

MARKETING PROMOTION AND PRICING STRATEGIES: DRIVERS OF CUSTOMER SATISFACTION AND MSME GROWTH

Sujeni¹, Yuli Maylena², M. Tarmizi³, Diddo Adding Adove⁴, Gilang Pranajasakti⁵

^{1,2,3,4,5}Program Management Studies, Faculty of Economics, Social & Humanities, Universitas Muhammadiyah

Ahmad Dahlan Cirebon, Indonesia

email: sujeni@feshum.ummada.ac.id

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Abstract

This study aims to analyze the effect of marketing promotion and pricing decisions on customer satisfaction and MSME growth in Bekasi. The research approach employed is associative with a quantitative method. The study uses a survey method, and the sample is selected through purposive sampling technique. The sample consists of 156 respondents who own MSMEs in the food and beverage sector in Bekasi. Data were collected through a questionnaire containing 25 questions that the respondents were required to answer. The data analysis technique applied is multiple regression analysis using SmartPLS version 3.0 software, which is evaluated through the outer model and inner model. The results of the study indicate that: (1) marketing promotion has a positive and significant effect on customer satisfaction; (2) pricing decisions have a positive and significant effect on customer satisfaction; (3) customer satisfaction has a positive and significant effect on MSME growth; (4) marketing promotion has a positive and significant effect on MSME growth; (5) pricing decisions have a positive and significant effect on MSME growth; (6) the effect of marketing promotion on MSME growth mediated by customer satisfaction has a positive and significant impact; and (7) the effect of pricing decisions on MSME growth mediated by customer satisfaction has a positive and significant impact.

1. INTRODUCTION

Background problem

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in Indonesia's economy, with over 66 million MSMEs contributing 61% to the GDP and absorbing nearly 97% of the workforce. The food and beverage sector, which is projected to have more than 1.7 million MSMEs by 2024, continues to grow rapidly, meeting public consumption needs and creating numerous job opportunities. Despite their significant potential, MSMEs in this sector face challenges such as intense competition, marketing, and proper pricing. In Bekasi, known for its distinctive culinary offerings, food and beverage MSMEs still struggle with effective marketing and pricing strategies. Many have yet to leverage social media and digital platforms to promote their products, while appropriate pricing is essential to remain competitive.

Effective marketing, such as promotions, discounts, advertising, or digital marketing, can increase brand awareness, attract new customers, and strengthen relationships with existing customers. According to Kotler and Keller (2016), consistent promotions can enhance customer satisfaction. Proper pricing is also critical, as prices that do not align with the value of the product can decrease customer satisfaction. Monroe (2003) states that consumers are satisfied when the price is proportional to the quality received. Food and beverage MSMEs in Bekasi need to set competitive prices that align with the local community's purchasing power to maintain customer interest.

Satisfied customers are more likely to make repeat purchases and become loyal customers, expanding the MSMEs' customer base and increasing sales. Zakari and Ibrahim (2021) found that customer satisfaction can enhance loyalty and support business growth and stability. Appropriate promotions and competitive pricing can attract new customers and retain existing ones, boosting sales and strengthening MSME positions. However, customer satisfaction acts as a mediator that amplifies the impact of promotions and pricing on MSME growth. Customer satisfaction is not only the result of effective promotions and pricing but also a key driver of long-term business growth.

Problem Formulation

Based on the background of the research outlined above, the researcher has formulated the research problems to be discussed as follows:

1. Does marketing promotion have an impact on customer satisfaction?
2. Does pricing have an impact on customer satisfaction?
3. Does customer satisfaction affect MSME growth?
4. Does marketing promotion affect MSME growth?
5. Does pricing affect MSME growth?
6. Does customer satisfaction mediate the effect of marketing promotion on MSME growth?
7. Does customer satisfaction mediate the effect of pricing on MSME growth?

Research purposes

Based on the background of the research outlined above, the researcher has formulated the objectives of the study to be discussed as follows:

1. To examine and analyze the effect of marketing promotion on customer satisfaction.
2. To examine and analyze the effect of pricing on customer satisfaction.
3. To examine and analyze the effect of customer satisfaction on MSME growth.
4. To examine and analyze the effect of marketing promotion on MSME growth.
5. To examine and analyze the effect of pricing on MSME growth.

2. LITERATURE REVIEW

Marketing Promotion

Marketing promotion is a component of the marketing mix aimed at informing customers about the products or services being offered. According to Kotler and Keller (2016), effective promotion has the ability to enhance brand awareness, purchase interest, and customer satisfaction. The right promotional strategy can support the growth and competitiveness of MSMEs.

Brand Image

Kotler and Keller (2016) explain that a brand is a name, word, sign, symbol, or design, or a combination of these elements, which functions as an identity for a product or service offered by a seller or group of sellers, with the aim of differentiating them from competitors. Brand image can be understood as a collection of beliefs held by consumers towards a particular brand (Kotler and Armstrong, 2008). According to Keller and Swaminathan (2020), there are three dimensions that can be used as indicators of brand image, namely strength, uniqueness and excellence.

Pricing

Monroe (2003) states that pricing is the process of determining the price of a product or service to be offered to consumers. The right pricing strategy can influence customer purchasing decisions and their satisfaction, which in turn impacts the growth of MSMEs.

Customer Satisfaction

According to Kotler and Keller (2016), customer satisfaction is influenced by customer expectations and product performance. High customer satisfaction can enhance loyalty and word-of-mouth recommendations, which in turn drive the growth of MSMEs.

MSME Growth

Various indicators can be used to measure MSME growth, such as increased profits, sales, and market expansion. According to Greiner (1972), during this growth stage, MSMEs must focus on product innovation, effective marketing, and competitive pricing to achieve sustainable growth.

Research Variables

1. Independent Variable: Marketing Promotion and Pricing.
2. Intervening Variable: Customer Satisfaction.
3. Dependent Variable: MSME Growth.

Operational Variables

According to Sugiyono (2017), variable operationalization refers to the attributes possessed by individuals, objects, or activities that have certain variations, which are determined by researchers to be analyzed and conclusions drawn.

Table 1. Operational Variables

No	Variable	Dimensions
1	Marketing Promotion	<ol style="list-style-type: none"> 1. Types of Promotion 2. Promotion Frequency 3. Promotion Channels
2	Pricing	<ol style="list-style-type: none"> 1. Pricing Strategy 2. Price-Quality Alignment 3. Consumer Perception of Price
3	Customer Satisfaction	<ol style="list-style-type: none"> 1. Product Quality Satisfaction 2. Service Satisfaction 3. Price Perception
4	MSME Growth	<ol style="list-style-type: none"> 1. Sales Growth 2. Customer Loyalty 3. Market Expansion 4. Brand Positioning

3. RESEARCH METHODS

This study employs an associative research strategy, using a quantitative method. It is referred to as a quantitative method because the research data is in numerical form and the analysis is conducted using statistical techniques.

Research Population and Sample

This study employs an associative research strategy, using a quantitative method. It is referred to as a quantitative method because the research data is in numerical form and the analysis is conducted using statistical techniques. Data Types and Sources

This study uses a closed-ended questionnaire, where respondents are required to mark the answer they consider correct. The Likert scale is employed to measure the opinions, attitudes, and perceptions of individuals or groups regarding social phenomena. Responses to each item on the Likert scale range from strongly positive to strongly negative. Responses can be scored if quantitative analysis is required. In this study, data processing is carried out using the partial least squares (PLS) method, utilizing SmartPLS version 3.0 software.

4. RESULTS AND DISCUSSION

Results

Outer Model

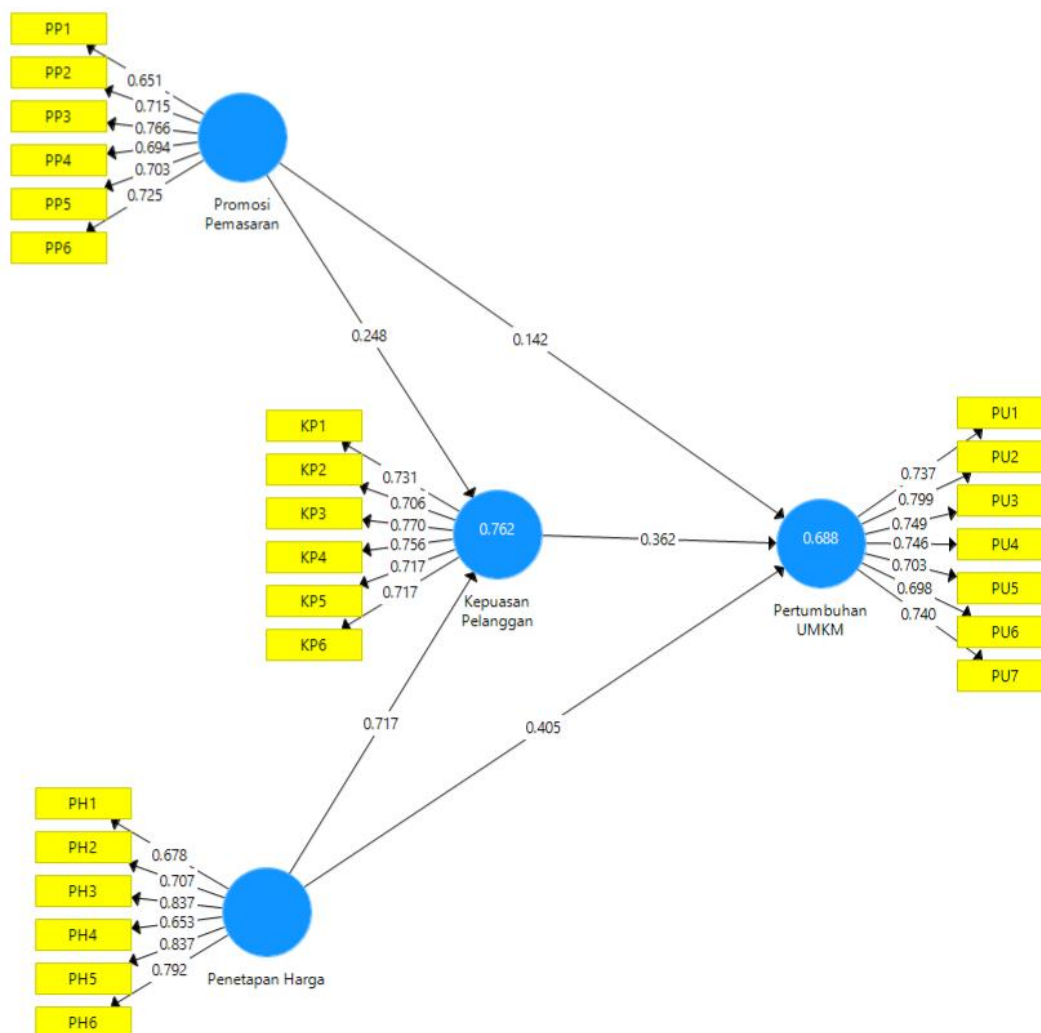


Figure 1. Algorithm

Validity Test

Convergent Validity

Table 2. loading factor

Indicator	Loading value	Information
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PP1	0.651	Valid
PP2	0.715	Valid
PP3	0.766	Valid
PP4	0.694	Valid
PP5	0.703	Valid
PP6	0.725	Valid
PH1	0.731	Valid
PH2	0.706	Valid
PH3	0.770	Valid
PH4	0.756	Valid
PH5	0.717	Valid
PH6	0.717	Valid
KP1	0.678	Valid
KP2	0.707	Valid
KP3	0.837	Valid
KP4	0.653	Valid
KP5	0.837	Valid
KP6	0.792	Valid
PU1	0.737	Valid
PU2	0.799	Valid
PU3	0.749	Valid
PU4	0.746	Valid
PU5	0.703	Valid
PU6	0.698	Valid
PU7	0.740	Valid

Source: SmartPLS output data processing, 2025

Table 3. Average Variance Extracted

Variable	<i>Average Variance Extracted (AVE)</i>	Requirement	Description
Marketing Promotion	0.504	>0.5	Valid
Pricing	0.569	>0.5	Valid

Customer Satisfaction	0.537	>0.5	Valid
MSME Growth	0.547	>0.5	Valid

Source: SmartPLS output data processing, 2025

Discriminant Validity

Table 4. Cross loadings

INDICATOR	Marketing Promotion	Pricing	Customer Satisfaction	MSME Growth
PP1	0.651	0.339	0.402	0.350
PP2	0.715	0.377	0.459	0.446
PP3	0.766	0.395	0.501	0.455
PP4	0.694	0.404	0.469	0.378
PP5	0.703	0.374	0.431	0.401
PP6	0.725	0.340	0.386	0.433
PH1	0.507	0.678	0.587	0.509
PH2	0.307	0.707	0.609	0.568
PH3	0.324	0.837	0.646	0.569
PH4	0.464	0.792	0.628	0.643
PH5	0.324	0.837	0.646	0.569
PH6	0.440	0.792	0.694	0.670
KP1	0.461	0.604	0.731	0.540
KP2	0.470	0.620	0.706	0.577
KP3	0.414	0.705	0.770	0.642
KP4	0.523	0.628	0.756	0.586
KP5	0.400	0.546	0.717	0.478
KP6	0.474	0.608	0.717	0.646
PU1	0.424	0.563	0.586	0.737
PU2	0.435	0.657	0.626	0.799
PU3	0.375	0.666	0.606	0.749
PU4	0.433	0.565	0.591	0.746
PU5	0.479	0.554	0.600	0.703
PU6	0.419	0.488	0.498	0.698
PU7	0.445	0.559	0.591	0.748

Source: SmartPLS output data processing, 2025

Reliability Test

Composite Reliability

Table 5. Composite Reliability

Variable	Composite Reliability	Description
Marketing Promotion	0.859	Reliable
Pricing	0.887	Reliable
Customer Satisfaction	0.874	Reliable
MSME Growth	0.894	Reliable

Source: SmartPLS output data processing, 2025

Inner Model R Value Evaluation²

Table 6. R-squared coefficients

Construct	R-Square
Customer Satisfaction	0.762
MSME Growth	0.688

Source: SmartPLS output data processing, 2025

Measuring Effect Size (f^2)

Table 7. Effect Size f^2

Construct	Customer Satisfaction	MSME Growth
Marketing Promotion	0.187	0.040
Pricing	1.570	0.149
Customer Satisfaction		0.100
MSME Growth		

Source: Processed data from SmartPLS output, 2025

Hypothesis testing

Table 8. Path Coefficients

Hubungan Antar Konstruk	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Marketing Promotion -> Customer Satisfaction	0.248	0.249	0.046	5.385	0.000
Pricing -> Customer Satisfaction	0.717	0.717	0.038	19.044	0.000
Customer Satisfaction -> MSME Growth	0.362	0.371	0.108	3.338	0.001
Marketing Promotion -> MSME Growth	0.142	0.140	0.070	2.041	0.042
Pricing -> MSME Growth	0.405	0.399	0.089	4.568	0.000
Marketing Promotion -> Customer Satisfaction -> MSME Growth	0.090	0.090	0.032	2.768	0.006
Pricing -> Customer Satisfaction -> MSME Growth	0.259	0.259	0.083	3.117	0.002

Source: smartPLS Data Processing, 2025

From the table above, the path coefficients between constructs are as follows:

- 1) Marketing Promotion has a positive and significant effect on Customer Satisfaction.
- 2) Pricing has a positive and significant effect on Customer Satisfaction.
- 3) Customer Satisfaction has a positive and significant effect on MSME Growth.
- 4) Marketing Promotion has a positive and significant effect on MSME Growth.
- 5) Pricing has a positive and significant effect on MSME Growth.
- 6) Marketing Promotion has a positive and significant effect on MSME Growth, mediated by Customer Satisfaction.
- 7) Pricing has a positive and significant effect on MSME Growth, mediated by Customer Satisfaction.

Discussion

1. **Marketing Promotion Positively Affects Customer Satisfaction:** This indicates that the better the promotional strategies implemented, the greater the customer satisfaction achieved. Effective promotions, such as those conducted via social media and advertisements, can increase customer awareness of products and strengthen the relationship with them.
2. **Pricing Strategy Positively Affects Customer Satisfaction:** This suggests that setting a price that aligns with the product's quality is crucial for enhancing customer satisfaction. When the price offered by SMEs is consistent with the quality of the product received by customers, they will feel satisfied with their purchasing decision. Conversely, prices that are too high or too low may reduce customer satisfaction.
3. **Customer Satisfaction Positively Affects the Growth of SMEs:** This shows that customer satisfaction plays a key role in driving the growth of SMEs. Satisfied customers are more likely to make repeat purchases and become loyal customers. Additionally, satisfied customers are more likely to recommend the product to others, which can expand the market and encourage business growth for SMEs.
4. **Marketing Promotion Positively Affects the Growth of SMEs:** This means that marketing promotion not only enhances customer satisfaction but also has a direct impact on the growth of SMEs. Effective promotions, such as the use of social media and digital advertising, can increase product visibility and attract more customers. This can strengthen brand positioning and boost sales, which in turn supports the growth of SMEs.
5. **Pricing Strategy Positively Affects the Growth of SMEs:** This highlights that the right pricing is crucial for the growth of SMEs. Competitive pricing influences customer purchasing decisions, attracts more consumers, and accelerates the business growth of SMEs. Prices that are too high can reduce customers' purchasing power, while prices that are too low can harm the business in the long term. Therefore, setting the right price is essential to maintain competitiveness and foster SME growth.
6. **Customer Satisfaction Mediates the Effect of Marketing Promotion on the Growth of SMEs:** This shows that customer satisfaction strengthens the impact of marketing promotions on the growth of SMEs. In other words, while marketing promotions can directly influence the growth of SMEs, this effect becomes more significant when supported by a high level of customer satisfaction. Customer satisfaction acts as a key driver that enhances loyalty and increases business opportunities for growth.
7. **Customer Satisfaction Mediates the Effect of Pricing Strategy on the Growth of SMEs:** This indicates that customer satisfaction strengthens the relationship between pricing strategy and the growth of SMEs. It suggests that the right price not only influences purchasing decisions but can also accelerate SME growth when customers are satisfied with the value they receive for the price paid.

5. CONCLUSION

Based on the results of the research conducted, it can be concluded that:

1. Based on the partial hypothesis testing, it is proven that marketing promotion has a positive and significant effect on customer satisfaction. Based on the partial hypothesis testing, it is proven that pricing has a positive and significant effect on customer satisfaction.
2. Based on the partial hypothesis testing, it is proven that customer satisfaction has a positive and significant effect on MSME growth. Based on the partial hypothesis testing, it is proven that marketing promotion has a positive and significant effect on MSME growth.
3. Based on the partial hypothesis testing, it is proven that pricing has a positive and significant effect on MSME growth.
4. Based on the partial hypothesis testing, it is proven that marketing promotion has a positive and significant effect on MSME growth, mediated by customer satisfaction.
5. Based on the partial hypothesis testing, it is proven that pricing has a positive and significant effect on MSME growth, mediated by customer satisfaction.

Based on the conclusions outlined, the researcher provides the following recommendations for companies to enhance customer satisfaction:.

1. Based on the lowest loading factor of the marketing promotion variable indicator, MSME owners should improve their marketing promotions on social media to increase awareness of their businesses.
2. Based on the lowest loading factor of the pricing variable indicator, MSME owners should improve the quality of food and beverages to ensure that the money spent by customers aligns with their expectations.

For future research, to obtain better results, the researcher outlines several limitations in this study. The limitations are as follows::

1. The sample size in this study was only 156 respondents. Therefore, it is recommended that future research increase the sample size to obtain more accurate results.
2. This study was conducted in only one location, namely Bekasi. Therefore, it is suggested that future research be conducted in different locations to obtain results that can be used for comparison between regions.

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