# The Role of the Save Marketing Mix Strategy (Solution, Access, Value, Education) in Increasing Customer Satisfaction and Loyalty of PLN SPKLU in the East Kalimantan Region

**Lusiana Sofa[1] & Sri Wahyuni Ratnasari[2]**

[1]Faculty of Economy, Universitas Islam Sultan Agung (UNISSULA) Semarang, Indonesia, E-mail: lusianasofa.std@unissula.ac.id
[2]Faculty of Economy, Universitas Islam Sultan Agung (UNISSULA) Semarang, Indonesia, E-mail: sriwahyuniratnasari@unissula.ac.id

*Abstract.This research is an explanatory quantitative study with a quantitative approach. The study population was all PLN SPKLU customers in East Kalimantan, whose exact number is difficult to determine. A sample of 150 PLN SPKLU customers in East Kalimantan was selected. Data collection used a closed-ended questionnaire. In this study, data analysis used the SEM-PLS method with SmartPLS (Partial Least Square) software. Research results: 1) Solution in SAVE marketing strategy has a positive and significant effect on customer satisfaction. 2) Access in SAVE marketing strategy has a positive and significant effect on customer satisfaction. 3) Value in SAVE marketing strategy has a positive and significant effect on customer satisfaction. 4) Education in SAVE marketing strategy has a positive and significant effect on customer satisfaction. 5) Solution in SAVE marketing strategy has a positive and significant effect on customer loyalty. 6) Access in SAVE marketing strategy has no effect on customer loyalty. 7) Value in SAVE marketing strategy has a positive and significant effect on customer loyalty. 8) Education in SAVE marketing strategy has a positive and significant effect on customer loyalty. 9) Satisfaction has a positive and significant effect on customer loyalty. 10) Satisfaction can mediate the positive and significant influence of solutions in SAVE marketing strategy on customer loyalty. 11) Satisfaction can mediate the positive and significant influence of access in SAVE marketing strategy on customer loyalty. 12) Satisfaction can mediate the positive and significant influence of value in SAVE marketing strategy on customer loyalty. 13) Satisfaction can mediate the positive and significant influence of education in SAVE marketing strategy on customer loyalty.*

*Keywords: Customer; Loyalty; Marketing; Strategy.*

## 1.Introduction

The transportation industry is growing rapidly, creating intense competition and driving the adoption of environmentally friendly electric vehicles to reduce pollution. One concrete

action to address this situation is to implement electric vehicles in the land transportation sector, both for private and public use.(Wahyudi, Makai & Sukmono, 2024)The distribution of EVs in East Kalimantan totals 2,240 units, consisting of 336 passenger cars, 6 buses, and 1,898 motorcycles.(ERI Dashboard, 2025).

To meet the energy needs of electric vehicles, the government, through the State Electricity Company (PLN), has built more than 1,000 SPKLU (Public Electric Vehicle Charging Stations) owned by partners and spread throughout Indonesia. Through SPKLU, people who own electric vehicles can easily charge their batteries, allowing them to stay mobile without worrying about running out of power.(Atthariq et al, 2024). The role of SPKLU as a means of recharging electric vehicle batteries has become an urgent need as the number of electric vehicles increases. In addition to PLN, electric vehicle brand holders such as Hyundai and Mitsubishi have also built a number of SPKLUs, the number of which is expected to continue to grow. Therefore, PLN's SPKLUs must improve to ensure the best service so that consumers who use SPKLUs remain loyal and make PLN's SPKLUs their choice to meet their electric vehicle power needs.

Customer loyalty is a core goal pursued by marketers. This is because loyal customers are more likely to make repeat purchases and are less likely to switch to competitors' products. They also tend to share positive information about products and services and are willing to recommend them to friends, relatives, and others. Loyalty is defined as a customer's likelihood of repurchasing and their willingness to become a partner with the company. Becoming a partner means being willing to purchase products or services in greater quantities, providing positive recommendations, and being willing to inform the company of any operational errors.(Anggriani et al, 2024). Another impact is that the company is able to maintain its business existence)(Darunanto et al, 2024).

Loyal customers are a crucial asset for the success of any business. Therefore, understanding the factors that influence customer loyalty is crucial. This is also evident in PLN's efforts to manage its charging stations (SPKLU) in East and North Kalimantan. Currently, in addition to PLN's SPKLUs, electric vehicle users in these regions also have the option of SPKLUs managed by private operators such as TESLA, Casion, Starvo, Shell Recharge, Medico, and Astra Otopower, offering a wider variety of charging options and fast charging technology. Data from 2025 indicates that there are 76 PLN-owned SPKLUs in East and North Kalimantan, while 884 private operators operate across Indonesia.

KWH transaction data at PLN's SPKLUs for East Kalimantan and North Kalimantan generally showed a significant increase. In 2023, transactions amounted to 4,193.57 KWH, increasing to 40,729.9 KWH by March 2025. However, a closer look at each ULP reveals fluctuations in transaction numbers that require attention, as shown in the following table:

Monitoring Table of KWH SPKLU Transactions Based on Work Units in the East Kalimantan Region in 2023 – 2025

| UP3 | ULP | Transaction (KWH) |
| --- | --- | --- |

| | | 2023 | 2024 | 2025 |
|---|---|---|---|---|
| **Samarinda** | Samarinda city | 405 | 238 | 7196.66 |
| | Samainda Across | 0 | 1 | 258 |
| | Tenggarong | 0 | 2 | 26.52 |
| | City Build | 7.89 | 4.72 | 2.82 |
| | Melak | 7 | 3 | 0 |
| | North Samarinda | 1362.11 | 1920.13 | 2269.87 |
| | Samarinda Ilir | 78.95 | 525.15 | 965.64 |
| **Balikpapan** | South Balikpapan | 1726.12 | 2136.07 | 26968.15 |
| | North Balikpapan | 268.7 | 200.6 | 124.66 |
| | Samboja | 3 | 2 | 0 |
| | Petung | 219.6 | 131.8 | 92.47 |
| | Longikis | 44.2 | 29.6 | 11.07 |
| | Grogot Land | 0 | 1 | 5.03 |
| **Berau** | Tanjung Redeb | 5 | 3 | 1 |
| | Malinau | 0 | 0 | 0 |
| **Bontang** | Bontang | 51 | 72 | 2064.05 |
| | Sangatta | 1 | 35 | 743.96 |
| **Total** | | 4,179.57 | 5,305.07 | 40,729.9 |

Source: (PLN Mobile KALTIMRA, 2025).

Based on KWH SPKLU transactions in the East Kalimantan Region, there is a fluctuating trend, where there are decreases and increases in each ULP. ULPs that experienced an increase in transactions occurred in 9 ULPs. Namely: Samarinda City, Samarinda Seberang, Tenggarong, Samarinda Ulu, Samarinda Ilir, South Balikpapan, Tanah Grogot, Bontang and Sangatta, while ULPs that experienced a decrease in transactions occurred in 5 ULPs, namely: Kota Bangun, North Balikpapan, Petung, Longikis and Tanjung Redep. In addition, in 2025 there were 3 ULPs that had no SPKLU transaction activities, namely in ULP Melak, Samboja and Malinau. So out of 17 ULPs in East Kalimantan, there were only 9 ULPs that experienced an increase in transactions, 5 ULPs experienced a decrease in transactions and 3 ULPs had no SPKLU transactions. The data shows that the level of SPKLU customer loyalty in the East Kalimantan Region is not optimal.

Table Monitoring KWH Transactions based on SPKLU Charger Powerin the East Kalimantan Region in 2022 – March 2025

| Charger Power | Connector | Transaction (KWH) | | | |
|---|---|---|---|---|---|
| | | 2022 | 2023 | 2024 | Mar 2025 |
| **7 kW** | AC TYPE 2 | 1467.98 | 677.4 | 5161.91 | 3448.53 |
| **22 KW** | AC TYPE 2 | 84.56 | 1244.81 | 5561.88 | 3818.01 |
| **25 KW** | CCS2 | 3734.74 | 7832.28 | 19741.75 | 5484.53 |
| **30 KW** | CCS2 | 143.74 | 259.09 | 360.41 | 1096.25 |
| **50 KW** | CCS2 | - | - | 875.16 | 2034.65 |
| **60 KW** | AC TYPE 2 | 883.21 | 4148.38 | 5330.51 | 1432.87 |
| | CCS2 | 1133.6 | 5050 | 34532.9 | 14046.6 |
| | CHADEMO | - | - | 12.2 | - |
| **100 KW** | CCS2 | - | - | - | 6907.11 |
| **200 KW** | CCS2 | | 661.06 | 38183.7 | 23858.37 |

Based on the table above, it shows that KWH transactions based on SPKLU charger power in the East Kalimantan Region generally experience an increase every year, except for the 7 KW charger power (AC Type 2) which experienced a decrease in 2023, and the 60 KW power (CHADEMO) experienced a decrease in 2025.

Many factors can influence SPKLU customer loyalty, one of which is marketing strategy. In today's fast-paced, customer-centric world, companies need to find ways to provide greater value while distinguishing themselves from competitors. One marketing mix strategy model is SAVE. The SAVE (Solution, Access, Value, Education) model provides a comprehensive, customer-centric approach to marketing and business strategy (Mhaka, 2025). This model replaces the traditional 4P marketing mix strategy (Product, Price, Place, Promotion) with a more holistic view of customer needs and emphasizes the importance of delivering real value in every transaction (Wani, 2020).

marketing mix strategy SAVE focuses on a deep understanding of customer needs to create innovative solutions, not just sell products (Purbondaru, 2024). Strategy implementation is carried out by presenting valuable solutions, establishing personal relationships, collecting and utilizing feedback, and creating a consistent and personalized customer experience that ultimately builds customer loyalty (Rahayu et al., 2020).

The first component of the SAVE model is "solution," which emphasizes the importance of understanding and solving customer problems. Today, customers are not just looking for products or services, but rather for solutions to address their specific problems, such as reducing time spent on a product or service, increasing productivity, or improving quality of life. Therefore, companies need to identify customer problems and offer solutions (Vivian, 2023). Companies must prioritize how products or services can provide meaningful solutions to customer problems. This solution-oriented approach will result in higher customer loyalty (Sridharan, 2025).

The next component in the modelSAVE"Access" refers to how easily customers can obtain or use a product or service. Today, customers expect easy and convenient access whenever and wherever they need the desired product or service (Inanloo, Zarei & Zeinolabedini, 2018). In the context of the customer satisfaction model,SAVEAccess isn't just about physical availability; it's also about creating a seamless and user-friendly experience across a variety of settings. Companies need to provide multiple ways for customers to interact with their products or services, whether through online platforms, mobile apps, or physical locations. Companies must also ensure customers can easily find and interact with their products or services; this approach will increase customer loyalty (Liophanich, 2017).

ModelSAVEThe "value" component emphasizes the importance of providing something that customers find valuable. Companies no longer simply sell products or services; they must provide value that resonates with customers and meets their expectations (Windler et al., 2016). This component involves understanding what customers truly care about and offering products or services that align with those needs (Dann, 2015). Value in the

modelSAVEValue extends beyond just product price; it encompasses the quality, benefits, experience, and outcomes customers receive. A strong value proposition will help a company differentiate itself from competitors, build customer loyalty, and justify premium pricing when necessary (Rimiyati & Rahmadhani, 2024).

The final component of the SAVE model is "education." Educating customers is crucial to enhancing their experience with a product or service and ensuring they get the most out of it. Whether by informing them about features and benefits, providing usage guides, or offering tips for optimizing performance, education empowers customers to make informed decisions and feel confident in their purchases (Vivian, 2023). Education can be delivered through a variety of channels, including tutorials, webinars, customer support, and content marketing (Lobit, 2019). By educating customers, companies can build stronger relationships, increase satisfaction, and foster long-term loyalty (Sridharan, 2025).

Existing literature related to the influence of marketing mix strategies SAVE on customer loyalty shows inconsistent results, the majority of studies show that marketing mix strategies SAVE (Solution, Access, Value, Education) influences customer loyalty (Mehraj & Qureshi, 2020; Tringkas et al, 2023; Purbondaru, 2024; Mhaka, 2025), on the other hand, there is research showing that the marketing mix strategy SAVE The access component has no effect on customer loyalty (Prasanu & Setyawati, 2023), value has no effect on customer loyalty (Pratama & Adriyanto, 2023).

## 2. Research Methods

The type of research used in this study is explanatory research with quantitative methods. According to Sugiyono(2018), explanatory research is a type of research that aims to explain the position of the variables studied and the influence between one variable and another. While this quantitative method is used to research predetermined populations and samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses. Based on this theory, this type of explanatory research is used to test the effect of the SAVE (Solution, Access, Value, Education) marketing mix strategy on customer loyalty of PLN SPKLU in the East Kalimantan Region through customer satisfaction.

## 1. 3. Results and Discussion

### 3.1. Respondent Overview

The subjects of this study were customer PLN's SPKLU in East Kalimantan. Data collection using a questionnaire via Google Form and QR code distributed online via WhatsApp/email, conducted from October 20 to November 15, 2025, resulted in 150 respondents.respondentswith the following characteristics:

Respondent Characteristics Table

| Characteristics | Information | Frequency | Percentage |
|---|---|---|---|

| Gender | Man | 118 | 78.7% |
|---|---|---|---|
| | Woman | 32 | 21.3% |
| | **Total** | **150** | **100%** |
| **Age** | 20 – 25 years | 25 | 16.7% |
| | 26 – 30 years old | 32 | 21.3% |
| | 31 – 35 years old | 64 | 42.7% |
| | 36 – 40 years old | 17 | 11.3% |
| | > 40 years | 12 | 8.0% |
| | **Total** | **150** | **100%** |
| **Length of Use of EV** | <1 year | 49 | 32.7% |
| | 13 years old | 75 | 50.0% |
| | 4 – 6 years | 26 | 17.3% |
| | **Total** | **150** | **100%** |
| **Nozzle Type** | AC type 2 | 44 | 29.3% |
| | CCS2 | 98 | 65.3% |
| | CHAdeMO | 8 | 5.3% |
| | **Total** | **150** | **100%** |

Based on the gender characteristics of 150 customer It is known that 78.7% of PLN SPKLU in the East Kalimantan region are male., this shows that the majority of respondents who use SPKLU services are male. Men are more interested in the automotive world, including electric vehicles. Early adopters of electric vehicles tend to be those enthusiastic about new technology, a trend historically often overrepresented by men.

Age characteristics show as much as 42.7% customer PLN SPKLU in East Kalimantan Regionaged 31 – 35 years. This showsSPKLU Customersin East Kalimantan RegionThose aged 31-35 are the primary user group. Individuals aged 31-35 tend to possess competencies such as data analysis, digital communication, and adapting to new technologies to make strategic decisions, including the use of electric vehicles.

The long-term characteristics of EV use show as much as 50% customer PLN's gas filling stations in East Kalimantan have been using EVs for 1-3 years. This is in line with the current situation.communityElectric Vehicle(EV) in Kalimantan is growing rapidly in 2023, marked by an increase in the number of electric vehicles and infrastructure support such as Public Electric Vehicle Charging Stations (SPKLU).

The nozzle type characteristics show as much as 65.3% customer PLN's gas stations in East Kalimantan use CCS2. This indicates that CCS2 connectors dominate usage compared to other connectors. The CCS2 connector is widely used in electric vehicles due to its significantly faster charging speed and flexibility, as it combines a Type 2 connector (for AC) and two additional pins for high-speed DC charging in a single plug.

Descriptive analysis explains the customers' responses to the questions asked for each variable.SAVE marketing mix strategy (*solution, access, value, education*), customer satisfaction and loyalty.To find out the respondents' responses to each variable, in this

study they were grouped into one score category using a scale range with the following formula (Umar, 2017):

$$\text{Hospital} : \frac{TT - TR}{Scale}$$

Information

Hospital :      Scale Range

TR  :  Lowest Score (1)

TT  :  Highest Score (5)

Based on the formula above, the scale range can be calculated:

$$\text{Hospital} : \frac{5 - 1}{3}$$

Hospital   :   1.3

Thus the interval value can be explained as follows:

Low            :   1 – 2.33

Currently   :   2.34 – 3.67

Tall:            3.68 – 5.0

## 3.1. Inner Model (Structural Model)

Reliability testing in PLS can use Composite Reliability and Cronbach Alpha which are presented as follows:

Composite Reliability and Cronbach Alpha Table

| Variables | *Composite Reliability* | *Cronbach Alpha* | Information |
|---|---|---|---|
| *Access* | 0.904 | 0.904 | Reliable |
| *Education* | 0.869 | 0.868 | Reliable |
| Customer satisfaction | 0.872 | 0.870 | Reliable |
| Customer Loyalty | 0.886 | 0.884 | Reliable |

| | | | |
|---|---|---|---|
| *Solution* | 0.855 | 0.854 | Reliable |
| *Value* | 0.878 | 0.875 | Reliable |

Based on the table above, the composite reliability value for each latent variable is ≥ 0.7, indicating that the model has high reliability. A Cronbach's alpha value of ≥ 0.60 indicates that the variable indicator is reliable.

Evaluation The inner model, also known as the structural model, is used to assess the causal relationship (cause-and-effect relationship) between latent variables in a research model. The results of the inner model evaluation in research can be described as follows:
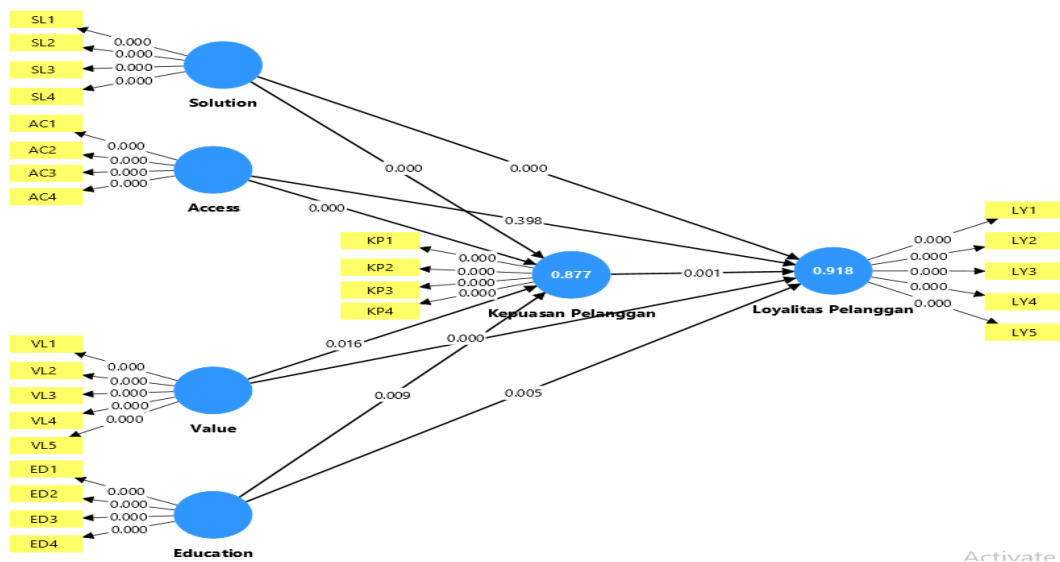


Picture*Inner Model* (Structural Model)

Based on the image above, it can be explained regarding the results of the path coefficient, indirect effect, R-square (R2), f-square (F2), goodness of fit test.

1) Direct Influence

*Path* The path coefficient in PLS-SEM is used to measure the strength and direction of the relationship between constructs (latent variables) in a structural model. The path coefficient is evaluated based on the p-value and T-statistic generated from bootstrapping. If the p-value is less than or equal to 0.05 and the T-statistic is greater than 1.96, the direct effect is considered statistically significant.

Direct Influence Table (Path Coefficient)

| Path Coefficient | Original sample (O) | Sample mean (M) | Standard Deviation (STDEV) | T statistics | P values | Information |
|---|---|---|---|---|---|---|
| *Solution-> Satisfaction* | 0.252 | 0.246 | 0.076 | 3,340 | 0.000 | $H_1$accepted |
| *Access->* | 0.416 | 0.412 | 0.078 | 5,305 | 0.000 | $H_2$accepted |

| Satisfaction | | | | | | |
|---|---|---|---|---|---|---|
| *Value->* Satisfaction | 0.166 | 0.175 | 0.077 | 2,150 | 0.016 | H$_3$accepted |
| *Education->* Satisfaction | 0.161 | 0.162 | 0.067 | 2,383 | 0.009 | H$_4$accepted |
| *Solution->* Loyalty | 0.279 | 0.281 | 0.075 | 3,695 | 0.000 | H$_5$accepted |
| *Access->* Loyalty | 0.018 | 0.019 | 0.070 | 0.259 | 0.398 | H$_6$rejected |
| *Value->* Loyalty | 0.304 | 0.303 | 0.075 | 4,053 | 0.000 | H$_7$accepted |
| *Education->* Loyalty | 0.138 | 0.136 | 0.054 | 2,561 | 0.005 | H$_8$accepted |
| *Satisfaction ->* Loyalty | 0.276 | 0.276 | 0.091 | 3,044 | 0.001 | H$_9$accepted |

2. Based on the data presented in the table above, it can be seen that of the 9 hypotheses proposed in this study, as follows:

a. The Influence of Solutions in SAVE's Marketing Mix Strategy on Customer Satisfaction

3. Based on the path coefficient results, it is known that the P-Values that form the influence of the solution in the SAVE marketing mix strategy on customer satisfaction are 0.000 < 0.05 and the T-Statistics value (3.340) > 1.96. While the original sample has a value of 0.252 (positive). This shows that the solution in the SAVE marketing mix strategy has a positive and significant effect on customer satisfaction. These results support the first hypothesis, which means H1 is accepted.

b. The Influence of Access in SAVE's Marketing Mix Strategy on Customer Satisfaction

4. Based on the path coefficient results, it is known that the P-Values that form the influence of access in the SAVE marketing mix strategy on customer satisfaction are 0.000 < 0.05 and the T-Statistics value (5.305) > 1.96. While the original sample has a value of 0.416 (positive). This shows that access in the SAVE marketing mix strategy has a positive and significant effect on customer satisfaction. These results support the second hypothesis, which means H2 is accepted.

c. The Influence of Value in SAVE's Marketing Mix Strategy on Customer Satisfaction

5. Based on the path coefficient results, it is known that the P-Values value that forms the influence of value in the SAVE marketing mix strategy on customer satisfaction is 0.016 < 0.05 and the T-Statistics value (2.150) > 1.96. While the original sample has a value of 0.116 (positive). This shows that the value in the SAVE marketing mix strategy has a positive and significant effect on customer satisfaction. These results support the third hypothesis, which means H3 is accepted.

d. The Influence of Education in SAVE's Marketing Mix Strategy on Customer Satisfaction

6. Based on the path coefficient results, it is known that the P-Values that form the influence of education in the SAVE marketing mix strategy on customer satisfaction are 0.009 < 0.05 and the T-Statistics value (2.383) > 1.96. While the original sample has a value of 0.161 (positive). This shows that education in the SAVE marketing mix strategy has a positive and significant effect on customer satisfaction. These results support the fourth hypothesis, which means H4 is accepted.

e. The Influence of Solutions in SAVE's Marketing Mix Strategy on Customer Loyalty

7. Based on the path coefficient results, it is known that the P-Values that form the influence of the solution in the SAVE marketing mix strategy on customer loyalty are 0.000 < 0.05 and the T-Statistics value (3.695) > 1.96. While the original sample has a value of 0.279 (positive). This shows that the solution in the SAVE marketing mix strategy has a positive and significant effect on customer loyalty. These results support the fifth hypothesis, which means H5 is accepted.

f. The Influence of Access in SAVE's Marketing Mix Strategy on Customer Loyalty

8. Based on the path coefficient results, it is known that the P-Values that form the influence of access in the SAVE marketing mix strategy on customer loyalty are 0.398 > 0.05 and the T-Statistics value (0.259) < 1.96. While the original sample has a value of 0.018 (positive). This indicates that access in the SAVE marketing mix strategy has no effect on customer loyalty. These results do not support the sixth hypothesis, meaning H6 is rejected.

g. The Influence of Value in SAVE's Marketing Mix Strategy on Customer Loyalty

9. Based on the path coefficient results, it is known that the P-Values value that forms the influence of value in the SAVE marketing mix strategy on customer loyalty is 0.000 < 0.05 and the T-Statistics value (4.053) > 1.96. While the original sample has a value of 0.304 (positive). This shows that value in the SAVE marketing mix strategy has a positive and significant effect on customer loyalty. These results support the seventh hypothesis, which means H7 is accepted.

h. The Influence of Education in SAVE's Marketing Mix Strategy on Customer Loyalty

10. Based on the path coefficient results, it is known that the P-Values that form the influence of education in the SAVE marketing mix strategy on customer loyalty are 0.005 < 0.05 and the T-Statistics value (2.561) > 1.96. While the original sample has a value of 0.138 (positive). This indicates that education in the SAVE marketing mix strategy has a positive and significant effect on customer loyalty. These results support the eighth hypothesis, meaning H8 is accepted.

i. The Influence of Satisfaction on Customer Loyalty

11. Based on the path coefficient results, it is known that the P-values that determine the

influence of satisfaction on customer loyalty are 0.001 < 0.05 and the T-Statistics value (3.044) > 1.96. Meanwhile, the original sample has a value of 0.276 (positive). This indicates that satisfaction has a positive and significant effect on customer loyalty. These results support the ninth hypothesis, meaning H9 is accepted.

2) Indirect Influence

*Specific Indirect Effect* In PLS-SEM, it is used to test the relationship between independent and dependent variables mediated by other variables. In other words, the indirect effect measures the extent to which the independent variable influences the dependent variable through the mediator variable. The indirect effect is evaluated based on the p-value and T-statistic generated from bootstrapping. According to Rahadi (2023), in PLS-SEM, the critical value with an alpha of 0.05 for a one-tailed test is 1.66. Therefore, if the p-value is less than or equal to 0.05 and the T-statistic is greater than 1.66, the indirect effect is considered statistically significant.

Specific Indirect Effect Table

| Path Coefficient | Original sample (O) | Sample mean (M) | Standard Deviation (STDEV) | T statistics | P values | Information |
|---|---|---|---|---|---|---|
| *Solution*-> Satisfaction -> Loyalty | 0.070 | 0.068 | 0.032 | 2,176 | 0.015 | Able to mediate |
| *Access*-> Satisfaction -> Loyalty | 0.115 | 0.114 | 0.044 | 2,606 | 0.005 | Able to mediate |
| *Value*-> Satisfaction -> Loyalty | 0.046 | 0.048 | 0.026 | 1,753 | 0.040 | Able to mediate |
| *Education*-> Satisfaction -> Loyalty | 0.044 | 0.045 | 0.025 | 1,765 | 0.039 | Able to mediate |

Based on the data presented in the table, the results of the indirect influence can be interpreted as follows.

a. The Role of Job Satisfaction in Mediating the Effect of Solutions in SAVE Marketing on Customer Loyalty

The results of the specific indirect effect show that the P-Values are 0.015 < 0.5 and the T-Statistics value (2.176) > 1.66 with the original sample value of 0.070 (positive). This means that satisfaction can mediate the positive and significant influence of solutions in the SAVE marketing mix strategy on customer loyalty.

b. The Role of Job Satisfaction in Mediating the Effect of Access in SAVE Marketing on Customer Loyalty

The results of the specific indirect effect show that the P-Values are 0.005 < 0.5 and the T-Statistics value (2.606) > 1.66 with the original sample value of 0.115 (positive). This means that satisfaction can mediate the positive and significant influence of access in the SAVE marketing mix strategy on customer loyalty.

c.  The Role of Job Satisfaction in Mediating the Influence of Value in SAVE Marketing on Customer Loyalty

The results of the specific indirect effect show that the P-Values are 0.040 < 0.5 and the T-Statistics value (1.753) > 1.66 with the original sample value of 0.046 (positive). This means that satisfaction can mediate the positive and significant influence of value in the SAVE marketing mix strategy on customer loyalty.

d.  The Role of Job Satisfaction in Mediating the Effect of Education in SAVE Marketing on Customer Loyalty

The results of the specific indirect effect show that the P-Values are 0.039 < 0.5 and the T-Statistics value (1.765) > 1.66 with the original sample value of 0.044 (positive). This means that satisfaction can mediate the positive and significant influence of education in the SAVE marketing mix strategy on customer loyalty.

3)  *R-square*(R2)

All variance in the construct explained by the model is represented by R-Square. The output from determining the R-Squares value is as follows:

R-Square Value Table

| No | Variables | R-Squares | Adjusted R-Squares |
|----|-----------|-----------|--------------------|
| 1  | Customer satisfaction | 0.877 | 0.872 |
| 2  | Customer loyalty | 0.918 | 0.913 |

Based on the table, the Adjusted R-square value for customer satisfaction is 0.872, this means that 87.2% of the variation or change in customer satisfaction is influenced by the SAVE (Solution, Marketing Mix) strategy.*Access, Value, Education*), while the remainder is12.8% influenced by other variables not studied.The Adjusted R-square value for customer loyalty is 0.913, this means that 91.3% of the variation or change in customer loyalty is influenced bySAVE marketing mix strategy (Solution,*Access, Value, Education*) and customer satisfaction, the remaining 8.7% is influenced by other variables not studied.

4)  *F-Square*(F2)

The F2 value criteria consist of three classifications, namely 0.02 (small/bad); 0.15 (moderate/sufficient); and 0.35 (large/good) (Setiaman, 2023).The following are the results of the Fsquare test in this study:

F-Square Value Table

| Variable Relationship | f Squares | Substantive influence |
|---|---|---|
| *Access*-> Customer Satisfaction | 0.286 | Enough |
| *Access*-> Customer Loyalty | 0.001 | Small |
| *Education*-> Customer Satisfaction | 0.045 | Small |
| *Education*-> Customer Loyalty | 0.048 | Small |
| *Solution*-> Customer Satisfaction | 0.123 | Small |
| *Solution*-> Customer Loyalty | 0.200 | Enough |
| *Value*-> Customer Satisfaction | 0.040 | Small |
| *Value*-> Customer Loyalty | 0.192 | Enough |
| Satisfaction -> Customer Loyalty | 0.114 | Small |

Based on the table above, it can be seen that the access variable has a significant substantive influence on customer satisfaction (0.286), the solution variable has a significant substantive influence on customer loyalty (0.200), and the value variable has a significant substantive influence on customer loyalty (0.192). Meanwhile, the access variable has a small substantive influence on customer loyalty (0.001), education on customer satisfaction (0.045), education on customer loyalty (0.048), solution on customer satisfaction (0.123), value on customer satisfaction (0.040), and customer satisfaction on loyalty (0.114).

5) *Goodness of Fit*

Based on the data processing that has been carried out using the smart PLS 4.0 program, the SRMR, d_ULS, d_G, chi square and NFI values were obtained.

Goodness of Fit Model Test Results Table

| No | Structural Model | Cut-Off Value | Estimated | Information |
|---|---|---|---|---|
| 1 | SRMR | < 0.10 | 0.052 | Fit |
| 2 | d_ULS | > 0.05 | 0.689 | Fit |
| 3 | d_G | > 0.05 | 0.502 | Fit |
| 4 | Chi-Square | >X2table (df = 144; X2table =117.2683) | 276,684 | Fit |
| 5 | NFI | Approaching 1 | 0.856 | Fit |

The results of the PLS model goodness of fit test in the table above indicate an acceptable model fit. This result indicates that the model has a good level of fit with the data, meaning the proposed model accurately represents the relationships between variables in the data.

**3.3. Discussion**

1) The Influence of Solutions in SAVE's Marketing Mix Strategy on Customer Satisfaction

The results of the study show thatdeep solutionThe SAVE marketing mix strategy has a positive and significant effect on customer satisfaction, meaning that the better the PLN

SPKLU solution offered by the company, the higher the level of customer satisfaction.The results of this study are in line with research by Purbondaru (2024) that the solution has a positive and significant influence in increasing QRIS user satisfaction among users in East Kalimantan.This also shows that SPKLU is able to address the specific problems or needs of customers by providing a fast charging alternative for long journeys so that they do not run out of electricity.

It can be further explained that the more effective the solution to customer needs in charging electric vehicles in the most time-saving way, the higher the charging speed, thus minimizing wasted time, the more satisfied customers will be.

Convenience that includes supporting facilities such as modern waiting rooms, fast access, and ergonomic charging environments as in the questionnaire statement: "PLN SPKLU services provide comfort in charging electric vehicles." Will make customers appreciate the comfort elements so that the experience is more enjoyable and memorable for customers. To increase customer satisfaction can be done by improving the ability of SPKLU services in meeting various customer needs.

Safety when charging electric vehicles is also a guarantee for customers when using PLN's charging stations. The aspects considered include operational aspects (standard procedures), physical aspects (open placement, certified installation), and the safety of users and their electric vehicles. This must be implemented effectively to ensure customer satisfaction.

These four indicators must always be met in order to create customer satisfaction in conducting transactions at PLN SPKLU so that customers are confident that the service meets expectations and considers it the right decision, satisfied with the innovations implemented and overall satisfied in charging electricity with self-service. So this research is in accordance with Irawan's research, 2017) consumer satisfaction is the result of consumer assessment that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less

2) The Influence of Access in SAVE's Marketing Mix Strategy on Customer Satisfaction

The results of the study show that access to PLN SPKLU in the SAVE marketing mix strategy has a positive and significant effect on customer satisfaction, meaning that the easier it is to reach, the more widespread, the simpler the process, and the more integrated the method, the higher the customer satisfaction value for accessing PLN SPKLU.

With location accessibility where there is ease of reaching PLN SPKLU from the customer's route, it will reduce the extra effort for customers to find SPKLU and speed up the decision to stop by for charging and reduce customer anxiety.

The certainty of the distribution of PLN SPKLU on every customer's daily travel route will make customers feel that PLN SPKLU is always there when needed, thus being able to

create customer satisfaction in accordance with the research results above.

3) The Influence of Value in SAVE's Marketing Mix Strategy on Customer Satisfaction

The results of the study show that the value in the SAVE marketing mix strategy has a positive and significant effect on customer satisfaction, meaning that the higher the value (benefit) perceived by PLN SPKLU customers from a service, the higher the level of customer satisfaction.

The presence of PLN's charging stations (SPKLU) provides customers with peace of mind when driving, especially on long-distance trips. This sense of security and the safety of not running out of power during their journeys will boost customer satisfaction. Furthermore, the availability of PLN's charging stations to meet customer needs, along with cost savings and the absence of queues during charging, also contribute to customer satisfaction. The classy impression gives Customer perception that PLN SPKLU provides a modern, reliable, and "classy" service experience, including in terms of fast/ultra-fast charging technology, area cleanliness, device appearance, and service professionalism, thereby increasing PLN SPKLU customer satisfaction.

4) he Influence of Education in SAVE's Marketing Mix Strategy on Customer Satisfaction

The results of the study show that *education* In the marketing mix strategy, saving has a positive and significant effect on customer satisfaction. customers, meaning that the higher or better the quality of "education" provided to PLN SPKLU customers, the higher their level of satisfaction.

Having the right content, presented in simple language, containing practical information, and quickly accessible, will make PLN SPKLU customers feel educated and empowered, so that customers feel less confused, more confident in using PLN SPKLU independently, and experience fewer negative experiences. This combination explains why increasing Education in the SAVE strategy has been proven to drive increased satisfaction of PLN SPKLU customers.

5) The Influence of Solutions in SAVE's Marketing Mix Strategy on Customer Loyalty

The results of the study show that the solution in the SAVE marketing mix strategy has a positive and significant effect on customer loyalty, meaning that by focusing on providing meaningful solutions, PLN SPKLU can create high-value interactions and lasting relationships, which directly increase customer loyalty.

Customer loyalty refers to how much a customer wants to repeat purchase at PLN's SPKLU through the solutions offered.

6)  The Influence of Access in SAVE's Marketing Mix Strategy on Customer Loyalty

The results of the study indicate that access in the SAVE marketing mix strategy does not

affect the loyalty of PLN SPKLU customers, meaning that ease of access, widespread locations, and easy charging methods are not the only factors that determine customer loyalty. Customers will not automatically be loyal just because of easy access, but are also influenced by other more crucial factors such as satisfaction, product/service quality, price, brand image, and the overall experience of PLN SPKLU.

7)  The Influence of Value in SAVE's Marketing Mix Strategy on Customer Loyalty

The results of the study indicate that the value in the SAVE marketing mix strategy has a positive and significant effect on customer loyalty of PLN SPKLUs. This means that the higher the value perceived by customers from the SAVE marketing mix strategy, the greater the likelihood of customers being loyal, repurchasing, and recommending PLN SPKLUs to others. This is because the value offered by PLN SPKLUs successfully meets or exceeds customer expectations.

The value generated by PLN's SPKLU is a system that is used as a guide by customers to weigh and choose alternative decisions when making transactions at the SPKLU. If the quality offered is relatively higher than that of competitors, it will affect the level of customer loyalty. The higher the value perceived by customers, the greater the possibility of repeat transactions.

8)  The Influence of Education in SAVE's Marketing Mix Strategy on Customer Loyalty

The results of the study show that education in the SAVE marketing mix strategy has a positive and significant effect on customer loyalty at PLN's SPKLU, meaning that the more effectively and comprehensively the company educates its customers (about solutions, access, and the value of their products/services), the more loyal customers will be substantially (tending to make repeat purchases, recommending to others, and being resistant to competitors' offers). This education helps build stronger relationships and positive experiences with the brand, which ultimately increases loyalty.

9)  The Influence of Satisfaction on Customer Loyalty

Research shows that satisfaction has a positive and significant impact on customer loyalty at PLN's SPKLU (Storage Service Points). This means that the higher the level of customer satisfaction, the more likely they are to become loyal customers. Satisfied customers are more likely to repurchase products, recommend products to others, and form long-term relationships with PLN East Kalimantan.

10) The Role of Job Satisfaction in Mediating the Effect of Solutions in SAVE Marketing on Customer Loyalty

The results of the study show that satisfaction can mediate the positive and significant influence of solutions in the SAVE marketing mix strategy on PLN SPKLU customer loyalty, meaning that the solution component of the SAVE marketing mix strategy does not directly

increase customer loyalty, but rather through the intermediary of customer satisfaction.

These results also explain that customers will become loyal not solely because PLN's SPKLU offers a good "solution," but because that solution successfully creates customer satisfaction. This satisfaction acts as a bridge that transfers the positive influence of the solution to a higher level of loyalty. If the solution provided does not result in satisfaction, customer loyalty will not increase significantly.

11) The Role of Job Satisfaction in Mediating the Effect of Access in SAVE's Marketing Mix on Customer Loyalty

The results of the study indicate that satisfaction can mediate the positive and significant influence of access in the SAVE marketing mix strategy on customer loyalty, meaning that access (ease of obtaining PLN SPKLU) indirectly influences customer loyalty, through the intermediary of customer satisfaction. Customer satisfaction functions as a bridge or intermediary (mediator) in the relationship between access and customer loyalty. When customers feel satisfied with the ease of access to PLN SPKLU provided, then this satisfaction then encourages customers to become loyal.

Efforts to increase the level of satisfaction of PLN SPKLU customers can be started by paying attention to the convenience of location, distribution, easy to do with self-service and integrated with the application so that it will create customer satisfaction which in the end will result in repeat purchases, word of mouth to friends and family.

12) The Role of Job Satisfaction in Mediating the Effect of Value in SAVE's Marketing Mix on Customer Loyalty

The results of the study indicate that satisfaction can mediate the positive and significant influence of value in the SAVE marketing mix strategy on customer loyalty of PLN SPKLU, meaning that the value perceived by customers from the SAVE marketing mix strategy does not directly increase customer loyalty, but rather through an intermediary, namely customer satisfaction. Increased customer loyalty occurs because customers feel satisfied with the value and customer expectations. Without satisfaction, the value provided may not be enough to build long-term loyalty.

The satisfaction that is formed ultimately makes PLN SPKLU customers make repeat purchases, recommend them to others, and provide information about the advantages of PLN SPKLU to others as a form of customer loyalty.

13) The Role of Job Satisfaction in Mediating the Effect of Education in SAVE's Marketing Mix on Customer Loyalty

The results of the study indicate that satisfaction can mediate the positive and significant influence of education in the SAVE SPKLU PLN marketing mix strategy on customer loyalty, meaning that the educational program implemented in the SAVE marketing mix strategy

does not directly increase customer loyalty, but rather through the intermediary of customer satisfaction. Thus, the effectiveness of the educational strategy is highly dependent on its ability to create a satisfying experience for SPKLU PLN customers, which then encourages customers to be loyal, not just satisfied.

## 4. Conclusion

Based on several analytical studies and discussions, the following conclusions can be drawn: *Solution* in the SAVE marketing mix strategy has a positive and significant effect on customer satisfaction, meaning that the better the PLN SPKLU solution offered by PLN East Kalimantan both in effective solutions to PLN SPKLU needs, efficiency when charging power, comfort in the PLN SPKLU environment and security when using SPKLU, the higher the level of customer satisfaction. Access in the SAVE marketing mix strategy has a positive and significant effect on customer satisfaction, meaning that the easier the location is to be reached by PLN SPKLU customers, spread in every customer travel need, easy to operate self-service and offers an integrated application between PLN SPKLU and PLN mobile applications, the higher their overall level of satisfaction. Value in the SAVE marketing mix strategy has a positive and significant effect on customer satisfaction, meaning that the higher the value (benefits) perceived by customers from PLN SPKLU services, the higher their level of satisfaction, which can be seen from the presence of PLN SPKLU populations, low costs and no queues and a classy impression when using PLN SPKLU. *Education* In the SAVE marketing mix strategy, it has a positive and significant influence on customer satisfaction. PLN SPKLU customers, meaning the better the quality of educational content provided to customers, the easier the tutorial on how to use PLN SPKLU, the availability of accurate information, and the easier it is to access the information, the higher their level of satisfaction will be. *Solution* in the SAVE marketing mix strategy has a positive and significant effect on customer loyalty of PLN SPKLU, meaning that by focusing on providing meaningful solutions, companies can create high-value interactions and lasting relationships, which directly increase customer loyalty. Access in the SAVE marketing mix strategy does not affect customer loyalty, meaning that ease of access in marketing at PLN SPKLU is not the only factor that determines customer loyalty, but is also influenced by other more crucial factors.

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