Conformance. The measurement that states the degree of compatibility between the design and performance of a product with some relevant standard used as criteria.
5. Durability. The length of use of a product under certain performance conditions. The service life can be extended with good care.
6. Service ability. The factor that states the ease of the product. Consumers concern is not only limited to a product breaking down but also to the time before service is restored, the timeliness with which service appointments are kept, the nature of dealings with service personnel, and the frequency with which service calls or repairs fail to correct outstanding problems.
7. Aesthetics. The appearance of a product. Aesthetics is actually more inclined to taste because if a product is functioning properly then appearance is a facet that must be highlighted.
8. Perceived quality. The consumer experience about the quality of the previous product that has been produced by a company, because the previous quality is a guarantee of present quality and the present quality is a guarantee of future products.

2.2.2 Pricing Strategy

Kotler (2001) defines price as the value inside good and services that can be quantified in form of currency. Consumers in a market always look for products whose selling prices are relatively low with relatively good quality. Such consumer behavior is general in nature and almost applies to various market conditions. The ability of consumers to purchase a product is determined by various things such as the level of income and the amount of expenditure. Companies in marketing their products are not only faced with quality product competition but also face price competition. The fulfillment of social needs is sometimes faced problems due to the low level of income in their region. Likewise, on the contrary, people who have relatively high income levels will be more flexible to meet various types of needs. Identifying the level of income of the community is a very appropriate step to provide the type of product according to market needs and as efforts to avoid overproduction.

2.2.3 Place (Distribution) Strategy

Place (distribution) strategy referred to the channels used by a company to deliver their product to customer. Channels defined as the organized structures made between customer and the company as the provider that bridge the gap of time and space on both parties. Although the quality of the product is good, the price can compete and be known to the public, but if it is not supported by the continuity of product procurement and the ease of obtaining the product, it can reduce the number of sales. The term commonly heard is picking up the ball. This means that producers or product distributions must approach consumers. Distribution channel objective is to transfer goods and services from producers to consumers. Members of the distribution channel run some basic functions are helping to complete transactions (Philip Kotler, 2001).

1. Information. Gathering and distributing the data of marketing research about the condition of marketing environment to plan and complete the exchange.
2. Promotion. Developing and spreading the information about the company.
3. Contact. Finding out and communicating with potential customer.
4. Adjustment. Forming and adjusting bids to the needs of buyers, including activities such as manufacturing, printing, cutting and packaging.
5. Negotiation. Finding an agreement between suppliers and buyers to transfer the product.

2.2.4 Promotion Strategy

Tjiptono (2001: 219), promotion is a form of marketing communication. Marketing communication is marketing activities that seek to disseminate information, influence / persuade, and or remind the target market of the company and its products in order to try to accept, buy and be loyal to the products offered by the company. Umar (2003: 36) explains that in order to communicate products to the public there is a need to develop a promotion-mix consisting of four main components, namely advertising, sales promotion, public relations, and personal selling.

2.3 Customer Satisfaction

According to Oliver (1997) customer satisfaction is the core philosophy of marketing strategy of any organisation and plays a key role in an organisation's success and Kotler (2000) believes that satisfaction is the overall customer attitude or behaviour towards the difference between what customers expect and what they receive, regarding fulfilment of a goal. Kapiki (2012) observed that excellent services quality by companies' results in excellent customer satisfaction and loyalty.

Customer satisfaction has been given different definitions by many gurus in the area of marketing. Zethaml and Bitner (2000) in their service marketing approach define customer satisfaction as the customer evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Bagram and Khan (2012) also see satisfaction as features or characteristics that can fill a need or want of a consumer in a better way than competitors and that satisfied customers are more likely to share their experiences with other five or six people around them. Sherry (2003) believes that communications from faculty that directly engages students and offers timely feedback contributes to interchanges between the organisation and students and leads to success in the course of study. Anderson (1994) concludes that customer satisfaction is the key factor used to measure the company's internal and external performances and assigning funds to each and every activity within the organisation. Anderson (1994) further asserts that the importance of customer satisfaction cannot be dismissed because happy customers are like free advertisers. Anton (1996) also states that customer satisfaction is positively associated with repurchase retentions and that there is a likelihood of recommending a product or service to others. These views bring to bear that when customers are satisfied, they will spread positive word of mouth communications to help a company strengthen its competitive position. Sivadas and Baker-Prewitt (2000) further maintained that customer satisfaction influences the likelihood of recommending a company and its good or service as well as repurchases. Wood (2008) adds that if value is present for both organisation and consumer, the resulting

relationship may take the form of a one-time purchase and referrals to other potential customers. Thus, effective marketing covers everything about an organisation and must consistently provide value to win customers and earn their loyalty (Wood, 2008). Bowen and Chen (2001) opined that a high level of customer satisfaction decrease the perceived need to switch service provider, and increase customer repurchase and ultimately enhancing profitability of the organization. Evans and Lindsay (1996) emphasised that companies with satisfied customers have a good opportunity to convert them into loyal customers who purchases from those firms over an extended time period..

Method

This research is causal research, research that functions in analyzing how the relationship between a variable and other variables. Anshori and Iswati (2009: 22) stated that causal research is also useful in experimental studies where the independent variables are controlled to know the impact on the dependent variable directly. In this research, the independent variables analyzed were product strategy, pricing strategy, distribution strategy, and promotion strategy. Meanwhile, the dependent variable of this research is customer satisfaction. This research uses a quantitative approach that focuses on testing hypotheses, analyzing measured data and the conclusions generated are generalizations. Sugiyono (2007: 13) stated that the quantitative approach uses quantitative data, namely data in the form of numbers or qualitative data that are quantified. The method of data collection in this research is the survey method and using a questionnaire in the collection of the main data distributed to respondents on the sample of the population. The data used is primary data, which is data collection carried out using a questionnaire given directly to respondents. The questionnaire consists of several statement points to get information about the research variables. The respondents of the e-questionnaire are those who involve in the decision making process to purchase the product of PT Parlevliet Paraba Seafood Company. The research sample is the customer who at least purchase the product five times annually in the period of 2016 - 2018. The sampling technique used is purposive sampling, namely the technique of determining the sample based on certain considerations to achieve the desired goals in the study. The data collection technique in this study is to use the survey method by online questionnaires. Questionnaires are personal reports and things that respondents know. In business and management research, questionnaire is commonly used to obtain information needed (Sanders, 2012). The e-questionnaires mainly have 2 parts. The first part is to get the information about respondent's biography such as gender, company name, country of origin, age, gender, job position, customer duration and frequency in purchasing the product of PT. PARLEVLLET PARABA Seafood Company. The second part concerns about the customer knowledge and experience of marketing strategy offered by the company and its effect to customer satisfaction. The measurement of each independent variable is using the likert scale which is a measurement scale with five categories of responses that require respondents to determine the degree of agreement or disagreement with each statement. In research using quantitative method, data analysis is an activity after data from all respondents or other sources are collected. Data analysis uses multiple linear regression analysis to examine the impact of

independent variables on the dependent variable. After that, checking is done by plotting data to see whether there is linear or non-linear data. The research uses SPSS Statistics 25 Software to process and analyze the data.

Findings and Discussion

Findings

Description of the research sample

Data collection in this study was obtained by distributing online questionnaires to respondents. The sampling method is purposive sampling where the sample in this study is the customer who at least purchases the product five times annually in the period of 2016 - 2018. The distribution process to data collection is carried out for approximately 3 weeks, namely from March 3 to March 25, 2019. The questionnaires distributed amounted to 31 copies in 12 companies. Information regarding the distribution of questionnaires is presented in table 4.1.

Table 1 Questionnaire Distribution

No	Company Name	Distributed Questionnaire(s)
1	Hong Zhan International	2
2	The Deep Seafood Company	3
3	That's Great Seafood	2
4	Sultan Trade	2
5	Eat Fish Processing LLC	2
6	Open Seas	2
7	Aussie Fresh Seafoods Pty Ltd	3
8	SEABLUE	3
9	Froconsur B.V.	6
10	Pro Seafood	2
11	CSJ Seafoods	2
12	GLOBAL SEAFOODS SRI LANKA	2

Characteristics of Respondent

Data characteristics use a measurement scale designed to describe the frequency and percentage of each category. Respondents in this study were 31 customers of 12 companies. An overview of the respondent categories can be seen in table 4.2. The description of the respondents can be seen from the demographics of the respondents by their gender, age, country of origin, job position, customer duration, and purchase frequency per year.

Table 2 Respondent Demographics

No	Description	Amount	Percentage (%)
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1.	Gender		
	a. Male	23	74.2
	b. Female	8	25.8
2.	Age		
	a. 25 – 35	13	41.9
	b. 36 – 45	9	29.0
	c. 46 – 55	8	25.8
	d. above 55	1	3.3
3.	Country of Origin		
	a. Australia	9	29.0
	b. France	3	9.6
	c. Germany	2	6.4
	d. Netherland	8	25.8
	e. Sri Lanka	2	6.4
	f. Taiwan	2	6.4
	g. U.A.E	5	16.4
4.	Job Position		
	a. Executive Board	7	22.5
	b. Managerial Level	9	29.0
	c. Staff Level	15	48.5
5.	Customer Duration (year)	5	16.1
	a. 3	8	25.8
	b. 4	10	32.3
	c. 5	8	25.8
	d. > 5		
6.	Customer purchase frequency per year	3	9.6
	a. 5 – 7	7	22.5
	b. 7 – 9	8	25.8
	c. 9 – 11	13	42.1
	d. > 11		

Hypothesis Test Result

The data analysis used in this study is multiple linear statistical analysis. The multiple linear regression model in this study was used to test the independent variables namely product strategy (X1), pricing strategy (X2), distribution strategy (X3), promotion strategy (X4) on the dependent variable namely customer satisfaction (Y) shown in Appendix 3. Based on general equations of multiple linear regression,

$$Y = a + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + e$$

Then it can be obtained in the form of multiple linear regression equations as follows.

$$Y = -2.576 + 0.271X_1 + 0.368X_2 + 0.439X_3 + 0.409X_4 + e$$

Based on the regression model and Appendix 3, the results of multiple linear regression can be described as follows.

1. The regression coefficient of product strategy variable (X_1) has a constant value of 0.271. This means that if the product strategy variable increases by one unit (1%) then the customer satisfaction variable will increase by 0.271 or 27.1 %, assuming other variables are considered constant.
2. The regression coefficient of pricing strategy variable (X_2) has a constant value of 0.368. This means that if the product strategy variable increases by one unit (1%) then the customer satisfaction variable will increase by 0.368 or 36.8 %, assuming other variables are considered constant.
3. The regression coefficient of distribution strategy variable (X_3) has a constant value of 0.439. This means that if the product strategy variable increases by one unit (1%) then the customer satisfaction variable will increase by 0.439 or 43.9 %, assuming other variables are considered constant.
4. The regression coefficient of promotion strategy variable (X_4) has a constant value of 0.409. This means that if the promotion strategy variable increases by one unit (1%) then the customer satisfaction variable will increase by 0.409 or 40.9 %, assuming other variables are considered constant.

Partial Test Result (T-statistic Test)

The t-statistic test showed how far the influence of one explanatory variable or independent variable individually in explaining the variation of the dependent variable and is used to determine whether or not there is the influence of each independent variable tested at a significance level of 0.05 (Ghozali 2016: 88). The results of the T-statistic test obtained can be seen in Appendix 3. The results are as follows.

1. Product Strategy has a positive and significant impact on customer satisfaction. This is proven by the t calculation value of product strategy variable is 2.326 which is higher than the t table value of 2.052 or $t_{\text{calc}} 2.326 > t_{\text{table}} 2.052$ and has a significant value of 0.028 which is lower than 0.05 or $0.028 < 0.05$. These results indicate that the first hypothesis (H1) stated that product strategy impacting customer satisfaction is accepted.
2. Pricing Strategy has a positive and significant impact on customer satisfaction. This is proven by the t calculation value of pricing strategy variable is 2.166 which is higher than the t table value of 2.052 or $t_{\text{calc}} 2.166 > t_{\text{table}} 2.052$ and has a significant value of 0.040 which is lower than 0.05 or $0.040 < 0.05$. These results indicate that the second hypothesis (H2) stated that pricing strategy impacting customer satisfaction is accepted.
3. Distribution Strategy has a positive and significant impact on customer satisfaction. This is proven by the t calculation value of distribution strategy variable is 2.906 which is higher than the t table value of 2.052 or $t_{\text{calc}} 2.906 > t_{\text{table}} 2.052$ and has a significant value of 0.007 which is lower than 0.05 or $0.007 < 0.05$. These results indicate that the third hypothesis (H3) stated that distribution strategy impacting customer satisfaction is accepted.
4. Promotion Strategy has a positive and significant impact on customer satisfaction. This is proven by the t calculation value of promotion strategy variable is 2.633 which is higher than the t table value of 2.052 or $t_{\text{calc}} 2.633 >$

t_{table} 2.052 and has a significant value of 0.014 which is lower than 0.05 or $0.0014 < 0.05$. These results indicate that the fourth hypothesis (H4) stated that promotion strategy impacting customer satisfaction is accepted.

Tabel 3. The results of Hypothesis Test (T-statistic Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2,576	1,140		-2,259	0,033		
	X1	0,271	0,117	0,271	2,326	0,028	0,266	3,762
	X2	0,368	0,170	0,219	2,166	0,040	0,353	2,831
	X3	0,439	0,151	0,330	2,906	0,007	0,280	3,566
	X4	0,409	0,155	0,246	2,633	0,014	0,412	2,425

a. Dependent Variable: Y

Simultaneous Test Result (F-statistic Test)

The F-statistic test aims to prove whether the independent variables simultaneously (together) have an influence on the dependent variable. The simultaneous significance test results are attached in Appendix 3. The result of the F-statistic test which can be seen in the column of the F_{calc} value is obtained at $62.715 > F$ table of 2.68 with a significance level of $0.000 < 0.005$. Because the significance level is smaller than 0.005, H_a is accepted. Therefore, the variables of product strategy, pricing strategy, distribution strategy, and promotion strategy simultaneously or jointly influence the customer satisfaction.

Tabel 4. The results of Hypothesis Test (F-statistic Test)

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	187,415	4	46,854	62,715	0,000 ^b
	Residual	19,424	26	0,747		
	Total	206,839	30			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X3, X2, X1

Determination Coefficient Test Result (R²)

The determination coefficient (R²) essentially measures how far the model's ability to explain the variation of the dependent variable (Ghozali, 2016: 95). The test results of the determination coefficient can be seen in Appendix 3. The determination coefficient that has been adjusted in this study is 0.892. This means that 89.2 % of the variation in customer satisfaction can be explained by the variables of product strategy, pricing strategy, distribution strategy, and promotion strategy.

Tabel 5. The results of Hypothesis Test (Determination Coefficient Test)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,952 ^a	0,906	0,892	0,864

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

b. Dependent Variable: Y

Discussion

The Impact of Product Strategy on Customer Satisfaction

The T-statistic result of product strategy variable on customer satisfaction variable shows the results of *t*calc is 2.326 and coefficient results of 0.271 which means that the direction is positive towards customer satisfaction and the significance level is 0.028 which means that this value is significant because it is smaller than 0.05. Because the level of significance is smaller than 0.05 and the regression coefficient is positive, then in this case product strategy has a positive impact on customer satisfaction so that the first hypothesis is accepted.

The result of the research is in line with the previous findings. Levesque and McDougall (1996) stated that the ability of a company to provide better quality of product and service on core is an significant driver for customer satisfaction. Bolton and Drew (1992) argue that customer satisfaction depends heavily on company's product quality. Camison(1996) stated that product quality is addressed as a powerful instrument and an essential strategy by all type of organizations to provide more interest for relevant stakeholders. Finally, Szymanski and Henard (2001) concluded that quality product and service of company positively impacts customer satisfaction and that the outcome of customer satisfaction is customer loyalty.

4.6.2 The Impact of Pricing Strategy on Customer Satisfaction

The T-statistic result of pricing strategy variable on customer satisfaction variable shows the result of *t*calc is 2.166 and coefficient result of 0.368 which means that the direction is positive towards customer satisfaction and the significance level is 0.040 which means that this value is significant because it is smaller than 0.05. Because the level of significance is smaller than 0.05 and the regression coefficient is positive, then in this case pricing strategy has a positive impact on customer satisfaction so that the second hypothesis is accepted.

The result of the research is in line with the previous findings. Anderson (1994) found that there's a significant relation between pricing and customer satisfaction. Kotler et al. (2002) stated that price is believed to be the most significant factor that impacts consumer's preference. Oliver (1997) completes the finding that customers perceive price in line with the quality and if price does not match quality of products or services, customers will experience dissatisfaction. Finally, Oliver and Swan (1989) concluded that customer satisfaction depended on company's commitment in providing quality of the goods and services relative to the price paid.

The Impact of Distribution Strategy on Customer Satisfaction

The T-statistic result of distribution strategy variable on customer satisfaction variable shows the result of *t*calc is 2.906 and coefficient result of 0.439 which means that the direction is positive towards customer satisfaction and the significance level is 0.007 which means that this value is significant because it is smaller than 0.05. Because the level of significance is smaller than 0.05 and the regression coefficient is positive, then in this case distribution strategy has a positive impact on customer satisfaction so that the third hypothesis is accepted.

The result of this research is in line with the previous findings. Kotler (2003) stated that the product sales can be influenced by things that can be controlled such as product, price, promotion and place / distribution. For and Mottner (2003) then added that the distribution strategy decision is usually based on finding the most profitable way to reach a market.

The Impact of Promotion Strategy on Customer Satisfaction

The T-statistic result of promotion strategy variable on customer satisfaction variable shows the result of t_{calc} is 2.633 and coefficient result of 0.409 which means that the direction is positive towards customer satisfaction and the significance level is 0.00714 which means that this value is significant because it is smaller than 0.05. Because the level of significance is smaller than 0.05 and the regression coefficient is positive, then in this case promotion strategy has a positive impact on customer satisfaction so that the third hypothesis is accepted.

The result of this research is in line with the previous findings. Heerde et al. (2013) stated that advertising is one of an effective strategy to influence customer. Vidas-Bubanja & Bubanja (2015) the added that messages inside promotional campaigns affect customers behavior. Finally, Loda (2014) concluded that the essential message of advertising impacts the rate of the customers' beliefs in perceiving company's products and services.

The impact of product strategy, pricing strategy, distribution strategy, and promotion strategy on customer satisfaction

The result of F-statistic test between variables of product strategy, pricing strategy, distribution strategy, promotion strategy on the variable of customer satisfaction shows that F_{count} is 63.715 > F_{table} of 2.68 and significance value of 0.000 which means this value is significant because it is less than 0.05. Because the significance level is less than 0.05, in this case, product strategy, pricing strategy, distribution strategy, promotion strategy simultaneously or jointly has a positive effect on customer satisfaction so that the sixth hypothesis is accepted.

The result of this research is in line with the previous findings. Oliver (1997) stated that ideally each company or organization would place customer satisfaction as the core principle of marketing strategy. Kottler (1999) then argued that in order for a company to reach their goal, their marketing concept should be customer oriented and backed by an integrated customer satisfaction. Finally, Marjanova and Stojanovski (2012) stated that well-established marketing strategy results to expansions of business and sales as well as to the growth of market share.

Conclusion

The purpose of this research is to analyze the impact of product strategy, pricing strategy, distribution strategy, and promotion strategy to customer satisfaction in PT Parlevliet Paraba Seafood Company. This research was conducted for three weeks to distribute and collect the data and used a quantitative approach that focuses on testing hypotheses, analyzing measured data and the conclusions generated are generalizations. For the sake of the result accuracy, the sampling method is purposive sampling where the sample in this study is the customer who at least purchases the product five times annually in the period of 2016 - 2018. The amount of respondent in this research is 31 respondents and coming from 12

companies as the customer of PT Parlevliet Paraba Seafood Company. Data analysis used multiple linear regression analysis to examine the impact of independent variables on the dependent variable. According to the result of this research, each of the independent variable have positive impact on customer satisfaction.

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