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Perception and Expectation of Marketing Mix on Customer Satisfaction and Confidence in Consumer Finance Branch Mandala Multifinance Poleang, Shouteast Sulawesi Province

Wuryanti K., Usman Nur U.
Sultan Agung Islamic University (UNISSULA), Semarang, Indonesia
wuryanti@unissula.ac.id

Abstract: The development of technology and the increasing quality of financial institutions and banking services as a competitor of Mandala Multifinance Company Poleang branch makes the affiliation share of Mandala Multifinance becomes smaller because customers' trust decrease. In this regard, the researcher wants to know the cause of the decline in enterprise application data fluctuating of Mandala financing Multifinance Poleang branch. This research samples customer of Mandala Multifinance company of Poleang branch by using *purposive sampling* method with the number of respondents of 100 people by using the program *Partial Least Square* (PLS) to determine the relationship between the variables that affect customer trust. The results show that customer expectations affect positively but not significantly to customer satisfaction, while the marketing mix has a significant positive effect on customer satisfaction and customer satisfaction has a significant positive effect on customer trust.

Keywords: *Customer expectations, marketing mix, customer satisfaction and customer trust*
