

THE EFFECT OF PRICE, PROMOTION, AND SERVICE QUALITY ON CONSUMER SATISFACTION IN M2M MANTUP

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Artucle Info	ABSTRACT
Keywords: Price, Promotion, Service Quality, Consumer Satisfaction	This study aims to analyze the influence of price, promotion, and service quality on consumer satisfaction of M2M Indonesian Fast Food Mantup. The background of the research is based on the challenges faced by fast food business actors in retaining customers in the midst of fierce competition. The method used is quantitative associative with multiple linear regression analysis techniques. The sample in this study is 96 consumers who were selected using the purposive sampling technique. The results of the study show that partially and simultaneously the variables of price, promotion, and service quality have a significant effect on consumer satisfaction. Price variables are the most dominant factor influencing satisfaction. This research provides recommendations for business actors to adjust pricing strategies, strengthen digital promotions, and improve service quality to build customer loyalty.

INTRODUCTION

In today's modern era, business dynamics are changing very quickly. The increasing growth of the Micro, Small, and Medium Enterprises (MSMEs) sector makes a great contribution to the national economy, but on the other hand it creates increasingly competitive competition, especially in the fast food industry. Consumers now have many choices with various considerations in making purchase decisions, such as prices, attractive promotions, and the quality of service provided by the company. These three aspects are important indicators in determining customer satisfaction which will ultimately affect consumer loyalty to a brand or business.

Consumer satisfaction is an important measure in assessing the success of a business. According to Kotler & Keller, (2016), consumer satisfaction is the level of feeling a person has after comparing perceived performance against his expectations. If the performance exceeds expectations, the consumer will feel very satisfied, but if it is below expectations, the consumer will be disappointed. Therefore, companies must be able to meet or even exceed consumer expectations in order to retain existing customers and attract new ones. Satisfaction is also one of the determining factors in building loyalty and long-term relationships between companies and their consumers.

One of the main factors that affect consumer satisfaction is price. Price is an element of the marketing mix that has a strategic role because it concerns the perception of consumer value towards the products offered. Consumers often use price as the first indicator in assessing whether a product is worth buying. Prices that are too high can make consumers move to competitor products, while prices that are too low can reduce the perception of product quality. Therefore, it is important for business actors to set a price that is in accordance with the value offered by the product (Mardia et al., 2021). In the context of MSMEs, pricing strategies are very crucial because they are directly related to people's purchasing power and business sustainability.

In addition to price, promotion also plays an important role in creating consumer awareness and interest in products. Promotion is a company communication tool to convey the benefits of products, persuade consumers, and form a positive image in the minds of customers. According to Laksana, (2019), promotions can influence consumer behavior from unfamiliar to acquainted and ultimately to loyal customers. In today's digital era, business actors must be able to utilize platforms such as social media to reach a wider market at an efficient cost. Innovative and consistent promotional strategies can increase brand engagement and encourage impulsive and planned purchase decisions.

The third factor that is no less important is the quality of service. Good service reflects the values and professionalism of a company. Tjiptono, (2017) stating that service quality is the extent to which the services provided are able to meet or exceed consumer expectations. Fast, friendly, and targeted service will create a pleasant experience for consumers and increase their chances of making a repeat purchase. For fast food businesses such as M2M, service quality includes the speed of presentation, cleanliness of the place, employee friendliness, and ease of making transactions. The combination of excellent service and good products will create a positive perception of the brand in the eyes of consumers.

M2M Indonesian Fast Food is one of the MSMEs in Mantup District, Lamongan Regency, which is engaged in ready-to-eat food. In recent years, M2M has faced challenges in retaining the number of customers amid increasingly fierce business competition. Product prices that are considered relatively high, promotions that are still conventional, and service quality that are not optimal are issues that need to be considered. Today's consumers are more selective and demand more value in every transaction, both economically, emotionally, and functionally. Therefore, it is important for M2M to re-evaluate the pricing strategies, promotions, and services implemented in order to increase customer satisfaction and loyalty.

Various previous studies have shown a significant relationship between price, promotion, and service quality to consumer satisfaction. Riadi et al., (2021) stated that the price has a positive influence on the satisfaction of Toyota car consumers, but promotion and service quality do not have a significant effect. In contrast to research Susiladewi, (2020) which found that these three variables had a significant effect on customer satisfaction at Café Kupu Datu. These findings suggest that the impact of marketing variables on customer satisfaction can differ depending on the context and characteristics of the business being studied.

Based on this background, it is important to conduct further research in the local context, especially in fast food businesses in rural areas such as M2M Mantup. This study aims to analyze the extent of the influence of price, promotion, and service quality simultaneously or partially on consumer satisfaction in M2M Mantup. With the results of this research, it is hoped that it can make a practical contribution for business actors in developing the right strategy to increase customer satisfaction, as well as making a theoretical contribution to the development of literature in the field of MSME marketing management.

RESEARCH METHODS

This study uses a quantitative approach with an associative research type that aims to determine the cause-and-effect relationship between the variables studied. The quantitative approach was chosen because it was able to provide an objective, measurable, and systematic picture of the influence between independent variables, namely price, promotion, and service quality on the bound variable, namely

consumer satisfaction at M2M Indonesian Fast Food located in Mantup District, Lamongan Regency. This research also aims to test hypotheses empirically based on field data, so that the results are expected to make practical and theoretical contributions in the field of micro and small business marketing.

The research was conducted from October to December 2024. The research location was chosen purposively because M2M Mantup is one of the MSMEs that develops in rural areas with unique consumer characteristics. This business serves fast food that is quite well known among the surrounding community, but faces challenges in terms of price, promotion, and service that consumers consider to be not optimal. Therefore, this effort is a relevant object to be studied from the perspective of marketing and consumer behavior.

The population in this study is all M2M consumers who have made transactions at least twice in the last three months. Because the number of the population is not known for sure, the sample determination is carried out by the purposive sampling approach. This technique was chosen because only respondents who met certain criteria were involved in the study, such as being at least 17 years old and having purchased M2M products more than once. Based on the number of indicators in the questionnaire which reaches 20 items, and refers to the formula Hair, (2010) which suggests a minimum of five times the number of indicators as a sample, then the minimum number of respondents is 100 people.

The type of data used in this study consists of primary data and secondary data. Primary data was obtained directly from the results of the distribution of questionnaires to M2M Mantup consumers. The questionnaire was compiled using a five-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5). The questionnaire instrument includes four main parts, namely respondent identity, statements about price, promotion, service quality, and consumer satisfaction. In addition, secondary data is obtained from various sources such as scientific journals, reference books, business reports, and documentation that supports the analysis process.

To strengthen the results of the research, data collection was also carried out through observation and interviews. Observations are carried out directly at the business location to observe the service conditions, promotional activities, and prices offered. Meanwhile, interviews were conducted informally with business owners and several customers to obtain additional information related to consumer perceptions and business strategies implemented by M2M Mantup.

All variables in this study are defined operationally so that they can be measured clearly and consistently. The price variable is defined as the consumer's perception of the suitability of the product's value with the amount of money spent. Price indicators include affordability, conformity with quality, competitiveness, and conformity with product benefits. Promotional variables are understood as communication efforts carried out by M2M to introduce products and encourage buying interest. Promotional indicators include advertising, sales promotion, personal selling, public relations, and direct marketing. Service quality is defined as the ability of a business to provide services that meet or exceed consumer expectations. The indicators include *tangibles*, *reliability*, *responsiveness*, assurance, and empathy. Consumer satisfaction is defined as the level of feeling satisfied after receiving a service or product that meets expectations, which is measured through the suitability of expectations, interest in repurchases, and willingness to recommend to others.

The research instrument is tested for validity and reliability before use. The validity test is performed using Pearson Product Moment correlation, and the item is declared valid if it has a correlation value greater than the r-table at a significance level of 5%. The reliability test is carried out using Cronbach's Alpha technique, provided that a variable is considered reliable if the alpha value is more than 0.60. The test results showed that all items in the questionnaire met the valid and reliable requirements, making them suitable for use in the study.

Once all the data is collected, the next step is data analysis. The analysis technique used in this study is multiple linear regression analysis with the help of SPSS software version 26. Multiple linear regression is used to find out how much the variables of price, promotion, and service quality affect customer satisfaction, both simultaneously and partially. The t-test is carried out to see the influence of each variable individually, while the F test is used to find out the influence of the three variables

together. In addition, the determination coefficient (R^2) test is also used to determine how much the independent variable contributes to the variation that occurs in the dependent variable.

Through this method, it is hoped that the research can illustrate a strong causal relationship between the marketing strategy carried out by M2M Mantup and its consumer satisfaction level. The results of this analysis will later be the basis for compiling relevant marketing policy recommendations to increase the competitiveness and sustainability of M2M businesses in the midst of growing competition.

RESULTS AND DISCUSSION

Validity Test

Based on the results of data collection and processing from 100 respondents of M2M Indonesian Fast Food consumers in Mantup District, it can be seen that all the variables studied, namely price, promotion, and service quality, have a significant influence on consumer satisfaction. The test was performed using multiple linear regression analysis with the help of SPSS version 26 application. Before hypothesis testing, the validity and reliability of the instrument were first tested, as well as the classical assumption test to ensure that the data met the requirements of normality, did not occur multicollinearity, and were free from heteroscedasticity symptoms.

The validity test results show that all statement items of each variable have a correlation value greater than the r -table, so that all items are declared valid. Reliability tests using Cronbach's Alpha also showed values above 0.70 for all variables, which means the questionnaire used to measure these variables was reliably measured. In addition, the classical assumption test shows that the data is normally distributed and there is no significant multicollinearity or heteroscedasticity, so the data is eligible for further analysis using multiple linear regression.

Reliability Test

Table 1 Reliability Test Results

Reliability Statistics		
Type	Cronbach's Alpha	N of Items
Price	0.725	4
Promotion	0.740	5
Quality of Service	0.750	6
Consumer Satisfaction	0.771	3

Source : SPSS 25 Statistical Output to be processed in 2025

From table 1 above, it shows that the entire value of Cronbach's Alpha > 0.6 . Which means that all variables consisting of the variables Price (X_1), Promotion (X_2), Service Quality (X_3) To Consumer Satisfaction (Y) in this reliability test are declared reliable.

Multiple Linear Regression Test

Table 2. SPSS Results of Multiple Linear Regression Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Itself.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	BRIGHT
1	(Constant)	1.803	1.393		1.294	.199		
	TOTAL_X1	.247	.094	.280	2.613	.000	.486	2.057
	TOTAL_X2	.335	.079	.456	4.234	.000	.481	2.077
	TOTAL_X3	.280	.835	.334	3.456	.000	.982	1.018

a. Dependent Variable: TOTAL_Y

Source : SPSS 25 Statistical Output to be processed in 2025

From table 2 above, it shows that simultaneously, the variables of price (X_1), promotion (X_2), and service quality (X_3) have a significant influence on consumer satisfaction (Y). This is proven by the F test which produces a significance value of 0.000, smaller than 0.05, which means that the three independent variables together have an effect on the dependent variables. Thus, the first hypothesis that the price, promotion, and quality of service have a simultaneous effect on consumer satisfaction is acceptable. The value of the determination coefficient obtained R Square of 0.664 or 66.4% indicates how much variation the bound variable is. Which means that 66.4% of the variables of Consumer satisfaction can be explained by both independent variables. For the rest, 33.6% is explained by other variables outside of these variables.

T Test

Table 3. SPSS T Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	BRIGHT
1	(Constant)	1.803	1.393		1.294	.199		
	TOTAL_X1	.247	.094	.280	2.613	.000	.486	2.057
	TOTAL_X2	.335	.079	.456	4.234	.000	.481	2.077
	TOTAL_X3	.280	.835	.334	3.456	.000	.982	1.018

a. Dependent Variable: TOTAL_Y

Source : SPSS 25 Statistical Output to be processed in 2025

Partially, the results of the t-test show that the three independent variables also have a significant effect on consumer satisfaction. The price variable has a t-value of 2.613 with a significance

of 0.000, indicating that price has a positive and significant effect on consumer satisfaction. This emphasizes that M2M consumers pay attention to the aspects of affordability and price compatibility with the quality of the products they receive. Competitive prices and in accordance with the value of the benefits obtained will increase a positive perception of the business. This finding is in line with research by Ananda et al. (2023) who stated that price is one of the important factors that affect customer satisfaction in services.

Meanwhile, the promotion variable was also proven to have a significant effect with a t-value of 4.234 and a significance of 0.000. Promotions carried out by M2M, although still limited to social media such as WhatsApp and Instagram, are considered very effective in attracting consumer interest. Discount programs, new menu offers, and seasonal promotions are forms of communication that have succeeded in increasing consumer awareness of the products offered. These results support the view of Laksana (2019) who states that the right promotion will shape consumer knowledge and drive purchasing decisions.

The last variable, namely service quality, also showed a significant influence on consumer satisfaction with a calculated t value of 3,456 and significance 0.000. The most prominent dimension of service quality in this study is employee responsiveness and empathy. Consumers are satisfied when they are served in a friendly, prompt, and attentive manner, especially in crowded situations or during peak hours. This shows that good service can increase customer loyalty and satisfaction directly. These findings are in line with theories from Tjiptono & Diana, (2020) which explains that service quality includes aspects such as tangibles, reliability, responsiveness, assurance, and empathy.

F Test

Table 4. SPSS F Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	146.351	3	48.784	27.743	.000b
	Residual	168.809	96	1.758		
	Total	315.160	99			
a. Dependent Variable: TOTAL_Y						
b. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2						

From table 4 above, the result of Fcount is 27,743 while Ftable is obtained using the formula $df = (n-k-1) = 100-3-1 = 96$. So Ftable 2.47 is produced so that $F_{cal} > F_{table}$ then H_0 is rejected so it can be concluded that there is a significant influence between the variables Price (X_1), Promotion (X_2), Service Quality (X_3) on Consumer Satisfaction (Y).

Overall, the results of this study show that proper price management, promotion, and service quality can significantly increase consumer satisfaction. The combination of these three variables is an important element in creating a positive consumer experience, increasing consumer loyalty, and strengthening the position of the business in the face of competition. For M2M Mantup, these results can be used as a basis for developing a more effective marketing strategy, both in terms of pricing, promotional programs, and improving service to customers.

CONCLUSION

Based on the results of research on the Influence of Price, Promotion and Service Quality on Consumer Satisfaction at M2M Mantup. So it is concluded as follows:

1. The variables influence price, promotion and service quality partially have a positive and significant effect on consumer satisfaction at M2M Mantup. It is proven based on the results of the analysis of the t test (partial), it is known that $t_{\text{calculates}} > t_{\text{table}}$. The price variable has a tcal value (2.613) > a ttable (1.984). The promotion variable has a tcal value (4.234) > ttable (1.984). The service quality variable has a tcal value (3.456) > ttable (1.984). Therefore, it can be concluded that the variable influence of price, promotion and service quality has a positive and significant effect on consumer satisfaction at M2M Mantup.
2. From the results of the study using the F test to determine the simultaneous influence, it is known that the significance value for the effect of price, promotion and service quality simultaneously affects consumer satisfaction is $0.000 < 0.05$ and $f_{\text{is}} \text{ calculated } 27.743 > f_{\text{table}} 2.47$. So it can be concluded that there is an influence of price, promotion and service quality simultaneously on consumer satisfaction.
3. The results of the study show that the more dominant independent variable in influencing consumer satisfaction in M2M Mantup is product quality as seen from the results of multiple linear regression tests, namely
$$Y = 1.803 + 0.247X_1 + 0.335X_2 + 0.280X_3$$

In the hypothesis, the conjecture that has the most dominant influence is the Price Variable so that it can be concluded that the Price variable is not answered because the most dominant is the Promotion Variable with a standard beta coefficient of 0.335

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