

WARPPLS APPLICATION FOR MARKETING MIX ANALYSIS OF CONSUMER LOYALTY WITH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE AT PT BALI LUXE TRADA, BALI

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ABSTRACT

This study aims to determine and analyze the effect of the 4P marketing mix (product, price, location, and promotion) on customer loyalty with customer satisfaction as an intervening variable at PT Bali Luxe Trada, Bali. This type of research uses quantitative research methods with the population in the study, namely customers of PT Bali Luxe Trada. The sampling method used was purposive sampling using the calculation of the slovin formula of 120 respondents of PT Bali Luxe Trada. Data collection techniques include questionnaires and documentation. Hypothesis testing is done by variance-based SEM or Partial Least Square (SEM-PLS) testing with the help of the WarpPLS 8.0 program through descriptive analysis, outer model testing, inner model, and hypothesis testing. The results of the analysis obtained show that partially the variables of product, price, location have a positive and significant effect on customer loyalty and customer satisfaction. Promotions have a positive but not significant effect on customer loyalty or customer satisfaction. While on indirect influences, only product variables have a significant effect on customer loyalty through customer satisfaction of PT Bali Luxe Trada, Bali.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh bauran pemasaran 4P (product, price, location, dan promotion) terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening di PT Bali Luxe Trada, Bali. Jenis penelitian ini menggunakan metode penelitian kuantitatif dengan populasi dalam penelitian, yaitu pelanggan PT Bali Luxe Trada. Metode pengambilan sampel yang digunakan adalah purposive sampling dengan menggunakan perhitungan rumus slovin terhadap 120 responden PT Bali Luxe Trada. Teknik pengumpulan data meliputi kuesioner dan dokumentasi. Pengujian hipotesis dilakukan dengan pengujian varians berbasis SEM atau Partial Least Square (SEM-PLS) dengan bantuan program WarpPLS 8.0 melalui analisis deskriptif, pengujian model luar, model dalam, dan pengujian hipotesis. Hasil analisis yang diperoleh menunjukkan bahwa secara parsial variabel produk, harga, lokasi berpengaruh positif dan signifikan terhadap loyalitas pelanggan dan kepuasan pelanggan. Promosi memiliki pengaruh positif namun tidak signifikan terhadap loyalitas pelanggan atau kepuasan pelanggan. Sedangkan pada pengaruh tidak langsung, hanya variabel produk yang berpengaruh signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan PT Bali Luxe Trada, Bali.

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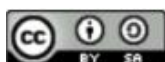
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INTRODUCTION

Bali is one of the provinces in Indonesia which is known as one of the most popular tourist destinations in the world. This province has stunning natural scenery, rich culture, and various interesting tourist activities. According to a report from the Bali Province Central Statistics Agency, in October it was recorded that the number of tourists visiting this island reached an impressive figure, namely 461,441 people. This figure reflects the increasing attractiveness of Bali as a tourism destination. The island's natural beauty, cultural richness and variety of recreational activities have become a magnet for tourists from all over the world. With a high number of visits, Bali has not only proven its potential as a leading tourist destination in Indonesia, but also made a positive contribution to the tourism sector in the region. The tourism sector in Bali is an industrial sector that is growing and developing. Apart from that, the tourism sector has made a significant contribution to Bali's popularity and is part of economic development which can increase income as the main driver of the economy for the surrounding community. Therefore, looking at current conditions, people tend to utilize the tourism sector as a multifaceted source of needs.

In the realm of the service industry, transportation service providers are one of the sectors best known to tourists. Transportation plays an important role in the tourism sector by facilitating and providing services for moving visitors from one location to another. One of the transportation services currently developing is car rental. Indirectly, the presence of car rental has its own advantages and is growing very rapidly in the business world. As time goes by, competition in the world of transportation services is also increasing. The key to increasing the existence of a company is to carry out efficient management that is oriented towards the company's vision and goals so that it can optimize resources, increase productivity and strengthen its position in the market.

**Table 1. Number of Consumers PT. Bali Luxe Trada, Bali
Period January – October 2023**

| No. | Month | NUMBER OF CONSUMERS | |
|--------------|-----------|---------------------|--------------|
| | | Riil | Target |
| 1 | Januari | 56 | 80 |
| 2 | Februari | 71 | 80 |
| 3 | Maret | 78 | 100 |
| 4 | April | 90 | 120 |
| 5 | Mei | 104 | 120 |
| 6 | Juni | 121 | 150 |
| 7 | Juli | 135 | 170 |
| 8 | Agustus | 152 | 180 |
| 9 | September | 149 | 180 |
| 10 | Oktober | 167 | 180 |
| TOTAL | | 1.123 | 1,360 |

After it was discovered that the number of consumers of PT. Bali Luxe Trada experiences significant increases every month. It should be noted that this increase did not reach the target set by the company. Determining the target number of PT Bali Luxe Trada consumers is based on several factors such as unit availability and also holiday season factors which influence consumer demand so that the company's growth strategy can be adjusted to the capacity it has. Despite the increase in consumers, these results still did not meet the company's expectations. Therefore, there is a need for further evaluation of marketing strategies, services, or other aspects that might influence target achievement. With a deep understanding of this data, the company can identify opportunities for improvement and

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better adjustment of marketing strategies through consumer satisfaction so that it can generate consumer loyalty at PT Bali Luxe Trada.

In this way, it can be concluded that achieving the target for consumer loyalty has not been maximized, so the phenomenon that occurs is why researchers are interested in conducting research on the current case using several factors that can influence consumer loyalty to PT Bali Luxe Trada. The purpose of this research is to analyze and find out products, prices, places and promotions on consumer satisfaction and consumer loyalty of PT Bali Luxe Trada as well as to analyze and find out products, prices, places and promotions on consumer loyalty of PT Bali Luxe Trada through consumer satisfaction as a variable intervening.

LITERATURE REVIEW

Based on the theory which states that factors are assumed to be important which will have an impact on consumer loyalty, then based on consistent research results, there is a research gap which is a reference as a comparison for this research. Previous research was conducted by (Surya, 2019) with the title "Customer Loyalty From the Perspective of Marketing Mix Strategy and Customer Satisfaction A Study from Grab - Online Transportation in the Era of Industrial Revolution 4.0". This research shows that the adjusted R-squared coefficient on consumer satisfaction and consumer loyalty is 54% of consumer satisfaction which can be created by marketing mix variables and 51.2% of consumer loyalty which can be formed by consumer satisfaction. The results show that variables such as price, promotion, place, people and process have a significant positive effect on consumer satisfaction, and consumer satisfaction influences consumer loyalty positively and significantly. On the other hand, product and physical evidence do not have a significant effect.

Marketing management

Marketing management according to (Kotler & Keller, 2018) is the art and science of determining target markets by getting, maintaining and developing consumers by creating, delivering and communicating consumer value well. Meanwhile, according to Tjiptono (Deda et al., 2023) marketing management is a collection of business activities organized to make plans, determine prices and distribute products, services and ideas that can satisfy the desires of the target market to achieve organizational goals.

Consumer Loyalty

According to (Kotler & Keller, 2018), loyalty is a deeply held commitment to purchase and support a preferred product or service again in the future even though the influence of the situation and marketing efforts has the potential to cause consumers to shift attention. According to Tjiptono in research (Deda et al., 2023) suggests that consumer loyalty is a consumer's commitment to a brand, shop, supplier based on a very positive attitude which can be seen from consistent repeat purchases.

Consumer Satisfaction

Kotler and Keller in (Ariyanti et al., 2022) argue that satisfaction is a consumer's feeling of happiness or disappointment that arises after comparing perceptions and messages regarding the performance of a product or service and their expectations.

Marketing Mix

The marketing mix, according to Angipora (2002), is a managed collection of marketing factors that are combined by a business to obtain the expected response from the target market. According to Alma (2016), the marketing mix is a strategy that combines marketing initiatives to find the best combination and produce products that people are waiting for.

Product

The definition of a product according to Tjiptono in (Aprileny et al., 2022) is a product as anything that can be provided by a producer to be noticed, requested, sought, obtained, used or consumed by the market to satisfy the desires or desires of the market concerned.

Price

According to Kotler (2012) prices are the basic measuring tool of an economic system because prices influence the allocation of production factors. Pricing affects how factors of production are distributed, making prices a fundamental instrument for assessing an economic system. The value of a person or business's willingness to hand over ownership of its product or service to another party determines its price.

Place/Location

According to Gitosudarmo in (Hidayah et al., 2021) distribution means that entrepreneurs need to be involved in the distribution process to send, deliver and distribute the products they advertise to consumers. According to Kotler and Armstrong in (Hidayah et al., 2021), place determines the availability of production goods in sufficient quantities.

Promotion

Promotion is a component of the marketing mix that consists of educating and persuading the public about new goods and services that a business offers through various channels, such as publications, direct sales, advertising, and sales promotions. According to (Suryani et al., 2022) when a company has produced a product, the company needs a promotion with the aim of introducing the product to potential consumers on a scale so that consumers know that the product exists and later consumers will be interested in buying the product being marketed. the.

RESEARCH METHODS

This research uses quantitative research methodology. Research using quantitative research methods follows a set of guidelines that are methodical, planned and well organized from the start to the development of the research design. Descriptive research is the type of research used in this research. According to (Sugiyono, 2016) descriptive research is a method for describing or providing an overview of the object being studied through data obtained or samples that have been collected.

The population in this research is consumers of PT Bali Luxe Trada. This research uses a nonprobability sampling method using purposive sampling technique for sampling. According to (Sugiyono, 2016), Nonprobability Sampling is a technique for taking samples that does not give freedom to the population in the company that will be selected as a sample. Overall, looking at the data on the number of PT Bali Luxe Trada consumers from January to October, namely 1,123 consumers, the sample was obtained using the Slovin formula as follows

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{1123}{1 + 1123 (0.1)^2}$$

$$n = \frac{1123}{12,23} = 91.82$$

Information:

N = Population size

n = Sample size

e = Desired critical value (accuracy limit) (percent allowance for inaccuracy due to sampling error)

Based on the results of the calculation formula, the sample used in this study was 91.82 respondents and rounded up to 120 respondents with an error/virus rate from this study of 10%. This is in accordance with the guidelines for SEM analysis which requires a sample in the range of 100 – 200 respondents

RESULTS AND DISCUSSION

Statistical Description of Respondents

In this study there were 120 respondents, 77 consisting of men, a percentage rate of 35.8% or 43 women, 64.2% or as many as. This proves that male respondents need car rental services more for frequent business trips and frequent holiday activities. And it is known that as many as 14 respondents with a percentage of 11.7% are in the 17-25 year age category, 22 respondents with a percentage of 18.3% are in the 26-35 year age category, 35 respondents with a percentage of 29.1% are in the 36 age category -45 years, 37 respondents with a percentage of 30.9% were in the age category 46-55 years and 12 respondents with a percentage of 10% were in the age category > 55 years. And it can be seen that as many as 66 respondents with a percentage of 55% use rental services for personal needs, while 54 respondents with a percentage of 45% use rental services for business purposes. It can also be seen that as many as 73 respondents with a percentage of 60.8% used rental services less than 2 times, while 47 respondents with a percentage of 39.2% used rental services more than 2 times.

Data Analysis Results

Validity test

Tabel 2. Combined loadings and cross-loadings

| | X1 | X2 | X3 | X4 | Z | Y | Type a | SE | P value |
|-------------|--------------|--------------|--------------|--------------|--------------|----------|---------------|-----------|----------------|
| X1.1 | 0.645 | -0.208 | 0.270 | -0.298 | -0.148 | 0.198 | Reflect | 0.078 | <0.001 |
| X1.2 | 0.511 | 0.149 | 0.332 | -0.289 | 0.158 | -0.002 | Reflect | 0.080 | <0.001 |
| X1.3 | 0.835 | -0.075 | -0.266 | 0.254 | -0.045 | 0.236 | Reflect | 0.074 | <0.001 |
| X1.4 | 0.703 | 0.172 | -0.173 | 0.183 | 0.074 | -0.461 | Reflect | 0.077 | <0.001 |
| X2.1 | 0.287 | 0.698 | 0.122 | -0.038 | 0.027 | -0.081 | Reflect | 0.077 | <0.001 |
| X2.2 | -0.033 | 0.738 | -0.207 | -0.087 | 0.055 | 0.209 | Reflect | 0.076 | <0.001 |
| X2.3 | -0.156 | 0.694 | 0.182 | 0.132 | 0.070 | -0.141 | Reflect | 0.077 | <0.001 |
| X2.4 | -0.091 | 0.742 | -0.079 | -0.001 | -0.145 | 0.000 | Reflect | 0.076 | <0.001 |
| X3.1 | -0.141 | -0.236 | 0.716 | 0.139 | -0.189 | 0.344 | Reflect | 0.076 | <0.001 |
| X3.2 | 0.165 | -0.046 | 0.765 | 0.015 | 0.052 | -0.150 | Reflect | 0.076 | <0.001 |
| X3.3 | -0.033 | 0.265 | 0.769 | -0.144 | 0.125 | -0.171 | Reflect | 0.075 | <0.001 |
| X4.1 | 0.011 | 0.072 | -0.072 | 0.779 | -0.170 | 0.021 | Reflect | 0.075 | <0.001 |
| X4.2 | -0.017 | -0.140 | -0.114 | 0.857 | -0.181 | 0.252 | Reflect | 0.074 | <0.001 |
| X4.3 | 0.005 | -0.056 | 0.095 | 0.563 | 0.302 | 0.109 | Reflect | 0.079 | <0.001 |
| X4.4 | 0.125 | -0.065 | 0.044 | 0.810 | -0.068 | -0.254 | Reflect | 0.075 | <0.001 |
| X4.5 | -0.180 | 0.273 | 0.120 | 0.543 | 0.318 | -0.164 | Reflect | 0.080 | <0.001 |
| Z.1 | 0.140 | 0.306 | 0.141 | -0.269 | 0.676 | 0.078 | Reflect | 0.077 | <0.001 |
| Z.2 | -0.067 | -0.016 | 0.014 | -0.049 | 0.840 | -0.043 | Reflect | 0.074 | <0.001 |

| | | | | | | | | | |
|------------|--------|--------|--------|--------|--------------|--------------|---------|-------|--------|
| Z.3 | -0.053 | -0.266 | -0.147 | 0.306 | 0.727 | -0.023 | Reflect | 0.076 | <0.001 |
| Y.1 | -0.249 | -0.016 | -0.263 | 0.235 | 0.055 | 0.763 | Reflect | 0.076 | <0.001 |
| Y.2 | -0.234 | -0.215 | 0.261 | 0.055 | -0.249 | 0.712 | Reflect | 0.076 | <0.001 |
| Y.3 | 0.006 | 0.272 | -0.097 | -0.169 | 0.193 | 0.744 | Reflect | 0.076 | <0.001 |
| Y.4 | 0.563 | -0.059 | 0.140 | -0.148 | -0.013 | 0.626 | Reflect | 0.078 | <0.001 |

The WarpPLS 8.0 calculation results in the table above show that each value of the cross-loadings factor has reached a value above <0.50 and the significance level (p value) for each relationship is less than 0.001. Cross-loading factor criteria with a value of more than 0.70 are said to be high, while a value of 0.50 – 0.60 can be considered sufficient. This indicates that the factors identified in this analysis substantially influence the related variables

Table 3. Comparison of Roots of AVE with Correlation between Variables

| | X1 | X2 | X3 | X4 | Z | Y |
|-----------|--------------|--------------|--------------|--------------|--------------|--------------|
| X1 | 0.684 | 0.507 | 0.421 | 0.652 | 0.531 | 0.585 |
| X2 | 0.507 | 0.718 | 0.478 | 0.456 | 0.507 | 0.582 |
| X3 | 0.421 | 0.478 | 0.750 | 0.529 | 0.467 | 0.520 |
| X4 | 0.652 | 0.456 | 0.529 | 0.722 | 0.362 | 0.480 |
| Z | 0.531 | 0.507 | 0.467 | 0.362 | 0.751 | 0.620 |
| Y | 0.585 | 0.582 | 0.520 | 0.480 | 0.620 | 0.713 |

In Table 3 above, the results show that the AVE root value for the same variable is higher than the AVE root value for a different variable. According to Arikunto in (Kurniawan, 2021) Discriminant Validity is obtained from measuring cross loading with latent constructs. If the correlation of a construct with calculations is better than the value of another construct, then the indicator is better than the other construct. Discriminant validity can also be measured by looking at the mean square root extracted (AVE) value. This shows that it can be concluded that the discriminant validity test criteria have been met. Thus, the instrument used in this research has fulfilled all validity test requirements.

Reliability Test

Tabel 4. Uji Reliabilitas

Composite reliability coefficients

| X1 | X2 | X3 | X4 | Z | Y |
|-------|-------|-------|-------|-------|-------|
| 0.773 | 0.810 | 0.794 | 0.841 | 0.793 | 0.805 |

Cronbach's alpha coefficients

| X1 | X2 | X3 | X4 | Z | Y |
|-------|-------|-------|-------|-------|-------|
| 0.608 | 0.687 | 0.612 | 0.760 | 0.607 | 0.676 |

The basis used for reliability testing is Composite reliability coefficients and Cronbach's alpha coefficients above 0.7. The results in table 4 show that the questionnaire instrument in this study is appropriate and meets the requirements of the reliability test. The reliability results shown indicate that the constructs or factors representing product, price, location, promotion, consumer satisfaction and consumer loyalty are very reliable in measuring the related variables. In other words, the measurements used in this research have high reliability criteria.

Inner Model Evaluation (Hypothesis Testing)

Table 5. Path Coefficient Values. Direct Influence

| <i>Path coefficients</i> | | | | | | |
|--------------------------|-------|-------|-------|-------|-------|---|
| | X1 | X2 | X3 | X4 | Z | Y |
| Z | 0.424 | 0.262 | 0.199 | 0.110 | | |
| Y | 0.155 | 0.271 | 0.146 | 0.079 | 0.281 | |

| <i>P Values</i> | | | | | | |
|-----------------|--------|--------|-------|-------|--------|---|
| | X1 | X2 | X3 | X4 | Z | Y |
| Z | <0.001 | 0.001 | 0.012 | 0.110 | | |
| Y | 0.040 | <0.001 | 0.049 | 0.189 | <0.001 | |

From table 5 above, shows that X1, X2 dan X3 there is a significant influence on Z. Meanwhile, X4 has no significant influence on Z. Then it can be seen that X1, X2 and X3 have a significant influence on Y. Meanwhile, X4 has no significant influence on Z

Tabel 6. Koefisien Jalur Pengaruh Tidak Langsung

Indirect and total effects

Indirect effects for paths with 2 segments

| | X1 | X2 | X3 | X4 | Z | Y |
|---|-------|-------|-------|-------|---|---|
| Y | 0.119 | 0.074 | 0.056 | 0.031 | | |

P values for sums of of indirect effects

| | X1 | X2 | X3 | X4 | Z | Y |
|---|-------|-------|-------|-------|---|---|
| Y | 0.030 | 0.124 | 0.191 | 0.316 | | |

The results given in the table above are the indirect influence of the variables X1 (Product), X2 (Price), X3 (Lokasi) dan X4 (Location) on variable Y (Consumer Loyalty) through a path involving two segments Z (Consumer Satisfaction).

Tabel 7. Total Effects

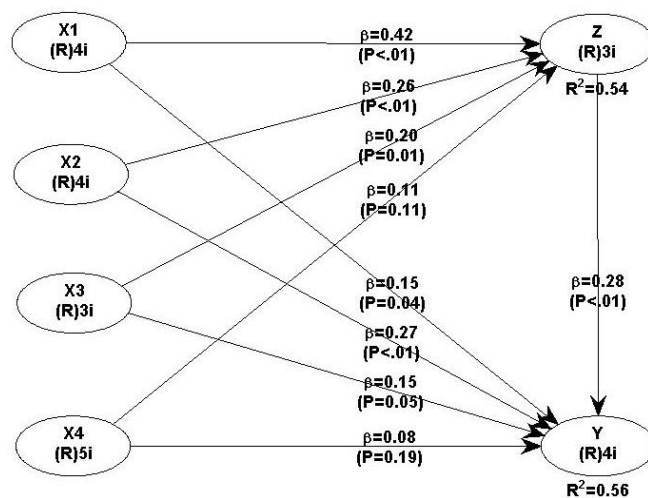
| <i>Total effects</i> | | | | | | |
|----------------------|-------|-------|-------|-------|-------|---|
| | X1 | X2 | X3 | X4 | Z | Y |
| Z | 0.424 | 0.262 | 0.199 | 0.110 | | |
| Y | 0.274 | 0.345 | 0.202 | 0.110 | 0.281 | |

P values for total effects

| | X1 | X2 | X3 | X4 | Z | Y |
|---|--------|--------|-------|-------|--------|---|
| Z | <0.001 | 0.001 | 0.012 | 0.110 | | |
| Y | <0.001 | <0.001 | 0.011 | 0.109 | <0.001 | |

Figure 1.
Model

The total effects provide insight into the influence of other variables in this research. These results provide a picture of the extent to which each variable in the model influences other variables. These results are important in understanding the relationships between variables within the framework of scientific research.



Hypothesis

results above into the total effect of each variable on the other variables in the context of these results. These results provide a comprehensive picture of the extent to which each variable in the model influences other variables. These results are important in understanding the relationships between variables within the framework of scientific research.

Tabel 8. Uji Model Penelitian

| Keterangan | Nilai | Ideal |
|--|---------|---------|
| Average path coefficient (APC) | P=0.004 | <= 0,05 |
| Average R-squared (ARS) | P<0.001 | <= 0,05 |
| Average adjusted R-squared (AARS) | P<0.001 | <= 0,05 |
| Average block VIF (AVIF) | 1.898 | <= 3,3 |
| Average full collinearity VIF (AFVIF) | 1.980 | <= 3,3 |
| Tenenhaus GoF (GoF) | 0.535 | Besar |
| Sympson's paradox ratio (SPR) | 1.000 | 1 |
| R-squared contribution ratio (RSCR) | 1.000 | 1 |
| Statistical suppression ratio (SSR) | 1.000 | >= 0,7 |
| Nonlinear bivariate causality direction ratio (NLBCDR) | 1.000 | >= 0,7 |

The table above provides the results of the research model test which has several assessment parameters to evaluate the extent to which the research model used is in accordance with the ideal desired in statistical analysis. The test results of this research model show that the model meets the desired criteria in statistical analysis, and the results can be relied upon to support the findings of the research conducted.

Tabel 9. Koefisien Determinasi

Adjusted R-squared coefficients

| X1 | X2 | X3 | X4 | Z | Y |
|----|----|----|----|---|---|
|----|----|----|----|---|---|

0.522 0.537

Based on the r-square value in table 9 above, the results show that product, price, location and promotion are able to explain the consumer satisfaction variable by 52.2% or are categorized as good correlation, and the remaining 47.8% is explained by other constructs outside those studied in this research. However, product, price, location and promotion are able to explain the PT Bali Luxe Trada consumer loyalty variable by 53.7% or it can be said to be a good correlation, and the remaining 46.3% is explained by other constructs outside those studied.

Discussion

Tabel 10. Rangkuman Uji Hipotesis

| No. | Hipotesis | Path Coefficient | P value | Kesimpulan |
|-----|---|------------------|---------|------------|
| 1 | H1 The Influence of Products on Consumer Satisfaction | 0.424 | <0.001 | Accepted |
| 2 | H2 The Effect of Price on Consumer Satisfaction | 0.262 | 0.001 | Accepted |
| 3 | H3 The Influence of Location on Consumer Satisfaction | 0.199 | 0.012 | Accepted |
| 4 | H4 The Effect of Promotion on Consumer Satisfaction | 0.110 | 0.110 | Rejected |
| 5 | H5 The Influence of Products on Consumer Loyalty | 0.155 | 0.040 | Accepted |
| 6 | H6 The Effect of Price on Consumer Loyalty | 0.271 | <0.001 | Accepted |
| 7 | H7 The Influence of Location on Consumer Loyalty | 0.146 | 0.049 | Accepted |
| 8 | H8 The Effect of Promotions on Consumer Loyalty | 0.079 | 0.189 | Rejected |
| 9 | H9 The Influence of Consumer Satisfaction on Consumer Loyalty | 0.281 | <0.001 | Accepted |
| 10 | H10 The Influence of Products on Consumer Loyalty Through Consumer Satisfaction | 0.119 | 0.030 | Accepted |
| 11 | H11 The Effect of Price on Consumer Loyalty Through Consumer Satisfaction | 0.074 | 0.124 | Rejected |
| 12 | H12 The Effect of Location on Consumer Loyalty Through Consumer Satisfaction | 0.056 | 0.191 | Rejected |
| 13 | H13 The Effect of Promotion on Consumer Loyalty Through Consumer Satisfaction | 0.031 | 0.316 | Rejected |

1. Influence of Products on Consumer Satisfaction.

Based on the first hypothesis, the product has an influence on consumer satisfaction. In table 10, it is found that the path coefficient value of the direct influence of the Product (X1) on Consumer Satisfaction (Z) is 0.424 with a very low p-value (<0.001). And after testing and analyzing the data, the results obtained can be stated that the product has a positive and significant effect on consumer satisfaction at PT Bali Luxe Trada, proven to be true or H1 accepted.

2. Effect of Price on Consumer Satisfaction.

The results of the second hypothesis are that price has an influence on consumer satisfaction. In table 10, it is found that the path coefficient value of the direct influence of Price (X2) on Consumer Satisfaction (Z) is 0.262 with a p-value of 0.001. When testing and data analysis is carried out, the results obtained can be stated that price has a positive and

significant effect on consumer satisfaction at PT Bali Luxe Trada, this is proven to be true or H2 is accepted..

3. Influence of Location on Consumer Satisfaction.

Based on the third hypothesis, location has a direct effect on consumer satisfaction. In table 10, it is found that the path coefficient value of the direct influence of Location (X3) on Consumer Satisfaction (Z) is 0.199 with a p-value of 0.012. After testing and analyzing the data, the results obtained can be stated that location has a positive and significant effect on customer satisfaction at PT Bali Luxe Trada, this has been proven to be true or H3 has been accepted.

4. Effect of Promotion on Consumer Satisfaction.

Based on the fourth hypothesis, promotion has an effect on consumer satisfaction. In table 10, it is found that the path coefficient value of the direct influence of Promotion (X4) on Consumer Satisfaction (Z) is 0.110 with a p-value of 0.110. After testing and analyzing the data, the results obtained can be stated that promotion has a positive but not significant effect on consumer satisfaction at PT Bali Luxe Trada, so H4 is hereby rejected.

5. Product Influence on Consumer Loyalty.

Based on the fifth hypothesis, products have an influence on consumer loyalty. In table 10, it is found that the path coefficient value of the direct influence of the Product (X5) on Consumer Loyalty (Y) is 0.155 with a p-value of 0.040. After testing and data analysis, the results obtained can be stated that the product has a positive and significant effect on consumer loyalty at PT Bali Luxe Trada, proven to be true or H5 accepted.

6. Effect of Price on Consumer Loyalty.

Based on the sixth hypothesis, price has a direct influence on consumer loyalty. In table 10, it is found that the path coefficient value of the direct influence of Price (X6) on Consumer Loyalty (Y) is 0.271 with a very low p-value of <0.001. After testing and data analysis, the results obtained can be stated that price has a positive and significant influence on consumer loyalty at PT Bali Luxe Trada, proven to be true or H6 accepted.

7. Pengaruh Lokasi Terhadap Loyalitas Konsumen.

Based on the seventh hypothesis, location has a direct effect on consumer loyalty. in table 10, the results show that the path coefficient value of the direct influence of Location (X7) on Consumer Loyalty (Y) is 0.146 with a p-value of 0.049. And after testing and data analysis, the results obtained showed that location had a positive and significant effect on consumer loyalty at PT Bali Luxe Trada, this was proven to be true or H7 was accepted.

8. Pengaruh Promosi Terhadap Loyalitas Konsumen.

Based on the eighth hypothesis, promotion has an effect on consumer loyalty. In table 10, it is found that the path coefficient value of the direct influence of Promotion (X8) on Consumer Loyalty (Y) is 0.079 with a p-value of 0.189. After testing and analyzing the data, the results obtained can be stated that promotion has a positive and insignificant effect on consumer loyalty at PT Bali Luxe Trada, therefore H8 is rejected.

9. The Influence of Consumer Satisfaction on Consumer Loyalty.

Based on the ninth hypothesis, consumer satisfaction influences consumer loyalty. In table 10, it is found that the path coefficient value of the direct influence of Consumer Satisfaction (Z) on Consumer Loyalty (Y) is 0.281 with a very low p-value of <0.001. After testing and analyzing the data, the results obtained can be stated that consumer satisfaction has a positive and significant effect on consumer loyalty at PT Bali Luxe Trada, proven to be true or H9 accepted.

10. Influence of Products on Consumer Loyalty Through Consumer Satisfaction.

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Based on the tenth hypothesis, products influence consumer loyalty through consumer satisfaction. In table 10, it is found that the path coefficient value of the indirect influence of Product (X1) on Consumer Loyalty (Y) through Consumer Satisfaction (Z) is 0.119 with a p-value of 0.030. After testing and analyzing the data, the results obtained can be stated that the product has an influence on consumer loyalty through customer satisfaction. PT Bali Luxe Trada is proven to be true or H10 is accepted.

11. The Effect of Price on Consumer Loyalty Through Consumer Satisfaction.

Based on the eleventh hypothesis, price influences consumer loyalty through consumer satisfaction. In table 10, it is found that the path coefficient value of the indirect influence of Price (X2) on Consumer Loyalty (Y) through Consumer Satisfaction (Z) is 0.074 with a p-value of 0.124. After testing and analyzing the data, the results obtained can be said that price has a positive and insignificant effect on consumer loyalty through consumer satisfaction. PT Bali Luxe Trada or H11 is rejected.

12. Influence of Location on Consumer Loyalty Through Consumer Satisfaction.

Based on the hypothesis, the twelve locations have an influence on consumer loyalty through consumer satisfaction. in table 10, the path coefficient value for the indirect influence of Location (X3) on Consumer Loyalty (Y) through Consumer Satisfaction (Z) is 0.056 with a p-value of 0.191. and when testing and analysis of the data obtained these results it could be stated that location had no significant effect on consumer loyalty through consumer satisfaction PT Bali Luxe Trada or H12 was rejected.

13. Pengaruh Promosi Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen.

Based on the thirteenth hypothesis, promotion has an effect on consumer loyalty through consumer satisfaction. in table 4.19, the results show that the path coefficient value of the indirect influence of Promotion (X4) on Consumer Loyalty (Y) through Consumer Satisfaction (Z) is 0.031 with a p-value of 0.316. When testing and data analysis is carried out, the results obtained can be stated that promotions have no significant effect on consumer loyalty through consumer satisfaction PT Bali Luxe Trada or H13 is rejected.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research findings described previously, the following conclusions can be drawn:

1. Product Influence on Consumer Satisfaction: Product (X1) has a significant positive influence on consumer satisfaction (Z).
2. Effect of Price on Consumer Satisfaction: Price (X2) has a significant positive influence on consumer satisfaction (Z).
3. Effect of Location on Consumer Satisfaction: Location (X3) has a significant positive influence on consumer satisfaction (Z).
4. Effect of Promotion on Consumer Satisfaction: Promotion (X4) has a positive but not significant influence on consumer satisfaction (Z).
5. Product Influence on Consumer Loyalty: Product (X1) has a significant positive influence on consumer loyalty (Y).
6. Effect of Price on Consumer Loyalty: Price (X2) has a significant positive influence on consumer loyalty (Y).
7. Effect of Location on Consumer Loyalty: Location (X3) has a significant positive influence on consumer loyalty (Y).
8. Effect of Promotion on Consumer Loyalty: Promotion (X4) has a positive but not significant influence on consumer loyalty (Y).
9. The Influence of Consumer Satisfaction on Consumer Loyalty: Consumer satisfaction (Z) has a significant positive influence on consumer loyalty (Y).

10. Product Influence on Consumer Loyalty Through Consumer Satisfaction: Product (X1) has a significant positive influence on consumer loyalty (Y) through consumer satisfaction (Z).
11. The Effect of Price on Consumer Loyalty Through Consumer Satisfaction: Price (X2) has a positive and insignificant influence on consumer loyalty (Y) through consumer satisfaction (Z).
12. Effect of Location on Consumer Loyalty Through Consumer Satisfaction: Location (X3) has a positive and insignificant influence on consumer loyalty (Y) through consumer satisfaction (Z).
13. Effect of Promotion on Consumer Loyalty Through Consumer Satisfaction: Promotion (X4) has a positive and insignificant influence on consumer loyalty (Y) through consumer satisfaction (Z).

Berdasarkan kesimpulan di atas, peneliti merumuskan saran sebagai berikut :

1. For Companies (PT Bali Luxe Trada)
 - a. It is hoped that the PT Bali Luxe Trada company will further improve the service process from the initial order to the return of the vehicle. This evaluation can identify deficiencies in the process and provide a basis for improvement. That way, there will be feedback from consumers so that it can increase efficiency and improve the experience.
 - b. It is hoped that the PT Bali Luxe Trada company will further improve the ordering system via the website, because the website only lists product variations and rental prices. Therefore, it is necessary to add features regarding information on available units that are presented clearly and easily understood by users. That way, consumers will be able to quickly find out whether the unit they want is available or not.
 - c. It is hoped that the company PT Bali Luxe Trada will consider installing signboards around business locations as an effort to increase visibility and accessibility for people who may not be used to using digital map services such as Google Maps. In this way, installing signage can help the public find information about the company and influence increasing consumer loyalty.
 - d. It is hoped that the PT Bali Luxe Trada company will be more optimal in continuously increasing promotional efforts through social media platforms such as Instagram and Facebook. What can be done is to increase the creation of relevant content such as the use of images and videos that attract attention, consumer reviews, special offers, etc. That way, this strategy will consistently provide benefits for the company in terms of interaction with consumers and will ultimately increase consumer satisfaction.
2. For Next Researchers
 - a. For further research, it is recommended to examine more sources or references about the object under study in order to get a more complete picture.
 - b. Future research is expected to measure other variables related to increasing consumer satisfaction and loyalty.
 - c. For further research, it is hoped that research will be carried out with a larger number of respondents so that this research will become more comprehensive over time.

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