

Marketing Strategies in Delivering Customer Satisfaction: A Case Study of Nestlé

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Publication Information

Research Article

ABSTRACT

HOW TO CITE

Chang, P. L., Chang, Y. Y., Chinnappan, C. C., Chai, M. H., & Ladeuth, L. M. A. (2023). Marketing Strategies in Delivering Customer Satisfaction: A Case Study of Nestlé. *International Journal of Tourism & Hospitality in Asia Pasific*, Vol. 6(2), 26-39.

DOI:

<https://doi.org/10.32535/ijthap.v6i2.2321>

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Received: 27 April 2022
Accepted: 19 May 2023
Published: 20 June 2023

The success of a business depends on its use of marketing methods. Nestlé will always be prepared with comprehensive strategies to open a broader market to obtain customer satisfaction. This research investigates the relationship between the 4Ps marketing strategies including product, price, place, and promotion strategy with customer satisfaction. A total number of 106 respondents who are Nestlé users participated in the survey to acknowledge whether those marketing strategies significantly affect customer satisfaction. Multiple linear regression was used to conduct hypothesis tests. The findings reveal that all elements of marketing strategies were significantly related to customer satisfaction. This research will provide some suggestions to increase Nestlé's reputation and customer satisfaction.

Keywords: Customer Satisfaction, Marketing Mix, Place Strategy, Price Strategy, Product Strategy, Promotion Strategy

INTRODUCTION

Nestlé is a global food and beverage (F&B) manufacturer with its headquarters in Vevey, Vaud, Switzerland. Henri Nestlé, who achieved a breakthrough in the field of neonatal nutrition, founded Nestlé in 1867. Nowadays, Nestlé has around 447 factories in 189 countries which makes Nestlé the largest F&B manufacturing company worldwide. According to Baker (2008), the basic goal of market strategy is to increase sales and achieve sustainable competition. The market strategy that Nestlé Company uses is the 4Ps marketing strategies which are product, price, place, and promotion strategy. In fact, one sort of marketing mix is the 4Ps marketing strategies.

The term product is related to the organization's goods and services. Consequently, the product can also be called a series of advantages that marketers can show to customers at a certain price. Thus, the product is a fundamental aspect of the marketing mix (Singh, 2012). Pricing is the amount of money that a consumer must exchange to receive an item (Singh, 2012). Determining the price of the product is a challenging task. That's because the company must consider external and internal factors, such as the cost of the product, the customer's consumption power, and competitors' fees for similar products. In fact, pricing is a super challenging decision that needs to be made by a company as it can affect the demand for the product and the profitability of the company (Singh, 2012). This will affect customer satisfaction and consumption.

For customers, the company must find a suitable location where they can have a deal with customers directly. As a result, it is critical that the goods be ready to sell at local markets. This market includes people and organizations such as wholesalers, retailers, and distributors. Besides, a company can also sell products directly to customers (Burnett, 2008). At the same time, promotion is also described as a kind of human behavior, which is based on the communication process, and the whole process will be directly guided and influenced indirectly through personal selling points or through media advertising information (Kotler & Armstrong, 2012). The main purpose of promotion is to aid a company in presenting products to customers effectively and encouraging them to buy. This research evaluates the relationship between the 4Ps marketing strategies which include product, price, place, and promotion to customer satisfaction. On the contrary, the problem and challenge have also been found in the research that can affect customer satisfaction.

Product quality is the biggest challenge that can affect customer satisfaction, and it always exists, especially for the F&B manufacturing company. It is essential for Nestlé to examine product quality as it is the perception of the overall product and services from customers. Related to this, expected product quality and perceived product quality are two major aspects that might influence overall product quality. Customers will think the product quality is good and will be satisfied if the product quality matches expectations. Conversely, if the product quality does not match the expectation, the customers will classify that product as a bad quality product. According to Kotler and Keller (2012), the product's quality is perceived quality, durability, features, reliability, compliance, service ability, and aesthetics, namely performance. Therefore, the quality of the product is primary and fundamental for a company to create a sustainable competitive advantage.

Fairness and affordable price are problems that Nestlé Company needs to face. Customers will always compare the price of the exact same item in different brands as no one is willing to pay more money for the same product that they buy. In addition, the economic situation always presents challenges for food and beverage processing companies. Economic crises such as the Covid-19 pandemic will greatly impact Nestlé. Material inflation caused by cost-driven inflation will force Nestlé to raise prices. Therefore, customer satisfaction with Nestlé product prices will decrease. Thus, the economic crisis and unstable market environment will cause Nestlé to lose profits.

The reason this case study has been carried out is due to some problems, such as the dissatisfaction among consumers when the product quality of the F&B industry does not meet their expectations, affordable product price, and the effects of the Covid-19 pandemic. In the F&B sector, there are various lines of inquiry into business disruption and how to handle it. According to Sharma and Singhal (2018) and Bruzzone, Massei, Agresta, and Ferrando (2013), there is some current research and findings about the implications of the Covid-19 pandemic on the food supply chain, but there have not been any measures or strategies identified to mitigate the pandemic's harmful effects. Customers, internal manufacturing processes, suppliers at different levels, storage, and distribution, as well as external conditions, are all possible causes of difficulties in the food and beverage sector (Bruzzone et al., 2013). Accordingly, it is necessary to conduct research that identifies the specific components of Nestlé's marketing strategies that support customers' satisfaction. The research problem is to answer the following questions. Firstly, how does Nestlé's marketing strategies influence customer satisfaction. Secondly, what is the relationship between the marketing strategies implemented by Nestlé customer's satisfaction? Third, how does Nestlé face challenges in creating products that satisfy customers? The main goal of our research is to recognize the effectiveness of the marketing strategies of Nestlé to create satisfaction among its customers, measure the relationship between Nestlé's marketing strategies and its customer satisfaction and determine how Nestlé integrates all the marketing strategies to satisfy customers.

In general, the structure of this article starts with a literature review, followed by an overview of the theoretical foundations and methods used in this research, and then a discussion of the main findings. Finally, we put forward conclusions in the report and some future methods that can be used to measure customer satisfaction.

LITERATURE REVIEW

Marketing Strategies

The marketing mix, according to Kotler and Keller (2015), is a marketing strategy used by a firm to improve organizational performance while satisfying the targeted customers. The marketing mix is basically made up of several parts that can be chosen based on the company's primary goal. The 4Ps (product, price, place, and promotion) are referred to as the key elements of a marketing mix, and these marketing mixes can bring about increased satisfaction to consumers (Raewf & Thabit, 2015). Niazi, Rashid, and Shamugia (2021) add that the 4Ps marketing mix concept also applies to researchers, processes, and physics. A theoretical model that defines the important decisions that management makes while customizing their services to satisfy their customer's needs is known as the marketing strategy. It is a non-scientific notation. By using the marketing tools, short-term programs and long-term plans can both be developed. Hereby, we argue that Nestlé's four forms of marketing that will affect consumer satisfaction are product, pricing, placement, and promotion. The marketing plan's product, price, place, and promotion (4Ps) elements are the manageable instruments that will reflect buyer's fulfillment (Shankar & Chin, 2011).

Good products include variety, quality, design, brand name, packaging, and service (Arjuna & Ilmi, 2019). On the other hand, a product might also be a service, such as rail transportation or telecommunication. Certainly, in the marketing mix of any company, the product is the most important component. Firstly, Nestlé's products are very diversified. Some of the products of Nestlé are confectioneries and cookies, liquid and powdered beverages, instant noodles, cereals, ice cream, milk, dairy, frozen foods and many more. According to Reza (2020), Nestlé makes infant food, instant coffee, dairy products, healthcare products and others. Besides, Nestlé also ensures that all its products' packaging is attractive. Furthermore, Nestlé provides printed detailed product descriptions on the packaging.

Borden and Marshall (1959) studied that the second most essential marketing mix component is the fixed price on sale. The price is a mechanism customers use to pay for the company's products or services (Suherly, Affif, Arief, & Guterres, 2016). According to Singh (2012), the price is an important decision zone since it affects both the institution's profitability and the need for the products. In terms of pricing strategy, reasonable and affordable prices will become one of the factors customers consider buying (Tendur, Hutabarat, & Tumbelaka, 2021).

The place is one of the 4Ps marketing mix, which is a significant component in the marketing element. A place can be defined as providing products or receiving services to customers in any way (Owomoyela, Ola, & Oyeniya, 2013). According to the study by Hidayat, Tumbuan, and Soepeno (2021), a place is defined as a meeting point for customers to provide goods or services. Place explains the natural process the organization takes to deliver goods or services to customers. As a result, having the product available in local markets is crucial. This refers to a network of individuals and organizations that define the company's supply chain, such as dealers, distributors, and retailers which are also known as the channel of distribution. The organization needs to select whether to sell its goods through distribution networks or directly to consumers. It may even contemplate selling it directly to customers. Nestlé ensures all their products are available in most of the places where consumers can easily get them, such as convenience stores, grocery shops, supermarkets, and retail shops. Besides, Nestlé's products are also available on online platforms such as Lazada, Shopee, Grab Mart, Family Mart e-commerce app, and more.

Based on the study of Karim et al. (2021), promotion is very important to marketing strategy because it guides customers to use the product and benefit from it. Advertising, promotion, personnel sales, public relations, and direct marketing methods constitute a promotion mix (Mahmood & Khan, 2014). The merchant and sales team of a company can carry out promotions to successfully offer the product and services to customers and urge them to purchase it. The promotional tools determine the product's placement in the target market. Digital marketing is one of the promotion strategies. Digital marketing also provides accurate prices and information for comparison with similar products. It gives customers the option to buy directly and gives them the option to share their product experience (Yasmin, Tasneem, & Fatema, 2015). Promotion is one of the most practical aspects to keep the industry moving forward. Nestlé carries out various promotional activities to make the consumers aware of their products existence and to satisfy their customers' needs. Nestlé uses a range of marketing channels, according to Peter and Donnelly (2004), including print, in-store display and promotions, direct marketing, broadcast, advertising, and coupons.

Customer Satisfaction

Consumer satisfaction is describe as a person's level of idea after differentiating his performance with expectations (Kotler & Keller, 2016). Factors such as product quality, pricing strategy, and store characteristics will affect customer satisfaction (Zhong & Moon, 2020). If the customer is satisfied with the product, it will increase customer loyalty and retain the customer (Irfan, Shamsudin, & Hadi, 2016). In Nestlé, all four marketing strategies (product, price, place, and promotion) contribute to delivering the products to the consumers, leading to the maximum level of satisfaction among consumers. This makes them loyal to the company and purchase Nestlé products before any other brands due to their satisfaction towards the company and its products. The higher the value of client loyalty and the better the level of consumer satisfaction, the higher the profitability of the company (Romdony & Rosmadi, 2019). A pleased consumer will probably spread positive word about the firm and its products to others, resulting in them owning most of the marketing share. Since positive word of mouth significantly impact the minds and behaviors of customers. Customer satisfaction is improved by picking services in product delivery to ensure timely and effective delivery to clients (Jie, Subramanian, Ning, & Edwards, 2015).

Firstly, the availability of various categories of products of Nestlé gives huge satisfaction among customers towards the company. Nestlé's wrapping is vibrant and appealing, and it keeps food safe, protects it during transit, extends lifespan, and reduces waste, all of which contribute to consumer pleasure. Furthermore, Nestlé provides printed detailed product descriptions on the packaging. According to Nestlé company (2016), Nestlé Nutritional Compass is a packaging innovation that educates customers about nutrition information, intake guidance, and customer service linkages. The products produced by Nestlé have also been halal certified. Halal certification can give Muslim customers peace of mind to use their products. According to (Nestlé Malaysia, 2021), Nestlé Malaysia is known as the global Halal Centre of Excellence for adhering to the finest Halal standards and implementing them across their value chain, as well as adhering to Syariah rules. Nestlé's products have also reached national hygiene standards. These standards are very important to both Muslim and non-Muslim customers. According to Leow, Bahron, and Kong (2011), the crucial aspect influencing consumer satisfaction in hypermarket operations is the quality of the product.

H1: Nestlé's product strategy positively correlates with customer satisfaction.

Secondly, Nestlé has used the price strategy to increase customer satisfaction. According to The Malaysian Reserve (2017a), despite rising commodity prices and a weakening ringgit, Nestlé (M) Bhd, Malaysia's largest multinational company, provides the most affordable pricing for its goods. Besides, Nestlé also ensures the price of the product always matches its quality to create satisfaction among consumers. This is because if the quality of the product is good enough and the price is fair, it can attract customers to buy their products, thereby maximizing customer satisfaction. In addition, the price has a direct impact on customers' judgments about services and customers' purchasing decisions. Therefore, the price structure will come from the principal marketing decisions, which must be carefully evaluated while affecting customer satisfaction (Salvador, Reboloso, Fernandez-Ramirez, & Canton, 2006; Alshurideh, Al Kurdi, Abumari, & Salloum, 2018).

H2: Nestlé's price strategy has a positive relationship with customer satisfaction.

Thirdly, Nestlé also puts their products in decent entities such as 99 Speed Mart, Tesco, and others. In this way, consumers can get Nestlé items very easily whenever they want, and they can go in person to buy to ensure their products are in good condition. This method allows most consumers to buy the products they want easily. In this way, customers not only save a lot of time but also increase their satisfaction. According to Webb et al. (2020), when compared to customer views about items, the shopping environment has a greater impact on which stores people choose to visit. Customers' expectations and impressions, as well as their overall satisfaction, are influenced by retail purchases, according to Turley and Milliman (2000). Besides, Nestlé uses e-commerce platforms to sell their products. This online purchase would give much satisfaction to consumers as they can get Nestlé products to be delivered to their doorsteps without going to physical stores. Consumers have a range of expectations for the things they are going to purchase when they shop online, and they will be satisfied with the product if it falls within their acceptable range of satisfaction (Bhattacharya, Srivastava, 2020). According to The Malaysian Reserve (2017b), an e-commerce campaign has been launched by Nestlé Malaysia in a collaboration with online retailers such as 11street and Lazada. Online sales have brought a lot of convenience to customers during the Covid-19 period. During the severe period of the epidemic, customers have reduced their chances of going out to purchase for safety. Therefore, customers prefer to buy the products they want through online platforms and pay for purchases through online banking. Nestlé Malaysia's e-commerce company seeks to give consumers another means to source items via its online platform, which might provide purchasers with a more comfortable shopping experience.

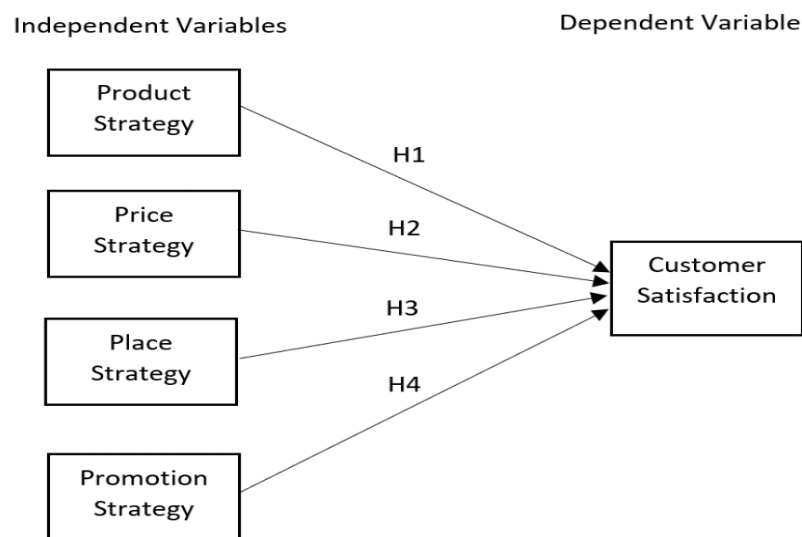
H3: Nestlé's place strategy has a positive relationship with customer satisfaction.

Lastly, consumer satisfaction will rise because of all these promotional efforts, as they will be rewarded for each purchase of Nestlé products, encouraging them to buy Nestlé products more frequently. By this, Nestlé brings a promotional effect to customers which increases customers' desire to buy the product. According to the findings of Park, Choi, and Moon (2013), consumer pleasure is influenced by promotions such as price discounts, direct presents, and collected points. According to Mullins (2010), the marketing efforts are unique in that they incorporate a call-to-action aspect that will encourage clients to perceive the advertised brand in ways that will overcome their apprehension and motivate them to purchase branded things for use. It is undeniable that advertisements provide photos, reviews, and ratings to help customers in choosing products to purchase. Nestlé ensures they provide correct information to their customers through advertisements before buying the products. Furthermore, social media platforms such as YouTube, Facebook, and Instagram contribute much to customer satisfaction with the company as it will let customers get in touch with the latest information about Nestlé products. The promotional procedure aid to raise consumer awareness of its products, which leads to increased sales and brand loyalty (Išoraitė, 2016). According to Bravo Gil, Fraj Andrés, and Martínez Salinas (2007), brand loyalty and consumer satisfaction can be affected by promotion activities.

H4: Nestlé's promotion strategy has a positive relationship with customer satisfaction.

Figure 1 below illustrates the research framework of the relationship between the marketing strategies of Nestlé on customer satisfaction.

Figure 1. Research Framework



H1: Nestlé's product strategy has a positive relationship with customer satisfaction.

H2: Nestlé's price strategy has a positive relationship with customer satisfaction.

H3: Nestlé's place strategy has a positive relationship with customer satisfaction.

H4: Nestlé's promotion strategy has a positive relationship with customer satisfaction.

RESEARCH METHOD

To obtain the most important and primary data, our questionnaire has set the target respondent: Nestlé users. We used Google Forms to distribute an online survey questionnaire with 33 questions through social media platforms. A total of one hundred and sixty respondents participated in the survey to acknowledge whether those marketing strategies significantly affect customer satisfaction. Data were collected within 4 days in November, and the questionnaire is included as an appendix in this paper. Quantitative methods are considered to study the relationship between customer satisfaction and 4Ps marketing strategies. Version 26 of IBM SPSS Statistics was used

to conduct the statistical analysis. Regression analysis is applied to measure the significance among independent variables and dependent variables. Besides, SPSS is also used to analyze data and evaluate the consistency of the outcome using reliability tests.

This survey consists of five sections, which are the demographics of respondents, customers' opinions toward Nestlé, customers' expectations, customer satisfaction, and customer loyalty. The Likert table is divided into 5 points, and the value range is from 1 which strongly disagrees, to 5 which strongly agrees, except for the demographics of respondents and customers' opinions toward Nestlé. We used a 19-item scale for the Marketing Strategy to assess the relationship between marketing strategy (4Ps) and customer satisfaction. The scale items were based on product strategy, price strategy, place strategy, promotion strategy, and customer satisfaction. Based on the analysis, we identified four independent variables: product strategy (3 items), price strategy (3 items), place strategy (3 items), and promotion strategy (4 items) and one dependent variable: customer satisfaction (6 items). Sample items were as follows: "Nestlé products are diversified" (Product Strategy), "Nestlé products prices are affordable" (Price Strategy), "Nestlé products are easy to find" (Place Strategy), "Sales promotions provide sampling, rebate, and discounts to customers" (Promotion Strategy) and "I am satisfied with the price of Nestlé products" (Customer Satisfaction). Besides, we used 4-item scale to assess customer loyalty, such as: "I trust Nestlé".

RESULTS

Based on this research, we understand the satisfaction of customers with the marketing strategies used by Nestlé. In this user questionnaire, we collected data from 160 Nestlé users to determine customer satisfaction. The result of the questionnaires are presented in the Table 1 below.

Table 1. Respondents' Demographics (N=160)

Variables	Frequency	Percentage (%)
Gender		
Female	125	78.1
Male	35	21.9
Age		
20 years old and below	39	24.4
21-30 years old	110	68.8
31-40 years old	3	1.9
41-50 years old	5	3.1
51 years old and above	3	1.9
Ethnicity		
Bidayuh	2	1.3
Bumiputera Sabah	3	1.9
Chinese	109	68.1
Iban	4	2.5
Indian	7	4.4
Indonesian	1	0.6
Kadazan	4	2.5
Kenyah	1	0.6
Malay	29	18.1

Nationality		
Colombia	1	0.6
Indonesian	1	0.6
Malaysia	158	98.8
Occupation		
Government Sector	1	0.6
Private Sector	11	6.9
Retired	2	1.3
Self-employed	1	0.6
Student	139	86.9
Unemployed	6	3.8
How often do you buy Nestlé products?		
More often		
Never Consume before	49	30.6
Once a week	5	3.1
When needed	20	12.5
	86	53.8

The respondents in this study are all Nestlé users. A total of 160 respondents (N=160) partake in this survey. There are 35 (21.9%) of respondents are male, and 125 (78.1%) are female. Many respondents are between the ages of 21 to 30, which is 110 (68.8%). Among the respondents, 68.1% are Chinese, followed by Malay (18.1%), Indian (4.4%), Bidayuh (1.3%), Bumiputera Sabah (1.9%), Iban (2.5%), Indonesian (0.6%), Kadazan (2.5%), and Kenyah (0.6%). In terms of nationality, 98.8% were from Malaysia, followed by Colombia (0.6%) and Indonesia (0.6%). In addition, the survey respondents included people from different occupations. Most of the respondents are students consists of 139 (86.9%), followed by the private sector (6.9%), self-employed (0.6%), and government sector (0.6%). There are 6 respondents who are unemployed (3.8%), and 2 respondents who are retired (1.3%). The survey shows that 30.6% of the respondents purchase Nestlé's products often, and 12.5% purchase them once a week. 86 respondents, which is equivalent to 53.8%, buy Nestlé's products when needed. The findings reveal that 5 respondents (3.1%) had never consumed before, even though they did not purchase before, but they had used Nestlé's products.

Table 2. Cronbach's Coefficients Alpha, Descriptive Statistics and Zero-order Correlations of All Study Variables

Variables	1	2	3	4	5
Product Strategy	.827				
Price Strategy	.698**	.855			
Place Strategy	.607**	.499**	.858		
Promotion Strategy	.691**	.594**	.654**	.851	
Dependent Variable: Customer Satisfaction	.754**	.745**	.643**	.735**	.906
Mean	4.302	4.181	4.475	4.258	4.267
Standard Deviation	0.630	0.717	0.650	0.693	0.664
No. of Items	4	3	3	4	6

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.000$, N=160. Diagonal entries in bold indicates Cronbach's Coefficient Alpha

The Pearson correlation coefficient in Table 2 indicates all independent variables, 4Ps marketing strategies were positively related to the dependent variable, customer satisfaction, within the range of 0.499 to 0.754. In general, reliability analysis is used to measure the consistency and whether the questions from the questionnaire are reliable or not. Based on the dimension of Cronbach's Alpha, the poor reliability values below 0.6 which is between 0.7 and 0.6 is questionable; between 0.8 to 0.7 is acceptable, and between 0.9 and 0.8 is considered as good. In this study, a total of 4 items were included in the product strategy, 3 items in the price strategy, 3 items in the place strategy, 4 items in the promotion strategy, and 6 items in customer satisfaction. Cronbach's Alpha for four independent variables is considered good because Cronbach's Alpha is more than 0.8 which is 0.827 (product strategy), 0.855 (price strategy), 0.858 (place strategy), and 0.851 (promotion strategy). Cronbach's alpha coefficient of customer satisfaction as an independent variable is the highest at 0.906, which is considered excellent. As a result, the questionnaires used in this study are reliable. In this report, we use five-point Likert scale scales. This survey was used to collect the respondents' agreement with the statements provided for each variable. The mean value of the variables is in the range of 4.181 to 4.475, which reveals that respondents agree with the statement given.

Table 3. 4Ps Marketing Strategy Model Summary of Customer Satisfaction

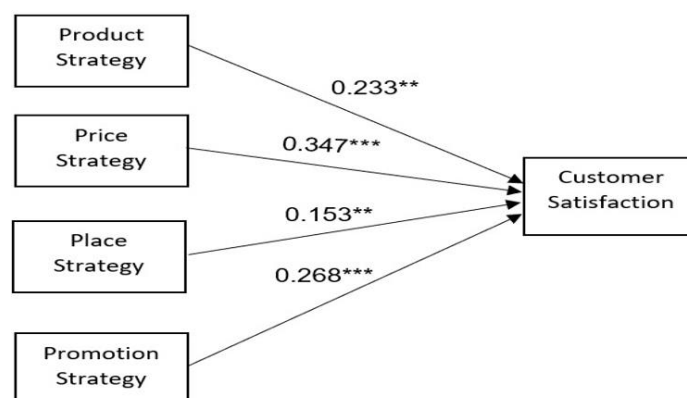
Variables	Customer Satisfaction
Product Strategy	0.233**
Price Strategy	0.347***
Place Strategy	0.153**
Promotion Strategy	0.268***
R ²	0.730
F value	104.648
Durbin-Watson Statistic	2.045

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.000$, $N=160$

Independent variables: Promotion Strategy, Price Strategy, Place Strategy, Product Strategy

Dependent Variable: Customer Satisfaction

Figure 2. Hypothesized Model



Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.000$

Table 3 indicates there was a significant coefficient of determinants ($R^2 = 0.730$) which indicates the relationship between the 4Ps marketing strategies on customer satisfaction. 73% variation of the dependent variable, customer satisfaction, is due to the independent variable, 4Ps marketing strategies (product, price, place, and promotion). The significance value is 0.000, which is less than the alpha value of 0.05, and thus the result is considered significant. Therefore, the hypothesis H1, H2, H3, and H4 are accepted. This is supported by the study of Sudari, Tarofder, Khatibi, and Tham

(2019), who discovered that all aspects of the marketing mix have a considerable impact on consumer satisfaction. According to Kadhim, Abdullah, and Abdullah (2016), there is a significant link between customer happiness and the marketing mix aspects.

DISCUSSION

We use multiple linear regressions to evaluate the impact of 4Ps marketing strategies (independent variables) on customer satisfaction (dependent variables). In accordance with Table 3, the independent variables, product strategy, pricing strategy, place strategy, and promotion strategy, all seem to have a p-value less than 0.05, showing that they all have an important relationship with customer satisfaction. This shows a meaningful relationship between these 4Ps marketing strategies (independent variables) and customer satisfaction (dependent variables). Furthermore, price strategy significantly impacts the dependent variable, with a coefficient beta of 0.347, then promotion strategy with a coefficient beta of 0.268, while product strategy with a coefficient beta of 0.233 and promotion strategy with a coefficient beta of 0.153. The hypothesized model can be illustrated in Figure 2. As such, H1, H2, H3 and H4 are supported.

In the case of regression analysis, the p-value of the product strategy is 0.001, which is below the significant level of 0.05. Therefore, there is solid evidence that the strategy produced is positively and significantly linked to customer satisfaction. This result can be supported by the research of Xie (2020), where product strategies have a direct relationship with customer satisfaction and happiness. According to the study of Diputra and Yasa (2021), product quality directly affects customer satisfaction. Therefore, our hypothesis, H1 can be supported. Besides, the p-value of the price strategy is 0.000, which is below the significant level of 0.05. It reflects a positive and important relationship between price strategy and customer satisfaction. Hypothesis 2 (H2) can be supported by the research of Wantara and Tambrin (2019), which suspect price variables influence customer satisfaction. In addition, the study of Putu and Ekawati (2020) proved that the fairness of price is very important to customer satisfaction.

The regression analysis' result shows the p-value of the place strategy is less than the significant level of 0.05 which is 0.009. Therefore, there is strong evidence that the place strategy is positively and significantly related to customer satisfaction. Past research (Boroumandfar, Aabedi, Feizi, & Aghdam, 2021) has found that place strategy has an important relationship with customer satisfaction. Therefore, the result of H3 is aligned with Senbet (2018), which has mentioned the significant relationship between place strategy and customer satisfaction. Haftu (2019) has highlighted that place strategy is significantly related to customer satisfaction with the comfortable bank layout, convenience of the service, and distribution system of the bank.

From the regression analysis, the p-value of the promotion strategy is 0.000, which is below the significance level. Thus, the promotion strategy is positively and significantly related to customer satisfaction. This result can encourage Wibowo, Wulandari, and Qomariah's (2021) study, which concludes that the promotion of the product is significantly related to customer satisfaction by increasing the product's existence and enhancing customer purchase intention. Besides the result of the hypothesis, H4 can be supported by Suwandi (2020), who proves that the promotion influenced customer satisfaction through cash or installment sales promotion.

CONCLUSION

According to the regression analysis above, all four hypotheses (H1, H2, H3, and H4) were significant: product strategy, price strategy, place strategy, and promotion strategy correlate positively to customer satisfaction. Facts have proved that marketing strategies can affect customer satisfaction.

As more and more food and beverage companies exist, they pose a certain threat to Nestlé. However, effective 4Ps marketing strategies are their first choice for marketing. A good marketing strategy will not only boost the profit of the company but also the goodwill of the customers, thus establishing a long-term relationship with the customers. Besides, in this research, we also provided valuable insights and information for the following aspects. According to the survey given to the Nestlé users, Nestlé obtained a high value of customer loyalty. Thus, Nestlé can use social media to conduct surveys to measure customer satisfaction with the recent marketing strategies. This provides an opportunity for Nestlé to find the weaknesses of current marketing strategies from customer feedback and produce products that meet customer expectations. In this way, customers will feel that they are important. In addition, Nestlé can conduct activities to enhance the relationship between Nestlé to the public. For example, some charity activities can be carried out by donating and giving products under Nestlé's brand to people in need during the Covid-19 pandemic. This approach will make customers feel intimacy, improve customer favorability, and increase brand awareness.

Since the current research results only come from 160 Nestlé users in Malaysia, Indonesia, and Colombia, there may be limitations. Nonetheless, the goal of this research was achieved through feedback from 160 Nestlé users. In the future, researchers can expand the scope of the questionnaire to more countries and a wider group of respondents to further advance the research and achieve greater progress.

ACKNOWLEDGMENT

N/A

DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest

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