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The Influence of Marketing Mix on the Customer Satisfaction of Moringa Leaf Tea

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Abstract

Keywords:
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Marketing success is supported by the process of selecting the right product, good distribution channels, reasonable prices, and an effective promotion called Marketing Mix. Marketing Mix elements have to support each other in order to achieve marketing goals in order to achieve customer satisfaction. The objectives of this research are to analyze the Marketing Mix (product, price, place, promotion) and customer satisfaction of Moringa leaf tea and to analyze the effect of marketing mix on customer satisfaction of Moringa leaf tea. The determination of the research location was based on the consideration that Blora Regency has a Moringa plantation and Moringa leaf tea processing factory. The research was conducted in January - February 2020. This research is a case study. The number of respondents was 110 respondents which selected using the quota method. The sampling method used was accidental sampling. Data collection was done by interview, observation and literature study. The data analysis used was descriptive analysis and multiple linear regression analysis. The results of the study are: product variables received unfavorable responses, price and place variables received good responses, promotion variables received bad responses and customers were satisfied. Product, price, place and promotion simultaneously affect customer satisfaction of Moringa leaf tea with a significant level of 0.000. The t-test results are significant on the price and place variables, while the product and promotion variables are not significant. Future research is

expected to analyze the level of customer satisfaction.

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INTRODUCTION

Moringa plant belongs to the genus *Moringaceae* family that grow and develop in tropical and subtropical areas. Moringa plant is one of the plants with high nutritional content. The mineral content of Ca, Mg, K, P, Mn, and Fe in Moringa leaf powder is higher than wheat and corn (Zungu et al., 2020).

Processing moringa plants as vegetables has short consumption span; Therefore, Moringa leaves are processed into Moringa leaf tea to increase the durability and practicality in consumption. The dried Moringa leaves are then brewed in hot water (Mujianti & Sukmawati, 2018). One company that produces Moringa leaf tea in Indonesia is Moringa Organik Indonesia Ltd. Moringa leaf tea product, which is a new innovation product, is faced with product marketing. The concept of marketing is a marketing activity in achieving company goals, i.e. customer satisfaction. Moringa Organik Indonesia Ltd. requires a marketing strategy to meet the needs and desires of customers. One of the elements contained in the marketing strategy is Marketing Mix.

Moringa tea products of Moringa Organik Indonesia, Ltd. consist of two variants, namely moringa tea bags and moringa leaf *tubruk* tea. Product pricing should be in accordance with product quality and affordable to customers. The price of Moringa Organik Indonesia's moringa tea consists of two types, including brewed moringa tea for IDR 12,500 / pack and tea bag for IDR 25,000 / pack. Moringa Organik Indonesia Ltd. makes it easier for customers to buy the Moringa leaf tea by collaborating with marketing agents known as Kelorina outlets which are spread throughout Indonesia. However, customers may also buy moringa leaf tea directly and see the production process of moringa leaf tea at Moringa Organik Indonesia Ltd.

Promotions carried out by Moringa Organik Indonesia Ltd. are only through social media, following events or exhibitions, and word of mouth. Moringa Organik Indonesia does not advertise promotions through printed or electronic media such as banners and commercial advertising via radio or television. Customers who do not have access to the internet find it difficult to get the information about or buy the Moringa leaf tea. This is one of the problems complained by customers who do not have access to the promotions via internet.

Marketing success is supported by the selection of the right product, good distribution channels, reasonable prices and effective promotion or more commonly known as the 4P concept. The four elements of the marketing mix consisting of product, price, place (distribution) and promotion must support each other in order to achieve marketing goals, so that the marketing success shall be followed by the achievement of customer satisfaction. The elements of the applied marketing mix are expected to find out the thought of customers about Moringa leaf tea products

and what elements they feel are lacking and need to be improved. According to this background, this study is entitled “The Influence of Marketing Mix on the Customer Satisfaction of Moringa Leaf Tea”.

Mardhia et al. (2016) stated that product, price, promotion and place partially and simultaneously had a significant positive effect on customer satisfaction at the restaurant corner of Garudafood, Ltd. The most dominant variable that affected customer satisfaction at the restaurant corner was the product variable with a value of 0.487.

Research by (Purnamasari, Anindita, & Setyowati, 2018) stated that product, place, and promotion variables have an influence on customer satisfaction and customer loyalty with a p-value of less than 0.01, while price variables have no effect on them, indicated by a p-value of more than 0.05.

Research by (Abimanyu, E, & Nugraha, 2019) showed that product quality (X1), price (X2), promotion (X3), and service quality (X4) partially influence Walini tea customer satisfaction in the downstream tea industry of PTPN VIII . The dominant factors affecting consumer satisfaction are product quality, service quality, price and promotion.

Previous research only mentioned the effect of the marketing mix on customer satisfaction, while this study also explains customers' views regarding the marketing mix (product, price, place, and promotion) and customer satisfaction of Moringa leaf tea. Research related to Moringa leaf tea itself is mostly about the content, benefits, and ways of processing plants into tea and other products. The novelty of this research is the new tea product, namely Moringa leaf tea, seen from the customers' side regarding the marketing mix (product, price, place, and promotion) which affects the customers satisfaction to Moringa leaf tea.

The objectives of this study are 1) to analyze the Marketing Mix (product, price, place, promotion) and customer satisfaction of Moringa leaf tea 2) to analyze the effect of marketing mix consisting of product, price, place and promotion on customer satisfaction of Moringa leaf tea. This research was carried out in order to help Moringa Organik Indonesia Ltd. to understand the marketing mix strategy that has been determined in marketing the tea products of Moringa Organik Indonesia Ltd. to affect customer satisfaction. From this, it would be known whether the marketing mix is appropriate or not according to customers' expectations and desires.

RESEARCH METHOD

The research was conducted in January - February 2020 in Blora Regency. The location was chosen purposively by considering that Blora Regency has Moringa plantation and Moringa leaf tea processing factory, where consumers can see directly from the planting process to the processing of Moringa leaf tea. This research is a case study.

The population of this research was the customers who buy and consume Moringa leaf tea from Moringa Organik Indonesia, Ltd. in Blora Regency. The number of respondents was 110 respondents which selected using the quota method. The sampling method used in this study was accidental sampling. The technique of taking accidental sampling is that the sample is determined based on an accidental meeting with the researcher and meets the requirements as a

respondent (Wirartha, 2006). Respondents' requirement is those who have purchased and consume Moringa Organik Indonesia's moringa tea. The number of samples was divided based on the number of outlets in Blora Regency, i.e. 11 outlets. 10 respondents were taken from each outlet, which were obtained from the number of samples divided by the number of outlets.

The types of data used were primary data and secondary data. Primary data obtained by interviewing respondents, the customers of Moringa leaf tea, using questionnaires. Secondary data sources obtained from Moringa Organik Indonesia Ltd, previous research, journals, and books. For the first objective, data analysis method used was descriptive analysis. For the second objective, data analysis used was the multiple linear regression analysis. Multiple linear regression equation according to (Nawari, 2010) is as follows:

$$Y = \beta_0 + \beta_1(X_1) + \beta_2(X_2) + \beta_3(X_3) + \beta_4(X_4) + e$$

Information:

Y = Customer satisfaction

X₁ = Product (score)

X₂ = Price (score)

X₃ = Place (score)

X₄ = Promotion (score)

e = error

β₀ = Constant

β₁ – β₄ = Coefficient of each variable

Other statistical tests used were instrument feasibility test, normality test, classical assumption test, F test, and T test.

RESULTS AND DISCUSSION

Marketing Mix (Product, Price, Place, Promotion) and Customer Satisfaction on Moringa Leaf Tea

Product Variable (X₁)

Based on the results of the questionnaires, the pattern of respondents' answers to product variables can be seen in Table 1.

Table 1. The Frequency of Respondents' Answers to Product Variables

No	Statement	Respondents' Answer					Mean
		SDA	DA	LA	A	SA	
		-----%-----					
1	The packaging of Moringa leaf tea products are very attractive	0	0,9	7,3	60	31,8	4,23
2	The product quality and the properties of Moringa leaf tea provides health benefits for the body	0	0	1,8	32,7	65,5	4,64
3	The aroma and taste of Moringa leaf tea is more fragrant	0,9	15,5	30,9	40	12,7	3,48
4	Moringa leaf tea product safety is guaranteed	0	0	7,3	47,3	45,5	4,38

5	The variety of Moringa leaf tea is satisfying and according to customers' preferences	0	0	15,5	54,5	30	4,15
X_1							4,18

Source: Processed Primary Data, 2020.

Information:

SDA = Strongly disagree

DA = Disagree

LA = Less agree

A = Agree

SA = Strongly agree

Moringa Organik Indonesia's Moringa Leaf Tea has two variants, i.e. Moringa leaf tea bags and brewed (*tubruk*) Moringa leaf tea. The average score of product variable is 4.18. Most of the respondents considered that the Moringa leaf tea packaging is attractive with the average score of 4.64. Respondents also considered that the product quality and the properties of Moringa leaf tea is beneficial for the health of the body. In line with this, Sakoikoi & Priyanto (2019) stated that the product quality plays a very important role in customer satisfaction. According to Saucedo-Pompa et al. (2018), the bioactive compounds (carbohydrates, phenolic compounds, oils and fatty acids, proteins and functional peptides) in moringa can overcome health problems, such as oxidative stress, hypertension, diabetes, hyperlipidemia, and cancer. Respondents felt the aroma and taste of Moringa leaf tea was less fragrant, with the average score of 3.48. Moringa Organik Indonesia Ltd. needs to improve the aroma and taste of Moringa leaf tea since the customers also pay attention to the aroma and taste of a product apart from the properties of the product itself. According to (Nejadghanbar, 2016), the taste and aroma of tea affects tea consumer satisfaction in Iran. Most consumers considered that the safety and variants of Moringa leaf tea are appropriate and good with the average score of 4.38 and 4.15, respectively. Atmaja et al. (2018) stated that the types of tea that are generally consumed by the community are teabags and brewed (*tubruk*) tea.

Price Variable (X_2)

Respondents' answers based on the questionnaires to price variables are shown in Table 2.

Table 2. Respondents' Answers to the Price Variables

No	Statement	Respondents' Answer					Mean
		SDA	DA	LA	A	SA	
-----%-----							
1	Prices of Moringa leaf tea products are in accordance with the quality	0	1,8	3,6	49,1	45,5	4,38
2	The price set is affordable	0	1,8	9,1	65,5	23,6	4,11
3	Easy payment mechanism	0	0	4,5	66,4	29,1	4,25
4	Discounts for customers	0	17,3	30	33,6	19,1	3,55
5	Prices are in accordance with the	0	5,5	12,7	55,5	26,4	4,03

available variations of Moringa leaf tea	
X_2	4,06

Source: Processed primary data, 2020.

The price of Moringa leaf tea ranges from IDR 12,500.00 - IDR 25,000.00. The average score of price variables is 4.06. This shows that the respondent provided the choice of answers between intervals of 3 - 5 to the existing statements. The majority of respondents considered that the price of Moringa Organik Indonesia's moringa leaf tea product is in accordance with the quality with the average score of 4.38. According to Alamsyah (2020), pricing according to quality will generate customers' interest in buying the products. Most of the respondents agreed on affordable prices and easy payment mechanisms with the average score of 4.11 and 4.25, respectively. According to Chen et al. (2017), tea respondents in China would choose tea that has reasonable and affordable price. Payment can be made by bank transfer if the outlet is far or the customers do shopping from home. Some respondents disagree with the discounts, with the average score of 3.55. This is caused by the differences of the policies for each outlet. However, Moringa Organik Indonesia Ltd. sets the recommended Highest Retail Price (HET), so that outlets can make policies to give discounts to consumers or not. The majority of respondents also agreed that the price was in accordance with the variation of Moringa leaf tea.

Place Variable (X_3)

Respondents' answers based on the questionnaires to the place variables are shown in Table 3.

Table 3. Respondents' Answers to the Place Variables

No	Statement	Respondents' Answer					Mean
		SDA	DA	LA	A	SA	
		-----%-----					
1	The location of the outlets is strategic and easy to reach	0	3,6	11,8	40	44,5	4,25
2	The distribution channel chosen does not impose the final price that reaches the costumers	0	0	9,1	68,2	22,7	4,14
3	Moringa tea products are easy to get	0	2,7	7,3	48,2	41,8	4,29
4	Cleanliness is guaranteed	0	0	4,5	57,3	38,2	4,34
5	The placement of the Moringa leaf tea display is neat and easy to reach	0	0	5,5	60,9	33,6	4,28
	X_3						4,26

Source: Processed primary data, 2020.

The average score of place variables is 4.26. The majority of respondents agreed that the locations are strategic and easy to reach with the average score of 4.25. Respondents also felt that the distribution channel chosen did not burden the last price that reached the customers with the average score of 4.14. The distribution channels implemented by Moringa Organik Indonesia Ltd. can be classified as a combination distribution channel between direct and intermediary.

Customers can buy Moringa Organik Indonesia Ltd's tea products directly at the processing factory or via online by WhatsApp chat in the marketing department. Besides buying directly or via WhatsApp, customers may also buy the Moringa leaf tea products through outlets in the area where they live. In line with (Sabana, 2014) that the combination distribution channel is the sales carried out by producers directly as well as employing marketers and sending products to other cities for marketing their products. Respondents considered the Moringa leaf tea is easy to obtain with the average score of 4.29. Respondents may order Moringa leaf tea online via WhatsApp, Instagram, and other social media; therefore, there is no need for customers to go directly to the processing factory or the nearest outlet. In addition, respondents also felt that cleanliness is maintained and the placement of the Moringa leaf tea displays is neat and easy to reach with the average score of 4.34 and 4.28 respectively. (Rahman, 2018) stated that to make it easier for customers to find the desired products, display or product arrangement should be appropriate and attractive, thus giving them the desire to buy the product.

Promotion Variable (X_4)

Respondents' answers based on the questionnaires to promotion variables can be seen in Table 4.

Table 4. Respondents' Answers to the Promotion Variables

No	Statement	Respondents' answer					Mean
		SDA	DA	LA	A	SA	
		-----%-----					
1	Promotion through social media made me buy Moringa leaf tea	0	12,7	14,5	54,5	18,2	3,78
2	I bought Moringa tea products from the invitation of my family	5,5	26,4	21,8	34,5	11,8	3,21
3	I bought Moringa tea from an invitation of a friend / acquaintance	0,9	14,5	18,2	50	16,4	3,66
4	I buy Moringa leaf tea products from a bazaar, exhibition or event.	0	28,2	25,5	39,1	7,3	3,25
5	Moringa Organik Indonesia Ltd. often holds promotions by holding trainings, allowing visits from students, lecturers and foreign guests.	0	4,5	17,3	35,5	42,7	4,16
X_4							3,61

Source: Processed Primary Data, 2020.

The average score of promotion variable is 3.61. This shows that the respondent provided a choice of answers between intervals of 2 - 4 to the existing statements. The majority of respondents agreed that promotion through social media made respondents buy Moringa leaf tea with the average score of 3.78. Respondents also felt that promotion through invitations from family or friends or word of mouth communication was not good, which had the average score of 3.21

and 3.66, respectively. Respondents stated that promotion through bazaars, exhibitions or events was not good with the average score of 3.25. Respondents considered that promotions are often carried out by Moringa Organik Indonesia Ltd. by holding training, allowing visits from students, lecturers and foreign guests with an average score of 4.16. According to Wira'artha et al. (2017), the marketing strategy developed by Moringa Organik Indonesia Ltd. is 3F (Food, Feed and Fertilizer), where this strategy is manifested in the form of free training for people who are interested in learning about processing moringa plants into higher selling value products.

Customer Satisfaction Variable (Y)

Respondents' answers based on the questionnaires to customer satisfaction variables are shown in Table 5.

Table 5. Respondents' Answers to Customer Satisfaction Variables

No	Statement	Respondents' Answer					Mean
		SDA	DA	LA	A	SA	
		-----%-----					
1	I bought and consumed Moringa leaf tea products since I was satisfied with the quality of the Moringa leaf tea	0	0	3,6	46,4	50	4,46
2	I feel satisfied buying and consuming Moringa leaf tea because the price is affordable.	0	3,6	5,5	63,6	27,3	4,15
3	I feel satisfied that it is relatively easy, convenient and efficient to get Moringa leaf tea products.	0	0	8,2	52,7	39,1	4,31
4	I buy and consume Moringa leaf tea because the service provided is satisfying.	0	1,8	10,9	63,6	23,6	4,09
5	I would recommend Moringa leaf tea to others.	0	0	4,5	57,3	38,2	4,34
	Y						4,27

Source: Processed primary data, 2020.

The average score of consumer satisfaction variable is 4.27 which explains the respondent's choice of answers between intervals of 3-5 to the existing statements. The majority of respondents were satisfied with the quality of the product with the average score of 4.46. Respondents were also satisfied with the price set with the average score of 4.15. Respondents were satisfied since the Moringa leaf tea is relatively easy to obtain and efficient with the average score of 4.31. Respondents were satisfied with the service which had the average score of 4.09. Respondents would recommend Moringa Organik Indonesia Ltd's moringa tea to others with the average score of 4.34.

The Influence of Marketing Mix (Product, Price, Place and Promotion) on the Customer Satisfaction of Moringa Leaf Tea

The results of the linear regression test in this study are shown in Table 6.

Table 6. Multiple Linear Regression Test Results

No	Model	B	T	Sig.
	(Constant)	2,261	1,633	0,106
1	Product (X ₁)	0,086	1,070	0,287 ^{ns}
2	Price (X ₂)	0,381	5,047	0,000*
3	Place (X ₃)	0,485	5,519	0,000*
4	Promotion (X ₄)	-0,042	-0,769	0,444 ^{ns}
Dependent variable		: Customer Satisfaction		
Adjusted R Square		: 0,678		
F		: 58,290		
Sig.		: 0,000		
Information		: ns = non significant		
		* = significant		

Source: Processed Primary Data, 2020.

Multiple linear regression test equation:

$$Y = 2,261 + 0,086X_1 + 0,381X_2 + 0,485X_3 - 0,042X_4 + e$$

The results of the F test show a significant value of 0.000, with a value of ≤ 0.05 . Therefore, the variables of product, price, place and promotion simultaneously affect the dependent variable, i.e. customer satisfaction.

Product variable (X₁) does not affect customer satisfaction since the respondent thinks that the aroma of Moringa Organik Indonesia's moringa leaf tea is less fragrant. In contrast to the opinion of Park & Na (2015) that aroma and taste affect customer satisfaction of ready-to-drink tea in Korea. Increasing the aroma of moringa leaf tea can be done by adding cinnamon or jasmine flowers which are commonly added to tea products. In line with Indriyani (2015), the panelists prefer Moringa leaf tea coupled with cinnamon and clove flavors which have a distinctive taste and aroma, which is sweet and refreshing to the throat.

The independent variable X₂ (price variable) affects customer satisfaction with a regression coefficient of 0.381, meaning that if the price variable (X₂) increases in value of one, then customer satisfaction has increased by 0.381. According to (Dapkevicius & Melnikas, 2009) price and product quality have a high influence on customer satisfaction. The place variable (X₃) affects customer satisfaction with a regression coefficient of 0.485, meaning that if the place variable is increased by one, then customer satisfaction has increased by 0.485. Likewise (Ahmed, 2015) stated that the place (distribution) of products will affect customer satisfaction. Promotion (X₄) does not affect customer satisfaction. Promotion is only done through social media, receiving visits and participating in exhibition events. Moringa Organik Indonesia Ltd. does not carry out promotions through advertisements on printed or electronic media; consequently, it cannot reach the customers who do not have social media. Table 6. shows the Adjusted R Square value of 0.678 which means that product, price, place, and promotion variables provide an explanation for the customer satisfaction variable of 67.8% and 32.2% influenced by other variables.

Instrument Feasibility Test

The results of the question items validity test on product, price, place, promotion and customer satisfaction variables have a calculated R value greater than R table of 0.1874 which means that the product variables, price variables, place variables, promotion variables and consumer satisfaction variables have shown what would be measured by the questionnaires or it can be said that the data is valid.

Cronbach's Alpha value of reliability test results on product variables is 0.659, price variable is 0.743, place variable is 0.732, promotion variable is 0.642 and customer satisfaction variable is 0.816 > 0.6. Therefore, the instrument or questionnaire used in the study is reliable.

Multicollinearity Test

The multicollinearity test results are as follows:

Table 7. Multicollinearity Test Results

No	Variable	Tolerance	VIF
1	Product	0,538	1,860
2	Price	0,448	2,230
3	Place	0,411	2,431
4	Promotion	0,556	1,800

Source: Processed primary data, 2020.

Table 7 shows that the Tolerance value of all variables is > 0.10 and the VIF value < 10. This means that there is no multicollinearity in the regression test performed.

Autocorrelation Test

The Durbin Watson (DW) value on the autocorrelation test is 1.844 compared to the DW table with 5% significance, the number of respondents (n) = 110 with the independent variable (k = 4), then the upper limit value (du) = 1.77 is obtained, so that the value is obtained. (4 - du) of 2.23. These results indicate that the DW value is between the value (du) and the value (4 - du) (1.77 < 1.844 < 2.23). Therefore, it can be concluded that the regression model does not experience positive or negative autocorrelation.

Heteroscedasticity Test

After the heteroscedasticity test was carried out, it showed that the points on the Scatterplot graph were not patterned such as narrowing then widening or gathering in the middle and above, as well as the dots below the number 0 were randomly scattered, meaning that heteroscedasticity did not occur.

Residual Normality Test

The residual normality test results show the points on a normal probability plot graph following the direction of the histogram graph. Based on the residual normality test performed using the Kolmogorov-Smirnov test, the Asymp value was obtained. Sig. (2-tailed) of 0.468 > 0.05 indicates that H₀ is accepted and H_a is rejected so that the residuals are normally distributed.

CONCLUSION

Based on product variables, respondents felt that there is still a deficiency in the aroma and taste of Moringa leaf tea with the average score of 3.48. The overall price variable is 4.06 which is quite good; however, there are still deficiencies in the price discount with the average score of 3.55. The overall score for the place variable is 4.26 and is classified as good. The promotion variable score as a whole is 3.61, and it is classified as unfavorable. Overall consumer satisfaction variable is good which has the average score of 4.27. Product, price, place, and promotion variables simultaneously affect customer satisfaction of Moringa leaf tea with a significant level of 0.000. The t-test results showed a significant value of the product variable of 0.287, the price variable of 0.000, the place variable of 0.000 and the promotion variable of 0.444. The data explains that the price and place variables individually affect customer satisfaction of Moringa leaf tea, while the product and promotion variables do not affect the customer satisfaction of Moringa leaf tea from Moringa Organik Indonesia, Ltd. in Blora Regency.

RECOMMENDATION

Moringa Organik Indonesia, Ltd. needs to increase its promotion by being more active in participating in events or exhibitions to introduce Moringa leaf tea products. In addition, promotions can also be carried out through endorsement of Moringa leaf tea products in public figures (celebgrams), where celebgram followers will pay attention to products posted on the celebrity account. The aroma of Moringa leaf tea can be increased to be more fragrant by adding dried jasmine flowers or cinnamon and cloves to produce a distinctive sweet aroma that refreshes the throat.

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