

# The Influence of the Marketing Mix of Animal Feed Products on Customer Satisfaction at PT Retailindo Anima Prakarsa, Makassar

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**Abstract:** This study examines the influence of the marketing mix on customer satisfaction for animal feed products at PT Retailindo Anima Prakarsa, Makassar, Indonesia. In an increasingly competitive pet food retail market, an effective marketing mix strategy is essential to enhance customer satisfaction and maintain business sustainability. This research employs a mixed-method approach by integrating primary data obtained through questionnaires and interviews with secondary data from company documents and relevant literature. A total of 42 customers were selected using simple random sampling. The data were analyzed using descriptive statistics, simple linear regression, correlation analysis, coefficient of determination, and partial hypothesis testing (t-test). The results indicate that the marketing mix has a positive and significant effect on customer satisfaction. The regression model shows the equation  $Y = 4.61 + 0.90X$ , indicating that an improvement of one unit in the marketing mix increases customer satisfaction by 0.90 units. The correlation coefficient ( $r = 0.81$ ) suggests a very strong relationship between the marketing mix and customer satisfaction, while the coefficient of determination ( $R^2 = 0.65$ ) reveals that 65% of customer satisfaction is explained by the marketing mix variables, with the remaining 35% influenced by other factors. Furthermore, the t-test results confirm a significant effect ( $t\text{-value} = 8.74 > t\text{-table} = 1.68$ ). These findings highlight the critical role of product availability, pricing strategy, promotion, distribution, and service quality in improving customer satisfaction. The study provides practical implications for retail managers in designing effective marketing strategies and contributes to empirical evidence in marketing mix studies within the animal feed retail sector.

**Keywords :** marketing mix, animal feed products, customer satisfaction, retail marketing, Indonesia

## 1. Introduction

Customer satisfaction has become one of the most critical indicators of organizational success in contemporary marketing and management studies. In an era characterized by intense competition, market transparency, and rapid technological change, companies are increasingly required to understand and respond to customer expectations in a precise and strategic manner. Numerous studies have emphasized that customer satisfaction is not only an outcome of consumption but also a strategic asset that influences customer loyalty, positive word-of-mouth, and long-term financial performance (Homburg et al., 2020; Fornell et al., 2021). Consequently, identifying managerial factors that shape customer satisfaction remains a central concern in both academic research and business practice.

Among the various strategic tools available to firms, the marketing mix continues to serve as a foundational framework for designing and implementing effective marketing strategies. Traditionally conceptualized through the four elements of product, price, place, and promotion, the marketing mix represents a set of controllable variables that organizations can manipulate to influence customer perceptions and behavior (Kotler & Keller, 2021). Despite the emergence of alternative frameworks and relationship-oriented marketing approaches, empirical evidence consistently confirms the relevance of the marketing mix in explaining customer satisfaction across industries and market contexts (Khan et al., 2022; Liu et al., 2023). This enduring relevance highlights the adaptability of the marketing mix concept in responding to changing consumer needs and competitive dynamics.

Recent literature suggests that customer satisfaction is strongly influenced by how well firms align their marketing mix elements with customer expectations. Product attributes such as quality, variety, reliability, and availability are frequently identified as primary determinants of perceived value and satisfaction (Rahman et al., 2020). Price, on the other hand, plays a dual role by reflecting both monetary sacrifice and perceived fairness, which can significantly shape customer evaluations of a firm's offerings (Konuk, 2021). Distribution or place-related factors, including accessibility, convenience, and delivery reliability, have gained increasing importance in retail and omnichannel

environments (Hübner et al., 2022). Promotion serves as a critical communication mechanism, influencing customer awareness, brand image, and perceived credibility (Dwivedi et al., 2021). Together, these elements interact to create a holistic customer experience that ultimately determines satisfaction levels.

Empirical studies conducted between 2020 and 2026 provide robust evidence of the positive relationship between the marketing mix and customer satisfaction. For example, research in retail and service sectors demonstrates that a well-integrated marketing mix significantly enhances customer satisfaction and repurchase intention (Alnaser et al., 2020; Rather et al., 2022). Studies published in reputable journals such as the *Journal of Retailing and Consumer Services* and the *Journal of Business Research* report that marketing mix effectiveness not only improves satisfaction directly but also indirectly through perceived value and trust (Islam et al., 2021; Nguyen et al., 2023). These findings reinforce the strategic importance of managing marketing mix elements in a coherent and customer-oriented manner.

In addition, recent research highlights that the relative importance of marketing mix elements may vary depending on industry characteristics and customer involvement levels. In high-involvement product categories, such as food, health-related products, and agribusiness, customers tend to place greater emphasis on product quality and reliability, while still considering price fairness and availability as essential factors (Aidoo et al., 2021; Verbeke et al., 2022). This suggests that sector-specific analysis is necessary to fully understand how marketing mix strategies influence customer satisfaction outcomes.

The animal feed and pet food industry represents a unique and increasingly important segment within the broader retail and agribusiness landscape. Globally, the growth of pet ownership and heightened awareness of animal health and nutrition have driven significant expansion in the animal feed market (Euromonitor International, 2024). Customers in this sector often exhibit high involvement in purchase decisions, as product choices are closely linked to animal well-being, productivity, and long-term health outcomes. As a result, trust in product quality, consistency, and supplier credibility becomes particularly salient, positioning the marketing mix as a critical determinant of customer satisfaction (de Jonge et al., 2021).

Despite the growing economic significance of the animal feed industry, academic research examining marketing strategies in this sector remains relatively limited. Existing studies primarily focus on production efficiency, supply chain management, or nutritional aspects of feed products, while marketing-oriented investigations are comparatively scarce (Kumar et al., 2022). Moreover, most marketing mix studies are concentrated in fast-moving consumer goods, hospitality, and general retail contexts, leaving a notable research gap regarding specialized retail sectors such as animal feed, particularly in emerging economies (Siddiqui & Khan, 2023).

In the context of developing countries, including Indonesia, the dynamics of customer satisfaction in animal feed retailing are shaped by additional factors such as price sensitivity, uneven distribution infrastructure, and varying levels of consumer knowledge. Indonesia has experienced steady growth in the pet and livestock sectors, supported by rising household incomes and urbanization (Badan Pusat Statistik, 2023). At the same time, increased competition among retailers, including the entry of online platforms and modern retail formats, has intensified the need for effective marketing strategies that can differentiate firms and enhance customer satisfaction (Pratono et al., 2021).

Makassar, as a major commercial hub in Eastern Indonesia, provides a relevant empirical setting for examining marketing mix strategies in animal feed retailing. Retailers in this city serve diverse customer segments, ranging from individual pet owners to small-scale livestock farmers, each with distinct needs and expectations. Companies operating in this market must therefore design marketing

mix strategies that balance product quality, competitive pricing, effective promotion, and reliable distribution to achieve customer satisfaction and sustain competitiveness.

PT Retailindo Anima Prakarsa, a company engaged in the retail distribution of animal feed products in Makassar, represents an appropriate case for investigating these issues. Understanding how customers perceive the firm's marketing mix and how these perceptions influence satisfaction can generate valuable insights for both managerial practice and academic research. By empirically analyzing the relationship between marketing mix variables and customer satisfaction, this study contributes to the marketing literature by extending existing findings to a specialized retail sector and an emerging market context.

Based on the foregoing discussion, this study aims to analyze the effect of the marketing mix on customer satisfaction for animal feed products at PT Retailindo Anima Prakarsa. Specifically, the study seeks to (1) evaluate customer perceptions of the firm's marketing mix, (2) measure the level of customer satisfaction, and (3) examine the extent to which marketing mix elements influence customer satisfaction. The findings are expected to provide theoretical contributions by enriching marketing mix literature in niche retail contexts, as well as practical implications for retail managers seeking to design effective and customer-oriented marketing strategies.

## 2. Research Methodology

### 2.1 Research Design

This study employs a quantitative explanatory research design to examine the effect of the marketing mix on customer satisfaction in the animal feed retail sector. A survey-based approach was adopted to collect numerical data that enable hypothesis testing through statistical analysis. The explanatory design is appropriate for identifying causal relationships between the marketing mix as the independent variable and customer satisfaction as the dependent variable.

### 2.2 Research Site and Period

The research was conducted at PT Retailindo Anima Prakarsa, an animal feed retail company located at Jl. Monument Emmy Saelan No. 103B, Rappocini District, Makassar, Indonesia. Data collection was carried out over a two-month period, from October to December 2024, ensuring sufficient time for respondent participation and data validation.

### 2.3 Population and Sample

The population of this study consists of all customers who purchased animal feed products from PT Retailindo Anima Prakarsa during the research period. As the exact number of customers could not be determined, the population was considered infinite.

A simple random sampling technique was applied to ensure equal selection probability for all customers. A total of 42 respondents were included in the final sample. This sample size is considered adequate for simple linear regression analysis in small-scale empirical studies and aligns with similar marketing research contexts.

### 2.4 Variables and Measurement

This study examines two main variables:

- Marketing Mix (X) as the independent variable, measured through four dimensions: product quality and availability, price fairness, distribution convenience (place), and promotional effectiveness.
- Customer Satisfaction (Y) as the dependent variable, measured through overall satisfaction, fulfillment of expectations, and intention to repurchase.

All indicators were measured using a five-point Likert scale, ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). Measurement items were adapted from established marketing literature to ensure content validity and consistency with prior studies.

## 2.5 Data Types and Sources

Both primary and secondary data were used in this study. Primary data were collected directly from respondents through structured questionnaires. Secondary data were obtained from company documents, previous empirical studies, academic journals, and relevant literature related to marketing mix strategies and customer satisfaction.

## 2.6 Data Collection Procedure

Data collection was conducted through direct distribution of questionnaires to customers who met the sampling criteria. To support the quantitative data, brief observations and informal interviews with company staff were carried out to obtain contextual insights regarding marketing practices and service delivery. Documentation such as company profiles and organizational records was also reviewed to complement the primary data.

## 2.7 Data Analysis Technique

Data analysis was performed using descriptive and inferential statistical methods. Descriptive analysis was applied to summarize respondent characteristics and to describe perceptions of marketing mix implementation and customer satisfaction levels. Inferential analysis involved simple linear regression to examine the effect of the marketing mix on customer satisfaction. The strength of the relationship was assessed using correlation analysis, while the coefficient of determination ( $R^2$ ) was used to evaluate the explanatory power of the model. Hypothesis testing was conducted using a t-test at a 5% significance level ( $\alpha = 0.05$ ).

## 2.8 Validity and Reliability

Instrument validity was assessed using item-total correlation to ensure that each indicator accurately measured the intended construct. Reliability was evaluated using Cronbach's alpha, with values exceeding 0.70 indicating acceptable internal consistency. Only valid and reliable items were included in the final analysis.

## 2.9 Ethical Considerations

Ethical principles were observed throughout the research process. Participation was voluntary, and respondents were informed about the purpose of the study. Confidentiality and anonymity were guaranteed, and all data were used solely for academic research purposes.

## 3. Results and Discussion

### 3.1 Research Results

#### 3.1.1 Respondent Characteristics

This study involved 42 respondents, all of whom were customers of PT Retailindo Anima Prakarsa Makassar. All distributed questionnaires were returned and deemed valid for analysis, indicating a 100% response rate. The complete responses enhance the reliability of the data and ensure that the findings accurately represent customer perceptions. As presented in Table 5, the respondent distribution based on gender shows that male customers dominate the sample, accounting for 24 respondents (57.1%), while female customers account for 18 respondents (42.9%). This distribution suggests that male customers are more actively involved in purchasing animal feed products at PT

Retailindo Anima Prakarsa, which may be associated with purchasing responsibility for livestock or pets within households. The age distribution of respondents is summarized in Table 6. The results indicate that the majority of respondents fall within the 21–30 years age group, comprising 28 respondents (66.7%). This is followed by the 31–40 years age group with 10 respondents (23.8%), and respondents aged above 40 years accounting for 4 respondents (9.5%). The dominance of respondents in the productive age group reflects the active role of young adults in animal care and purchasing decisions, particularly in urban retail settings. Regarding educational background, Table 7 shows that most respondents hold a bachelor's degree (S1), totaling 23 respondents (54.8%). This is followed by respondents with a high school education (SMA) at 30.9%, master's degree holders (S2) at 9.5%, and doctoral degree holders (S3) at 4.8%. This educational profile suggests that the majority of customers possess sufficient cognitive capacity to evaluate product quality, pricing fairness, and service performance critically, which strengthens the validity of their responses.

### 3.1.2 Marketing Mix Evaluation

Customer perceptions of the marketing mix are summarized in Table 9, which presents responses across ten indicators representing product, price, promotion, people (service), and place dimensions. The aggregated results indicate an overall score of 85.14%, placing the marketing mix implementation at PT Retailindo Anima Prakarsa within the “very good” category. The product dimension received particularly high evaluations. Respondents strongly agreed that product availability is comprehensive and that desired products are consistently in stock. This finding highlights the importance of assortment completeness and inventory reliability in animal feed retailing, where customers often require specific products for animal health and productivity. The price dimension also received favorable assessments. Respondents perceived pricing as affordable and consistent between display prices and cashier transactions, reflecting transparency and fairness. Such pricing practices contribute positively to perceived value and reduce potential dissatisfaction arising from price discrepancies.

In terms of promotion, the results indicate generally positive perceptions, although some indicators received slightly lower scores compared to product and price dimensions. This suggests that while promotional communication exists, there remains room for improvement in clarity, reach, and engagement to further enhance customer awareness and purchase motivation. The service (people) dimension was rated highly, particularly regarding employee politeness, patience, and responsiveness. Customers value interpersonal interaction when purchasing animal feed products, as they often seek advice and reassurance related to animal nutrition and care. Finally, the place dimension, including store location, cleanliness, and product arrangement, also received strong evaluations. A clean, organized, and strategically located store environment contributes significantly to customer comfort and purchasing convenience.

### 3.1.3 Customer Satisfaction Analysis

Customer satisfaction levels are presented in Table 10, which summarizes ten indicators related to service quality, environment, repurchase intention, and willingness to recommend. The overall satisfaction score reached 85.47%, categorized as “very good.” Respondents expressed high satisfaction with the store environment, facility completeness, and service procedures. Indicators related to employee competence, accuracy of information, and friendliness were also rated highly, indicating that service delivery plays a crucial role in shaping customer satisfaction. Notably, indicators measuring repurchase intention and word-of-mouth recommendation received strong support, suggesting that satisfied customers are likely to return and recommend the store to others. This finding underscores the strategic value of customer satisfaction in fostering long-term relationships and organic promotion.

### 3.1.4 Effect of Marketing Mix on Customer Satisfaction

The relationship between the marketing mix (X) and customer satisfaction (Y) was examined using simple linear regression analysis, as summarized in Table 11. The regression results produced the following equation:

$$Y = 4.61 + 0.90X$$

The regression coefficient ( $b = 0.90$ ) indicates that an increase in marketing mix performance leads to a proportional increase in customer satisfaction. The correlation coefficient ( $r = 0.81$ ) suggests a very strong positive relationship between the two variables.

The coefficient of determination ( $R^2 = 0.65$ ) indicates that 65% of the variance in customer satisfaction can be explained by the marketing mix, while the remaining 35% is influenced by other factors not included in the model.

The t-test results, illustrated in Figure 3, show that the calculated t-value (8.74) exceeds the critical t-table value (1.68385), confirming that the effect of the marketing mix on customer satisfaction is positive and statistically significant at the 5% significance level. Therefore, the research hypothesis is accepted.

## 3.2 Discussion

The findings of this study provide strong empirical evidence supporting marketing theory that positions the marketing mix as a key determinant of customer satisfaction. The significant positive relationship identified between the marketing mix and customer satisfaction aligns with established studies emphasizing the strategic role of product, price, promotion, place, and service in shaping customer evaluations. The high influence of the product dimension reflects the unique characteristics of animal feed retailing, where customers exhibit high involvement due to concerns related to animal health, growth, and productivity. Consistent with prior research, product availability and reliability emerge as critical satisfaction drivers in high-involvement product categories. The positive perception of price fairness supports the value-based pricing perspective, suggesting that customers evaluate prices not in isolation but relative to perceived quality and benefits. Transparent and consistent pricing practices reduce uncertainty and enhance trust, which in turn strengthens satisfaction.

The strong contribution of the service dimension highlights the importance of human interaction in retail contexts. Employees who are knowledgeable, patient, and responsive play a vital role in assisting customers, particularly when product choices require technical understanding. This finding reinforces the service-dominant logic that views value as co-created through interaction between firms and customers. Although promotion contributes positively, its relatively lower evaluation suggests that promotional strategies should evolve toward more informative and educational communication. In the animal feed sector, customers may respond more favorably to promotions that emphasize nutritional benefits, usage guidance, and long-term value rather than price discounts alone. The regression and hypothesis testing results confirm that the marketing mix explains a substantial proportion of customer satisfaction variance. However, the unexplained variance indicates the potential influence of additional factors such as brand trust, after-sales service, and emotional attachment, which could be explored in future research.

Overall, this study extends existing marketing mix literature by providing empirical evidence from a specialized retail sector in an emerging market context. The findings offer practical implications for retail managers, emphasizing the need for an integrated marketing mix strategy that prioritizes product reliability, fair pricing, service excellence, and effective communication to enhance customer satisfaction and sustain competitive advantage.

## 4. Conclusions

### 4.1. Conclusion

This study investigates the influence of the marketing mix of animal feed products on customer satisfaction at PT Retailindo Anima Prakarsa, Makassar. Based on the empirical findings, it can be conclusively stated that the marketing mix has a positive and statistically significant effect on customer satisfaction. The regression analysis produces the model  $Y = 4.61 + 0.90X$ , indicating that improvements in marketing mix performance are directly associated with higher levels of customer satisfaction. The correlation coefficient of 0.81 reflects a very strong relationship between the two variables, while the coefficient of determination ( $R^2 = 0.65$ ) confirms that approximately 65% of the variation in customer satisfaction can be explained by the effectiveness of the marketing mix strategies implemented by the company. Furthermore, the t-test results ( $t\text{-count} = 8.74 > t\text{-table} = 1.68385$ ) statistically validate the research hypothesis. These findings demonstrate that the integration of product availability, competitive pricing, effective promotion, strategic location, and responsive service personnel plays a critical role in shaping customer perceptions and satisfaction within the animal feed retail industry. Overall, the marketing mix implemented by PT Retailindo Anima Prakarsa is categorized as very good, and customer satisfaction levels are also rated very high, indicating strategic alignment between company offerings and customer expectations.

### 4.2. Managerial Implications

The results of this study provide several important managerial implications for PT Retailindo Anima Prakarsa and similar retail businesses in the animal feed sector. First, the strong influence of the marketing mix suggests that management should maintain consistency in product availability and quality, as customers place high value on product completeness and reliability. Ensuring stable stock levels and diversifying product variants can further enhance customer trust and loyalty. Second, pricing strategies must remain transparent and competitive. Price consistency between display and cashier areas is crucial in building customer confidence and preventing dissatisfaction during transactions. Periodic evaluation of pricing policies relative to competitors is recommended to sustain market competitiveness. Third, promotional activities—particularly in-store communication and discount programs—should be strengthened through clearer messaging and targeted campaigns. Personalized promotions and loyalty-based incentives may further increase repeat purchase intentions. Finally, the role of employees as part of the marketing mix highlights the importance of continuous training in service quality, communication skills, and customer engagement. Employees who are flexible, knowledgeable, and attentive significantly enhance customer satisfaction and word-of-mouth recommendations.

### 4.3. Theoretical Contributions

From a theoretical perspective, this study reinforces marketing theory by empirically confirming that the marketing mix remains a fundamental determinant of customer satisfaction, even in niche retail sectors such as animal feed products. The findings support prior studies that emphasize the multidimensional nature of customer satisfaction, which is influenced not only by product and price but also by service quality and interpersonal interactions. Moreover, this research extends the application of marketing mix theory to the context of animal feed retailing in Indonesia, providing empirical evidence that may serve as a reference for future academic studies in similar emerging markets.

#### 4.4. Research Limitations

Despite its contributions, this study has several limitations that should be acknowledged. First, the sample size is relatively limited and restricted to customers of a single company in Makassar, which may limit the generalizability of the findings. Second, the study employs a simple linear regression model, which does not account for potential moderating or mediating variables such as brand image, customer loyalty, or digital marketing channels. Third, data collection relies primarily on self-reported perceptions, which may be subject to response bias.

#### 4.5. Directions for Future Research

Future research is encouraged to expand this study by incorporating larger and more diverse samples across different regions or types of retail businesses. Further studies may also explore advanced analytical models, such as multiple regression or structural equation modeling (SEM), to examine the complex relationships between marketing mix elements, customer satisfaction, and behavioral outcomes such as loyalty and repurchase intention. Additionally, future research could integrate digital marketing dimensions, including online promotion, social media engagement, and e-commerce platforms, to capture the evolving dynamics of consumer behavior in the animal feed and pet care industry.

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