

## **Abstract**

The purpose of this research is to look at the relationship between customer satisfaction and retention as it relates to air conditioners (ACs) sold in retail stores in Medan, as well as the impact of the marketing mix. This quantitative study surveyed 1,614 AC buyers from 14 retail stores in Medan (May–September 2025) and analyzed the data using PLS-SEM to test validity, reliability, and hypothesis significance. The results show that all four marketing mix variables significantly affect customer satisfaction, with place (store location and accessibility) having the strongest influence, followed by price and product, while promotion negatively affects satisfaction. Customer satisfaction strongly predicts loyalty, and loyalty significantly influences customer retention. The mediation analysis confirms that loyalty and satisfaction together enhance the effects of marketing mix variables on retention, although promotional efforts can reduce satisfaction and weaken retention when poorly executed.

By examining the air conditioner market in Indonesia through the 4P marketing mix framework and the satisfaction-loyalty-retention linkages in the retail sector, this study adds to the marketing literature. The results shed light on an understudied aspect of retention in the air conditioner market—the importance of store accessibility and customer experience—and give managers insight into how to optimize location, service, and value-based strategies instead of depending only on price or promotion. These findings suggest that management needs to focus on strategic locations and quality service to improve customer satisfaction. Businesses are advised to shift from aggressive promotions to value strategies such as after-sales service and loyalty programs.

**Keywords:** Marketing Mix, Air Conditioner, Customer Retention Based, Retail Management

**JEL Classification:** L11, L68, M31,

## **Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran terhadap kepuasan pelanggan serta implikasinya terhadap loyalitas dan retensi pelanggan pada produk pendingin udara (air conditioner/AC) di sektor ritel Kota Medan. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 1.614 konsumen AC yang melakukan pembelian di 14 toko ritel elektronik selama periode Mei–September 2025. Analisis data dilakukan menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa seluruh elemen bauran pemasaran berpengaruh signifikan terhadap kepuasan pelanggan. Variabel tempat (lokasi dan aksesibilitas toko) memiliki pengaruh paling dominan, diikuti oleh harga dan produk, sedangkan promosi berpengaruh negatif terhadap kepuasan pelanggan. Kepuasan pelanggan terbukti berpengaruh kuat terhadap loyalitas pelanggan, dan loyalitas secara signifikan meningkatkan retensi pelanggan. Hasil uji mediasi menunjukkan bahwa kepuasan dan loyalitas berperan sebagai mekanisme penting dalam memperkuat pengaruh bauran pemasaran terhadap retensi pelanggan. Namun demikian, strategi promosi yang tidak tepat berpotensi menurunkan kepuasan dan melemahkan retensi pelanggan.

Temuan penelitian ini memberikan kontribusi empiris terhadap literatur pemasaran ritel, khususnya pada industri AC di Indonesia, dengan menegaskan pentingnya aksesibilitas lokasi dan pengalaman pelanggan dalam membangun retensi jangka panjang. Implikasi praktis menunjukkan bahwa pengelola ritel perlu mengalihkan fokus dari promosi berbasis diskon menuju strategi penciptaan nilai, peningkatan layanan purna jual, dan penguatan program loyalitas.