

## The Influence of Marketing Mix and Consumer Satisfaction on Consumer Loyalty at Bukalapak

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### Abstract

*The development of the business world in the field of online shop sales is increasing and competition is increasing rapidly, so entrepreneurs must be able to provide what consumers need as a basis for consumer decisions. This research is intended to reveal the impact of marketing promotion tactics and the level of customer satisfaction on the Bukalapak platform, which will ultimately influence consumer loyalty at Bukalapak. This study applies quantitative methods by utilizing descriptive analysis as the main tool. The information collection process is carried out through the distribution of survey instruments. The objects that are the focus of this research are active Bukalapak users. Referring to the Slovin formula, it is revealed that the minimum number of participants required is 100 individuals. Based on the findings obtained from this exploration, it can be concluded that the Marketing Mix Variable (X1) provides good or positive results and is quite significant on Consumer Loyalty (Y). The Consumer Satisfaction variable (X2) has a positive and significant effect on Consumer Loyalty (Y), then together the Marketing Mix and Consumer Satisfaction variables measurably have a good, positive and clearly significant effect on the Consumer Loyalty variable. Researchers have several suggestions, namely that companies should further improve aspects of the marketing mix so that the goals set by the company can be realized as quickly as possible. Then the company can increase the level of service, promotions and other strategies to maintain and increase the level of consumer satisfaction.*

**Keywords** marketing mix, consumer satisfaction, consumer loyalty

### INTRODUCTION

The evolution of business in Indonesia is currently undergoing a transformation which is influenced by shifts in society's mindset which continues to develop. In this context, marketing activities become very vital for companies as a key factor in commercial success (Dimiyati, 2018). Indicators of business development can be seen from the emergence of various forms of competition in the business landscape (Apriyani, 2017). Business actors, when faced with increasingly fierce competition, are required to adopt innovative approaches in attracting consumers, responding to market dynamics, and launching superior products (Pratama et al., 2016). With this, business entities need to implement a marketing mix strategy that is effective enough to optimize their sales performance.

The marketing mix itself is a series of marketing instruments that can be managed and combined by each company to create the desired feedback in the target market (Utami & Firdaus, 2018). This concept is fundamental in marketing, encouraging behavior according to expectations and supporting the achievement of marketing objectives in target markets through controlling the combination of different elements (Sarkar Phyllis et al., 2022)

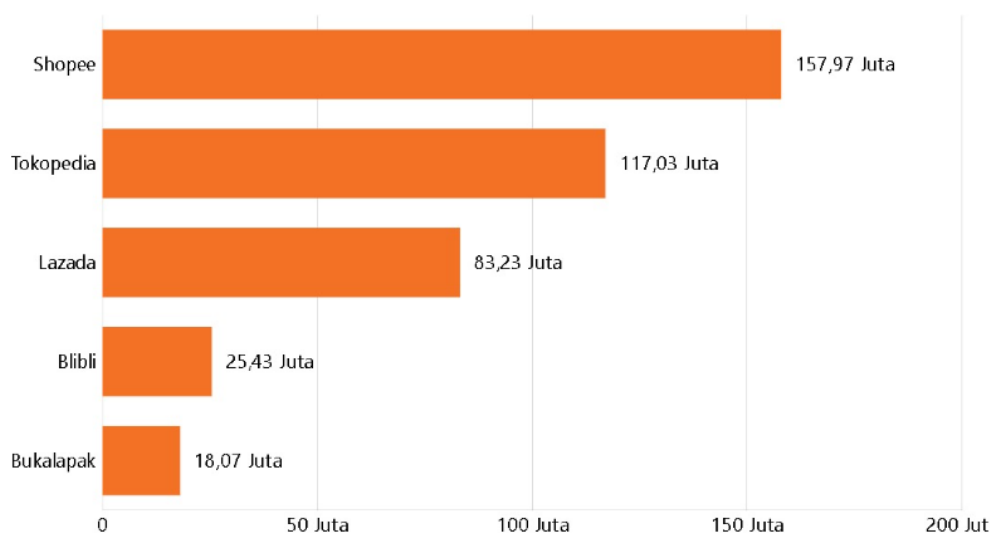
Marketing mix strategy is an integrated set of tactics implemented to drive sales growth. This approach includes coordinated efforts to introduce and promote products or services to target markets. The aim is to optimize the visibility and attractiveness of offers,



thereby encouraging increased purchases by consumers in the market. There are several variables that refer to the marketing mix that can be implemented, namely Evidence, Packaging, Partnership, People, Physical, Place, Policy, Price, Process, Product, Promotion (Rachmawati, 2011). The development of the business world in the field of online shop sales is increasing and competition is increasing rapidly. Consumers are faced with several e-commerce sites that have spread throughout the world, so entrepreneurs must be able to provide what consumers need as a basis for consumer decision making. (Hamdun et al., 2022). This encourages every place to try hard to produce the best products that can attract consumer interest.

The connection between consumers and products will produce a form of consumer behavior which is called a purchasing decision. Bukalapak is a business in the online shop sector that seeks to take advantage of opportunities to achieve company goals in gaining profits. (Iman Prayoga & M. Rachman Mulyandi, 2020). Bukalapak was founded in 2010 and continues to experience quite rapid development. The Bukalapak company is intended as a market place to support medium and small business actors. Bukalapak has now transformed into an all-commerce platform by developing its business into various sectors, such as logistics, online to offline (O2O), financial services, and business to business (B2B) (Sera et al., 2023).

Of the several existing e-commerce platforms, according to the Databoks website (2023), Bukalapak is the e-commerce with the lowest sales, namely 18.07 million compared to Shopee e-commerce of 157.97 million, Tokopedia of 117.03 million, Lazada amounted to 83.23 million, Blibli amounted to 25.43 million as can be shown in Figure 1.



**Figure 1.** Average Site Visits Per Month (Databoks, 2023).

Bukalapak's advantages are that it is always fast in delivering and innovating, its stock management is very accurate; stock will be reduced while waiting for payment, and if payment is cancelled, stock will be returned. This is done to prevent buyers from paying for items that are out of stock (Linton et al., 2020). However, there are also shortcomings with Bukalapak, namely that overall, the number and variety of goods is very limited when

compared to other e-commerce. Product descriptions on Bukalapak are very minimal so to find out more information about the product or delivery, consumers have to ask the seller directly (Yusuf et al., 2020). Based on a strong explanation of the background that has been described, Bukalapak's sales are the lowest compared to other e-commerce. With this, researchers are interested in conducting further research to determine a solid marketing mix strategy to exceed sales levels at Bukalapak. This research concentrates on evaluating the impact of marketing mix strategies on consumer satisfaction at Bukalapak which will ultimately influence consumer loyalty at Bukalapak.

The conceptual issue in this research is because there are differences in research results. Some say that the marketing mix has a very good effect on satisfaction, including Nabilah (2020) who said that customer satisfaction has a clear and positive impact on the desire to repurchase products at Bukalapak. According to (Afnina & Hastuti, 2018) shows that there are five main points that influence consumer satisfaction, namely emotional aspects, product quality, cost, service quality and price. This research shows that the marketing mix consisting of promotion, product and location has a positive impact on consumer satisfaction. However, there is previous research which states that the marketing mix has a negative influence on satisfaction, including Nasution (2011) who stated that location has a negative impact which does not have enough influence on customer satisfaction. This research explains that increasing distance from locations can reduce customer satisfaction levels, while price is an important factor in product purchasing decisions.

Contradictions in research results are also found in the variable satisfaction with loyalty, for example Harnoto (2014) who said that customer satisfaction has a drastic effect on customer loyalty. This is in line with Hermawan's (2017) findings that satisfaction has a significant influence on visitor loyalty. However, there are conflicting findings where satisfaction has a negative effect on loyalty, such as Palilati (2007) which shows that increasing customer dissatisfaction will result in decreasing customer loyalty.

## LITERATURE REVIEW

### Marketing Mix

The marketing mix is a fundamental principle in the marketing field that motivates desired behavior and helps achieve marketing goals in target markets through managing a combination of mix elements (Lim, 2020). The marketing mix, including price, is a flexible element in the marketing mix, which can change according to time and location (Owen et al., 2023). In fact, according to Neil Borden (1964) the marketing mix conceptual framework is marketing procedures and policies that marketers can rely on when designing marketing programs. Borden (1957) originally identified 12 controllable marketing elements including product planning, packaging, display, service, pricing, promotion, personal selling, advertising, branding, distribution channels, analysis, information retrieval, and physical handling. If managed well, these elements can produce desired outcomes, such as customer support and profitability. However, Jerome McCarthy (1960) distilled these 12 marketing



mixes into a simpler scheme containing four elements which are better known as the 4Ps, namely promotion, product, location and price.

Some marketing experts have now recognized the need for a stronger classification of the marketing mix that can stimulate conceptual and contextual integration. Thus, marketing experts have proposed new forms that take into account the specifics of marketing in various contexts, for example consumer and relationship marketing in services, retail, industry, electronics and education (Festa et al., 2016).

The marketing mix for integrated services consists of 10 controllable marketing variables, namely 10P, including product, price, place, promotion (4P) from McCarthy (1960) plus 3P, namely people, process, physical evidence from Booms and Bitner (1960). 1981) to capture service specificity; and the new 3Ps, namely packaging, partnerships and policies. The 10P marketing mix assumes a business-oriented approach due to the need to integrate framework solutions within the business environment (e.g., sales and purchasing service providers) to better satisfy the needs, wants, customers, and stakeholders.

Marketing mix elements (Robby & Angery, 2021) including partnership, price, promotion, physical evidence, place, process, product, packaging, policy, people. The meaning of each element is explained as follows:

1. *Partnerships*, meaning that integrated care involves the delivery, management and organization of cooperative health and social care solutions between professionals and institutions to provide integrated care
2. *Price*, means the amount that must be paid by the customer to the service provider to receive the service solution.
3. *Promotion*, meaning the activities carried out and the tools used by service providers to convey information and communicate with consumers about the service solutions offered to encourage consumers to buy the product.
4. *Place*, means the distribution methods and sales points or intermediary channels adopted by integrated service providers to provide service solutions to consumers.
5. *Physical Evidence*, the meaning in integrated care represents a tangible component of an integrated care service offering
6. *Process*, meaning that integrated services describe the operating and tracking procedures and systems used by integrated service providers in providing services including follow-up effectively and efficiently
7. *Products*, means service solutions offered and sold by integrated service providers.
8. *Packaging*, this means the use of packaging to protect products from damage, to attract aesthetic attention from customers, and to support automation in information management in the retail and logistics sectors.
9. *Policy*, The meaning of integrated services includes a statement of intent that regulates the formation of partnerships and development of processes in integrated services. In essence, policies are adopted by the board or governance body for integrated services, which plays a critical role in developing and simplifying the integration procedures and protocols necessary to deliver, manage, and govern the combination of services.

10. *People*, means personnel who are directly and indirectly involved in interactions with consumers and stakeholders during the delivery of management.

According to (Gofur, 2019) there are five core causes of consumer satisfaction that need to be considered, namely emotional aspects, service quality, product quality, cost and price. This finding is in line with other research (Amilia & Novianti, 2016) this research explains that the marketing mix including location, promotion and product has a positive impact on consumer satisfaction. However, there is previous research which states that the marketing mix has a bad or negative impact on feelings of satisfaction, including Nasution (2011) who stated that location has a negative impact which does not have enough influence on customer satisfaction. This research explains that increasing distance from locations can reduce customer satisfaction levels, while price is an important factor in product purchasing decisions. Previous research states that product quality is the element that has the greatest impact on satisfaction levels compared to other marketing mix elements (Hidayat, 2002). With this, the first hypothesis, proposed is H1. The marketing mix has an influence on customer loyalty.

### **Consumer Satisfaction**

According to Keller and Kotler in Priansa (2018), consumer satisfaction is a feeling of satisfaction or dissatisfaction that arises after comparing the results of the product received with existing expectations with actual results. Consumer satisfaction itself can be defined as an overall assessment of goods or services based on purchasing and consumption experiences over a certain period of time (Mastura & Rahayu, 2023). Apart from that, Priharto (2020) stated that customer satisfaction is the extent to which consumers feel satisfied after comparing the service or product they receive with their expectations. Meanwhile, Kasmir (2016) stated that a customer's sense of satisfaction is an assessment of products and services after using them, compared to before using them. Thus, it can be concluded that if the quality of the company's work matches the customer's description, the customer will be satisfied. On the other hand, if the quality of the company's work does not meet the customer's description, then the customer will not feel satisfied at all. Customer satisfaction is a crucial element in company performance, because this satisfaction adds value to the company's work results.

According to Priansa (2017), there are five elements that influence consumers' sense of satisfaction, namely:

1. Experience

Consumers' perceptions of a brand are influenced by their previous interactions with various products or services, which may differ from the experiences of others.

2. Hope

Before making a purchase, consumers have formed certain expectations about the product or service. As the transaction progresses, they expect that what they obtain will match their anticipations, desires, and beliefs. The level of consumer satisfaction will increase if the product or service received meets or exceeds their expectations.



### 3. Comparison

Consumers tend to evaluate by comparing their initial expectations of the performance of a product or service with their actual experience after using it. The level of satisfaction will increase when reality exceeds or at least matches initial expectations.

### 4. Performance

The performance in question relates to consumers' real experiences when using products or services, regardless of their initial expectations. Consumer satisfaction will be achieved when the actual performance of the product or service is proven to be satisfactory.

### 5. Confirm and be confirmed.

There are two possible outcomes: confirmation or disconfirmation of expectations. Confirmation occurs when product performance is in line with consumer expectations, while disconfirmation occurs when actual performance does not match expectations. In this situation, consumers tend to feel satisfied if confirmation occurs, and conversely feel dissatisfied if disconfirmation occurs.

According to (Asbar & Saptari, 2017) customer satisfaction assessments can be measured through three indicators that cover various customer satisfaction quality attributes, namely:

#### 1. Attributes related to product (Attributes related to product).

Includes goods consumption, use, ownership, or provision that may be physical or non-physical, including aspects such as packaging, color, retailer or manufacturer reputation, as well as all services offered in the market. Products marketed include services, physical goods, ideas, locations, and organizations.

#### 2. Attributes related to service.

Refers to factors that influence customer satisfaction related to after-sales service. Post-purchase evaluation begins after the customer selects and uses the product. The post-takeover process includes five main elements: loyalty, customer satisfaction or dissatisfaction, product disposal, complaints, and product consumption. During this period, customers use the product and gain experience, which further influences their level of satisfaction or dissatisfaction.

#### 3. Attributes related to purchase (Attributes related to purchase).

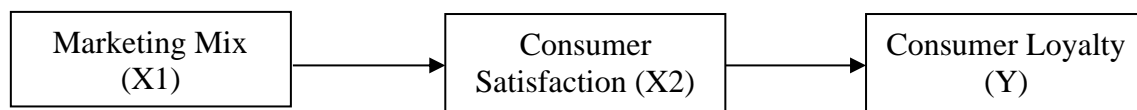
In the decision-making process in purchasing, consumers are faced with various marketing incentives and are in conditions that influence their choices that are far beyond the company's control. In addition, consumer decisions are influenced by various factors, such as quantity, time, brand, store and product, which influence the decision outcome. This attribute includes elements of customer satisfaction related to the services provided before and during the purchasing process.

Research result (Gultom et al., 2020) shows that customer satisfaction has a strong influence on customer loyalty. According to (Hidayatullah et al., 2021) it is known that customer satisfaction has a good and positive and quite significant influence on the level of loyalty of customers who visit the Wendit tourist destination in Malang Regency. Then, (Hartono, 2013) said that customer satisfaction has a clear contribution to customer loyalty.

Furthermore, Hermawan (2017) explained that satisfaction has a strong influence on visitor loyalty. This is in line with research, consumer satisfaction directly influences loyalty when consumers are able to assess the quality of their experience with a product or service (Selnes, 1993). With this, the second hypothesis proposed is H2. Customer satisfaction has an influence on consumer loyalty.

### Consumer Loyalty

Customer loyalty can be recognized through repeat purchases, and this definition was later expanded by (Zahara, 2020) Referring to the loyalty theory designed by Gudynaite et al. Loyalty marketing techniques have long been considered as a way of purchasing from brands that consumers consistently repeat. According to (Rahayu & Damayanti, 2024) Challenges in communicating with customers, employees and other related parties effectively often hamper efforts to maintain customer loyalty and reduce Kotler and Keller's product innovation in (Zahara, 2020) Loyalty can be defined as a form of customer commitment to continue buying certain services or products in the future, even though there are conditions or marketing efforts from competitors that might encourage customers to move to another company. According to Griffin (2010), there are four dimensions of consumer loyalty, namely: a) repurchasing products or services, b) purchasing products from the company, c) recommending or disseminating product information to others, and d) demonstrating the superiority of the product or try other products and services. Meanwhile, Orel & Kara (2014) in Muhammad & Mardian (2020) identified indicators of customer loyalty as: a) repeat purchases and services, b) recommending the company to those closest to them, c) making the company the first choice, and d) speaking positively about the company.



**Figure 2.** Research Conceptual Framework

### METHOD

In this research, a quantitative approach method with descriptive analysis was chosen. The data collection technique is used by distributing online questionnaires by compiling closed questions which respondents must answer by choosing from one of the answers provided on the Google Form. The scale used is a Likert scale with a score of 1 meaning strongly disagree and a score of 5 meaning strongly agree. This research consists of two independent variables, namely the marketing mix which consists of 47 consumer satisfaction items and statements which consist of 3 statement items, as well as one dependent variable, namely consumer loyalty which consists of 5 statement items. The unit of analysis is the individual who is a Bukalapak consumer. The population of this research is Bukalapak consumers, numbering 18 million (Databoks, 2023). Based on the Slovin formula, it is explained that the minimum number of samples is 100 respondents. However,



the number of samples used was 200 respondents. The sample selection technique was carried out using a random sampling method.

## RESULTS AND DISCUSSION

### Validity Test

Aims to determine the validity of the questions from each variable. This process involves a comparison between the rcount value compared to the rtable value, where an item is considered valid if the rcount value exceeds the rtable value. The results of this test can be found in Table 1 below.

**Table 1. Validity Test**

Variable	Question Items	r count > r table (0.1388)	Information
Marketing Mix (X1)	X1.1	0.826	Valid
	X1.2	0.808	Valid
	X1.3	0.756	Valid
	X1.4	0.701	Valid
	X1.5	0.689	Valid
	X1.6	0.779	Valid
	X1.7	0.748	Valid
	X1.8	0.763	Valid
	X1.9	0.558	Valid
	X1.10	0.667	Valid
	X1.11	0.802	Valid
	X1.12	0.806	Valid
	X1.13	0.692	Valid
	X1.14	0.773	Valid
	X1.15	0.822	Valid
	X1.16	0.812	Valid
	X1.17	0.759	Valid
	X1.18	0.690	Valid
	X1.19	0.628	Valid
	X1.20	0.792	Valid
	X1.21	0.814	Valid
	X1.22	0.816	Valid
	X1.23	0.866	Valid
	X1.24	0.872	Valid
	X1.25	0.854	Valid
	X1.26	0.840	Valid
	X1.27	0.835	Valid
	X1.28	0.856	Valid
	X1.29	0.850	Valid



Variable	Question Items	r count > r table (0.1388)	Information
	X1.30	0.896	Valid
	X1.31	0.889	Valid
	X1.32	0.823	Valid
	X1.33	0.858	Valid
	X1.34	0.846	Valid
	X1.35	0.822	Valid
	X1.36	0.876	Valid
	X1.37	0.842	Valid
	X1.38	0.841	Valid
	X1.39	0.873	Valid
	X1.40	0.857	Valid
	X1.41	0.893	Valid
	X1.42	0.864	Valid
	X1.43	0.860	Valid
	X1.44	0.871	Valid
	X1.45	0.881	Valid
	X1.46	0.812	Valid
	X1.47	0.802	Valid
Consumer Satisfaction (X2)	X2.1	0.926	Valid
	X2.2	0.889	Valid
	X2.3	0.893	Valid
Consumer Loyalty (Y)	Y1	0.833	Valid
	Y2	0.888	Valid
	Y3	0.817	Valid
	Y4	0.938	Valid
	Y5	0.838	Valid

Source: SPSS Output (2024).

From the results of the validity testing summarized in Table 1, it appears that all question items from the marketing mix variables, consumer satisfaction, consumer loyalty have a calculated value of  $r > r$  table with a range of 0.558-0.938. With this, it can be said that all the statements that have been described are valid and can be used for subsequent testing.

### Reliability Test

In this test, a variable can be reliable if the Cronbach's Alpha value is  $> 0.60$ .

**Table 2. Reliability Test**

Variable	Cronbach's Alpha (0.6)	Information
Marketing Mix (X1)	0.988	Reliable



Customer Satisfaction (X2)	0.887	Reliable
Customer Loyalty (Y)	0.928	Reliable

Source: *Outputs SPSS (2024).*

Table 2 shows that for all variables, namely the marketing mix, the value of Cronbach's alpha for each variable is  $> 60$ , so it can be said that the reliability test is declared reliable.

### Normality Test

The purpose of the test is to determine whether the regression model that will be used follows a normal or non-normal distribution. Whether the distribution is normal or not can be seen below.

**Table 3.** Normality Test  
 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals	
N		200	
Normal Parameters, b	Mean	.0000000	
	Std. Deviation	2.95195160	
Most Extreme Differences	Absolute	,085	
	Positive	,059	
	Negative	-.085	
Statistical Tests		,085	
Asymp. Sig. (2-tailed)c		,100	
Monte Carlo Sig. (2-tailed) d	Sig.	,001	
	99% Confidence Interval	Lower Bound	,000
		Upper Bound	,002

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: SPSS Output (2024).

From the table above, it is known that the normality test has a significant value of  $0.10 > 0.05$ , therefore it can be explained that the residual value is normally distributed. This shows that the assumption of normality is met.

### Multicollinearity Test

This test is to find out whether there are independent variables that have a relationship between other independent variables in one module. If the VIF value is  $< 10$ , then it is said that there is no multicollinearity.

**Table 4. Multicollinearity Test**

Model	Coefficients <sup>a</sup>					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF		
	B	Std. Error	Beta	t			Sig.	
1	(Constant)	,742	,996		,746	,457		
	X1	,030	.012	,247	2,469	.014	,189	5,304
	X2	,959	,170	,564	5,648	<.001	,189	5,304

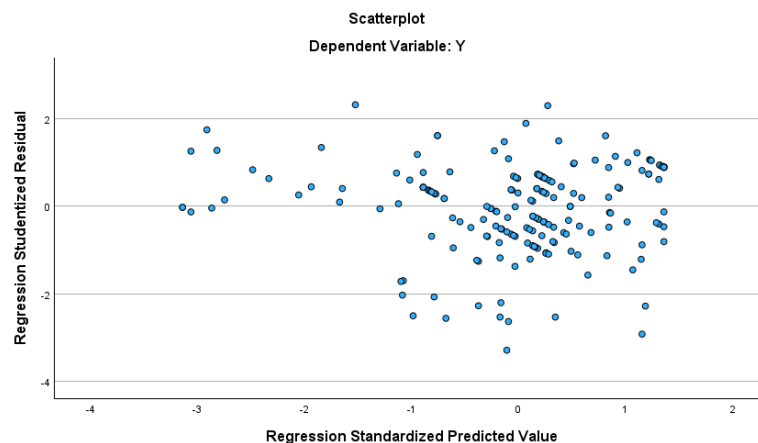
a. Dependent Variable: Y

Source: Outputs SPSS (2024).

From the results shown in the table, it shows that X1 and X2 have a tolerance of more than 0.1 and the VIF value for variable. Because these two variables have a VIF value of no greater than 10 and have a tolerance value of more than 0.1, it can be said that there are no signs of multicollinearity.

**Heteroscedity Test**

The aim is to determine whether there may be differences in variance between one observation and other observations in the regression model.



**Figure 2. Heteroscedity Test**

The results of the heteroscedity test show that the distribution of the dots is not patterned. This shows that the data can be declared homoscedastic. Because the best method model is data in which heterocodity is impossible.

**Multiple Linear Regression Test**

To determine whether each independent variable provides a clear impact on the dependent variable, multiple linear regression analysis can be used. In this research, the



multiple linear regression model used is marketing mix (X1) and consumer satisfaction (X2) as the dependent variable and consumer loyalty (Y) as the independent variable. Based on the data processing that has been carried out, using SPSS version 25.00, it can be seen from the following table.

**Table 5.** Multiple Linear Regression Test

Model		Coefficients <sup>a</sup>				Collinearity Statistics		
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	Q	Sig.	Tolerance	VIF
1	(Constant)	,742	,996		,746	,457		
	X1	,030	.012	,247	2,469	.014	,189	5,304
	X2	,959	,170	,564	5,648	<.001	,189	5,304

Source: *Outputs SPSS* (2024).

These results are applied in a multiple linear regression equation, which produces the formula:  $Y = 0.742 + 0.030(X1) + 0.959(X2)$ . So, from the regression equation it can be stated that, a constant value of 0.742 shows that if the value of the independent variable remains constant, then consumer loyalty will increase. X1 0.030 has a positive relationship that shows that if the marketing mix experiences growth, it is accompanied by an increase in consumer loyalty as much as 0.030 with the opinion that other variables are said to be constant. X2 of 0.959 has a positive relationship which shows that if consumer satisfaction experiences growth it is accompanied by an increase in consumer loyalty of 0.959 with opinions while other variables are said to be constant.

## Hypothesis Testing

### t test

A partial test was carried out to understand the influence of each of the variables X1 and The following are the results of the t test. From table 5 above it can be concluded:

1. From the results of the marketing mix t test (X1) it is explained that  $t_{count} > t_{table}$  2.469 > 1.972. By having a clear value of 0.014 < 0.05 which explains that through partial methods the marketing mix has a good and positive and quite clear effect on consumer loyalty.
2. From the consumer satisfaction t test (X2) it is explained that  $t_{count} > t_{table}$  5,648 > 1.972. By having a significant value of 0.001 < 0.05 which explains that through partial methods consumer satisfaction has a good and positive and quite clear effect on consumer loyalty.

### F test

Testing is used to evaluate the possibility of the overall independent variable influencing the dependent variable.

**Table 7. F test**  
ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2947.410	2	1473.705	167,419	<.001b
	Residual	1734.090	197	8,802		
	Total	4681,500	199			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: *Outputs* SPSS (2024).

Based on the results, the value is quite clear or significant below 0.05 and the value of  $f_{count} > f_{table}$   $167,419 > 3.04$ . which indicates that there is an impact between the marketing mix variables (X1) and consumer satisfaction (X2) on the consumer loyalty variable (Y).

### Coefficient of Determination Test

Functions to determine the level of effectiveness of the regression model in explaining variations in the dependent variable. Described in the table below:

**Table 8.** Coefficient of Determination Test  
Model Summary b

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	.793a	.630	.626	2.96690	2,027

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: *Outputs* SPSS (2024).

In the results above, the R Square value is 0.630. From this value the contribution of the independent variable can be 0.630 or 63%. It can be interpreted that the consumer loyalty variable is influenced by marketing mix variables and consumer satisfaction explains 63%, while the remaining 37% is impacted by other variables which were certainly not explored in this research.

## CLOSING

### Conclusion

From the results obtained from this research that has been carried out, conclusions are found, namely:

1. The Marketing Mix variable (X1) gives positive results and has a strong influence on Consumer Loyalty, with this the implementation of a positive and good Marketing Mix will be able to support Bukalapak's company targets.



2. The Consumer Satisfaction variable (X2) has a positive and clear effect on Consumer Loyalty. This shows that Bukalapak needs to pay more attention to consumer satisfaction to achieve consumer loyalty. This can be encouraged by providing the best service.
3. Simultaneously, each Marketing Mix Variable (X1) and Consumer Satisfaction (X2) has a good, positive and quite clear or significant connection to Consumer Loyalty (Y) in the Bukalapak company.

### Suggestion

Based on the results found in the research that has been studied. Researchers can suggest to the Bukalapak company:

1. Companies should further improve aspects of their marketing mix so that the goals set by the company can be realized as quickly as possible.
2. Companies can improve the level of service, promotions and other strategies to maintain and increase the level of consumer satisfaction.

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