



The influence of pricing strategy on customer satisfaction and loyalty in the hospitality industry

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ABSTRACT

In today's business era, competition in business is getting tighter. This increasingly tight competition requires business people to be able to maximize their company's performance in order to compete in the market. The hotel industry plays an important role as one of the supporting sectors of tourism. The success or failure of the hotel business depends on the management of each hotel. **Aims:** The purpose of this study itself is to 1) Determine the effect of price on customer satisfaction at Nivia Hotel Medan. 2) Determine the effect of promotion on customer satisfaction at Nivia Hotel Medan. The methods used in this study are quantitative data and qualitative data. The population in the study was 1370 customers. The number of samples in the study was determined based on the Slovin formula 93.10 rounded to 100 respondents. The results obtained from this study are based on the hypothesis test, it can be said that the price policy with customer satisfaction can be said to have a significant influence. In the significant test between promotion and customer satisfaction, the value of $p_{value} = 0.000$ is obtained. In addition, it has a t_{count} value of 3.889 and $t_{table} = 1.661$, because the t_{count} value of $3.889 > t_{table} 1.661$, and has a p_{value} value of $0.000 < 0.05$. Thus, it can be said that promotion with customer satisfaction can be said to have a significant influence. The results of the regression model test for all variables show a calculated F value of 24.284 with a significance of 0.000. By using a significance limit of 0.05, the significance value is smaller than 0.05. With a positive coefficient direction, it can be accepted that the hypothesis that price and promotion together have a significant influence on customer satisfaction can be accepted. Based on the results of the study, it can be concluded that the results of the regression test obtained the results of the regression coefficient for the price and promotion variables which have a positive regression coefficient, so it can be said that both variables have a significant influence on increasing customer satisfaction at the Nivia Hotel Medan so it can be said that the first hypothesis proposed is proven to be true.

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INTRODUCTION

In today's business era, competition in business is getting tighter. This increasingly tight competition requires business actors to be able to maximize their company's performance in order to compete in the market. The hotel industry plays an important role as one of the supporting sectors of tourism. The success or failure of the hotel business depends on the management of each hotel. Managing a hotel is an easy job if the management implemented is correct (Mungkur & Nurhayati, 2023). Service quality can be expressed as a comparison between the services expected by consumers and the services received. According to (Fikri & Wardi, 2021) service is any action or activity that can be offered by one party to another, is basically intangible and does not result in any ownership. Service quality is the totality of features and characteristics of a product or service that depends on the ability to satisfy stated or implied needs (Pacana & Siwec, 2024).

Customer satisfaction is the level of a person's feelings after comparing perceived performance with their expectations. Dissatisfaction arises when the results (outcomes) do not meet expectations (Aleksi & Mili, 2024). Every company that pays attention to customer satisfaction will gain several main benefits, namely a more positive company reputation in the eyes of customers and the public, and can encourage the creation of customer loyalty that allows the company to increase profits, harmonious relationships between the company and its customers, and encourage everyone in the company to work with better goals. Quality of service that is in accordance with customer expectations will create a sense of satisfaction in customers, this satisfaction results in customers continuing to buy the products offered (Cahyadi & Keni, 2021). Price also affects customer satisfaction and loyalty, and will have an impact on long-term profit potential (Haksever & Render, 2013). According to (Dollinger, 2008), the price of a product or service when compared to the value obtained by customers can affect loyalty.

Service is a form of product consisting of activities, benefits, or satisfaction offered for sale that is essentially intangible and does not result in any ownership (Rachmad Edhie Yoesoep, Sudiarti Sri, Turi Ode La, Fajariana Endah Dewi, Kisworo Yudo, Suryawan Firdiansyah Ryan, Tanadi Hendy, Kusnadi, Susilawati Eka, Yusran Rahmat Rio, Juminawati Sri, Sukrisni Andy, 2022), while quality refers to the benefits received by customers. The intangible nature of services makes a service difficult to assess (Mumtaza & Bernarto, 2022).

Reliability Reliability is the ability to provide promised services accurately and dependably. Reliability means that the company provides services as promised, including promises about how to deliver services, service provision, problem solving and price. **Responsiveness** Responsiveness is the willingness to help customers and provide prompt service. This dimension emphasizes the attentiveness and promptness of employees when dealing with requests, questions, complaints, and problems faced by customers. Responsiveness is communicated to customers by the length of time they have to wait for help, answers to questions, or attention to problems faced during the service. **Assurance** Assurance is the knowledge, courtesy and ability of the company and its employees to build trust and confidence in customers. Most customers feel that this dimension has a high risk, because the "guarantee" in question is still vague, whether the company or employees are really able to provide a guarantee for the services provided. **Empathy** Empathy is the individual care and attention that a company provides to its customers. The essence of empathy is to deliver personal or customized service, with the consideration that each customer is a unique person and should be treated specially. Empathy also means the ability of the company and its employees to understand the needs of customers. **Tangibles** Tangibles (physical evidence) are the appearance of physical facilities, equipment, employee appearance and communication materials provided by the company to support the services provided to customers.

In this study, the measurement of service quality uses the theory (Martono, 2021) because it is more relevant to the hotel being studied. **Price Definition** Price is the amount of value that

customers exchange for the benefits of having or using a product or service (Marluthy & Halilah, 2019). (Ismail et al., 2017) state that price is the amount of money charged for a product or service. Customer views on price (high, low, normal) have a strong influence on purchase intentions and satisfaction (Yum & Kim, 2024). Customer Satisfaction According to (Zhou & Yao, 2023) customer satisfaction is a feeling of pleasure or disappointment that arises after comparing expectations with the reality obtained. Customer Loyalty Customer Loyalty is a customer's decision to voluntarily continue to subscribe to a particular company for a long period of time (Bulatnikov & Constantin, 2023).

The level of customer satisfaction is the result of customer comparison between the expected service quality and the quality of service received (Weisemina Unmehopa, 2023). (Kusuma et al., 2023) also said that customers who get good service quality will feel satisfied with the company's service.

Price is influenced by customer satisfaction and loyalty and will also have an impact on long-term profit potential. (Djakaria et al., 2024) also explain the relationship between price and customer satisfaction, namely, on the other hand, satisfaction is more inclusive (personal), and its existence is influenced by customer perceptions of service quality, product quality, price, and situation, as well as personal factors.

Customer satisfaction contributes to a number of crucial aspects, such as creating customer loyalty, increasing company reputation, reducing price elasticity, reducing future transaction costs, and increasing employee efficiency and productivity. (Saputra et al., 2021) stated that with increasing customer satisfaction, customers who remain also increase, while (Prasyanti et al., 2021) stated that a high level of satisfaction can increase customer loyalty and prevent customer turnover, reduce customer sensitivity to price, reduce marketing failure costs, reduce operating costs caused by increasing the number of customers, increase advertising effectiveness, and improve business reputation (Manhas et al., 2024).

In economic theory, the concept of price, value, and utility are interrelated concepts (Anggriani et al., 2022). Utility is an attribute inherent in an item, which allows the item to meet needs, wants, and satisfy consumers (satisfaction) (Setiawan et al., 2020). Value is the value of a product to be exchanged for another product. This value can be seen in a barter situation between goods and goods. Now our economy no longer barter but uses money as a measure of its value, which is called price so price is the value of an item expressed in money (Karmila et al., 2023). Price policy or price policy, price policy, is a decision regarding prices that will be followed for a certain period. So here it contains the intention of following market price developments.

To implement price policies, it is necessary to know the influencing factors, including 1) What will be targeted, for example, to prevent the entry of competitors, price policies are set based on the cost price plus a thin profit. 2) Penetration means to break through new products, price policies can be viewed from 3 angles, namely producers, wholesalers, and retailers (Amilia & Nst, 2017). Price plays a very important part in the service marketing mix, because pricing provides income for the type of service offered. Considerations for determining the price of a service include monetary and non-monetary costs that include sacrifices. Pricing decisions are very significant in determining value for customers and play an important role in forming the image of the service. Pricing for services is especially important considering the intangible characteristics of the service. Thus, service pricing decisions involve setting premium prices at times of peak demand and setting discount prices when demand decreases.

According to (Auliani et al., 2024) there are several factors that influence pricing: 1) Starting Point. Market situation, demand and competition are the starting point in pricing. 2) Limiting Factors. Many limit the flexibility in setting prices. In addition to costs, other factors in the marketing mix strategy, intermediary expectations and macro environmental factors (social, economic, cultural and political) can influence pricing as limiting factors. 3) Managerial aspects of

the organization. Factors that need to be considered in pricing concern managerial aspects only. The company needs to explain who has the authority to set prices in the company.

Based on an interview conducted verbally at Nivia Hotel Medan with five customers, there were three respondents who said they were satisfied because of the affordable price, the nice hotel view, and the friendliness of the workers at the Kasuari hotel. The reason most consumers expressed satisfaction in using the services of the Kasuari hotel is because the level of cleanliness of the Nivia Hotel Medan is very good, allowing the comfort of hotel customers. By staying at the Kasuari hotel, consumers feel calm. While the other two respondents said they were dissatisfied because the Nivia Hotel Medan has poor quality wi-fi. This shows customer dissatisfaction in using the services of the Kasuari hotel. Seeing this situation, the management of the Kasuari hotel must take strategic steps to prevent a continuous decline in the number of visitors so that the number of visitors increases. High satisfaction from hotel guests can be seen through their behavior, such as their tendency to return to stay at the hotel and stay at the hotel for a longer time. Customer satisfaction is one of the keys to creating customer loyalty, because satisfied customers tend to be loyal.

RESEARCH METHOD

The object of this research is at Nivia Hotel Medan. The population in this study is all customers at Nivia Hotel Medan. Where the researcher took data on customers who rented rooms and rented buildings for the past five months from March to July 2024, there were 1370 customers. The authors use quantitative method. Sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical in nature with the aim of testing the established hypothesis. A sample is part of a population that is considered to be able to represent the population. This subset is taken because in many cases it is impossible for us to study all members of the population, therefore we form a representative population called a sample. The sample of this study is part of the customer population at Nivia Hotel Medan during March to July 2024 which the author chose to be respondents. The number of samples in the study was determined based on the Slovin formula 93.10 rounded up to 100 respondents. From this sample, customers will be selected with the provision that they have become tenants of Nivia Hotel Medan room or building rental services with the assumption that these customers have been able to find out the pricing and promotion policies at Nivia Hotel Medan. The types and sources of data used in this study are quantitative data and qualitative data. With data sourced from primary data and secondary data. Primary data is data obtained from the first source either from individuals or individuals, such as interview results or questionnaire results. Secondary data is data sourced from documentation and written reports of the company that are made periodically. The data collection methods used in this study are 1) Observation. 2) Questionnaire 3) Interview. 4) Documentation. After all the data in this study were collected, the next step was data analysis consisting of the first descriptive statistical test. Second data quality test. Third multiple linear regression equation test. Third hypothesis test consisting of determination coefficient test, T statistical test (Partial), F statistical test (Simultaneous). The indicators of each variable can be seen in table 1.

Table 1. Operational definition and measurement of research variables

Variable	Code	Major Indicators	Reference
Price (X1)	X1.1	Price offered	(Daironi, 2017; Satria, 2017)
	X1.2	Complete information about the product	
	X1.3	Ease of obtaining information	
Promotion (X2)	X2.1	Ease of obtaining information	(Anggraini & Budiarti, 2020; Ghofur et al., 2020)
	X2.2	Attractive ad formats	
	X2.3	Complete information about the product	

Satisfaction (Y)	Y1.1	Supporting Company growth	(Diza et al., 2016; Santoso, 2016)
	Y1.2	Consumers love service	
	Y1.3	Consumers want to order again	

RESULTS AND DISCUSSIONS

In this study, we will take a sample of customers at the Nivia Hotel Medan who are visiting. Customers consist of room tenants, meeting rooms and multipurpose buildings. Of the 100 questionnaire examples given to customers, all of them can be used for data analysis. Before discussing further the results of this study, we will first discuss the description of the respondent's identity which contains the identification of respondents based on gender, age, occupation and last education of respondents who participated in this study. From the questionnaires that have been filled out by respondents, respondent identity data is obtained. The complete results are presented in table 2.

Table 2. Respondent Characteristics

Variable	Measurement	n	%
Gender	Man	57	57 %
	Woman	43	43%
Work	civil servant	25	25%
	Private employees	37	37%
	Businessman	13	13 %
	Etc.	25	25%
	S1	44	44 %
Education	D3	39	39%
	Senior High School	17	17 %

Instrument Testing in this study, often emphasizes on validity and reliability testing. An adequate study if the data is valid, reliable and objective, so that research data that is considered accurate then a validity test needs to be carried out. Testing the validity of a research instrument requires the use of a method in testing each research instrument, so that in this test the correlation method is used, where in this method it is done by correlating the question item score with the total score of the construct/variable, a questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The validity test is calculated by looking at the corrected item-total correlation figure, with the provision that the requirement is said to be valid if it has a corrected item total correlation value > 0.30.

Reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answer to a statement is consistent or stable over time. In this study, the reliability test was carried out by looking at the results of the Cronbach alpha value calculation. A variable is said to be reliable if it provides a Cronbach alpha value > 0.60, namely if the research is repeated with a different time dimension, it will produce the same conclusion. But on the contrary, if alpha < 0.60, it is considered less reliable, meaning that if the variables are re-researched with a different time, it will produce different conclusions. Reliability testing in this study is by using the Cronbach's alpha formula. The results of the reliability test and data validity test can be seen in table 3.

Table 3. Validity and Reliability Test

Variables	Indicator	r-count	r-standard	Cronbach's Alpha >0.60	Information
Price	X1.1	0.644	0.1654	0.732	Validity and Reliability
	X1.2	0.737			
	X1.3	0.728			
	X1.4	0.761			
Promotion	X2.1	0.673	0.1654	0.721	Validity and Reliability

	X2.2	0.711			
	X2.3	0.738			
	X3.1	0.542			
Satisfaction	X3.2	0.691	0.1654	0.677	Validity and Reliability
	X3.3	0.558			

Based on the results of the validity test that has been carried out, it shows that all indicators used to measure the variables used in this study have a correlation coefficient or corrected item total correlation value greater than 0.30 so it can be said that all indicators of this study variable are valid. The data above, namely the results of the reliability test in table 4, show that all variables in the study, namely price and promotion on customer satisfaction, have a fairly large alpha coefficient of > 0.60, so it can be said that all measuring concepts of each variable from the questionnaire are reliable, which means that the questionnaire used in this study is a reliable questionnaire. Multivariate regression analysis or multiple linear regression analysis used in this study aims to prove the hypothesis regarding the influence of price policy variables (X1) and promotion (X2) partially or simultaneously on customer satisfaction (Y). Statistical calculations in multiple linear regression analysis used in this study are by using the help of the SPSS computer program for Windows version 20. The results of data processing using the SPSS program are in full in the appendix and are then summarized as follows.

Table 4. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
Constant	5,682	0.958		5,931	.000
Price	0.170	0.076	0.251	2.237	.022
Promotion	0.338	0.093	0.409	3,634	.000

Dependent Variable: Customer Satisfaction

From the results of the multiple regression coefficients that have been explained in the description of table 4, it is obtained that the most dominant variable that influences customer satisfaction is promotion. Furthermore, the results of the correlation or relationship between price policy and promotion on customer satisfaction at Nivia Hotel Medan can be presented, which can be seen in the following table:

Table 5. Correlation Data Processing Results

Model	R	R-Square	Adjusted R Square	Std. Error of the Estimate
1	0.878	0.771	0.620	1.131

Based on table 5, namely the results of the processed correlation data, it appears that the R value = 0.878 which indicates that price and promotion policies have a very strong and positive relationship with customer satisfaction at Nivia Hotel Medan because the R value is close to 1, while the coefficient of determination (R2) value is 0.771 or 77.1% which indicates that statistically the variation of customer satisfaction is influenced by price and promotion policies on customer satisfaction (Y), while the remaining 32.9% is influenced by other factors not examined in this study.

To show how much influence one explanatory or independent variable, namely price and promotion policies individually, has in explaining the variation of the dependent variable (customer satisfaction), partial testing (t-test) is used. The following explains the testing of each variable partially. Significant test of price policy with customer satisfaction. In the significant test between price and customer satisfaction, the value pvalue = 0.021 is obtained, besides that it has a calculated t value = 2.237 and t table = 1.661, because the calculated t value 2.237 > t table 1.661, and

has a value p value 0.022 <0.05. Thus, it can be said that price policy with customer satisfaction can be said to have a significant influence.

Significant test of promotion with customer satisfaction. In the significant test between promotion and customer satisfaction, the value of p value = 0.000 is obtained. In addition, it has a t count value of 3.634 and t table = 1.661, because the t count value of 3.634 > t table 1.661, and has a p value value of 0.000 <0.05. Thus, it can be said that promotion with customer satisfaction can be said to have a significant influence. Hypothesis testing is carried out simultaneously using the F test. The F test is carried out to test the significant relationship between the independent variables (price and promotion policies) and the dependent variables as a whole (customer satisfaction). The test results are obtained as follows:

Table 6. Simultaneous Test Results (F Test)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	62,267	2	24,291	24,291	.000a
Residual	124,323	97	1.282		
Total	186,590	99			

Predictors: (Constant), Promotion, Price
Dependent Variable: Customer Satisfaction

The results of the regression model test for all variables show a calculated F value = 24.291 with a significance of 0.000. By using a significance limit of 0.05, the significance value is less than 0.05. With a positive coefficient direction, it can be accepted that the hypothesis stating that price and promotion together have a significant influence on customer satisfaction can be accepted.

Discussion

a. The Effect of Price and Promotion Simultaneously on Customer Satisfaction at Nivia Hotel Medan

Since the probability value is much smaller than 0.05, the regression model can be used to predict purchasing decisions or it can be said that both price and promotion variables simultaneously affect customer satisfaction at Nivia Hotel Medan. This means that the better the price and promotion, the better customer satisfaction at Nivia Hotel Medan. And vice versa. Price and promotion variables simultaneously affect customer satisfaction at Nivia Hotel Medan. This is in line with the research by obtaining the results that both price and promotion variables simultaneously affect customer satisfaction at Nivia Hotel Medan.

b. The Influence of Price on Customer Satisfaction at Nivia Hotel Medan

Price is the value or money given by customers in return for a particular offering that serves to satisfy their needs and wants. Simply put, price is a measure of the value exchanged by customers to buy an offering. Price serves as an economic mechanism by which offerings can be distributed among customers in the market. It also acts as an indicator of the extent to which an offering is demanded and the extent to which it is provided or available. The price of a product is the total value of the offering including the value of all raw materials and services used to create an offering. The price of a service takes into account all the elements involved in making the service as it is.

c. The Influence of Promotion on Customer Satisfaction at Nivia Hotel Medan

Promotion variables have a significant effect on customer satisfaction at Nivia Hotel Medan. According to the results of Multiple Linear Regression Analysis, it shows that promotion variables have an effect on purchasing decisions, when the company always provides information about facilities and increases its promotions, it will affect consumers towards customer satisfaction at Nivia Hotel Medan. Promotion as a different form of activity to attract and get the attention of

customers to buy products or services through personal selling, public relations, sales promotions and advertising. Promotion of products or services helps in the best way to build relationships with customers, because everyone is looking for the best deal that suits them, if customers feel suitable then the level of customer satisfaction increases or customers feel more satisfied.

CONCLUSION

Based on the discussion of the research results that have been presented, several conclusions can be drawn from the results of the analysis regarding the analysis of the influence of price and promotion policies on customer satisfaction at the Nivia Hotel Medan, which can be concluded as follows. From the results of the regression test, the results of the regression coefficient for the price and promotion variables have a positive regression coefficient, so it can be said that both variables have a significant influence on increasing customer satisfaction at the Nivia Hotel Medan so it can be said that the first hypothesis proposed is proven true. From the results of the regression coefficient, it can be seen that the most dominant variable influencing customer satisfaction at the Nivia Hotel Medan is promotion, this is because promotion has the largest beta value when compared to the price variable, so it can be said that the second hypothesis proposed is not proven true. Based on the results of the conclusion, the next suggestion is put forward that the Nivia Hotel Medan company needs to pay attention to the policy and determination of the service prices set, in order to provide greater satisfaction value to customers. Given that the most dominant variable influencing customer satisfaction is promotion, it is suggested that the company needs to pay more attention to the promotions delivered to customers, this is intended to provide satisfaction for customers. As for suggestions for the hotel industry in general, it is necessary to pay attention to the quality of service and price in order to create customer satisfaction and loyalty, because the results of this study prove that the quality of service and price significantly affect the satisfaction and loyalty of hotel customers. As for suggestions for further researchers, it was found that customer satisfaction plays an important role in the influence between service quality and price on hotel customer loyalty, so that further researchers can add other variables that can affect the relationship between service quality and price on customer loyalty.

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