The Effect of Marketing Mix and Lifestyle to Customer's Loyalty through Buying Decisions: A study of customer's loyalty in Daycare and Preschool Services

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Abstract: Early childhood is the most basic initial period in the growth and development of human life. At this time it was marked by various important periods which became the basis for the child's next life. One period that characterizes early age is a period of golden age. The golden age period for early childhood is characterized by the emergence of a period of exploration, identification or imitation, sensitivity, playing time and alteration period or defiance period. This study aims to examine the effect from marketing mix and lifestyle on consumer loyalty Happy Muslim Kids Daycare & Preschool. This study are using 256 respondents as a sample. The data is analyze using Path Analysis and is using STATA version 13.

Keywords: Buying Decisions, Customer's Loyalty, Lifestyle, Marketing Mix.

I.   INTRODUCTION

Early childhood is the most basic initial period in the growth and development of human life. At this time it was marked by various important periods which became the basis for the child's next life. One period that characterizes early age is golden ages or golden age periods. The golden age period for early childhood is characterized by the emergence of exploration period, identification or imitation period, sensitivity period, playing period and alteration period or defiance period.

Mothers are increasingly confused if children who have not entered school age are accompanied by the absence of a close family or caregiver who can look after the preschool-aged child. So the solution is that the preschooler is forced to join his parents to the office. However, it turns out that the responsibility of parents and the work environment in the office is not able to support for the child optimally. In fact, the existence of the child and all the needs often do not work well with office environment. Therefore an institution emerged that took cared for these preschoolers as long as the parents worked in the office, also known as Daycare.

So that today, entrusting children to daycare begins to be an alternative for many working parents. This happens because not all parents can still ask for help from their grandparents and other extended family members and the more difficult it is to find a nanny in the present. In addition, there will be several benefits that can be obtained if leaving a child in daycare. For example, there is an opportunity for children to develop social skills through socializing with peers and other learning programs that can optimize children's development such as independence, motor skills, and language skills.

A. Problem Statements:

This study using multiple problem statement as follows:

1. Is marketing mix associated with buying decisions?

2. Is lifestyle associated with buying decisions?

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3. Is marketing mix associated with customer's loyalty?

4. Is lifestyle associated with customer's loyalty?

5. Is buying decisions associated with customer's loyalty?

B. Research Objective:

This study has several objective as follows:

1. To examine the effect of marketing mix and lifestyle to buying decisions.

2. To examine the effect of markeitng mix and lifestyle to consumer's loyalty.

3. To examine the effect of buying decisions to consumer's loyalty.

II. LITERATURE REVIEW AND HYPOTHESIS

A. Marketing Mix:

Marketing mix is a strategy to mix marketing activities, so that the maximum combination can be sought to bring the most satisfying results. Many prior studies that test the effect of marketing mix to loyalty. The results were vary, some of the results show that marketing mix has a significant effect, and some of the results show otherwise.

B. Lifestyle:

lifestyle is a person's life pattern in the world expressed in his activities, interests, and opinions. Lifestyle describes the whole person in interacting with their environment [1]. There are two main factor that drives a person's lifestyle, which is internal and eternal factors. Also, many prior studies that test the effect of lifestyle to buying decisions. The results were also vary, some were show that lifestyle has a significant effect, and some were show otherwise.

C. Buying Decisions:

Consumer behavior is the actions of consuming products and services, including the decision process that initiates and follows the purchase action. These actions are directly involved in the process of obtaining, consuming and even throwing or not using a product or service [2]. There are five steps of consumer behavior: 1. Problems Identification, 2. Information seeking, 3. Alternative evaluation, 4. Buying decisions, 5. Post-urchase behavior.

D. Loyalty:

Commitments to buy or support back products or services that are preferred in the future even though influenced by marketing situations and efforts will potentially cause customers to switch. These are the four signs of a loyal consumer: 1. Purchase periodically, 2. Buying outside products and services line, 3. Reference others, 4. Shows a sign of immunity from competitor's product or service attrativeness.

E. Hypothesis:

Hypothesis is a temporary findings from problem statements. Temporary because given answer were only based on relevant theories [3]. This study using multiple hypothesis as follows:

H1 : Marketing mix is significantly affect buying decisions

H2 : Lifestyle is significanly affect buying decisions

H3 : Marketing mix is significanly affect loyalty

H4 : Lifestyle is significanly affect loyalty

H5 : Buying decisions is significanly affect loyalty

H6 : Marketing mix is significanly affect loyalty through buying decisions

H7 : Lifestyle is significanly affect loyalty through buying decisions

F. Research Design:

1. Research Framework:

The source of this research framework is adapted from Sulastiyono, 2011; Harrison and Shirley, 2005; Lupyoadi, 2001; Keller, 1993.
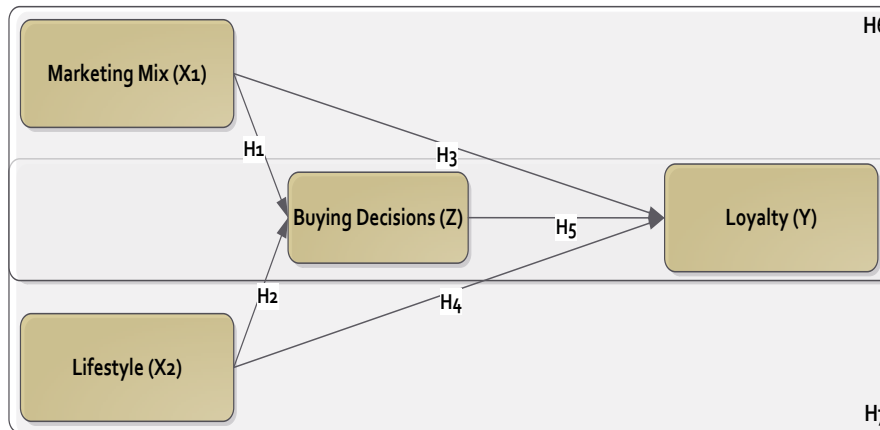

Fig. 1

2. Dataset:

Dataset in this study is using primary and secondary data. Primary data is information data obtained first hand collected directly from the source. To obtain primary data, researchers must collect directly through observation, interviews, focused discussions, and questionnaires. Data collection was done by distributing questionnaires from consumers who had bought daycare services at Happy Muslim Kids Daycare & Preschool Jakarta. Secondary data is second hand information that has been collected by several people (organizations) for specific purposes and is available for various studies. This study using annual and financial report for secondary dataset.

3. Population and Sample Selection:

The population is the area of generalization, objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions [3]. In this study, the population that will be used are consumers who have and are currently buying daycare services at Happy Muslim Kids Daycare & Preschool Jakarta. Based on administrative data from Happy Muslim Kids Daycare & Preschool Jakarta, it is known that consumers who are currently enjoying daycare services are 39 parents (15%) and who have enjoyed daycare services are 219 parents (85%). So that the total population in this study will be 258 parents.

The sample is part of the number and characteristics possessed by the population [3]. Based on prior study, it is concluded that the selected sample can not be less than 10% of the total population. If its too big, this way become very sensitive, therefore it is difficult to get a normal goodness of fit test.

4. Data Validity and Analysis:

The data were analyzed by using path analysis and STATA version 13 as statistical software.

G. Findings and Results

1. Data Validity:

Data validity is used to measure validity, or whether a questionnaire is valid or not. A questionnaire is said to be valid if the statement on the questionnaire is able to provide something that will be measured by the questionnaire itself. The results of data validity conducted in this study is using the STATA program version 13. The test requirements are said to be valid if the validity test results are more than 0.35 in accordance with the General Guidelines for Interpreting Validity Coefficient.

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TABLE: I

Variable	Indicator	Results	Validity Coefficient Value	Remarks
Loyalty	Y1	0,848	0,350	Valid
	Y2	0,863	0,350	Valid
	Y3	0,629	0,350	Valid
	Y4	0,614	0,350	Valid

Table I above is the result of data validity for dependent variable, Loyalty (Y). It can be seen that all tested items have validity coefficient value results above 0.350, this indicates that all items on Loyalty (Y) are valid.

TABLE: II

Variable	Indicator	Results	Validity Coefficient Value	Remarks
Marketing Mix (X_1)	X1.1	0,724	0,350	Valid
	X1.2	0,707	0,350	Valid
	X1.3	0,820	0,350	Valid
	X1.4	0,637	0,350	Valid
	X1.5	0,605	0,350	Valid
Lifestyle (X_2)	X2.1	0,827	0,350	Valid
	X2.2	0,845	0,350	Valid
	X2.3	0,598	0,350	Valid
	X2.4	0,814	0,350	Valid
	X2.5	0,584	0,350	Valid

Table II above is the result of data validity for independent variable, Marketing Mix (X_1) and Lifestyle (X_2). It can be seen that all tested items have validity coefficient value results above 0.350, this indicates that all items on Marketing Mix (X_1) and Lifestyle (X_2) are valid.

TABLE: III

Variable	Indicator	Results	Validity Coefficient Value	Remarks
Buying Decisions (Z)	Z3.1	0,844	0,350	Valid
	Z3.2	0,784	0,350	Valid
	Z3.3	0,762	0,350	Valid
	Z3.4	0,655	0,350	Valid
	Z3.5	0,767	0,350	Valid

Table III above is the result of data validity for moderate variable, Buying Decisions (Z). It can be seen that all tested items have validity coefficient value results above 0.350, this indicates that all items on Buying Decisions (Z) are valid.

2. Data Reliability:

Reliability is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if the respondent's answer to the statement is consistent or stable over time. Acceptable reliability is between the range 0.700 - 0.799, and good reliability is said to be over 0.80.

TABLE: IV

Variable	Alpha Cronbach's	Reliability Limit	Remarks
Loyalty (Y)	0,7399	0,70	Reliable
Marketing Mix (X_1)	0,7438	0,70	Reliable
Lifestyle (X_2)	0,7889	0,70	Reliable
Buying Decisions (Z)	0,8104	0,70	Reliable

In table IV it can be seen that all variable have Alpha Cronbach's value for more than 0.700, therefore all of the variable used in this study is reliable.

3. Path Analysis:

Path analysis is a developed technique from multiple linear regression. This technique is used to test the magnitude of the contribution shown by the path coefficients in each path diagram of the causal relationship between dependent, independent, and moderate variables. Path analysis is a technique to analyze the causal relationship that occurs in multiple regression if the independent variable affects the dependent variable not only directly but also indirect impact.

TABLE: V

y	Coef.	Std. Err.	t	P>|t|	Beta
x1	.2378037	.1336153	1.78	0.080	.1611959
x2	.1075878	.0859904	1.25	0.215	.1107342
x3	.6917982	.1004517	6.89	0.000	.6245503
_cons	-.1292766	.610492	-0.21	0.833	.

TABLE: VI

y	Coef.	Std. Err.	t	P>|t|	Beta
x1x3	.1177504	.0243712	4.83	0.000	.4984494
x2x3	.0462858	.0207121	2.23	0.029	.2305474
_cons	1.578265	.3069646	5.14	0.000	.

Table V and VI above is the results of path analysis from STATA software. From table V it can be seen that only variable Buying Decisions (Z) has significant effect to Loyalty (Y), while Marketing Mix (X_1) and Lifestyle (X_2) has no effect on Loyalty (Y), therefore H_3 and H_4 are rejected, and H_5 is accepted. In table VI it can be seen that both variable Marketing Mix (X_1) and Lifestyle (X_2) has a significant effect to Loyalty (Y) trough Buying Decisions (Z), therefore both H_6 and H_7 are accepted.

III. CONCLUSION

Based on table V and table VI above, it can be concluded that overall hypothesis Marketing Mix (X_1) and Lifestyle (X_2) to Loyalty (Y) through Buying Decisions (Z) is accepted.

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