

WOM as The Mediator of Marketing Mix to Customer Satisfaction in Covid-19 Pandemic

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ARTICLE INFO	ABSTRACT
<p><i>Keywords:</i> Marketing mix, Customer satisfactions, Word of mouth, SEM-PLS, Premium coffee shop's customer</p> <p><i>Kata Kunci:</i> Marketing mix, Kepuasan pelanggan, Word of mouth, SEM-PLS, Pelanggan kedai kopi premium</p> <p>Corresponding author: noviharyati@ub.ac.id</p>	<p>ABSTRACT</p> <p>This study examines coffee shops' marketing mix and its impact towards customer satisfaction and word of mouth. Also, analyzing customer satisfaction mediates the relationship between the marketing mix and word of mouth. This study used a quantitative approach with 100 sampling of coffee shop's customers across Malang City. Primary data collection is done by distributing questioner contained with several questions using a Likert scale to the respondents, while secondary data is obtained from literature studies. For analyzing the data, this study applied descriptive analysis and statistical analysis employed WarpPLS 7.0 software to perform the Partial Least Squares-Structural Equation Modelling (PLS-SEM) analysis. This study proves that marketing mix has a positive and significant effect on customer satisfaction, and the same relationship was found between the marketing mix and word of mouth. An important finding from this study is that customer satisfaction plays a mediating role between marketing mix and word of mouth.</p> <hr/> <p>SARI PATI</p> <p><i>Penelitian ini mengkaji bauran pemasaran kedai kopi dan dampaknya terhadap kepuasan pelanggan dan word of mouth. Dan menganalisis kepuasan pelanggan memediasi hubungan antara bauran pemasaran dan dari mulut ke mulut. Penelitian ini menggunakan pendekatan kuantitatif dengan pengambilan sampel 100 pelanggan kedai kopi di Kota Malang. Pengumpulan data primer dilakukan dengan menyebarkan kuesioner yang berisikan beberapa pertanyaan dengan menggunakan skala Likert kepada responden, sedangkan data sekunder diperoleh dari studi pustaka. Untuk menganalisis data, penelitian ini menggunakan analisis deskriptif dan analisis statistik menggunakan software WarpPLS 7.0 untuk melakukan analisis Partial Least Squares-Structural Equation Modeling (PLS-SEM). Penelitian ini membuktikan bahwa bauran pemasaran berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dan ditemukan hubungan yang sama antara bauran pemasaran dengan word of mouth. Temuan penting dari penelitian ini adalah bahwa kepuasan pelanggan memainkan peran mediasi antara bauran pemasaran dan dari mulut ke mulut.</i></p> <p>© 2021 IRJBS, All rights reserved.</p>

INTRODUCTION

Based on strong consumer demand for ready-to-drink coffee products, the Global Agricultural Information Network (2019) said there was an increase of around 4.3 million bags of coffee in Indonesia to meet this demand. This is caused by the rise of the coffee drinking lifestyle in Indonesia which continues to grow in urban areas and grows the number of new coffee outlets opening, recorded in 2015/2016 the coffee industry processing capacity of 250,000-tons increased to 300,000-tons in 2019. The Covid-19 pandemic is estimated to be one of the causes of the decline in the number of coffee demands in 2021, the projected coffee consumption growth was recently cut to 2.3 per cent, however, otherwise, there was an increase of 6 per cent in consumption of ready-to-drink coffee, and around 50 per cent happening outside the home. Around 2300 major coffee outlets in Indonesia operate to meet consumer demand for ready-to-drink coffee (Global Agricultural Information Network, 2020).

The intense competition that occurs between retail coffee (such as Starbucks) and local coffee shops (Kopi Kenangan, Promise Jiwa, KopiSoe etc.) makes customer satisfaction an important indicator in service development. Consumer satisfaction is seen as the center of attention and the main key in gaining competitive advantage (Salar, J. in Boroumandfar et al., 2021) by ensuring customers feel happy and their needs are met with the products or services offered (Muhammad, Farid Shamsudin, & Hadi, 2016; Razak & Shamsudin, 2019; Shamsudin, Esa, & Ali, 2019). Customers are also referred to as the driver of a business's success, because the entire business, marketing, sales and profits depend on customers. Thus, companies need to maintain and develop the right marketing mix (Rosli & Nayan, 2020). The marketing mix includes the marketing of products and services that combine the right marketing concepts to achieve optimal results or profits (Muala & Qurneh, 2012). Shankar & Kwon (2011) asserted that the elements in the marketing mix, namely product, price, place and promotion (4p)

are easy-to-control tools that can reflect customer satisfaction. Customer satisfaction is the response of the customer's assessment of the fulfillment of the needs, desires, expectations and goals selected according to the customer's assumptions (Barnes, 2011).

Previous research conducted by Djuhaefa et al. (2017), Khatab et al. (2019), Sari et al. (2018), Wahab et al. (2016) have proven that the marketing mix affects the emergence of consumer satisfaction. The role of the marketing mix is closely related to the impact on customer satisfaction and leads to the formation of word of mouth (Anchan, 2011). Research conducted by Anchan, 2011; Fananiar et al., 2020; Fitria & Yuliati, 2020; Iswati Ishak & Saraih, 2021; Rafika & Yulhendri, 2020; Sofia et al., 2019) have proven that customer satisfaction can lead to word of mouth. Word of mouth is communication between someone who has consumed goods or services and has evaluated them and then shares their opinions from one consumer to another. As said by Cengiz & Yayla (2007) that word of mouth is closely related as a factor of loyalty and customer satisfaction which is reflected in the application of the marketing mix by the company.

Many researches related to the marketing mix have been carried out, looking at the implications for the development of the tourist world (Karim et al., 2021), purchasing decision making (Ragab Abdelhady, Fayed, & Fawzy, 2019), competitive advantage (Al Badi, 2018), marketing communication (Abdul Lasi & Mohamed Salim, 2020), efficiency of customer relationship management (Al-Zyoud, 2019), brand equity (Niazi, Rashid, & Shamugia, 2021) and purchase intention (Mahmoud, 2018). Although research related to the relationship between marketing mix and word of mouth has been widely carried out (Anchan, 2011; Fananiar et al., 2020; Fitria & Yuliati, 2020; Iswati Ishak & Saraih, 2021; Rafika & Yulhendri, 2020; Sofia et al., 2019), studies that include customer satisfaction as a mediation between the two variables are still relatively rare. So this writing aims to see the effect of the marketing

mix on customer satisfaction, the marketing mix on word of mouth and see the influence given by customer satisfaction as a mediation between the marketing mix and word of mouth.

The intense competition in the coffee sales industry has forced retail and local coffee outlets to consider customer satisfaction as an important value in the sustainability of their business (Salar, J. in Boroumandfar et al., 2021). It is important for companies to see what factors can foster satisfaction for their customers. Supporting and increasing the competitive position of a business can be encouraged by looking at customer satisfaction with the products or services offered (Cantarello, Filippini, & Nosella, 2012). (Hallencreutz & Parmler, 2021) argues that a high level of customer satisfaction can lead to a stronger company image and have an impact on protecting market share, increasing customer loyalty and company financial performance. Companies usually use customer satisfaction as a reflection of their customer behavior (Dahlgard-park, 2012), this can also be used in an effort to retain and attract customers (So, King, Sparks, & Wang, 2016). One of the management tools commonly used to contribute to customer satisfaction is the marketing mix component (Puluhulawa, Machfudnurnajamuddin, Mallongi, & Sufri, 2018).

The marketing mix is one of the factors that encourage customer satisfaction (Wahab et al., 2016). Meanwhile Badriyah et al. (2020) found that the marketing mix has an impact on word of mouth. Word of mouth is the most powerful way of communication to reach customers. Word of mouth occurs in almost all industries and a high number of consumers are involved in this process. This has an impact on those who consider word of mouth in determining purchases (Cengiz & Yayla, 2007). This study seeks to see the effect of the marketing mix on the formation of customer satisfaction and also the influence of the marketing mix on the growth of word of mouth. Not only that, the magnitude of the role of the marketing mix is inseparable

from its considerable impact on customer loyalty which ultimately determines positive word of mouth. After customers are satisfied, they will be willing to give favorable recommendations to the company and invite others (Turhan, 2015). So that customer satisfaction is expected to mediate the emergence of word of mouth which is influenced by the marketing mix. Based on this description, the hypotheses to be tested in this study are as follows:

H1: Marketing mix (MM) has a positive and significant effect on customer satisfaction.

H2: Marketing mix (MM) has a positive and significant effect on word of mouth.

H3: Customer satisfaction mediates the effect between marketing mix (MM) and word of mouth.

METHODS

The research was carried out in Malang, Surabaya, and Jakarta from October to December 2020. This study used a quantitative approach. The sampling technique was non-probability sampling with purposive method on 406 coffee shop consumer respondents. Data collection in this study used two types, namely primary data and secondary data. Primary data was obtained from online questionnaire distribution, while secondary data was obtained from literature study. The online questionnaire contains several closed questions addressed to research respondents and respondents provide answers based on a Likert scale of 1 – 5 (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree). The research variables used in this study are components of the 4P marketing mix including Product, Price, Place, Promotion and word of mouth as exogenous variables, and customer satisfaction as endogenous and intervening variables. Analysis of the validity of the questionnaire using WarpPLS 7.0.

RESULTS AND DISCUSSION

Respondents obtained were 406 respondents with

detailed characteristics of 79 percent from outside the City and Malang Regency, 17 percent from Malang City, and the others from Malang Regency. The education of the largest respondents was high school graduates by 73 percent, followed by undergraduate graduates at 14 percent junior high school graduates at 7 percent and diploma graduates at 3 percent 66 percent of respondents' occupations are students, 27 percent are unemployed, 4 percent are employees/entrepreneurs, while housewives and freelancers are 1 percent each. The next characteristic of respondents is age, respondents aged 15-20 years are 43 percent and 20-25 years are 53 percent while the number of other populations is not more than 7 people. Respondents' income below 500,000 is 51 percent and above 2,000,000. by 35 percent From the respondent's characteristic data, it can be concluded that consumers of processed coffee drinks are in great demand by students aged 15-25 years and 20-25 years with an income of Rp. 500,000 up to more than Rp. 2,000,000.

Measurement Model Evaluation

Evaluation of the measurement model in terms of validity tests consisting of convergent validity and discriminant validity, as well as average variance extract (AVE) and reliability tests consisting of composite reliability and Cronbach's alpha tests (Solimun et al., 2017). All of these criteria must meet the criteria so that testing can be carried out on the inner model.

Evaluation of Measurement Model

Evaluation of the measurement of the outer model has a function in testing the reliability of the model that uses three indicator instruments in testing the outer model, namely composite reliability, convergent validity, and discriminant validity. The three instruments must be fulfilled in order to evaluate the inner model.

Reliability Test

One of the reliability tests on WarpPLS is in terms of composite reliability and Cronbach's alpha.

Questionnaires that are categorized as having good composite reliability if the value is 0.7. Based on table 3, the composite reliability value for the four variables in this study has a value of 0.7, so it can be concluded that the research questionnaire passed the composite reliability test. Table 3 also presents the results of Cronbach's alpha testing for each variable in this study which has a value of more than 0.6 and indicates that each variable meets the requirements because it has a Cronbach's alpha value of >0.6 (Solimun et al., 2017). The results of composite reliability and Cronbach's alpha can be seen in table 2.

Convergen validity

Convergent validity was measured using factor loading for the reflective indicator model and component weights for the formative indicator model (Solimun et al., 2017) because the model in this study uses reflective indicators so the convergent validity test uses factor loading. If the factor loading is between 0.4 - 0.7 then the indicator concerned meets convergent validity, because the latent variable should be able to explain the variation of each indicator by 50 per cent, if the loading factor is above 0.70 and between 0.4 - 0.7 then the reflective indicator is maintained (Hair et al., 2011). Based on table 2, it can be concluded that all indicators used in the study have passed the convergent validity test because they have a loading factor value of more than 0.3. The limit of the AVE value according to (Sholihin & Ratmono, 2013) is > 0.5 , and the P-value < 0.001 so that the model can be categorized as passing the convergent validity test. Based on the data in table 2, all indicators of this study have a loading factor of more than 0.3 and the value of the Square Root of Average Variance Extracted (AVE) on all variables in the model has a value above 0.6 and a p-value <0.001 so that the model can be said to meet the requirements. convergent validity.

Discrimination Validity

The model can be said to meet the discriminant validity test if the model has an outer loading

Table 1. Evaluation of Measurement Model

Construct	Indicators	MM	WOM	CST	P-value
Price (PRI)	X1.1.1	-0.633	-0.075	0.104	<0.001
	X1.1.2	-0.551	-0.236	0.12	<0.001
	X1.1.3	-0.69	-0.131	0.067	<0.001
	X1.1.4	-0.71	-0.077	-0.08	<0.001
	X1.1.5	-0.725	0.026	0.024	<0.001
	X1.1.6	-0.696	-0.031	0.105	<0.001
	X1.1.7	-0.628	-0.112	-0.216	<0.001
Product (PRO)	X1.2.1	-0.562	-0.026	0.272	<0.001
	X1.2.2	-0.55	-0.012	0.159	<0.001
	X1.2.3	-0.608	-0.014	-0.151	<0.001
	X1.2.4	-0.563	-0.007	0.272	<0.001
Place (PLC)	X1.3.1	-0.577	-0.018	0.081	<0.001
	X1.3.2	-0.518	0.019	-0.107	<0.001
	X1.3.3	-0.54	-0.163	-0.189	<0.001
	X1.3.4	-0.583	0.023	-0.161	<0.001
	X1.3.5	-0.629	0.103	0.034	<0.001
Promotion (PRM)	X1.4.1	-0.699	0.221	-0.142	<0.001
	X1.4.2	-0.706	0.156	-0.292	<0.001
	X1.4.3	-0.69	0.158	0.212	<0.001
	X1.4.4	-0.73	0.092	-0.049	<0.001
Word of Mouth (WOM)	X2.1	0.071	-0.819	0.006	<0.001
	X2.2	-0.033	-0.852	0.063	<0.001
	X2.3	-0.304	-0.467	0.204	<0.001
	X2.4	0.099	-0.68	-0.055	<0.001
	X2.5	0.054	-0.839	-0.14	<0.001
Consumer Satisfaction (CST)	Y1.1	0.026	0.118	-0.856	<0.001
	Y1.2	0.008	-0.132	-0.881	<0.001
	Y1.3	-0.036	0.018	-0.824	<0.001

Table 2. Composite Reliability and Cronbach's Alpha Value

	MM	WOM	CST
Composite reliability	0.930	0.858	0.890
Cronbach's alpha	0.920	0.787	0.814

indicator on the related construction that has a better value than all loads on other constructions, in WarpPLS it usually has brackets. Table 2 shows that each model has a cross loading value that is greater than all values in other constructs, so it can

be said that the model has a strong correlation on the latent variable. The next test is to test the value of the Square Root of Average Variance Extracted (AVE) with the correlation coefficient of the other variables concerned. Table 3 shows that the AVE

Table 3. Square Root of Average Variance Extracted

	MM	WOM	CST	Result
MM	(0.633)	0.661	0.789	Fulfilled
WOM	0.661	(0.746)	0.602	Fulfilled
CST	0.789	0.602	(0.854)	Fulfilled

value for all variables has an AVE value > 0.5 which means that 50 per cent or more of the variance of the indicators can be explained well by the model (Solimun et al., 2017). So it can be concluded that the model has met all the criteria for discriminant validity.

Evaluation of the Structural Model

The next evaluation of the structural model is to evaluate the inner model to see the relationship between the variables that have been hypothesized previously. The research model obtained the coefficient of determination or R-square X2 and Y, respectively, of 0.470 and 0.626, while the value of Adj. The R-square of 0.467 and 0.625 respectively shows that the marketing mix variable (X1) which consists of product (X1.1), price (X1.2), place (X1.2) and promotion (X1.3) has the influence of

47 per cent on the Consumer Satisfaction variable (Y1), while the other 53 per cent is influenced by variables outside the model, so it can be said that the endogenous variable has a moderate category in explaining the model and is included in the category of having a large influence on the word of mouth variable. The next inner model evaluation is the Q-square, the purpose of this evaluation is to evaluate the predictive validity or relevance of a set of latent predictor variables in making variables according to Wong (2019), Q-square values of 0.02, 0.15, and 0.35 indicate small predictive validity, medium, and large. In this study, it shows that the Q-square value in table 4 is 0.469 and 0.625 so that it can be categorized as consumer satisfaction variables and the word of mouth model has great predictive validity.

Table 4. R-square, Adj. R-Square and Q-Squared

	Fit Criteria	X2	Ket.	Y	Conc.
R-Square	Small if ≥ 0.75 , medium ≥ 0.50 large ≥ 0.25	0.470	Medium	0.626	Large
Adj.R-square	Small if ≥ 0.75 , medium ≥ 0.50 large ≥ 0.25	0.467	Medium	0.625	Large
Q-Squared	Small if $\geq 0,02$, medium $\geq 0,15$ large $\geq 0,35$	0.469	Medium	0.625	Large

Table 5. Evaluation of the Structural Model

Indicator	Fit Value	Fit Criteria	Conclusion
APC	0.505, P < 0.001	P < 0.05	Fulfilled
ARS	0.548, P < 0.001	P < 0.05	Fulfilled
AARS	0.546, P < 0.001	P < 0.05	Fulfilled
VIF(AVIF)	2.547	Acceteable if ≤ 5 , ideal ≤ 3.3	Ideal
VIF(AFVIF)	2.552	Acceteable if ≤ 5 , ideal ≤ 3.3	Ideal
GoF	0.555	Small if ≥ 0.1 , moderate ≥ 0.25 , large ≥ 0.36	Large
SPR	1	Acceteable if ≥ 0.9 , ideal = 1	Ideal
RSCR	1	Acceteable if ≥ 0.9 , ideal = 1	Ideal
SSR	1	Acceteable if ≥ 0.7	Ideal
NLBCCR	1	Acceteable if ≥ 0.7	Ideal

Table 6. Direct Effect Hypothesis Testing Results

Relationship between Variable	Path coefficient	P-value	Conclusion
MM → WOM	0.454	0.017	Weakly significant
MM → CST	0.791	<0.001	Highly significant
CST → WOM	0.270	<0.001	Highly significant

The last inner model measurement is evaluating the Average Path Coefficient (APC), Average R-Squared (ARS), Average Adjusted R-Squared (AARS), Average Block VIF (AVIF), Average Full Collinearity VIF (AFVIF), Tenenhaus GoF (GoF).), Sympson’s Paradox Ratio (SPR), R-Squared Contribution Ratio (RSCR), Statistical Suppression Ratio (SSR), and Nonlinear Bivariate Causality Direction Ratio (NLBCDR) which are the evaluation measurements of the Goodness of Fit model. Table 5 shows the overall value of the measurement indicators indicating that each measurement indicator has met the fit criteria. Thus it can be concluded that the marketing mix (MM) model which consists of product, price, place and promotion on the variables of consumer satisfaction and word of mouth has passed the inner model test.

Hypothesis test

This study aims to analyze the influence of the 4P marketing mix on consumer satisfaction and word of mouth coffee processed drinks, besides that this study also has the aim of reviewing the effect of the 4P marketing mix on word of mouth mediated by consumer satisfaction variables. Hypothesis testing is carried out to determine the direct effect of the marketing mix variable consisting of product, price, place and promotion on word of mouth and consumer satisfaction using WarpPLS 7.0 software, if the p-value 0.10 is obtained then it is said to be weakly significant, if p-value 0.05 then it is said to be significant and if p-value 0.01 then it is said to be highly significant (Solimun et al., 2017). Based on table 6, it can be seen that each hypothesis has a positive and significant relationship.

Based on the results of hypothesis testing in this study, it can be concluded that:

Hypothesis 1 based on the analysis has a path

coefficient value of 0.454 and a P-value <0.001 which indicates that H0 is rejected and H1 is accepted and has a positive and significant effect on consumer satisfaction. H1: Marketing mix (MM) has a positive and significant effect on word of mouth (the hypothesis is accepted).

Hypothesis 2 based on the analysis has a path coefficient value of 0.791 and a P-value <0.001 which indicates that H0 is rejected and H2 is accepted and has a positive and significant effect on consumer satisfaction. H2: Marketing mix (MM) has a positive and significant effect on consumer satisfaction (hypothesis accepted). The results of testing the indirect or mediating influence hypothesis can be seen in table 7. The consumer satisfaction variable (CST) becomes the mediator variable in this study, where the variable will mediate between the marketing mix (MM) variable and the word of mouth (WOM) variable. To find out the category of direct effects, it is necessary to calculate the Variance Accounted For (VAF) in order to determine the magnitude of the indirect effect and its relation to the total effect, namely by adding up the direct effect with the indirect effect, then dividing it by the result (converted in percent) from the indirect effect. Thus, it can be determined the extent to which the variance of the dependent variable is explained directly by the independent variable and how much of the variance of the target construct is explained by the indirect effect through the mediator variable. If the results of the Variance Accounted For (VAF) >80 per cent are in the full mediation category, if the VAF results are 20 per cent VAF 80 per cent then they are in the partial mediation category and if the VAF results are <20 per cent then the model being used has no mediation effect. (no mediation) (Joseph F Hair, Hult, Ringle, & Sarstedt, 2013).

Table 7. Indirect Effect Hypothesis Testing Results.

Relationship between Variable	Path Coe.	P-value	Conc.
Marketing Mix (MM) → WOM	0.213	<0.001	Partial Mediation

Based on the data in table 6, it is known that the 4P marketing mix has a direct effect of 0.454 on the word of mouth variable with a p-value of 0.017, while in table 7 the marketing mix variable has an indirect effect of 0.213 with a p-value <0.001. The result of the total effect is the sum of the direct effect with the indirect effect of 0.667, then dividing the indirect effect by the total effect and the result is 0.319. This means that 31.9 per cent of the influence of the marketing mix on word of mouth is explained by the mediating variable of consumer satisfaction. So it can be concluded that the influence of the 4P marketing mix through customer satisfaction will produce better word of mouth than without customer satisfaction.

Hypothesis 3 is based on path coefficient analysis of 0.213, p-value <0.001 and VAF 0.319 which indicates that H0 is rejected and H3 is accepted and the variable of consumer satisfaction partially mediates the marketing mix with word of mouth. H3: Customer satisfaction mediates the effect between marketing mix (MM) and word of mouth (hypothesis accepted). Based on the structural equations and variable measurements that have been described, the following is a path diagram in this study.

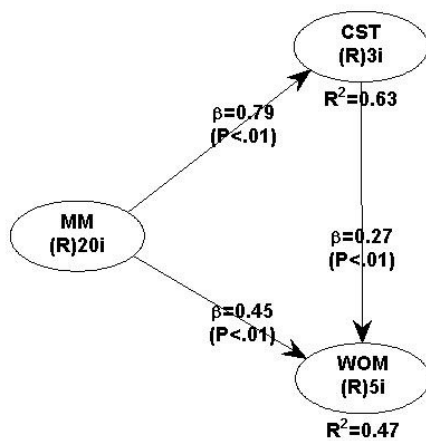


Figure 1. Flowchart of Research Results

Evaluation of Effect Size

Effect size evaluation is carried out to determine the proportion of variance of certain exogenous variables to endogenous variables, effect size can be categorized into three categories, namely weak (0.02), medium (0.15), and large (0.35) (Sholihin & Ratmono, 2013). Based on table 8, it is known that all variables in the study belong to the category of weak effect size because they have a value of less than 0.15. According to Baker & Hart (2008), although the place variable has a low influence on consumer satisfaction, the development of marketing strategies needs to consider all components of the marketing mix in order to increase customer satisfaction.

Table 8. Effect Size Value

Relationship between Variable	Effect size	Conclusion
MM → WOM	0.096	Weak
MM → CST	0.086	Weak
CST → WOM	0.074	Weak

MANAGERIAL IMPLICATION

Previous research with a similar background has encouraged researchers to design new models by adapting the existing social environment as a result of the Covid-19 pandemic. This study is expected to fill the existing niche in this topic and can help the world of research and practitioners. This study emphasizes the importance of implementing the marketing mix in a company in order to achieve optimal profit, in the context of this research it means retail and local coffee outlets. Although the data obtained are limited in the scope of Malang City, the results of this study are expected to help retail coffee outlet companies and local coffee outlets throughout Indonesia to pay attention to the marketing strategies used in establishing relationships with their customers. The marketing

mix (product, price, place and promotion) that is designed must be able to meet the needs, desires and expectations of customers, so as to achieve customer satisfaction in the midst of the Covid-19 pandemic. One of the implementations of the marketing mix that can be done is to apply high standards to the products offered. In addition, for the formation of good word of mouth among customers, the marketing mix strategy that can be used is to actively inform customers of new and old products or services.

CONCLUSION

This study focuses on the formation of word of mouth among customers or consumers in the midst of the Covid-19 pandemic which was identified in customers of retail and local coffee outlets. The Indonesian government's policies such as Large-Scale Social Restrictions (*Pembatasan Sosial Berskala Besar/PSBB*) and the adaptation of new habits in several regions in Indonesia have caused changes in consumer behavior and have an impact on various businesses, one of which is coffee shops. The framework in this study was compiled through

a review of the relevant literature with the aim of seeing whether the marketing mix and customer satisfaction have an impact on the formation of word of mouth. The data collected from 409 respondents were then analyzed using SEM-PLS and the findings in this study illustrate that the marketing mix is proven to be able to increase coffee shop customer satisfaction, besides that the marketing mix is also found to be able to determine the good or bad experiences that customers share with others or commonly called as word of mouth. Changes in consumer behavior during the Covid-19 pandemic who prefer to reduce the intensity of leaving the house cause word of mouth to be carried out to maintain customer satisfaction and loyalty. The phenomenon that occurs in the community illustrates that the satisfaction obtained by customers can be passed on to an experience that is shared with people around which can indicate the accuracy of implementing the marketing mix. So it can be concluded that customer satisfaction has succeeded in being a mediator/intermediary for the marketing mix with word of mouth. ■

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