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The Influence of Marketing Mix and Service Quality on the Satisfaction of Upgrading Training Participants at Maritime Polytechnic of Surabaya

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Abstract

Training participants are the most valuable asset for a training institution such as Maritime Polytechnic of Surabaya. The objective of this research to examine, analyze and develop the effect of marketing mix and service quality on satisfaction of training participants for upgrading at Maritime Polytechnic of Surabaya. Marketing mix and service quality is one of the many aspects that can be used as a benchmark to increase customer satisfaction, with effective procedures can have a significant impact on customer satisfaction. The results of the research, it can be concluded that Marketing Mix (X1) and Service Quality (X2) have a positive and significant effect on Training Participant Satisfaction (Y). With a Coefficient of Determination (R Square) 91.2% which shows the magnitude of the positive effect of the marketing mix and service quality on training participant satisfaction 91.2%. Marketing Mix (X1) has a significant effect with a Coefficient of Determination (R Square) 68.7%, as well as Service Quality (X2) which has a Coefficient of Determination (R Square) 82.9%. These results show the importance of paying attention to and improving the marketing mix and service quality in an effort to increase the satisfaction of training participants for upgrading at Maritime Polytechnic of Surabaya

Keywords: Marketing Mix, Service Quality, Customer Satisfaction

INTRODUCTION

Maritime education in Indonesia has existed since President Soekarno's administration through the Academy of Maritime Sciences (AIP), which was founded on February 27 1957, which was the first maritime school in Indonesia. Currently, maritime education is increasingly developing. Fulfillment of national education standards and international shipping education standards has always been the focus of educational institutions. With Indonesia's entry as a member of the International Maritime Organization (IMO) on January 18 1961, including conventions in the field of maritime affairs, Indonesia was bound to always adapt to international developments in the field of shipping. In line with the times and the demand for seafarers is very large and has not yet met the demand of national and international industry, the Ministry of Transportation has established 11 maritime schools throughout Indonesia, one of which is the Maritime Polytechnic of Surabaya.

Maritime Polytechnic of Surabaya has several training programs including formation training, improvement training, skills training, and upgrading training. Since its founding in 1990, Maritime Polytechnic of Surabaya has produced thousands of seafarer spread across the national and international shipping industry and has contributed to the growth of the shipping industry in the country.[1] In order to make the discussion does not spread too widely, the research is limited on upgrading training only.

Training participants are the most valuable asset for a training institution. One of them is Maritime Polytechnic of Surabaya. Without training participants, it will be difficult for institutions to develop or even survive. For this reason, the management of a training institution has a very big challenge to maintain its customers or training participants. Therefore, customer satisfaction is mandatory or a necessity. There are 915 training participants in the 2021 period at Maritime Polytechnic of Surabaya, using the Taro Yamane formula[2] so the resulting sample was 90 people. The author will measure the satisfaction of upgrading training participants through marketing mix and service quality variables.

Customer satisfaction is a level where the needs, desires and expectations of customers can be met that will result in repeat purchases or loyalty.[3] Training participants are a very valuable asset for a training institution, because if there are no training participants it will affect the targets and income of an institution or company.

To find out how high the level of satisfaction of participants in upgrading training is, the author has carried out initial observations in the form of distributing questionnaires to 90 respondents consisting of participants in upgrading training from level 1 (one) to level 3 (three) in nautical and technical for the 2021 training period. 12 (twelve) indicators of training participant satisfaction variables, namely appearance of officers, comfort of place, ease of process, clear service standards, accuracy of officers, timely service, speed of service, guarantee of legality, guarantee of suitability of costs, prioritizing customer interests, non-discriminatory service, and respect customers.[4]

Based on the results of initial observations of the distribution of questionnaires for each indicator on the customer satisfaction variable filled in by respondents, there are 2 (two) lowest mean values, the first is the item "Training service officers prioritize the interests of training participants over personal interests" which is an item from indicator of "putting customer interests first". This indicates that the respondent's assessment of the indicator of prioritizing customer interests is the lowest compared to other indicators. Then the second lowest mean value is the item "Training participants are served fairly and equally" which is an item from the indicator "non-discriminatory service". This indicates that the respondent's assessment of the non-discriminat

ory service indicator is the second lowest among the other indicators.

To increase training participant satisfaction, an institution needs to organize a marketing strategy so that training participants are interested in the services offered. If the service provides satisfaction for training participants, then training participants will remain loyal to using the service and try to limit or even carry out training at other institutions. When determining a marketing strategy, many things need to be taken into account, especially those related to training participants. Marketing strategy success can be achieved if training participant satisfaction has been met.[5] One marketing strategy that can be used to increase training participants' satisfaction with the services produced by an institution is a marketing mix.[6]

The marketing mix is a sales or promotion technique as well as determining a price that is prepared in order to sell goods or services that can meet consumer or customer expectations. This marketing mix has 7 techniques which are quite well known in the marketing world, namely 7P which consists of product, price, promotion, place, people, process and physical evidence.[7]

To find out how high the level of influence of the marketing mix on the satisfaction of participants in upgrading training, the author has carried out initial observations in the form of distributing questionnaires to 90 respondents consisting of participants in upgrading training from level 1 (one) to level 3 (three) with nautical and technical expertise during the training period. in 2021. There are 15 (fifteen) indicators of the marketing mix variables, namely product quality, product specifications, price suitability, price competitiveness, access, competitor location, promotion quality, target accuracy, internal facilities, external facilities, competence, behavior, speed, convenience, and accuracy.[8]

Based on the results of initial observations of the distribution of questionn

aires for each indicator in the marketing mix variable filled in by respondents, there are 2 (two) lowest mean values, the first is the item "Promotion of training and training improvements carried out by Maritime Polytechnic of Surabaya attracts attention" which is an item from the indicator "promotional quality". This indicates that the respondent's assessment of the promotion quality indicator is the lowest compared to other indicators. Then the second lowest mean value is the item "I often see promotions for improvement training carried out by Maritime Polytechnic of Surabaya" which is an item from the "target accuracy" indicator. This indicates that the respondent's assessment of the target accuracy indicator is the second lowest among the other indicators.

Apart from that, factors that influence the satisfaction of training participants in using the services of an institution include the quality of service provided, the satisfaction obtained and felt by training participants starting from the marketing process of the training until the completion of the training and getting a seaman's diploma or certificate. A company that is able to provide good service to customers will make customers feel satisfied. Service quality can influence customer loyalty directly and indirectly through satisfaction.[9]

Quality improvement is a marketing technique that focuses on the desires and expectations of consumers or customers.[10] If the quality of service is good, it will also have a good impact on the sustainability of an agency. Old consumers or customers will be loyal and new ones will come. However, on the other hand, if the quality of service is poor, it will also have a negative impact on the sustainability of an institution. Consumers or customers will look for other places that are better and superior in service quality.[9]

To find out how high the level of service quality is for participants in upgrading training, the author has made initial observations in the form of distributing questionnaires to 90 respondents consi

sting of participants in upgrading training for level 1 (one) to level 3 (three) in nautical and engineering skills for the 2021 training period. There are 13 (thirteen) indicators of service quality variables, namely waiting time, processing time, error free to consumers, politeness, friendliness, handling consumer complaints, number of CS outlets, number of computer outlets, innovation in service, service room instructions, space coverage. service, cleanliness of the service room, and service room facilities. [11]

Based on the results of initial observations, questionnaires were distributed for each indicator of the service quality variable filled in by respondents. There are 2 (two) lowest mean values, namely the first is the item "The training registration verification process is relatively short" which is an item from the "process time" indicator. This indicates that the respondent's assessment of the processing time indicator is the lowest compared to other indicators. Then the second lowest mean value is the item "Training service officers handle complaints from training participants painstakingly" which is an item from the indicator "handling consumer complaints". This indicates that the respondent's assessment of the indicator for handling consumer complaints is the second lowest among other indicators.

Based on the background explained above, the author is interested in researching "The Influence of Marketing Mix and Service Quality on the Satisfaction of Upgrading Training Participants at Maritime Polytechnic of Surabaya".

In order to be able to present the discussion of this research in an orderly and systematic manner, a framework about something that is the main discussion regarding this problem is created. The framework itself is a concept that presents the relationship between variables from the results of the theoretical review. [12] Therefore, a framework was formed regarding the main discussion regarding this research problem, "The Influence of Marketing Mix and Service Quality on the Satisfaction

of Upgrading Training Participants at Maritime Polytechnic of Surabaya". This research examines the influence of the marketing mix and service quality on the satisfaction of upgrading training participants at Maritime Polytechnic of Surabaya. There are three variables tested in this research, marketing mix (independent variable), service quality (independent variable), and satisfaction of upgrading training participants (dependent variable).
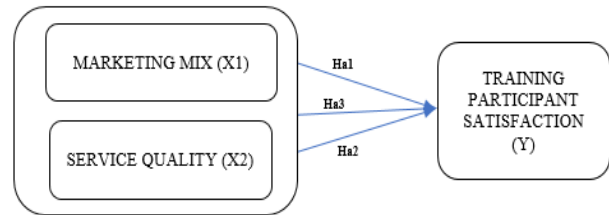

Fig 1. Framework

The Influence of Marketing Mix on Satisfaction of Training Participants

A good marketing mix is expected to create high customer satisfaction. [13] To support the level of customer satisfaction, this can be done by creating a good marketing mix that causes training participants to achieve an optimal level of satisfaction. Marketing mix is a tool for marketers that consists of various elements of a marketing program that need to be considered so that the implementation of the marketing strategy and positioning that has been determined can be successful. [14]

The Influence of Service Quality on Satisfaction of Training Participants

Service quality is very important for a company or business agency because it is a measure of the extent to which the company or business agency can serve its customers well. Because with this, customers will feel satisfied with what a company or business agency provides in the form of a service. Service quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need. [15]

Simultaneous Influence of Marketing Mix and Service Quality on Satisfaction of Training Participants

To create customer satisfaction, there are several things that must be considered, one of which is the marketing mix. Marketing techniques in the form of a marketing mix that is right on target will help achieve customer satisfaction. Another thing that must be considered is the quality of service. Because good service quality will be able to increase customer satisfaction. So, with a good and well-targeted marketing mix and simultaneous maximum service quality, it is hoped that it can create optimal customer satisfaction.

Research Hypothesis

A hypothesis is a temporary answer to the formulation of a research problem and is based on empirical facts obtained through data collection, but the hypothesis is not final, only a temporary answer. [16] Therefore, after the hypothesis was prepared, the author tested it through research. Because the hypothesis is presented only as a temporary problem solution, meaning that the research carried out can be in the form of rejection or acceptance of the hypothesis presented. Thus, based on the problem formulation, theoretical review, and thinking framework above, the author obtains the following hypothesis:

1. HO_1: There is no influence of the marketing mix on the satisfaction of upgrading training participants at Maritime Polytechnic of Surabaya.
   Ha_1: There is an influence of the marketing mix on the satisfaction of upgrading training participants at Maritime Polytechnic of Surabaya.

2. HO_2 = There is no influence of Service Quality on the satisfaction of upgrading training participants at Maritime Polytechnic of Surabaya.
   Ha_2: There is an influence of Service Quality on the satisfaction of upgrading training participants at Maritime Polytechnic of Surabaya.

3. HO_3 = There is no simultaneous influence of marketing mix and service quality

on the satisfaction of upgrading training participants at Maritime Polytechnic of Surabaya.

Ha_3 = There is a simultaneous influence of marketing mix and service quality on the satisfaction of upgrading training participants at Maritime Polytechnic of Surabaya.

METHOD

This research uses a quantitative method that will be described descriptively because the data to be processed is numerical data or statistical data obtained based on the results of the questionnaire.

Primary data

Primary data is a data source that directly provides data to data collectors. Data is collected by the researcher himself directly from the first source or place where the research object is carried out. [17] The author obtained primary data through a questionnaire that was distributed to upgrading training participants at Maritime Polytechnic of Surabaya. A questionnaire is a set of questions that are arranged logically, systematically about concepts that explain the variables studied. [16]

Secondary Data

Secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. [12] The author obtained secondary data from the archives of upgrading training unit at the Maritime Polytechnic of Surabaya as well as literature studies on sources in the form of books and research journals that can be used as references.

Population

Population is the totality of each element to be studied which has the same characteristics, it can be individuals from a group, event, or something to be studied. [18] In accordance with this opinion, the population used by the author in this research is the participants in the upgrading training at the Surabaya Shipping Po

lytechnic in 2023, the upgrading training for class 1 to class 3, totaling 869 people.

Sample

The sample is part of the population that is the source of research, which is part of the population that is the source of data in research, which is part of the number of characteristics possessed by the population.[18] The sampling technique used in this research was Simple Random Sampling (taking a simple random sample). Simple Random Sampling is taking sample members from a population randomly without paying attention to the strata in that population. Sampling in this study used the Taro Yamane formula (10%).[2]

Validity test

Validity measurement includes testing how well the value of an instrument developed is in measuring research. The higher the instrument value, the better it is at representing the research question. To measure validity, we have to test the relationship between variables, including: Discriminant Validity and Average Variance Extracted (AVE) with the expected AVE value > 0.5.[18] The validity test with the SmartPLS 3.0 program can be seen from the loading factor value for each construct indicator. The condition usually used to assess validity is that the loading factor value must be more than 0.70. Furthermore, discriminant validity is related to the principle that the measures (manifest variables) of different constructs should not be highly correlated. The way to test discriminant validity with reflexive indicators is by looking at the cross loading value for each variable which must be > 0.70 and the value is higher than the other variables.[18]

Reliability Test

Reliability tests are carried out to prove the accuracy, consistency and precision of the instrument in measuring the construct. In PLS-SEM using the SmartPLS 3.0 program, measuring the reliability of a construct with reflexive indicators can be done by calculating the composite reliability value. The condition usually used to assess construct reliability is that composite reliability must be greater than 0.7 for confirmatory research and a value of 0.6 - 0.7 is still acceptable for exploratory research.[18]

Data Processing and Analysis Techniques

The data analysis technique used in this research is SmartPLS version 3.0 Partial Least Square, a variant-based multivariate statistical technique designed to complete multiple regression. When specific problems occur with the data, such as a small research sample size, missing data (missing values), and multicollinearity.[18] The PLS evaluation model is carried out by assessing the outer model and inner model. The outer model shows how each indicator is related to its latent variable, while the inner model shows the relationship or strength of estimation between latent variables or constructs.[18]

RESULTS AND DISCUSSION

Results

The Influence of Marketing Mix on Satisfaction of Training Participants

The results of the research show that there is a positive and significant influence of the marketing mix on the satisfaction of upgrading training participants at Maritime Polytechnic of Surabaya. It is proven from the results of the direct effect hypothesis that the T-Statistics value for the marketing mix (X1) is 3.581, more than the t-table value, 1.662 (n=89 and a=0.05) with a P-Values value of 0.001 smaller than the significance level of 0.05. This means that it can be concluded that 1st hypothesis (Ha1) is accepted, so this shows that there is a positive and significant influence of the marketing mix on the satisfaction of upgrading training participants at Maritime Polytechnic of Surabaya. This means that the better marketing mix, the satisfaction of training participants will increase. This is in line with the results of Yunia Meilda's research (2022)[19] and Muhamad Yazid Bustomi (2

022)[20] that also concluded that the marketing mix had a positive and significant effect on customer satisfaction.

The Influence of Service Quality on Satisfaction of Training Participant

The results of the research show that there is a positive and significant influence of service quality on the satisfaction of upgrading training participants at Maritime Polytechnic of Surabaya. It is proven from the results of the direct effect hypothesis that the T-Statistics value for service quality (X2) is 3.974, more than the t-table value, 1.662 (n=89 and a =0.05) with a P-Values value of 0.000 smaller than the significance level of 0.05. This means that it can be concluded that 2nd hypothesis (Ha$_2$) is accepted, so this shows that there is a positive and significant influence of service quality on the satisfaction of upgrading training participants at Maritime Polytechnic of Surabaya. This means that the better quality of service, the more satisfaction of training participants will increase. The T-Statistics value of the service quality variable (X2) is more than the marketing mix variable (X1). This is in line with the results of Heni Rohaeni's research (2018)[21] and Suparno Saputra (2019)[22] that also concluded that service quality has a positive and significant effect on customer satisfaction.

The Influence of Marketing Mix and Service Quality on Satisfaction of Training Participant

The results of the research show that there is a simultaneous influence of the marketing mix and service quality on the satisfaction of upgrading training participants at Maritime Polytechnic of Surabaya. It is proven from the results of the hypothesis that the F-count value is 195.50 and the F-table is 3.103. The results of data processing show that the F-calculated value is 195.50, which is more than the F-table value of 3.103. This means that it can be concluded that 3rd hypothesis (Ha$_3$) is accepted. Based on the analysis,

it can be concluded that there is a simultaneous influence of the marketing mix and service quality on the satisfaction of upgrading training participants at Maritime Polytechnic of Surabaya. This means that the better marketing mix and service quality, the satisfaction of training participants will increase. This is in line with the results of Denok Sunarsi's research (2020)[23] and Andreas Meijor Suprayogi (2017)[24] that also concluded that the marketing mix and service quality influence customer satisfaction.

Discussion
Marketing Mix Variables (X1)

The findings from this research are that the lowest loading factor value of the marketing mix variable is the promotion quality indicator from the promotion dimension. This shows that the promotional activities carried out by the Maritime Polytechnic of Surabaya for upgrading training are considered the worst compared to other indicators. This means that the promotions carried out are of poor quality and do not attract attention. This is relevant to the problem discussed in the introduction, that the promotion of upgrading training carried out by the Maritime Polytechnic of Surabaya does not attract much attention. How can an institution get lots of customers if its services are not attractive to customers. This is in accordance with the concept of marketing management and services marketing that the aim of the marketing mix is to create the maximum combination so as to produce the most satisfactory results.[25]

Service Quality Variable (X2)

The findings from this research are that the lowest loading factor value of the service quality variable is the processing time indicator from the timeliness dimension of service quality. In the respondents' view, the time for the verification process for registration for seafarer training is very long. This shows that the Maritime Polytechnic of Surabaya training service officers are not serious about se

rvice quality time. A job that could be fast is instead made slow. The value of this indicator is considered the worst compared to other indicators. This is relevant to the problem discussed in the introduction, that the registration verification process for upgrading training takes a very long time. How can an institution increase customer satisfaction if service quality, which includes the timeliness dimension of service quality, is assessed as low by customers? This is in accordance with the concept of Customer Service Excellent that service quality is the action of an organization or company which aims to provide satisfaction to customers. [26]

Satisfaction of Training Participant Variable (Y)

The findings from this research are that the lowest loading factor value of the training participant satisfaction variable is an indicator of prioritizing customer interests from the empathy dimension. This shows the respondent's response to Maritime Polytechnic of Surabaya training service officers, prioritizing personal interests over the interests of customers. Service officers should put the interests of customers before anyone else's interests. The value of this indicator is considered the worst compared to other indicators. This is relevant to the problem discussed in the introduction, that training service officers prioritize personal interests over the interests of training participants.

CONCLUSION

The T-Statistics value for (X1) is 3.581 > 1.662 (n=89 and a=0.05) with a P-Values value of 0.001 < 0.05, this shows that there is a positive and significant influence of the marketing mix on the satisfaction of training participants.
The T-Statistics value for (X2) is 3.974 > 1.662 (n=89 and a=0.05) with a P-Values value of 0.000 < 0.05. This shows that there is a positive and significant influence of service quality on the satisfaction of training participants.

The F-calculated value is 195.50 > 3.103, so there is a simultaneous influence of the marketing mix and service quality on the satisfaction of upgrading training participants at Maritime Polytechnic of Surabaya. This shows that the better the level of marketing mix and service quality, the higher the level of satisfaction of training participants.

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