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THE INFLUENCE OF MIX MARKETING STRATEGIES AND CONSUMER PREFERENCES ON CONSUMER LOYALTY FOR ALGHIFARI RED GINGER DRINK PRODUCTS

(A Case of Red Ginger Drink Consumers in Cianjur City, West Java)

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ABSTRACT

Performance of the Marketing Mix Strategy (Mix Marketing Strategic) which includes the dimensions: product; prices; place; promotion on the Alghifari red ginger beverage business in Cianjur City obtained an achievement of 78.26% with good criteria. Performance of consumer preferences which includes dimensions / attributes: taste, aroma, colour, properties and packaging for consumers of Alghifari red ginger drink in Cianjur City achieved 79.27% good criteria. Demonstration of Consumer Loyalty which includes dimensions: taste, aroma, colour, properties and packaging of the Alghifari red ginger drink in Cianjur City achieved 79.08% of the Good criterion. There is a positive correlation between the Marketing Mix Strategy and the Consumer Preferences of Alghifari Red Ginger Drink as indicated by the correlation coefficient number r = 0.889 meaning that the better the Marketing Mix strategy is implemented, the better the consumer preference level will be. Marketing Mix Strategy and Consumer Preference have a significant effect on Consumer Loyalty of Alghifari Red Ginger Drink. The contribution of the influence of Consumer Preference is 70.74% greater than the contribution of the Marketing Mix Strategy of 19.50%. The remaining 9.76% is influenced by other factors.

Keywords : Marketing Mix, Consumer Preference, Consumer Loyalty, Products

INTRODUCTION

Traditional foods and beverages are marginalised today despite their affordability, safety, and health benefits. To reduce the consumption of less healthy soft drinks, use instant powdered food products with extracts of spices or biopharmaceutical plants such as ginger, curcuma, turmeric, and the like. This will create a functional instant drink that maintains health. (Rismusnandar 2008).

Traditional beverages based on spices (biopharmaca plants) are increasingly in demand by modern society. Besides paying attention to nutritional value, the development of these products also prioritises practicality, ease of serving, long shelf life, and does not require large storage space. Manufacturers need to be aware of consumer preferences that tend to look for instant drinks that are practical and have high nutritional value.

The above phenomenon has been captured as a business opportunity for instant drinks. Many businesses have taken advantage of this opportunity, including red ginger drink producers. The product has gained a lot of acceptance in the community, especially the people of Cianjur City. The product has: taste, aroma, colour, benefits offered and distinctive packaging. The existence of these products is not without competition from many other producers who produce similar products. The existence of producers who produce similar products is certain to occur business competition. Each manufacturer needs to implement its strategy and management to win consumers and maintain them. Marketing management involves planning and implementing strategies to promote ideas, products, and services with the aim of meeting individual and organisational needs. (Philip Kotler, 2005)

The focus of marketing activities is not only on increasing sales, but more on how companies can survive and succeed in increasingly fierce competition. To achieve this, companies need to make efforts to retain and increase the number of customers, which requires greater investment and costs than attracting new consumers. In an era of competitive rivalry, the marketing paradigm has changed. Marketing is defined as a series of activities that aim to optimise the flow of goods or services from producers to consumers in an efficient manner. (Philip Kotler, 2005)

Subsequently, the business concept of strategy evolved into an approach that aims to provide continuous satisfaction to customers by considering their needs and preferences on an ongoing bass (Hidayah, L. N., dkk. 2022)..

Companies dream that their products can run smoothly and successfully, and provide sustainable profits. However, the journey of retaining customers is not an easy one as all sorts of changes can occur at any time. The changes can come from the customers themselves, both in terms of tastes as well as psychological, social, and cultural aspects. The challenge we face is how to create loyal customers, who will be the true support for our company's success. In facing this challenge, creativity and innovation are needed in creating strategies that attract, surprise, and captivate customers, so that they feel emotionally connected to our brand and choose to remain loyal with full trust. Handijono (2021), to maintain customers so that they do not experience a decline, a strategy is needed to excel in competition and maintain customer loyalty. Furthermore, the results of research (Irawan, 2013) report that customer preferences affect customer loyalty.

Customer loyalty is important in a company's marketing strategy. The success of a marketing strategy depends on customer satisfaction with the product, brand, and service provided. Customer loyalty has a long-term sustainable impact on company profits. Retaining loyal customers is the main goal in marketing strategy to achieve company growth and success. (Marina, I., dkk. (2023).

The benefits of loyal customers for companies include reduced marketing costs, transaction cost efficiency, reduced customer turnover costs, increased cross-selling opportunities, positive word of mouth, and reduced failure costs. Loyal customers help companies reduce costs, increase revenue, and create long-term value. (Griffin, 2005)

Marketing strategy helps develop customer preferences and achieve long-term loyalty. It is also the basis for developing sustainable excellence through marketing efforts. (Nurmayanti, Rosi And Alfansi, 2014). Astuti, (2015) With the results of his research showing that Mix Marketing and consumer preferences have an influence on customer loyalty, so these two factors play an important role in influencing the level of customer loyalty.

Basically, the service of Red Ginger Drink has been enjoyed by consumers when customers make purchases. Cultural, social, personal, and psychological variables together have a positive and significant effect on consumer behaviour in purchasing decisions. In the research of R. T. Astuti et al., (2019) it is stated that these factors have an important contribution in shaping consumer satisfaction and loyalty. Astuti, (2015). reported that loyalty is strongly influenced by service variables and customer satisfaction. Whether or not the quality of service itself is one of the results of the implementation of the marketing mix marketing strategy. Based on this background description, it shows that there is a relationship between the variables: Mix Marketing Strategy, Preferences and customer loyalty. (Handaya, dkk. (2023).

MATERIALS AND METHODS

Sampling Method

Based on the results of preliminary studies, the population of red ginger drink consumers in Cianjur City per day is around 75 people. Consumers repeat consumption of the same red ginger drink 4 times per month. If the maximum number is calculated, consumers who repeat consuming red ginger per month are 300 people. Therefore, the target population in this study is about 300 units.

Samples refer to a certain part of the population used in research with the expectation that the sample can represent the entire population. Meanwhile, sampling is the process of taking samples from a known population, both in determining the sample size and in the sampling model, with the aim that the sample can represent the population as a whole. (Sugiyono, 2014)

Purposive sampling is used to select and select samples that have characteristics that are relevant to the population. The sample in this study are customers who have used Marketing in Red Ginger Drink Cianjur City at least 4 times. The research sample size is determined using the Slovin formula, with the consideration that the sample size can represent the population and has the desired level of precision. The sample size calculation using the Slovin formula is as follows:

$$n = \frac{N}{Nd^2 + 1} = \frac{320}{300x(0{,}10)^2 + 1} \approx 75$$

Based on this formulation, the sample size above is 75 consumers.

Data Collection Technique

In this research, data is obtained through collection techniques that are in accordance with the type of data needed. Primary data was obtained through observations, interviews, and questionnaires. Observation is done by becoming a customer of Red Ginger Drink and observing directly.

Interviews were conducted by asking questions to relevant parties using a list of questions that had been prepared. Questionnaires were used to collect data from Red Ginger Drink customers with closed and open questions. In addition, secondary data was also used which was obtained from existing sources, such as document review, to support analysis and comparison in the discussion.

Questionnaire Validity Testing

Validity is a measure that shows the extent to which a measurement instrument can be considered valid or accurate (Hasan, 2006). As for the determination, if the correlation value between the statement items and the total variable is greater than or equal to 0.30, then the statement item is considered valid (Sarwono, 2007).

In the context of this study, validity is used to ensure that the statement items in the questionnaire can measure the constructs of Mix Marketing, brand image, and consumer loyalty. Pearson's Product Moment was used to measure the questionnaire instrument, which is a statistical method for measuring the linear relationship between two variables. Steps in testing the validity of questionnaire items:

1. Define the hypothesis: H0 states there is no positive relationship between item scores and overall scores, H1 states there is a positive relationship between the two.
2. Determine the critical value of r table based on n and confidence level.
3. Calculate the correlation value (r) between each questionnaire item and the overall score.
4. Compare the correlation value (r count) with the critical value of r table. If r count> critical value r table, then the questionnaire item is considered valid.

With these steps, the validity of the questionnaire items can be tested to determine whether the questionnaire items are valid in measuring the desired variables. Next, test the reliability.

(1). Testing the Validity of Mix Marketing

The results of validity and reliability testing showed that all items on the Mix Marketing questionnaire obtained a validity coefficient (rb) greater than the critical value of r table (0.36). This indicates that all questionnaire items can be considered valid. Therefore, it can be concluded that this questionnaire is a good tool for measuring the Mix Marketing variable in the study.

(2). Testing the Validity of Consumer Preferences

After testing the validity and reliability of the Consumer Preference variable, it was found that all items (15 items) on the validity coefficient (rb) questionnaire were greater than the critical value of r table (0.36) so that it could be used as a good research tool to measure the Consumer Preference variable.

(3). Testing the Validity of Consumer Loyalty

Based on the test results, all items in the questionnaire that measure the Consumer Loyalty variable have a validity coefficient value greater than 0.36. This indicates that all items can be considered valid. Thus, it can be concluded that this questionnaire is a good research tool to measure consumer loyalty.

Testing the Reliability of the Questionnaire

Reliability tests are used to evaluate the accuracy and consistency of data collection tools in revealing the same symptoms from a group of individuals. Although the questions are already valid, the reliability test helps determine the extent to which the measurement results remain consistent when measuring the same symptoms repeatedly.

According to Sarwono (2007), Cronbach's Alpha reliability is used to evaluate the reliability of the questionnaire. The expected reliability standard in this study is 0.700 or higher.

(1). Marketing Mix Reliability Testing

The statistical test results documented in the Appendix show that the reliability coefficient of the Mix Marketing (X1) variable is .... Thus, it can be concluded that the questionnaire used in this study has a good level of reliability. Through the validity and reliability coefficients that have been obtained, it can be concluded that this questionnaire is an effective research tool for measuring Mix Marketing variables.

(2). Reliability Testing of Consumer Preferences

Based on the results of statistical testing in Appendix ..., it is found that the reliability coefficient for the Consumer Preference variable (X2) is .... This shows that the questionnaire used is reliable. With good validity and reliability coefficients, it can be concluded that this questionnaire is suitable to be used as a research tool to measure the variable of Consumer Preference...

(3). Testing the Reliability of Consumer Loyalty

The results of statistical testing in the Appendix show that the reliability coefficient for the Consumer Loyalty variable (Y) is .... This indicates that the questionnaire used is reliable. With good validity and reliability coefficients, this questionnaire can be considered suitable as a research tool to measure the Consumer Loyalty variable.

Descriptive and Qualitative Analysis

After collecting and analysing the data, descriptive analysis was conducted to evaluate the level of achievement of the research variables. The variables evaluated include Marketing Mix, Consumer Preferences, and Consumer Loyalty. The analysis was carried out based on the answers given by respondents in the questionnaire. In addition, qualitative analysis methods were used to categorise and explain the data in a particular way. Responses from the questionnaire were weighted using a Likert scale.

Respondents' answers in the questionnaire were adapted using the Likert Scale (Hasan, 2002) with a value of 1 for disagree/not good, a value of 2 for moderately agree/moderately good, a value of 3 for agree/good, and a value of 4 for strongly agree/very good. Questionnaire data was processed by calculating the frequency and percentage of respondents' answers, as well as giving weight to answers that have an ordinal scale.

Measurement Analysis of Data Measurement Scales.

In this study, the Method Successive Interval (MSI) method was used to transform ordinal measurement scale data into an interval measurement scale. The steps of data transformation using MSI include: calculating the frequency and proportion of answers, calculating the cumulative proportion, using the normal table to get the Z value, determining the scale value, and transforming the scale value. Thus, the data can have an interval measurement scale needed for path analysis in hypothesis testing.

Consumer Preference Analysis

To measure consumer preference based on the Customer's Satisfaction Index (CSI) for red ginger products measured based on the attributes: taste, aroma, colour, efficacy, packaging, the following steps were taken:

1. Determine Mean Importance Score (MIS), average level of importance and MSS
2. Determining the Mean Satisfaction Score (MSS), the average level of performance
3. Determining the Weight Factor (WF), giving weight to the MIS attribute against the total MIS.
4. Determine Weight Score (WS), the multiplication of WF with MSS
5. Determine the Weight Total (WT), summing up the WT of all variables
6. Calculating CSI = Σ WSi/4 x 100%

To determine the boundaries of the Preference criteria, descriptive statistical calculations were carried out based on data involving 75 respondents. The maximum total score obtained was 1500, while the minimum total score was 375. The data range reached 1125. There are 4 classes used in the analysis, with a class length of 281. The following are the results of the descriptive statistical calculations:

	To		Or	25,0		To		
375		656		0	%		43,75	% Dissafied
	To		Or	43,7		To		moderatel
657		938		6	%		62,58	% y satisfied
	To	122	Or	62,5		To		
939		0		9	%		81,38	% Satisfied
122	To	150	Or	81,3		To	100,0	very
1		0		9	%		0	% satisfied

Analysis Techniques and Hypothesis Testing

Hypothesis Testing

This research uses SEM (Structural Equation Modeling) analysis method to test the hypothesis by integrating Confirmatory Analysis, Model Estimation, and Path Analysis. In SEM, the measurement model is built in two stages to measure the dimensions of the research variables and their manifest variables.

The second order approach was used to maintain consistency of analysis. If there are indicators with multiple statement items, the indicator interval data score is used. In SEM analysis, there are three types of models tested, namely measurement models, structural models, and hybrid models. Measurement models are used to study the relationship between measurement variables, structural models are used to study the causal relationship between variables, while hybrid models combine both types of models.(Latan, 2012).

Measurement Model

a. Measurement Model of Exogenous Variable X1 (Mix Marketing)

$x11 = \lambda 11\ X1 + \delta 11$
$x12 = \lambda 12\ X1 + \delta 12$
$x13 = \lambda 13\ X1 + \delta 13$
$x14 = \lambda 14\ X1 + \delta 14$
where :

X1 = Marketing Mix
X11 = Product
X12 = Price
X13= Place
X14= Promotion
ξ = Residual (error) of the model in relation to the exogenous variable Marketing Mix
δ = Measurement error in x1- x4 (Exogenous Variables of Marketing Mix) namely δ 11- δ14
λ = The coefficient of direct influence between latent variables, i.e. : (□11 - □ 14) on Marketing Mix

b. Measurement Model of Exogenous Variable X2 (Consumer Preference)

x21 = λ21X2 + δ21
x22= λ22 X2 + δ22
x23= λ23 X2 + δ23
x24 = λ24 X2 + δ24
x25 = λ25 X2 + δ25

where :
X2 = Consumer Preference
X21 = Flavour
X22 = Aroma
X23= Colour
X24= Efficacy
X25= Packaging
ξ = Residuals (errors) of the model in relation to the exogenous variable Economic
δ = Measurement error in x21- x24 (Economic Exogenous Variable) i.e. δ21- δ24
λ = Coefficient of direct influence between latent variables (dimensions), i.e. : (□21 - □ 24) on Information Sources

c. Endogenous Variable Measurement Model Y (Consumer Loyalty)

or in full is :

y1 = λ1 Y + Ɛ1
y2 = λ2 Y + Ɛ2
y3= λ3 Y + Ɛ3
y4= λ4 Y + Ɛ4

where :
y1 = Make repeated purchases regularly (repeat buyer)
y2 = Make repeated purchases regularly (repeat buyer)
y3 = Referring to others
y4 = Demonstrate immunity to competitor attraction (retention)
ξ = Residual (error) model in the relationship with the Consumer Loyalty variable
□ = Measurement error in y1- y4 (Endogenous Variable of Consumer Loyalty), namely □1- □4
λ = Coefficient of direct influence between latent variables and their dimensions (□1 - □ 4) on Consumer Loyalty

Structural Model

Research hypotheses 1, and 2, which are essentially about the effect of Mix Marketing and Consumer Preferences on Consumer Loyalty will be tested simultaneously and partially based on the structural model as follows:

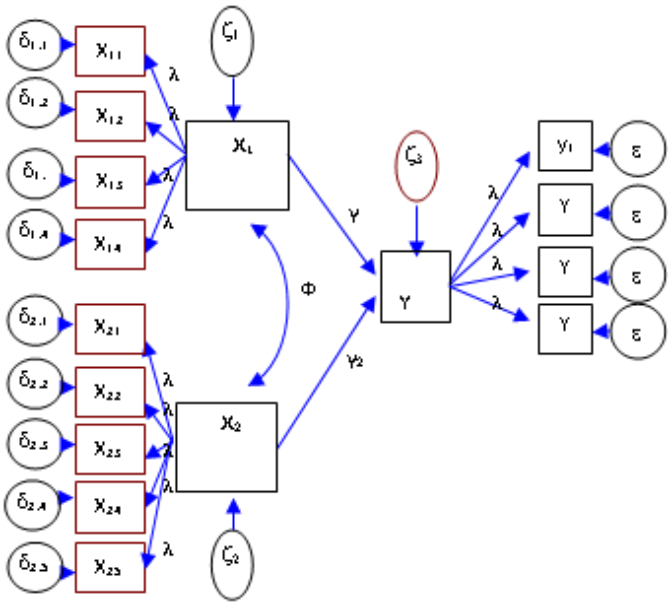

Figure 1.
Structural Model of the Effect of Marketing Mix and Consumer Preferences
On Consumer Loyalty

where:
Φ12= correlation coefficient between Mix Marketing and Consumer Preference (phi)
1= coefficient of direct influence of Marketing Mix on Consumer Loyalty. [gamma1]
2= coefficient of direct effect of consumer preferences on consumer loyalty. [gamma2]
= error / error of each latent variable

Overall Model

The measurement and structural models to be tested can be depicted in the diagram as follows: The exogenous latent variable Marketing Mix (X1) is measured through the dimensions of Product (X11), Price (X12), Place (X13), and Promotion (X14).

Endogenous latent variable Customer loyalty (Y) is measured from manifest variables (dimensions): making regular repeat purchases (repeat buyers) (Y1), making regular repeat purchases (repeat buyers) (Y2), referring to others (Y3), showing immunity to competitor attraction (retention) (Y4).

$Y = \gamma X_{11} + \gamma X_{22} + \zeta$

where :
X1 = exogenous latent variable Marketing Mix
X2 = exogenous latent variable Consumer Preferences
Y = endogenous latent variable Consumer Loyalty
γ = path coefficient of exogenous latent variables on endogenous [gamma]
Ɛ = error or unexamined outside [zeta]

a. Overall Model Fit Test

Model fit testing involves checking the relationship between latent and manifest variables, latent variable relationships, and evaluating the overall model against the data. The aim is to ensure that the model fits the data and the hypothesis proposed.

No.	Indicator	Suitability criteria
a.	Goodness of Fit Index (GFI)	GFI ≥ 0.90: Good fit
		0.80 - 0.90: Marginal fit
b.	RMSEA	≤ 0.08: Good fit
c.	ECVI	The larger the ECVI value, the higher the suitability.
d.	Chi Square (χ2)	≥ 0.05 or ≥ 0.01
e.	Incremental Fit Index (IFI)	IFI ≥ 0.90: Good fit
		0.80 - 0.90: Marginal fit
f.	Comparative Fit Index (CFI)	CFI ≥ 0.90: Good fit
		0.80 - 0.90: Marginal fit

g.	Parsimonious Goodness of Fit Index (PGFI)	PGFI ≥ 0.70: Good fit
		0.40 - 0.70: Marginal fit

Research Hypothesis Testing.

In this study, 3 hypotheses were proposed. The tests are as follows.

a. Hypothesis Testing 1

In testing hypothesis 1, if the correlation coefficient (r-count) is greater than the critical value (r-table), then there is a significant positive relationship between Mix Marketing and Consumer Preferences. If the correlation coefficient (r-count) is smaller or equal to the critical value (r-table), then there is no significant relationship between Mix Marketing and Consumer Preference.

b. Hypothesis Testing 2

Simultaneous testing aims to test the relationship between Mix Marketing and Consumer Preferences with Consumer Loyalty of red ginger drinks. (Hypothesis 2). Simultaneous testing uses the F test with the hypothesis:

H0: There is no significant influence between Mix Marketing and consumer preferences on consumer loyalty in red ginger drink businesses.

H1: There is a significant influence between Mix Marketing and consumer preferences on consumer loyalty in the red ginger drink business...

(where: i = 1, 2)

$$F_{hit} = \frac{R^2_{y.x1x2} / k}{R^2_{y.x1x2} / (n-k-1)}$$

In simultaneous testing using the F-Snedecor distribution, if p < 0.05 or F-hit > F0.05 (k,n-k-1), then the null hypothesis is rejected, indicating a significant effect of at least one variable (X1 and X2) on variable Y simultaneously. If p ≥ 0.05 or F ≤ F0.05(k,n-k-1), then the null hypothesis is accepted, indicating that there is no simultaneous significant effect between X1 and X2 on Y.

Partial Testing

Hypothesis 2.1 and Hypothesis 2.2 were tested partially using the t test:

H0: □1 = 0 There is an unreal influence of Mix Marketing on consumer loyalty in the red ginger drink business.

H1: □1 ≠ 0 There is a real influence of Mix Marketing on consumer loyalty in the red ginger drink business.

Likewise for :

H0: □2 = 0 There is an unreal influence of consumer preferences on consumer loyalty in the red ginger drink business

H1: □2 ≠ 0 There is a real influence of consumer preferences on consumer loyalty in the red ginger drink business

The test statistic is : (where: i = 1, 2)

In partial testing, if p < 0.05 or t > t0.025, then there is a significant effect of variable Xi on variable Y. If p ≥ 0.05 or t0.025 ≥ t ≥ -t0.025, then there is no significant effect of variable Xi on variable Y. The magnitude of the direct effect of X1 on Y is γ1^2. The indirect effect of X1 through X2 on Y is γ1 * φ12 * γ2. The indirect effect of X2 through X1 on Y is γ2 * φ12 * γ1. The total effect of X1 on Y is γ1^2 + (γ1 * φ12 * γ2). The total effect of X2 on Y is γ2^2 + (γ2 * φ12 * γ1).

Place and Time of Research

This research was conducted in Cianjur City by involving consumers of Red Ginger Drink. The duration of the study lasted for 3 months, from September 2022 to December 2022.

RESULTS AND DISCUSSION

Table 1. Achievement Level of Marketing Mix Strategy (X1 Achievement Level of Respondents' Preferences for Alghifari Red Ginger Drink (X2)

dimensions	frequency on the score				Score		level of achievement (%)	Criteria
	4	3	2	1	achiv ment	hope		
Product	62	525	13	0	1862	2400	77,58	good
Price	35	226	39	0	935	1200	77,92	good
Place	113	220	42	0	1238	1500	82,53	Very good

dimensions	frequency on the score				Score		level of achievement (%)	Criteria
	4	3	2	1	achivment	hope		
Promotion	5	178	192	0	1130	1500	75,33	good
total	**215**	**1149**	**286**	**0**	**5165**	**6600**	**78,26**	**good**

Table 2. Respondents' preference achievement

Preference Attributes	Consumer Frequency on score				score		Level of achievement (%)	criteria
	4	3	2	1	achivment	hope		
Flavour	15	40	20	0	240	300	80,00	Delicious
Aroma	12	40	23	0	237	300	80,00	delicius
Colour	9	54	12	0	234	300	78,00	Interesting
Efficacy	13	43	19	0	239	300	79,30	good
Packaging	15	54	6	0	240	300	80,00	Interesting
Total	**64**	**231**	**80**	**0**	**1190**	**1500**	**79,33**	**Good**

From the table above, the level of achievement of consumer preferences for Alghifari Red Ginger Drink is 79.33% good criteria. This shows that consumer preferences for the five attributes of Alghifari Red Ginger Drink are favoured. However, even though it is liked to see how much the purchase level is, other factors need to be seen.

Preference attributes for Alghifari Red Ginger Drink on the packaging attribute occupy the highest element compared to other attributes. The lack of packaging that occurs in Alghifari Red Ginger Drink is because the ginger drink is related to the consumer process which allows minimum damage. In contrast to natural ginger drinks where to get the form of ginger drinks from the form of grain will get a digiing process through a machine that allows more damage.

In contrast to the taste attribute, Alghifari Red Ginger Drink has the lowest achievement of 42.86%. But it is still a fairly favoured item. Consumers feel that natural ginger drinks are still a better flavour comparison. Alghifari Red Ginger Drink when viewed in terms of preference attributes does not seem to be a more favoured choice by consumers. Furthermore, the following results and discussion are presented regarding the relationship between the level of consumer preference and the level of consumption of alghifari Red ginger drink. Logically, the level of consumption occurs if there is a level of preference in the consumer concerned that applies positively.

From the four dimensions above, the level of customer loyalty achievement of Alghifari red ginger drink is obtained 79.08% good criteria. The complete summary of the achievement of Alghifari Red Ginger Drink Consumer Loyalty is shown in the table below:

Table 3. Achievement of Consumer Loyalty Variable (Y)

No.	Dimensions of Consumer Loyalty	notation	Frecuency				Score		Level of Achivment (%)	criteria
			4	3	2	1	Achivment	Hope		
1	*Repeat Buyer*	Y_1	15	40	20	0	240	300	80,00	good
2	*Referral*	Y_2	12	40	23	0	237	300	79,00	good
3	*Other Refers*.	Y_3	9	54	12	0	234	300	78,00	good
4	*Retention*	Y_4	13	43	19	0	238	300	79,30	good
	Total	**Y**	**49**	**177**	**74**	**0**	**949**	**1200**	**79,08**	**good**

Hypothesis Testing Analysis

In this study, the relationship between variables was tested using Pearson correlation analysis (rX1X2) for hypothesis 1, and one-way path analysis for hypotheses 2, 3, and 4. The results of these analyses were obtained using SPSS software.

(1). Hypothesis Testing 1

Hypothesis 1: There is a positive relationship between the Marketing Mix Strategy and consumer preferences for Alghifari Red Ginger drinks tested with Pearson Correlation analysis.

The statistical hypothesis can be formulated as follows:

H0: There is no significant positive relationship between Marketing Mix Strategy and consumer preference for Alghifari Red Ginger drink (rX1X2 = 0). rcount > rtable

H1: There is a significant positive relationship between the Marketing Mix Strategy and consumer preferences for Alghifari Red Ginger drinks (rX1X2 ≠ 0). if rcount ≤ rtable

Test Statistics:

$$r = \frac{N\sum_{i=1}^{N} X_{1i}X_{2i} - \left(\sum_{i=1}^{N} X_{1i}\right)\left(\sum_{i=1}^{N} X_{2i}\right)}{\sqrt{\left[N\sum_{i=1}^{N} X_{1i}^{2} - \left(\sum_{i=1}^{N} X_{1i}\right)^{2}\right]\left[N\sum_{i=1}^{N} X_{2i}^{2} - \left(\sum_{i=1}^{N} X_{2i}^{2}\right)^{2}\right]}}$$

In the statistical test, the rcount was found to be 0.854 which is greater than the rtable value of 0.207. Therefore, H0 is rejected or H1 is accepted. Thus, it can be concluded that there is a significant positive relationship between the Marketing Mix Strategy and Alghifari Red Ginger Consumer Preferences. This shows that the better the Marketing Mix Strategy carried out by producers, the better consumer preferences will be, and vice versa.

(2). Hypothesis 2 Testing

Simultaneous Testing (Simultaneously)

Ho: bi = 0, There is no significant effect of Marketing Mix Strategy and consumer preferences on Consumer Loyalty of Alghifari Red Ginger drinks

H1: bi ≠ 0, There is a real influence of Marketing Mix Strategy and consumer preferences on Consumer Loyalty of Alghifari Red Ginger drinks

The F test formula is:

$$F_{hit} = \frac{(n-k-1)R_{yx}^{2}}{k(1-R_{yx}^{2})}$$

With rules:

If: Fhit> Ftabel: There is a real influence of Marketing Mix Strategy and consumer preferences on Consumer Loyalty of Alghifari Red Ginger drinks

Fhit < Ftable: There is no real effect of Marketing Mix Strategy and consumer preferences on Consumer Loyalty of Alghifari Red Ginger drinks.

Table 4. Simultaneous Effect of Free Variables X1 and X

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	144,983	2	72,491	332,786	.000[a]
	Residuals	15,684	72	,218		
	Total	160,667	74			

F_{hit} (332.786) > F_{table} (3.18), Ho is rejected and H1 is accepted. The path coefficient has a real influence in prediction. R2 of 0.902 (90.20%) shows the ability of the Marketing Mix Strategy and Consumer Preferences variables to explain Red Ginger Drink Consumer Loyalty. The rest (19.80%) is influenced by other factors. The analysis proceeds to the partial testing stage to partially test the hypothesis.

b. Partial Hypothesis Testing

Hypotheses 3 and 4 were carried out to test the individual effects of the Consumer Preferences (X1) and Marketing Mix Strategy (X2) variables. Partial analysis is carried out by considering other

variables as constant. The results of the analysis using a computer programme are shown in Table 4.23 below.

Table 5: Partial Effect of Marketing Mix Strategy (X1) and Consumer Preferences (X2) on Consumer Loyalty
Red Ginger Drink (Y).

No.	path coefficient	t_{Count}	t_{Table}	Sig	Colusion
1	$pyx_1 = 0.220$	2,738	1,98	,000	Ho rejected
2	$pyx_2 = 0.749$	9,315	1,98	,000	Ho rejected

The partial effect of the Marketing Mix Strategy variable (X1) and other variables (X2) on Consumer Loyalty (Y) can be analysed by comparing the error rate (α) 0.05. Furthermore, we can formulate a statistical hypothesis for the Marketing Mix Strategy variable, namely::
Ho: Pyx1 = 0, Marketing Mix Strategy has no significant positive effect on Consumer Loyalty of Red Ginger Drinks.
Ho: Pyx1 ≠ 0, Marketing Mix Strategy has a real positive effect on Consumer Loyalty of Red Ginger Drinks.
Ho: Pyx2 = 0, Consumer Preferences have a positive and not significant effect on Consumer Loyalty for Red Ginger Drinks.
Ho: Pyx2 ≠ 0, Consumer Preferences have a real positive effect on Consumer Loyalty for Red Ginger Drinks
The path analysis is carried out with the t test, where the calculated t value must be greater than 1.98

Table. 6 Path analysis of X1 and X2 on Y Partially

Model		Unstandardised Coefficients		Standardised Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-3,589	,960		-3,739	,000
	X1	,076	,028	,220	2,738	,008
	X2	,699	,075	,749	9,315	,000

Based on the table above, it can be seen that the Consumer Preferences and Marketing Mix Strategy variables have a positive and significant influence on Red Ginger Drink Consumer Loyalty. The Consumer Preference variable shows a path coefficient (PYX1) of 0.220, while the Marketing Mix Strategy variable has a path coefficient (PYX2) of 0.749. In addition, there is a strong correlation between the two variables, with a correlation coefficient (Rx1x2) of 0.889. This shows that both variables have a significant direct influence on Red Ginger Drink Consumer Loyalty.

Tabl 7. The Magnitude of the Influence of Marketing Mix Strategy Variables (X1) and Consumer Preferences (X2) on Red Ginger Drink Consumer Loyalty (Y)

Path	Direct Effect	Indirect Effect X_1	Indirect Effect X_2	Total
P_{yx1}	4,85%		14,66%	19,50%
P_{yx2}	56,08%	14,66%		70,74%
R^2	Influence of X_1 and X_2			**90,24%**
$1-R^2$	Influenced by Other Factors			9,76%
Total	Total Influence			100,00%

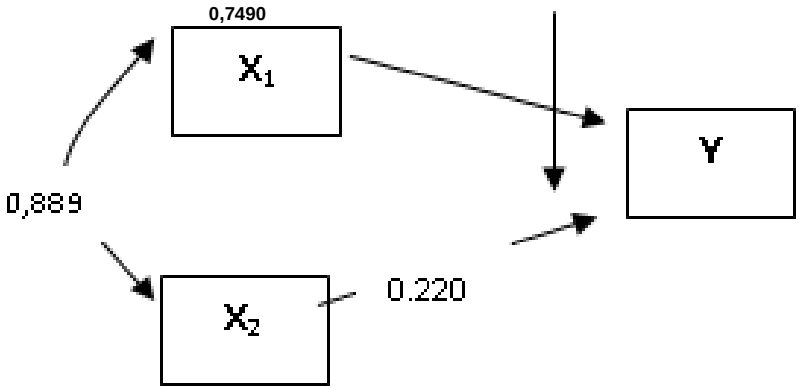

Figure 2. Path Coefficient

Based on the picture shown, the structural equation that describes the effect of variables X1 and X2 on variable Y can be re-formed as follows: Y = 0.220 * X1 + 0.749 * X2 + Є. This equation shows that variable Y is influenced by variable X1 with an influence coefficient of 0.220, and variable X2 with an influence coefficient of 0.749. There is also an error factor represented by the symbol Є, which represents the variability that cannot be explained by the two variables. By using this structural equation, we can understand and measure the relative influence of variables X1 and X2 on variable Y in a predetermined context.

Discussion of Research Results

Based on path analysis, Marketing Mix Strategy and Consumer Preferences have a significant influence on Red Ginger Drink Consumer Loyalty. Other factors have a small influence of 9.76%. The total effect of the two variables reached 90.24%, close to 100%. This model is good at describing the factors that influence consumer loyalty.

The high correlation coefficient between Consumer Preferences and Marketing Mix Strategy (rx1x2 = 0.889) indicates that the influence of the two is mutually supportive. This means that the better the Marketing Mix Strategy is implemented, the higher the Consumer Preference for Alghifari red ginger drinks. The indirect effect contribution of 14.66% also indicates that other factors that influence consumer loyalty also play a role in increasing consumer preference. Overall, this structural equation model is effective in explaining the relationship between the variables that affect Consumer Loyalty of Red Ginger Drinks.

The Effect of Marketing Mix Strategy on Consumer Loyalty of Red Ginger Drinks

The total effect of the Marketing Mix Strategy on Consumer Loyalty of Alghifari red ginger drink is 19.50%. Of this total, 4.85% is a direct effect, while 14.66% is an indirect effect. Although the total effect is relatively small, the Marketing Mix Strategy still has an important role in supporting Consumer Loyalty. However, there is the lowest achievement in the Promotion dimension with a percentage of 75.33%, lower than other dimensions such as Product (77.58%), Price (77.92%), and Place (82.53%). This shows the need for more attention to the Promotion strategy in order to increase Consumer Loyalty of Red Ginger Drinks.

The Effect of Consumer Preferences on Consumer Loyalty

The total effect (direct and indirect) of Consumer Preferences on Consumer Loyalty is 51.04%. Of this, the direct effect is 32.59%, while the indirect effect is 18.45%. These contributions are significant and indicate that the success of Red Ginger Drink consumers is highly dependent on the effective implementation of Consumer Preferences. The more effectively Consumer Preferences are implemented, the higher the level of Loyalty to the business.

Based on respondents' perceptions, the achievement level of Consumer Preferences reached 80.86%, with good (high) criteria. The contribution of each dimension is: planning (79.86%), consumer input sub-preference (81.35%), process sub-preference (79.17%), and control (86.46%). It can be seen that the level of achievement in each dimension is relatively balanced. The control dimension achieved the highest achievement. This can be understood because each sub-preference (dimension) is interrelated and has an impact on the ginger products produced.

CONCLUSIONS

Conclusion

1. The demonstration of the Marketing Mix Strategy which includes dimensions: product; price; place; promotion on the Alghifari red ginger drink business in Cianjur City obtained an achievement of 78.26% good criteria.
2. Consumer Preference Demonstration which includes dimensions/attributes: taste, aroma, colour, efficacy and packaging on consumers of Alghifari red ginger drinks in Cianjur City obtained an achievement of 79.27% good criteria.
3. 3. Demonstration of Consumer Loyalty which includes dimensions: taste, aroma, colour, efficacy and packaging on Alghifari red ginger drinks in Cianjur City obtained an achievement of 79.08% Good criteria.
4. There is a positive correlation between the Marketing Mix Strategy and Consumer Preferences for Alghifari Red Ginger Drinks as indicated by the correlation coefficient number r = 0.889, which means that the better the Marketing Mix strategy is implemented, the better the level of consumer preference.
5. Marketing Mix Strategy and Consumer Preferences have a real effect on Consumer Loyalty of Alghifari Red Ginger Drink. The contribution of the influence of Consumer Preferences 70.74% is greater than the contribution of the influence of the Marketing Mix Strategy 19.50%. The remaining 9.76% is the influence of other factors.

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