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The Influence of Marketing Mix (7ps) on Consumer Satisfaction Digital MSMEs

Hendra Kurniawan[1], Miguna Astuti[2*], Rosali Sembiring[3], Heni Nastiti[4]
[1]Universitas Pembangunan Nasional Veteran Jakarta, Indonesia, hendrakurniawan16604@gmail.com
[2]Universitas Pembangunan Nasional Veteran Jakarta, Indonesia, miguna.astuti@upnvj.ac.id
[3]Universitas Pembangunan Nasional Veteran Jakarta, Indonesia, rosalisembiring@upnvj.ac.id
[4]Universitas Pembangunan Nasional Veteran Jakarta, Indonesia, heni@upnvj.ac.id

*Corresponding Author: miguna.astuti@upnvj.ac.id[2]

Abstract: This study aims to analyze the influence of the marketing mix (7Ps), consisting of product, price, place, promotion, people, physical evidence, and process, on consumer satisfaction in digital SMEs. A quantitative approach was employed by distributing questionnaires to digital SME consumers, and the data were analyzed using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method. The findings reveal that three variables, namely product, place, and physical evidence, significantly affect consumer satisfaction. Products are perceived to meet consumer needs with sufficient variety and clear information, place emerges as the most dominant factor by providing easy access to shipping and payment information, ratings, and reviews, while physical evidence supports satisfaction through clear platform design and informative product visuals. In contrast, price, promotion, people, and process do not significantly influence satisfaction. These results indicate that digital SME consumers prioritize information accessibility, visual quality, and platform reliability over low prices or excessive promotion. The study offers practical implications for digital SMEs to strengthen visual presentation and information clarity while suggesting future research to incorporate variables such as digital trust and user experience to achieve more comprehensive findings.

Keywords: Consumer Satisfaction, Digital SMEs, Marketing Mix.

INTRODUCTION

The level of satisfaction itself is the result of comparing consumer expectations with their perceived performance. If product or service performance falls short of expectations, consumers tend to be disappointed. However, if performance meets expectations, consumers will be satisfied (Astuti et al., 2024; Ridoanto et al., 2020). Creating customer satisfaction is the primary goal of every company. This is not only crucial for maintaining business continuity but also capable of generating significant profits for the company and increasing competitiveness. Customer satisfaction is a key factor that encourages customers to repurchase products and services, significantly contributing to company revenue (Musman, 2024).

In today's digital era, marketing strategies are undergoing significant transformation. Digital marketing has become a dominant factor in shaping customer experience and satisfaction. Social media, search engines, mobile applications, and e-commerce platforms not only expand promotional networks but also create real-time interactions between companies and customers. One study found that digital marketing has a significant influence on customer satisfaction (Latola et al., 2025; Yusuf et al., 2022). This means that companies must not only offer good products but also be able to convey that value through appropriate, fast, and efficient media.

However, despite implementing various strategies, consumer satisfaction continues to fluctuate. According to data from the National Consumer Protection Agency (BPKN), there has been a significant change in the number of consumer complaints from year to year. In 2017, the number of consumer complaints began to increase and peaked in 2021 with 3,256 reports. This number decreased drastically in 2022 to 929 cases, but then increased again in 2024 to 1,708 reports. This phenomenon reflects that despite rapid developments in technology and marketing strategies, consumer satisfaction is not necessarily consistently maintained (Nasional, 2024)

In marketing, there are seven main elements that theoretically influence consumer decisions and experiences: product, price, place, promotion, people, physical evidence, and process(Andriyanto et al., 2019; Yusuf et al., 2022). These seven elements are known as the 7Ps of the marketing mix (Rahim & Mohamad, 2021). Each element contributes to creating value for customers and collectively contributes to overall customer satisfaction. High-quality products, prices that reflect the value offered, accessible availability, informative and persuasive promotions, professional human resource services, tangible evidence such as convincing packaging and business premises, and a fast and efficient service process all serve as mutually supportive elements.

Although the 7Ps theory is widely used, there are very few studies that explicitly and simultaneously examine the influence of these seven variables on consumer satisfaction with local products, particularly in the Micro, Small, and Medium Enterprises (MSMEs) sector, which already utilize digital media (Selfiyah & Sri Hindarti, 2023). Yet, digital MSMEs play a crucial role in the modern Indonesian economic structure. By relying on e-commerce platforms, social media, and digital payments (Rahiem, 2025; Sembiring et al., 2024), digital MSMEs are driving the transformation of the people's economy towards the industry 4.0 era. They not only absorb labor and distribute local products, but also play a role in promoting digital literacy, financial inclusion, and expanding markets for businesses in various regions.

Most previous researchers tended to focus on only one or two elements of the marketing mix, such as price and product or promotion and service (Rachmawati et al., 2023; Widodo & Setyawan, 2023), without considering the complexity of the digital experience faced by consumers today. In reality, consumers evaluate services holistically. They not only consider product quality but also ease of purchase, communication with the seller, the product's visual appearance, and even the comfort of using the service or product.

Based on this explanation, it is important to conduct research examining the influence of all elements of the marketing mix (7Ps) on consumer satisfaction, especially in the context of MSMEs selling local products that have gone digital. This research is expected to provide a more in-depth and relevant picture (Dede Jajang Suyaman et al., 2024) of effective marketing strategies for small businesses in the digital era. Furthermore, the results of this study can also serve as a reference for the government, digital platforms, and MSME empowerment institutions to formulate policies and mentoring programs that support strengthening the competitiveness of technology-based MSMEs.

METHODS

This study employed a quantitative approach with a non-probability sampling technique(Sugiyono, 2021). Data collection was conducted through the distribution of questionnaires to 279 digital MSME consumers domiciled in the Greater Jakarta area and its surroundings. The research instrument used a Likert scale to measure respondents' perceptions of the variables studied. The collected data were then tested first to ensure their validity and reliability, so that the research results could be scientifically accounted for.

The following is the research model used in this study. This research model illustrates the influence of the Marketing Mix (7Ps), namely product, price, place, promotion, physical evidence, people, and process, on consumer satisfaction.

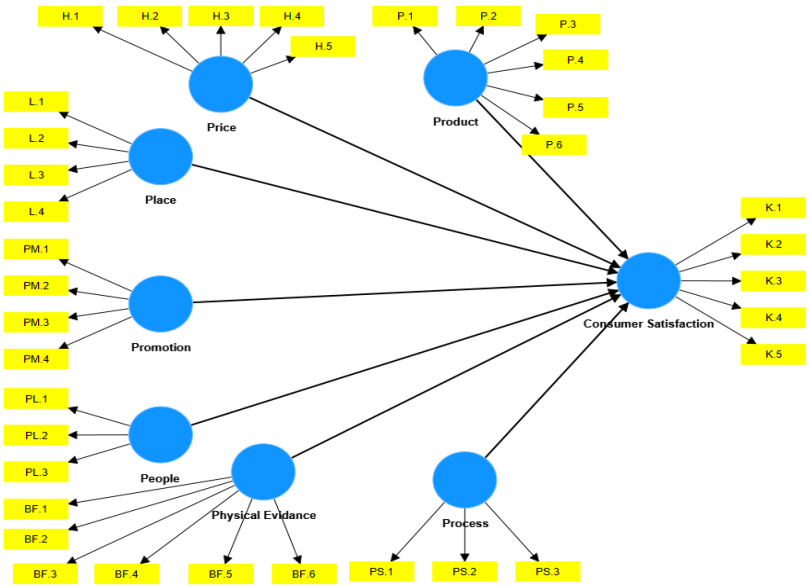


Figure 1 Research Model
Source: SmartPLS (2025)

Data were collected in May 2025 through a closed-ended questionnaire distributed online through various platforms, including Telegram, Instagram, and WhatsApp groups. The questionnaire included sections on respondent identity, respondent experience with digital MSMEs, digital MSME products, digital MSME prices, digital MSME locations, digital MSME promotions, digital MSME people, digital MSME physical evidence, and digital MSME processes. Next, the data were analyzed using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method with the help of SmartPLS 4.0 software, which allows for comprehensive relationships between variables.

RESULTS AND DISCUSSION

Validity Test

Table 1. Convergent Validity Based on Outer Loading After Re-Estimation

Item Statement	Outer loadings	Description
Consumer Satisfaction		
• Satisfied because you can immediately see prices instantly when shopping on the digital MSME platform.	0,734	Valid
• Satisfied because the digital MSME delivery process can be tracked transparently.	0,754	Valid
• Willing to repurchase digital MSME products.	0,668	Valid
• Willing to recommend digital MSMEs to others.	0,695	Valid

Item Statement	Outer loadings	Description
• Satisfying digital MSME products.	0,803	Valid
Product		
• Digital MSMEs provide a wide variety of product choices according to needs.	0,690	Valid
• Important digital MSME products	0,782	Valid
• Digital MSMEs provide clear and complete information (such as materials, functions and sizes).	0,693	Valid
• Digital MSMEs always provide information regarding product updates.	0,739	Valid
• Digital MSME products are expensive	0,668	Valid
• Digital MSME products reflect self-image	0,653	Valid
Price		
• Prices of digital MSME products change according to market conditions.	0,812	Valid
• The MSME products purchased are affordable.	0,813	Valid
• Prices are in accordance with the quality of digital MSME products.	0,681	Valid
• The price of digital MSME products is in accordance with the benefits of the product.	0,793	Valid
• Prices of digital MSME products change according to market conditions.	0,823	Valid
Place		
• Information is available on delivery methods by digital MSMEs.	0,786	Valid
• Information is available on payment methods by digital MSMEs.	0,678	Valid
• Digital MSME stores display ratings from other customers.	0,699	Valid
• Official digital MSME store reviews are available.	0,749	Valid
Promotion		
• Other customer reviews are available about digital MSME products.	0,690	Valid
• Digital MSMEs regularly provide information about discounts via applications or social media.	0,770	Valid
• Digital MSMEs carry out various kinds of promotions (such as discounts, cashback, or product bonuses).	0,696	Valid
• Digital MSMEs provide special offers (such as bundling or member discounts).	0,719	Valid
People		
• Digital MSME services still allow direct interaction with staff/owners.	0,749	Valid
• The digital MSME chat feature combines automated chat with direct communication with staff/owners.	0,861	Valid
• The appearance of the digital MSME website/application feels personal.	0,629	Valid
Physical Evidence		
• The digital MSME site/application has a clear appearance.	0,655	Valid
• Interactive features such as chatbots or recommendations make shopping easier.	0,705	Valid
• Product images or videos from digital MSMEs can help to understand the product visually.	0,742	Valid
• Digital MSMEs are easily accessible.	0,747	Valid
• The design of the digital MSME website/application is easy to understand and use.	0,737	Valid
• Other users' reviews of digital MSMEs can be seen on the platform.	0,762	Valid
Process		
• The entire digital MSME transaction process runs automatically without direct human intervention.	0,670	Valid
• Information in the digital MSME platform helps understand the purchasing flow.	0,814	Valid
• The digital MSME automated system runs well and rarely experiences disruptions during transactions.	0,789	Valid

Source: data processed by SmartPLS (2025)

The table above shows that all outer loading values are above the minimum threshold of 0.5, thus confirming their validity and meeting the convergent validity criteria. Therefore, each indicator in this study adequately and consistently reflects the construct being measured.

Table 2. Construct Validity and Reliability Test Results

	Average variance extracted (AVE)	Composite reliability (rho_c)	Cronbach's alpha
Consumer Satisfaction	0,536	0,852	0,786
Product	0,498	0,856	0,804
Price	0,618	0,889	0,844
Place	0,532	0,819	0,721
Promotion	0,518	0,811	0,689
People	0,566	0,794	0,615
Physical evidence	0,526	0,869	0,819
Process	0,578	0,803	0,645

Source: data processed by SmartPLS (2025)

Based on the analysis results, it can be seen that the AVE value of several variables above the minimum, namely > 0.5, except for the product variable with a value of 0.498. However, because it is close to 0.50 and supported by a high outer loading value and a good construct reliability value (Composite reliability (rho_c) > 0.7), it can still be said to meet the criteria for convergent validity.

Table 3. Coefficient of Determination Test (R^2)

	R-square	R-square adjusted
Consumer Satisfaction	0,678	0,670

Source: data processed by SmartPLS (2025)

Based on the table above, it can be concluded that the R-square value is >0.5, indicating that this model can explain variations in consumer satisfaction after considering the independent variables used.

Table 4. Respondent Description

	Category	Frequency	Persentase
Gender	Man	75	26,88%
	Women	204	73,12%
Age	<17 Years	9	3,23%
	17-21 Years	78	27,96%
	21-30 Years	188	67,38%
	>30 Years	4	1,43%
Work	Students	10	3,58%
	Mahasiswa	225	80,65%
	Government Employees	5	1,79%
	Privat Employees	44	15,77%
	Housewife	2	0,72%
	Teacher	1	0,36%
	Pekerja	1	0,36%
	Freelance	1	0,36%
Marital Status	Mary	23	8,24%
	Not Mary Yet	256	91,76%
Income	<2.000.000	72	25,81%
	2.000.000-5.000.000	182	65,23%
	5.000.000-10.000.000	23	8,24%

	Category	Frequency	Persentase
	>10.000.000	2	0,72%
Platform Digital	Shopee	198	70,97%
	Tiktok	28	10,04%
	Tokopedia	30	10,75%
	lazada	23	8,24%

Source: data processed by SmartPLS (2025)

Based on the table above, it can be concluded that digital MSME consumers are dominated by women, especially students, most of whom are single. This indicates that young people with high levels of digital activity tend to be more active in conducting online transactions. In terms of income, the majority are in the middle category, indicating that consumer purchasing power is stable enough to support the growth of digital MSMEs. In terms of platform selection, Shopee is the most widely used tool compared to other digital platforms, so it can be seen that consumer preferences tend to lean towards marketplaces that are considered easy to access, offer a variety of products, and provide ease of transaction.

Hypothesis Testing

Table 5. Table t-statistic

	Original sample (O)	T statistics (|O/STDEV|)	P values
Product ->Consumer Satisfaction	0,295	3,948	0,000
Price -> Consumer Satisfaction	0,106	1,938	0,053
Place -> Consumer Satisfaction	0,491	6,680	0,000
Promotion -> Consumer Satisfaction	-0,142	1,606	0,108
People -> Consumer Satisfaction	0,002	0,052	0,959
Physical evidence -> Consumer Satisfaction	0,124	2,182	0,029
Process -> Consumer Satisfaction	0,003	0,074	0,941

Source: data processed by SmartPLS (2025)

Based on the data in the table above, the Product variable has a t-statistic of 3.948, with a P-value of 0.000, indicating a significant effect on customer satisfaction. This means the hypothesis of the product variable on customer satisfaction is accepted because the P-value is <0.05. Furthermore, the original sample value is 0.295, indicating a positive effect of product on customer satisfaction, indicating that the greater the product selection offered, the higher the customer satisfaction.

Furthermore, Price has a P-value of 0.053 with a t-statistic of 1.938, indicating a positive effect on customer satisfaction, but it is not significant. This means the hypothesis of the price variable is rejected because the P-value is >0.05. Furthermore, the original sample value is 0.106, indicating that digital MSME consumers may value factors other than price, such as product quality, ease of access, and tangibles (visual appearance), as more important factors in determining their satisfaction.

Place has the most positive and significant influence, with a t-statistic of 6.680 and a p-value of 0.000. A p-value of <0.05 indicates that the place variable hypothesis is accepted. Furthermore, the original sample value is 0.491, indicating that better information about the distribution process increases consumer satisfaction.

Promotion has a t-statistic of 1.606 and a p-value of 0.108. This indicates that promotion has no significant influence on consumer satisfaction, and the promotion variable hypothesis is rejected. Furthermore, the original sample value is -0.142, indicating that the greater the discount offered, the lower the level of consumer satisfaction.

People has a t-statistic of 0.052 and a p-value of 0.959, indicating that it has no significant influence on consumer satisfaction. The p-value is >0.05, so the people variable hypothesis is

rejected because the acceptance value is <0.05. Furthermore, the original sample value is 0.002, indicating that consumers prioritize other factors in determining consumer satisfaction.

Physical Evidence has a t-statistic of 2.182, with a p-value of 0.029. This indicates a significant effect on customer satisfaction, and the hypothesis is accepted because the p-value is <0.05. Furthermore, the original sample value is 0.124, indicating that the better the appearance or visuals, the higher the level of satisfaction.

Process has a t-statistic of 0.074, with a p-value of 0.941, indicating no significant effect, and the hypothesis is rejected because the p-value is >0.05, while the acceptance tolerance is <0.05. Furthermore, the original sample value is 0.003, indicating that the easier the purchasing process, the higher the level of customer satisfaction.

Consumer satisfaction is a key factor that drives customers to repurchase products and services, significantly contributing to a company's revenue(Musman, 2024). Satisfying consumer needs is every company's goal. Besides being crucial for a company's survival, satisfying consumer needs can increase competitive advantage (Indrasari, 2019). Satisfied consumers have the potential to be loyal to the same brand, product, store, and/or service provider (Tjiptono & Diana, 2019).

In this discussion, the product has a significant influence on consumer satisfaction, based on the majority of respondents agreeing that digital MSMEs provide a variety of products according to needs (Fitriana et al., 2025). Furthermore, the majority of respondents stated that digital MSMEs provide comprehensive information about the products they offer, including materials, sizes, and functions. However, digital MSME products are often cited as expensive. MSMEs with premium models and creating added value can be perceived as expensive (Ndlovu et al., 2025) so that it influences consumers to say that MSME products are expensive or cheap (Ortega & Tabares, 2023). This is in line with research (Anne D et al., 2024; Fajrin & Aprianingsih, 2024) that the product has a significant influence on consumer satisfaction. Research (Kusumaningrum, 2023; Pradina & Rismawati, 2024) said that customers feel satisfied when the product is suitable. This is different from research (Mariansyah, 2020; Setio & Kurnia Wahjudono, 2020) which concluded that the product did not have a significant influence on consumer satisfaction. Research states that if a product has added value and quality that meets customer expectations, the better the product offered, the higher the level of customer satisfaction (Afandi & Parhusip, 2023). Therefore, customer satisfaction will be achieved more quickly and easily if the product offered meets expectations (Tirtayasa et al., 2022).

In the context of price, it shows positive but insignificant influence. This means that the better consumers' perception of price, for example, competitive prices for digital MSME products, prices that change according to market conditions, affordable prices, price-to-quality ratios, and price-to-product benefits, the level of consumer satisfaction tends to increase, but this increase is not strong enough to have a statistically significant effect. In other words, digital MSME consumers may value other factors beyond price, such as product quality, ease of access, and physical evidence (visual appearance), as more determining aspects in shaping their satisfaction. Based on statements given to respondents, the more affordable the price offered, the higher the level of consumer satisfaction. This is in line with research. (Alicia & Laulita, 2024; Belay, 2022; Fajrin & Aprianingsih, 2024; Poulan et al., 2022; Sudirman et al., 2021) that price has a significant influence on consumer satisfaction. Research (Dimas Realino et al., 2023; Pradina & Rismawati, 2024; Sinaga & R, 2020) said that price can determine the quality of goods, thus giving rise to a sense of satisfaction felt by customers. Customers are satisfied when the price is affordable, matches the quality and can compete with other MSMEs that provide similar products (Kusumaningrum, 2023). Different from research (Maharani et al., 2023) said that the lower the price and the suitability of the price and quality of the goods, the higher the level of consumer satisfaction felt.

In other respects, Place has the most positive and significant influence. The majority of respondents agreed that information regarding delivery and payment methods, store ratings, and reviews from other consumers can influence consumer satisfaction (Bakar et al., 2025; Camilleri & Filieri, 2023a; Nursalim et al., 2025). Consumer satisfaction can also be influenced by the mood and reactions of respondents which are influenced by the design and features in the store (Adibah et al., 2024). Other research says that having a variety of choices and ease of shopping can increase consumer satisfaction (Fajrin & Aprianingsih, 2024; Pradina & Rismawati, 2024).

Furthemour, result shows that promotion does not have a significant influence, where the majority of respondents agree that excessive promotion can cause a decrease in consumer satisfaction levels (Blom et al., 2021; Wang & Chen, 2022). In line with research (Fajrin & Aprianingsih, 2024) said that there was a mismatch between the promotional strategy implemented and the needs. This is different from the research (Kusumaningrum, 2023) said that promotions have an impact on consumer satisfaction, this is because promotions are carried out using virtual entertainment media by providing attractive prizes.

When shopping online, face-to-face interaction is a barrier to customer satisfaction. This is one reason why, in this study, 'people' which in this context incloud staff/owners of the business had no effect on customer satisfaction. Most respondents think that digital MSMEs do not allow direct interaction with staff/owners. (Arief et al., 2023; Li et al., 2023).

Next, physical evidence is proven to have a significant influence on consumer satisfaction. This can be seen from the perception of respondents who believe that digital MSMEs are relatively easy to access when consumers are looking for product references (Ighomereho et al., 2022; Kim & Yum, 2024), supported by a clear and informative platform display and design (Hasan et al., 2024; Talmera et al., 2024). In addition, the ease of using the available features also improves the user experience (Rita et al., 2019), coupled with the presentation of product images and videos (Sinemus et al., 2025) which helps consumers get a real picture of the goods being offered. Furthermore, the availability of reviews from other customers also provides added value (Camilleri & Filieri, 2023b), because it can strengthen consumer trust in digital MSME products and services. All aspects of physical evidence create a professional and credible impression, thereby directly driving increased customer satisfaction.

In shopping activities, the transaction process is one of the main factors contributing to customer satisfaction. However, in this study, the process did not have a significant impact on customer satisfaction (Pebrianto et al., 2025). Based on the results of the questionnaire given to respondents, there was a flow in the process that was difficult to understand. Digital MSMEs run automatically without human intervention (Pongtambing et al., 2023; Pyplacz & Žukovskis, 2023). Further information on the digital MSME platform can help understand the flow of purchases and the automated system rarely causes disruptions in the transaction process.

CONCLUSION

This study shows that of the seven elements of the marketing mix (7Ps), three variables have been shown to significantly influence consumer satisfaction among digital MSMEs: product, place, and physical evidence. The product variable has a positive effect because consumers perceive digital MSMEs as providing a variety of products according to their needs, with clear and complete information. The place variable is the most dominant factor, as demonstrated by the availability of information on shipping and payment methods, store ratings, and reviews from other consumers, which significantly contribute to increased satisfaction. Physical evidence also has a positive effect because a clear, user-friendly platform display and informative product images and videos can create a professional impression and

foster consumer trust. Meanwhile, the price, promotion, people, and process variables do not significantly influence satisfaction. This suggests that in the context of digital MSMEs, consumers prioritize information accessibility, visual quality, and product variety over price, excessive promotions, or direct interaction with staff.

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