

ANALYSIS OF FACTORS INFLUENCING THE MARKETING MIX OF WEDDING VENDORS IN THE NEW NORMAL ERA IN MANADO PUREHEART

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ABSTRACT

Pureheart Wedding is a type of service in organizing weddings in Manado City. Pureheart Wedding provides good service and maximum service every time they carry out their work. Covid-19 that hit the world has changed everything, including the world order towards daily activities. This also applies to Pureheart Wedding, where Pureheart Wedding applies a lifestyle in the new normal era for consumers of Pureheart Wedding products and services. Marketing Mix variables which include Product, Price, Place, Promotion, People, Process, and Physical Evidence serve as a reference for Pureheart Wedding to serve its customers with maximum Service Quality. The purpose of this study is to analyze the influence of the Marketing Mix (Product, Price, Place, Promotion, People, Process and Physical Evidence) simultaneously or partially to the Quality of Service at Pureheart Wedding. Research using this quantitative method, as many as 57 people from 128 populations have been surveyed randomly as respondents. The results showed that the marketing mix (Product, Price, Place, Promotion, People, Process and Physical Evidence) has a positive and significant influence on service quality both simultaneously and partially.

Keywords: Marketing Mix, Service Quality, New Normal

INTRODUCTION

Background of the problem

In this digital era, people are trying to open up business opportunities by utilizing information and communication technology which has resulted in increasingly fierce business competition. There are several things that are made by the community, namely innovating and building the right marketing strategy so that the business can run consistently, so that what is targeted can be achieved.

Likewise with the Wedding Organizer which is a forum for service providers who provide special services for their customers, starting from planning to the implementation stage of an event. The Wedding Organizer provides various information related to various things needed at the time of the wedding. The Wedding Organizer provides several solutions ranging from make-up, decoration, pre-wedding, building, catering and everything that can be needed during a wedding. Especially for decoration, in big cities in Indonesia there are many companies engaged in providing Wedding Decor services and services by displaying their advantages and innovations as well as attractive designs in their marketing. The service system provided is also very diverse in each company. However, until now, most of the companies engaged in the wedding décor sector still use a manual system, which means that every prospective couple or bride and groom who wish to order wedding décor services must come directly to the wedding décor office. One of the big cities that is currently developing in the field of wedding décor is the city of Manado. The reason for taking this research is because in Manado City there are quite a lot of enthusiasts for wedding décor, this can be seen from the data on the use of wedding décor services which also work with several hotels in Manado City. Pure Heart Wedding Décor itself is one of the organizers for wedding events in the city of Manado, has collaborated with the Novotel Hotel in organizing these events. Pure Heart Wedding has been established since 2019, there are quite a lot of enthusiasts who use this wedding décor service. Users of this service increased rapidly at its inception, but in 2020 during the Covid-19 pandemic there was a decline in the business services of this business. This has also made the company

think hard about attracting the public's attention to using this service product, including making several attractive advertisements through Instagram ads and promotions at several wedding exhibitions.

Table 1. Data on the Use of Pureheart Wedding Services for the 2019-2022 Period

yr	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	dec	Total
2019	3	5	5	1	8	2	3	6	5	6	7	2	47
2020	0	5	3	1	0	3	4	2	1	0	1	10	30
2021	6	0	3	5	2	0	2	2	0	3	2	5	30
2022	0	0	2	3	5	1	3	2	2	3			21
Total													128
Average value													2,8

Source: Company Internal Data 2022

Based on the data in table 1, there has been a decrease in the use of Pureheart Wedding services. For this reason, the company is trying to find the best way out to be able to deal with this situation. This decline even had a very big impact on Pureheart Wedding during the Covid-19 pandemic. Pureheart Wedding also provides several offers, where these offers vary greatly and also affect the price of the services offered (Table 2).

Table 2. List of Prices for Using Pureheart Wedding Services Before and After New Normal for 100 Pax Packages

No.	Product name	Prices Before New Normal	Prices after New Normal
1.	Decoration Premium Choice	18,990,000	15,192,000
2.	Wedding Package Premium Choice	45,990,000	37,792,000
3.	Chapel & Dinner Package	35,990,000	28,792,000
4.	New Rustic Wedding	65,000,000	52,000,000
5.	Moonlight Romance Wedding	60,000,000	48,000,000
6.	Forest Princess Wedding	45,000,000	36,000,000
7.	Novotel Chapel Weddings	55,000,000	44,000,000
8.	Novotel Indoor Weddings	55,000,000	44,000,000

Source: Company Internal Data 2022

Even though there is a price reduction, the quality of service from Pureheart Wedding is still maintained for customer satisfaction.

Based on the background above, the writer is interested in taking the title "Analysis of Factors Affecting Vendor Wedding Marketing Mix in the New Normal Era at Pureheart Wedding."

Research purposes

Based on the background above, the objectives of this study are:

1. To analyze the influence of Product, Price, Place, Promotion, People, Process and Physical Evidence of Wedding Vendors simultaneously on the quality of service at Pureheart Wedding in the New Normal era?
2. To analyze the influence of Vendor Wedding Products partially on service quality at Pureheart Weddings in the New Normal era?
3. To analyze the influence of Vendor Wedding Prices partially on service quality at Pureheart Weddings in the New Normal era?
4. To analyze the influence of Vendor Vendor Vendors partially on service quality at Pureheart Weddings in the New Normal era?
5. To partially analyze the influence of Wedding Vendor Promotion on service quality at Pureheart Weddings in the New Normal era?
6. To analyze the influence of Wedding Vendor People partially on service quality at Pureheart Weddings in the New Normal era?

7. To analyze the influence of the Wedding Vendor Process partially on service quality at Pureheart Weddings in the New Normal era?
8. To analyze the effect of Physical Evidence of Wedding Vendors partially on service quality at Pureheart Weddings in the New Normal era?

LITERATURE REVIEW

Marketing Management

Kotler and Keller (2012: 26), stated "Marketers must decide what features to design into a new product or service, what prices to set, where to sell product sales, the internet or mobile marketing. According to Kotler and Keller (2012: 27) "Marketing management as the art and science of choosing your target market getting, keeping and growing customers through creating, delivering and communicating superior customer value." It can be concluded that marketing management is a science related to how to generate revenue for the company through planning, developing and maintaining existing.

Marketing Mix

The task of a marketer is to develop a program or marketing plan to achieve the goals desired by the company. The marketing program consists of a number of satisfactions about the mix of marketing tools that have been used. According to Kotler and Armstrong (2016: 17), the marketing mix is a set of tactical marketing tools that companies combine to produce the desired response in the target market itself. The concept of the marketing mix according to Lupiyoadi (2013: 148) offers services with a marketing mix consisting of 7 marketing tools known as 7p namely; Product, Price, Place, Promotion, People, Process, and Physical Evidence.

Product

Products are one of the important factors in marketing activities, this is allowed for products to be one of the things that directly interact with consumers, so that consumer satisfaction also depends on how product quality can be obtained by consumers. According to Kotler and Armstrong (2016: 17) a product is anything that is offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. The basis for decision making can be seen through product attributes, namely product elements that are considered important by consumers and used as the basis for decision making including (brand, packaging, guarantee, service and others).

Price

According to Kotler and Armstrong (2008: 345) price is the amount of money charged for a product or service, or the amount of value exchanged by customers to obtain the benefits of owning or using a product or service. Price is the only element of the marketing mix that generates sales revenue, while the other elements are only elements of cost, but pricing is an important issue, there are still many companies that are imperfect in dealing with the pricing problem. (Assauri, 2011: 223).

Place

Kotler and Armstrong (2016: 78) state that location includes company activities that make the product available to the target market. Rambat Lupiyoadi (2013: 42), location relates to where the company must be headquartered and carry out its operations or activities. Location is one of the most important factors influencing the development of a business. A strategic location will bring in a lot of consumers so as to be able to increase sales and turnover graphs.

Promotion

Promotion communicates useful information about a product or service to influence potential buyers. Products or services produced can be known by customers, efforts are needed to communicate these products or services. Kotler and Armstrong (2010: 174) explain that promotion aims to attract consumers to try new products, lure consumers to leave competing products, or to make consumers leave products that are already ripe, or to hold or reward loyal consumers. According to Kotler and Armstrong

(2016: 205) the indicators of promotion are as follows: 1. Advertising (Advertising) 2. Sales Promotion (Sales Promotion) 3. Target Consumers (Direct Marketing) 4. Publicity (Publicity).

Person

People in this case are a mix of the target market and the people directly related to the business. Thorough research is important to find out if there are enough people in the market you plan to market for the types of products and services you make. According to Wardana (2017: 44), people or people functioning as service providers greatly affect the quality provided. Decisions in people are very meaningful with respect to the selection, training, motivation and management of human resources. According to Hurriyati in Didin and Firmansyah (2019: 186), people / actors in services are people who are directly involved in carrying out all company activities, and are factors that play an important role for all organizations.

Process

In addition to managing human resources, management of business processes within the company is also a very important thing to consider in running a business. Process is the producer, mechanism or flow that consumers need to do to use a service. For simplicity, the process is the consumer's experience from the beginning of knowing the product until he makes a purchase and even uses the service. Adam (2015: 99) suggests that "process elements have meaning, namely a company's efforts, in carrying out and carrying out activities to meet the needs and desires of its customers. The indicators used for the process itself refer to Ramadhanti's research (2017), namely obtaining goods/services and transactions/payments.

Physical Evidence

When you are going to create a company, physical evidence in the form of the existence of a company building is an important thing to pay attention to. Physical Evidence according to Kotler (2011) is evidence owned by service providers that is addressed to consumers as a consumer value-added suggestion. Ratih Nurhayati (2005:64) argues that physical evidence is a physical facility that significantly influences the decision to buy and use goods or services. Physical evidence is a state or condition which also includes the atmosphere of the shoe laundry. This will further strengthen the existence of these services. Due to the existence of physical supporting facilities, the customer will better understand the services offered.

Service quality

The definition of service quality or service quality is centered on efforts to fulfill customer needs and desires and the accuracy of their delivery to offset customer expectations. According to Tjiptono (2002:59) are as follows: Service quality is the level of excellence expected and control over the level of excellence to fulfill. Rangkuti (2013), service is an effort to meet customer expectations and attitudes that can lead to satisfaction. Based on the definition of service quality above, it can be seen that there are two main factors that influence service quality, namely the service expected (expected service) by consumers and services received or perceived (perceived service) by consumers or the results perceived by consumers.

Previous Research

Dewi, et.al. (2021). The purpose of this study was to study how to apply the marketing mix strategy to the wong jowo by tiwi meatball business during the global covid-19 pandemic. The results of the study show that the application of the 7P marketing mix method can provide development to the business run by UMKM Bakso Wong Jowo By Tiwi.

Girl and Nur (2020). The purpose of this study was to determine the 7P marketing mix in influencing consumer purchasing decisions in the Makassar giant express retail industry. The results showed that the 7P marketing mix had an influence of 0.496 on purchasing decisions with the remaining 50.4% being influenced by variables outside the variables in this study.

Ibadiyah et.al. (2022). This research is based on the fact that educational institutions are always interesting to study. Based on the research results it was found that; 1) The people in the marketing mix of the school's marketing strategy are the most basic, namely selection of new student admissions, having

superior graduate competence, excelling in the field of the Qur'an as a guide for Muslims, and financial services that are responsible, friendly, and fast. 2) The process in the marketing mix for school marketing strategies through the implementation of Islamic boarding schools, then promotion through websites, brochures, social media. Then publication through spiritual teachers, and promotion through the sister school program. 3) Physical evidence in the marketing mix of the school's marketing strategy is having a strategic school location, a clean and green environment,

Pramasty et.al. (2022). This study aims to describe and analyze the marketing mix and service quality on customer satisfaction at BRI Palopo Branch. The results of this study indicate that the marketing mix has a significant effect on customer satisfaction of 0.619 units with a t-value: 8.400 > t-table 1.666 with a P-value of 0.000 <0.05. Service quality has no significant effect on customer satisfaction by 0.103 units with t-value: 0.632 <t table 1.666 with P-value 0.527> 0.05. The magnitude of the combined influence of marketing mix (X1) and service quality (X2) on customer satisfaction (Y) is 40.6 percent, while 59.4 percent is influenced by other variables not observed in this study.

Cape (2021). This study examines the analysis of the influence of the marketing mix (7P) on purchasing decisions at snack center stores. The results of the study show that product and price have a significant effect on purchasing decisions at Jajan Sentra Stores, while Promotion, Place, People, Process, and Physical Evidence do not. These results can be used as a basis for developing related strategies because they will further affect the company's sales and profit turnover.

Research Model and Hypothesis

Based on the background of the theoretical review problem, the model in this study is as follows:

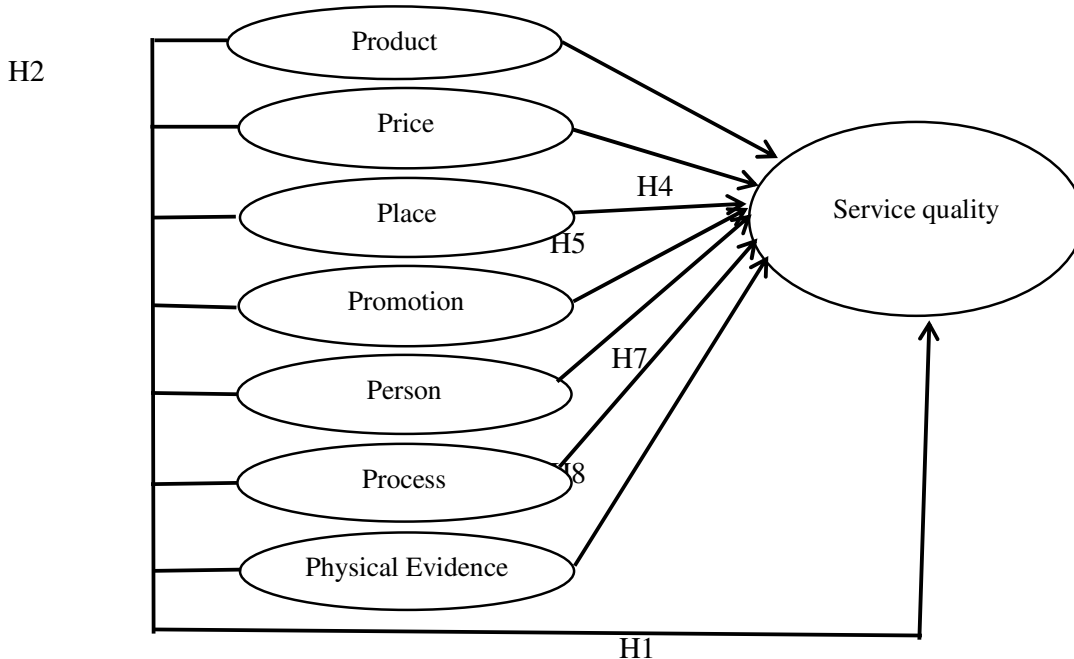


Figure 1. Research Model
Source: Literature Review, 2023

Based on the research model above, the formulation of the hypothesis in this study includes, it is suspected:

- H1 : There is an influence of product, price, place and promotion on service quality
- H2: There is an influence of the product on service quality
- H3: There is an effect of price on service quality
- H4: There is an influence of place on service quality
- H5: There is an influence of promotion on service quality
- H6: There is an influence of people on service quality
- H7: There is a process effect on service quality
- H8: There is an effect of physical evidence on service quality

RESEARCH METHODS

Types of research

Research studies in terms of the level of explanation are included in the type of research that is categorized as quantitative research with the type of research that is associative. According to Sugiyono (2016: 36) associative is a research problem formulation that asks the relationship between two or more variables. Through associative research, a theory can be built that functions to explain, predict, and control a phenomenon.

Location or Research Object

This research was conducted at the location of the business activities of Pureheart Wedding products and services in Manado City and its surroundings.

Population and Sample

Sugiyono (2016: 80) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population of this researcher is those who have used Pureheart Wedding services.

The sampling technique for this study was carried out by means of probability sampling. According to Sugiyono (2016: 82) Probability Sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample. The taking of sample members from the population is done randomly without regard to the existing strata in the population.

Data source

Sugiyono (2014) states that primary and secondary data are sources of research data obtained indirectly through intermediary media. The data sources in this study are primary data and secondary data.

1. Primary Data, is data that can be obtained from the object that we will examine directly. In this study, primary data was obtained from respondents by distributing questionnaires online (Google Form) to those who had used the services of Pureheart Wedding, who were the respondents in this study.
2. Secondary data itself is data obtained from outside the object of research, but has a fairly close relationship with the data that has been collected either directly or indirectly. Secondary data itself is used by researchers to provide additional descriptions, complementary descriptions and for further processes. Secondary data is taken directly from supporting media such as the internet or related articles.

Validity and Reliability of Research Instruments

The data used in this study is an important thing as the only source of information for problems, so whether or not the data is correct can affect the research results. Data which is a description or reality of the variables studied must be guaranteed for the level of truth so that the research results can be said to be accurate. Whether or not the data is collected and will be processed, the right and correct instrument will meet the two important requirements that exist, namely validity and reliability.

According to firm (2004: 27) that reliability is related to trust in the test equipment, the requirement for the reliability of an instrument or the stability between the results of observations and instruments can be seen through a significant value. Whether or not an instrument item is valid can be determined by comparing the Pearson product moment correlation index with a significance level of 5%. If

the significance of the correlation results is less than 0.05 (5%) then it will be declared valid and vice versa will be declared invalid.

Testreliability is the level of stability of a measuring device in measuring a symptom or event. If the higher the reliability of a measuring instrument, the more stable the measuring instrument will be and vice versa if the reliability of the gauge is lower, then the tool will certainly not be stable in measuring a symptom. There is also another method for measuring a level of reliability by using the Alpha Cronbach method, this reliability test is measured based on an alpha scale whose value is between 0 to 1. Opinion of Triton (2006: 248) if the scale is grouped into five classes with the same range then the results of the alpha stability measure can be interpreted as follows:

Table 3. Reliability Level Based on Alpha Value

Alpha	Reliability Level
0.00 to 0.20	Less Reliable
>0.20 to 0.40	Somewhat Reliable
>0.40 to 0.60	Reliable enough
>0.60 to 0.80	Reliable
>0.80 to 1.00	Very Reliable

Source: Triton (2006)

The reliability formula in this study uses the Cronbach Alpha Coefficient formula based on the theory of (Arikunto, 2002) with the provisions:

1. If the Cronbach's Alpha coefficient (α) < 0.6 then the questions or statements will be declared unreliable.
2. If the Cronbach's Alpha coefficient (α) > 0.6 then the questions or statements will be declared reliable.

Operational Definition of Variables and Indicators

1. Product (X1) in this case the product in question is a list for decoration in every event offered by PureHeart Wedding. The indicators that can be used to measure product variables in this study are: Performance, Durability, Conformance to specifications, Features, Reliability, Aesthetics, Perceived quality, Serviceability.
2. Price (X2) is how much money can be paid by PureHeart Wedding service users according to what is offered by the organizing services. The indicators attached to the price variable are: price affordability, price compatibility with product quality and price compatibility with benefits.
3. Venue (X3) is the location where the event is being held, in this case PureHeart Wedding in collaboration with Novotel Hotel. The indicators used in this study are: Access, Visibility, Traffic, Large and comfortable parking area. Expansion, Environment, Competition, and Government Regulation.
4. Promotion (X4) namely all activities related to the company's efforts to promote its tourism objects. Promotion indicators are: Advertising, Sales Promotion, Direct Marketing, and Publicity.
5. People (X5) is a combination of the target market and people directly related to the business. Indicators of People, namely: Service people, and Customers.
6. Process (X5) namely producer, mechanism or flow that consumers need to do to use a service. Indicators of the process are: Getting goods/services, and Transactions/payments.
7. Physical Evidence (X7) is evidence owned by a service provider addressed to consumers as a consumer value-added proposal. The indicators of physical evidence are: An Attention-creating medium, As a message-creating medium, and An effect-creating medium.
8. Service Quality (Y) is how the company creates good service so that consumers feel satisfied and feel their desires are well fulfilled. Indicators of service quality are: Reliability, Assurance, Tangibles, Empathy, and Responsiveness

RESEARCH RESULTS AND DISCUSSION

Results of Data Analysis

Validity and Reliability Test Results

Table 4. Validity and Reliability Test

Variable	Indicator	Correlation (r)		Coefficient	
		R	Status	Alpha Cronbach	Status
Product (X1)	Product 1	0.614	Valid	0.744	Reliable
	Product 2	0.566	Valid		Reliable
	Product 3	0.756	Valid		Reliable
	Product 4	0.826	Valid		Reliable
	Product 5	0.736	Valid		Reliable
	Product 6	0.712	Valid		Reliable
	Product 7	0.733	Valid		Reliable
	Product 8	0.667	Valid		Reliable
Price (X2)	Price 1	0.696	Valid	0.885	Reliable
	Price 2	0.655	Valid		Reliable
	Price 3	0.744	Valid		Reliable
Place (X3)	1st place	0.780	Valid	0.796	Reliable
	2nd place	0.604	Valid		Reliable
	3rd place	0.583	Valid		Reliable
	4th place	0.606	Valid		Reliable
	5th place	0.615	Valid		Reliable
	6th place	0.561	Valid		Reliable
	7th place	0.543	Valid		Reliable
Promotion (X4)	Promotion 1	0.608	Valid	0.689	Reliable
	Promotion 2	0.790	Valid		Reliable
	Promotion 3	0.793	Valid		Reliable
	Promotion 4	0.674	Valid		Reliable
People (X5)	Person 1	0.589	Valid	0.754	Reliable
	Person 2	0.746	Valid		Reliable
Process (X6)	Process 1	0.548	Valid	0.678	Reliable
	Process 2	0.698	Valid		Reliable
Physical Evidence	Physical Evidence 1	0.874	Valid	0.587	Reliable
	Physical Evidence 2	0.569	Valid		Reliable
	Physical Evidence 3	0.645	Valid		Reliable

Source: Primary data processed by SPSS 23, 2022

Based on table 4 it is shown that all statement items for variables are valid and have a correlation value greater than 0.5 according to what is implied. This means that all of these items can be used in further analysis. Then based on the results of the reliability test shown in table 5.4, all variables in this study are declared reliable. These results are in accordance with the proposed criteria, where the Cronbach Alpha coefficient value produced by each variable is greater than 0.6. So that data analysis can be continued to predict the relationship between variables according to the hypothesis proposed.

Classic assumption test

Testing several assumptions needs to be done before carrying out multiple regression analysis. It aims to obtain an unusual and efficient examination value (Best Linear Unbias Estimator/BLUE) from a multiple regression equation using the Least Squares method. The testing of several assumptions are as follows:

Normality test

The normality test is intended to test whether the data used in the study has a normal distribution.

Figure 2. Normality Test

Sember: Results of data processing, 2022

Based on Figure 2, the Normal PP Plot of Regression Standardized Residual graph illustrates the distribution of data around the diagonal line and the distribution follows the direction of the diagonal line, so the regression model used in this study fulfills the assumption of normality.

Multicollinearity Test

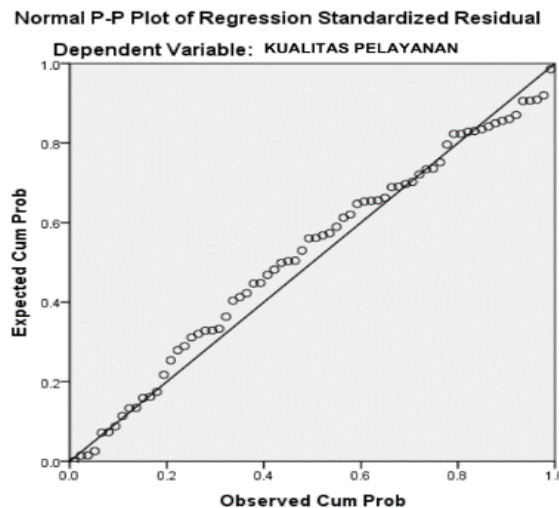
Multicollinearity is tested by calculating VIF (Variance Inflating Factor) values. If the VIF value is less than 5, then multicollinearity or non-multicollinearity does not occur.

Table 5. Multicollinearity Test

No	Free Variables	<i>tolerance</i>	VIF
1	Product (X1)	0.819	1,221
2	Price (X2)	0.819	1,221
3	Place (X3)	0.819	1,221
4	Promotion (X4)	0.819	1,221
5	People (X5)	0.819	1,221
6	Process (X6)	0.819	1,221
7	Physical Evidence (X7)	0.819	1,221

Source: Processed data, 2022

From table 5 the detection of multicollinearity can be seen from the calculation of the tolerance value which shows that there are no independent variables that have a tolerance value <0.10, which means there is no correlation between the independent variables whose value is more than 95%. The results of the calculation of the Variance Inflation Factor (VIF) value also show the same thing. There are no independent variables that have a VIF value > 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model, so the regression model is feasible to use to predict consumer loyalty based on the variable independent.



Multiple Linear Regression Analysis

In data management using linear regression, several stages are carried out to find the relationship between the independent variables and the dependent variable, through the relationship between the variables Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6) and Physical Evidence (X7) with Service Quality (Y). Regression results can be seen from the table below.

Table 6. Regression Test

Variables	b	Std. error	T count	Sig	Information
(constant)	10.191	2,296	4,439	0.000	
Product	0.054	0.035	1,522	0.035	significant
Price	0.041	0.035	1999	0.000	significant
Place	0.040	0.042	1,166	0.014	significant
Promotion	0.021	0.014	1,451	0.000	significant
Person	0.041	0.028	1897	0.037	significant
Process	0.049	0.037	1658	0.047	significant
Physical evidence	0.031	0.047	1,254	0.000	significant
R = 0.374		sign. F = 0.005		Number of samples = 57	
R Square = 0.140		F count = 5,438		t Table = 2.380	
Adjusted R Square = 0.114		F table = 2.34		α = 0.05 (5%)	
Quality of Service = 10.191 + 0.054X1 + 0.041X2 + 0.040X3 + 0.021X4 + 0.041X5 + 0.049X6 + 0.031X7 + e					

Source: Processed data results, 2022

Based on the analysis in Table 6, the following equation is obtained:

$$Y = 10.191 + 0.054X1 + 0.041X2 + 0.040X3 + 0.021X4 + 0.041X5 + 0.049X6 + 0.031X7 + e$$

In table 5.9 it can be seen that the equation shows a significant number of all product variables (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7).). The interpretation of these equations is:

1. The constant value (α) is 10,191 which means that if the independent variables are product, price, place, promotion, people, process, physical evidence, it has a value of (0), then the value of service quality (Y) is 10,191.
2. The value of the parameter or regression coefficient b1 of 0.035 indicates that every increase in the product variable (X1) increases, indicating an increase in the service quality variable (Y) will increase by 0.035, which means that every increase in service quality (Y) requires a product variable (X1) of 0.035 assuming the other independent variables are fixed.
3. The value of the parameter or regression coefficient b2 of 0.000 indicates that the increase in the price variable (X2) increases, the quality of service (Y) will increase by 0.050, which means that every increase in service quality (Y) requires a consumptive behavior variable (X2) of 0.000 assuming the variable free others remain.
4. The value of the parameter or regression coefficient b3 of 0.014 indicates that the increase in the place variable (X3) increases, the service quality (Y) will increase by 0.014, which means that every increase in service quality (Y) requires a consumptive behavior variable (X3) of 0.014 assuming the variable free others remain.
5. The value of the parameter or regression coefficient b4 of 0.000 indicates that the increase in the promotion variable (X3) increases, the service quality (Y) will increase by 0.000, which means that every increase in service quality (Y) requires a consumptive behavior variable (X4) of 0.000 assuming the variable free others remain.
6. The value of the parameter or regression coefficient b5 of 0.037 indicates that the increase in the variable people (X5) increases, then the quality of service (Y) will increase by 0.037, which means that every increase in service quality (Y) requires a consumptive behavior variable (X5) of 0.037 assuming the variable free others remain.
7. The value of the parameter or regression coefficient b6 of 0.047 indicates that the increase in the process variable (X6) increases, the service quality (Y) will increase by 0.047, which means that every increase in service quality (Y) requires a consumptive behavior variable (X6) of 0.047 assuming the variable free others remain.
8. The value of the parameter or regression coefficient b7 of 0.000 indicates that an increase in the physical evidence variable (X7) increases, then the service quality (Y) will increase by 0.000, which

means that every increase in service quality (Y) requires a consumptive behavior variable (X7) of 0.000 assuming other independent variables remain.

Based on the results of the correlation coefficient or R of 0.374, this indicates that the influence of product, price, place, promotion, people, process, and physical evidence on service quality has a positive effect of 0.374 or 37.6%. The result of the coefficient of determination or R square (r2) is 0.140 which indicates that 14% of service quality is influenced by the variables of product, price, place, promotion, people, process, and physical evidence. Meanwhile, 0.86% (100%-14%) was influenced by other reasons not examined in this study.

First Hypothesis Testing (Simultaneous Testing (F-Test))

Showing that all variables, namely digital marketing and consumer behavior included in the model, have a significant influence simultaneously on consumer loyalty using the F test as shown in the table below:

Table 7. F Test Results
F Test Results and Ftable Sig Value = 5%

No	First Hypothesis	Mark
1	Products, prices, places, promotions, people, processes, and physical evidence simultaneously affect service quality.	F = 5.438 SigF = 0.005 Ftable = 2.34

Source: Processed data, 2022

The first hypothesis states that product variables (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), and Physical Evidence (X7) have a significant effect simultaneously on Service Quality (Y). The results of the F test show that the value of Fcount is greater than Ftable(5.438 > 2.34) with a significant level of 0.005. this means that simultaneously the variable product, price, place, promotion, people, process, physical evidence has a significant and simultaneous effect on service quality so that it is concluded that the first hypothesis can be proven or accepted.

Second Hypothesis Testing (Partial Testing (t-test))

Table 8. Test Results t
T test results and ttable values with Sig = 5%

No	second hypothesis	Mark
1	Product Variable partially has a significant effect on service quality.	t = 1.522 Sig t = 0.035 T table = 2,380
2	Price variable partially has a significant effect on service quality.	t = 1,999 Sig t = 0.000 T table = 2,380
3	Place variable partially has a significant effect on service quality.	t = 1.166 Sig t = 0.014 T table = 2,380
4	Promotion variable partially has a significant effect on service quality	t = 1.451 Sig t = 0.000 T table = 2,380
5	Variable People partially have a significant effect on service quality	t = 1.897 Sig t = 0.037 T table = 2,380
6	Process Variables partially have a significant effect on service quality	t = 1.658 Sig t = 0.047 T table = 2,380
7	Physical Evidence Variable partially has a	t = 1.254

significant effect on Service Quality.	Sig t = 0.000 T table = 2,380
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Source: Processed data, 2022

Based on table 8, it can be concluded that partially all variables have a partial effect on service quality because they have $t_{count} > t_{table}$. Thus the seventh hypothesis can be proven or accepted.

Discussion

Products, Prices, Places, Promotions, People, Processes and Physical Evidence affect Service Quality

Based on the results of the analysis, it shows that product, price, place, promotion, people, process, and physical evidence together influence the quality of service at pure heart wedding vendors. These results identify that the seven independent variables are variables that can be used to predict service quality simultaneously or simultaneously. This is certainly one of the important considerations, where the marketing mix is a major factor in assessing service quality. In the future the quality of service must be better with the support of the marketing mix which will get better in the future.

Products partially affect the quality of service

The results of the study stated that product variables partially had a significant effect on service quality at wedding vendor pureheart weddings. Therefore the product must be further improved so that it becomes more attractive, this is also in line so that the owners of prospective service users are more interested in using the services of pureheart wedding. This can also be one of the benchmarks where in introducing a product, as a service, one must know exactly how the product is run so that consumers are satisfied with the product.

Price partially affects the quality of service

The results of the study stated that the price variable had a positive and significant effect on service quality at pureheart wedding vendors. This means that the quality of service is very influential on the prices of products and services offered to potential customers who will use these services. Thus, if the price offered by the producer, the consumer will be satisfied and this will also affect the quality of service provided by the producer. With good service quality, of course this will have a good effect.

Place Partially influences Service Quality

The results of the study stated that the place variable had a positive and significant effect on service quality at wedding vendor pureheart weddings. This means that the use of the location for weddings for wedding vendors Pureheart wedding also affects the outcome of the final event.

Promotion partially affects the quality of service

The results of the study stated that the promotion variable had a positive and significant effect on service quality at pureheart wedding vendors. In this case, the promotions used by pureheart wedding during the new normal period really attracted the attention of potential consumers to use the products and services owned by Pureheart wedding. Of course this, will be one of the important things because good service quality can carry out promotions well and of course it is in line with the end result.

People Partially influence the Quality of Service

The results of the study stated that the people variable had a positive and significant effect on service quality at the Pureheart wedding vendor. In this case, indirectly Pureheart wedding products and services are assisted by promotions from consumers who have used products and services from pureheart wedding to potential users of Pureheart wedding services.

The process partially affects the Quality of Service

The results of the study stated that the process variable had a positive and significant effect on service quality at wedding vendor pureheart weddings. The process intended in this case is how pureheart explains its products to consumers and during the event how consumers are satisfied with the process carried out by Pureheart wedding.

Physical Evidence partially affects the Quality of Service

The results of the study stated that the physical evidence variable had a positive and significant effect on service quality. Prospective consumers who use products and services from pureheart wedding want to see how the performance of Pureheart is good and satisfactory with previous testimonials.

Conclusion

Based on the results of research and discussion, it can be concluded as follows:

1. Variables of product, price, place, promotion, people, process, physical evidence simultaneously have a positive and significant effect on service quality at wedding vendor Pureheart wedding.
2. Product variables partially have a significant effect on service quality at wedding vendor Pureheart weddings.
3. The price variable partially has a significant effect on service quality at Pureheart wedding vendor weddings.
4. The place variable partially has a significant effect on service quality at Pureheart wedding vendor weddings.
5. Promotional variables partially have a significant effect on service quality at wedding vendor Pureheart weddings.
6. The person variable partially has a significant effect on the quality of service at the Pureheart wedding vendor wedding.
7. Process variables partially have a significant effect on service quality at wedding vendor Pureheart weddings.
8. Physical evidence variable partially has a significant effect on service quality at wedding vendor Pureheart wedding.

Suggestion

Based on the results of the discussion in this study, the authors provide several suggestions including:

1. For Pureheart wedding to try to further strengthen and make things interesting, especially in terms of introducing products and services from Pureheart wedding so that potential customers are even more interested in using the services of Pureheart wedding.
2. For potential customers to pay more attention to the use of wedding vendor services because there are many wedding vendors, but try to look at it again in terms of price and also several other important aspects.
3. The results of this study need to be compared or further research related to this research.

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