

The Effect of Price and Promotion on Consumer Satisfaction at Avocado Kocok 88 Entrepreneurship, Poris Indah Branch

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ABSTRACT

The purpose of this study is to determine the influence of price and promotion on consumer satisfaction at Alavocado Kocok 88 Poris Indah Branch. The method used is a quantitative method with an associative approach. The population in this study is 1,306 consumers. Sampling was done using the slovin formula with a total of 93 respondents. Data analysis used validity test, reliability test, classical assumption test, regression analysis, correlation coefficient, determination coefficient and hypothesis test. The results of this study are that price has a significant effect on consumer satisfaction with a determination coefficient value of 35.2% and the hypothesis test was obtained $t_{calculated} > t_{table}$ or $(7.036 > 1.986)$. Promotion had a significant effect on consumer satisfaction with a determination coefficient value of 44.3% and hypothesis test obtained $t_{count} > t_{table}$ or $(8,504 > 1,986)$. Price and Promotion simultaneously have a significant effect on consumer satisfaction with the regression equation $Y = 5.442 + 0.198X_1 + 0.240X_2$. The value of the determination coefficient was 52.7% while the remaining 47.3% was influenced by other factors. The hypothesis test obtained the value of $F_{calculated} > F_{table}$ or $(50.117 > 3.10)$.

INTRODUCTION

In the era of globalization and increasingly competitive business competition, especially in the culinary sector, pricing and promotion strategies are the two main elements that determine marketing success. These two factors are highly influential in shaping consumer purchasing decisions, which ultimately impacts customer satisfaction and loyalty levels. Globally, marketing studies show that consumers are more likely to choose products that offer a balance between quality and price, and are supported by informative, persuasive, and relevant promotional strategies.

Indonesia's culinary industry itself has experienced very dynamic growth in recent years. The increasing purchasing power of the people, coupled with the development of consumptive and culinary culture as part of the lifestyle, has led to the emergence of various new businesses in the food and beverage sector. This phenomenon makes the culinary industry one of the most competitive sectors. To remain relevant, business actors must be able to differentiate themselves from their competitors. In this context, prices and promotions are two main pillars that can be used to attract consumer interest.

Indonesian consumers now tend to be more selective in making purchases. They not only consider aspects of taste or product quality, but are also very sensitive to price and promotion. This change requires business actors to continuously innovate and evaluate marketing strategies to match evolving consumer expectations. Less attractive promotions and prices that are considered too high can be the main factors in dissatisfaction, even a decrease in the number of consumers.

One of the real forms of this challenge can be seen in the culinary business of Alavocado Kocok 88, a beverage business that relies on avocado variants with various toppings and flavors. Although this business has grown and has a number of branches, including in the Poris Indah area, the data shows indications of a decline in the number of consumers and customer satisfaction.

Based on internal data, there was a decrease in the number of consumers from 2022 to 2023 by 3.2% (from 2367 to 2291 consumers). Although not very significant in percentage terms, this trend indicates a change in customer preferences or perceptions. What's more, the average monthly consumer also showed a slight decline. This indicates that the price and promotion strategies implemented have not been fully able to maintain or increase consumer buying interest.

At the beginning of 2024, there is a positive trend in the number of products sold from January to July, with total sales reaching 1,660 cups to 1,306 consumers. Sales ratios that exceed the number of consumers indicate the purchase of more than one product per consumer. This can be interpreted that the Avocado Shaker 88 drink has a certain appeal. However, the data also shows a decline in purchases per consumer in certain months such as July, which needs further analysis.

Further assessment through a pre-survey of 30 consumers gave a less encouraging picture of customer perception. As many as 70% of respondents felt that the quality of the product was not in line with expectations, and 66.7% stated

that the price was not comparable to the quality. In terms of promotions, 63.3% felt that the strategy was not attractive. In fact, only 43.3% intend to buy again and only 36.7% are willing to recommend the product to others. This fact shows that there is a serious problem in the perception of product value in the eyes of consumers.

In the context of price, comparison data with two competitors – Albukat Kocok Ucok and Alavocado Kocok Sultan – shows that the price of Alavocado Kocok 88 is in a competitive range. However, in some variants, such as Milo Avocado and Coffee/Mocca, slightly higher prices are inversely proportional to the number of consumers. This means that pricing is very sensitive to consumer preferences and needs to be adjusted to perceived value. For example, even though Albuka Kokok Durian at Alavocado Kocok 88 is sold at the highest price (Rp18,000), it is still in demand by 282 consumers, which shows that for certain variants, consumers are willing to pay more.

Promotion is an aspect that is no less important. The promotional data table shows that the strategies implemented have succeeded in significantly increasing the number of consumers. For example, the IDR 5,000 discount coupon program succeeded in increasing the number of consumers by 79.33%. Social media promotion and loyalty programs also make a positive contribution. Overall, the promotion succeeded in increasing the number of consumers from 900 to 1306 people (an increase of 45.11%). This proves that appropriately designed promotions are able to expand market reach and increase customer retention.

However, although promotions are able to attract consumers, the level of satisfaction has not fully increased, as can be seen from the results of the pre-survey. This shows that promotion alone is not enough if it is not accompanied by product quality improvement and price adjustment. Today's consumers are not only interested in discounts or gifts, but also evaluate whether the purchased product is really worth the price paid and fits the taste expectations or consumption experience.

In the context of marketing, consumer satisfaction plays a very important role in determining the loyalty and sustainability of a business. As stated by Kotler and Keller in Priansa (2018), satisfaction is the result of a comparison between expectations and perceptions of real results. If the actual results exceed expectations, consumers will be satisfied; On the contrary, if it is lower, then dissatisfaction will arise. This is currently a challenge for Alavocado Kocok 88.

A marketing strategy that not only relies on pricing and promotion, but also considers the quality of products and services as a whole, is the key to retaining and expanding the customer base. According to Kotler and Armstrong (2018), price reflects the total value that consumers sacrifice to benefit from the product, while according to Gitosudarmo (2019), price is also the main source of income for companies. Therefore, pricing that is too high or does not reflect the value of the product will have a direct impact on consumer perception and purchasing decisions.

Seeing these conditions, the author views that further research needs to be conducted to analyze the influence of prices and promotions on consumer

satisfaction, especially for consumers of Poris Indah 88 branches of Avocado Milk. This research is expected to help formulate marketing strategies that are more effective and in accordance with consumer preferences. With a better understanding of the relationship between price, promotion, and consumer satisfaction, these ventures can not only increase the number of consumers, but also build loyalty and sustainable competitiveness in the midst of an increasingly competitive culinary market.

Problem Formulation

In the face of increasingly fierce business competition, especially in the culinary industry, consumer satisfaction is an important indicator in assessing the success of a business. The two main factors that often determine consumer satisfaction are pricing and promotional strategies implemented by business actors. Prices that are perceived to be in accordance with product quality and attractive and relevant promotions will create a positive perception in the minds of consumers, which will ultimately have an impact on their loyalty and purchasing decisions. Based on the problems found in the Avocado Kocok business of 88 Poris Indah branches—such as fluctuations in the number of consumers, decreased customer satisfaction, and negative perceptions of product quality and value—three main problems were formulated in this study. First, whether there is an influence of price on consumer satisfaction of Alpukat Kocok 88 at the Poris Indah branch. Second, whether the promotions carried out by this business have an effect on the level of consumer satisfaction. Third, whether prices and promotions together have an effect on consumer satisfaction.

To answer the formulation of the problem, this research has three main objectives. First, to find out whether there is a significant influence between price variables on consumer satisfaction in the Alavocado Kocok 88 business in the Poris Indah branch. Second, to find out the extent to which the promotion carried out by the business is able to affect consumer satisfaction. Third, to analyze whether the combination of price and promotion simultaneously can affect customer satisfaction levels. This goal aims to provide a more comprehensive understanding of the most relevant marketing factors in increasing loyalty and the number of consumers in the midst of increasingly complex market competition conditions.

In addition to its academic aims, this research also has a number of practical benefits. First, this research is expected to provide a clearer picture of the factors that affect consumer satisfaction, so that Alavocado Kocok 88 business owners can evaluate and make appropriate improvements in terms of price and promotion. Second, the results of this research can also be a reference for similar business actors who want to develop their culinary business, especially in optimizing effective marketing strategies. Third, from the consumer side, this research can also increase public awareness of the importance of price quality and promotion in determining the choice of purchasing products or services, so that they become more selective and critical in consuming culinary products in the market.

LITERATURE REVIEW

Management can be defined as a process that involves planning, organizing, coordinating, and controlling all resources owned by the organization in order to achieve certain goals effectively and efficiently. Effectiveness here means that the goals that have been set can be achieved according to the plan, while efficiency refers to the optimal use of resources according to the schedule and procedures that have been arranged. In the context of marketing, management is an integrated effort to develop a strategy to meet the needs and desires of consumers with the aim of gaining profits through transactions or exchanges. The marketing carried out by the company must be directed to create overall consumer satisfaction, because only with satisfied consumers, the company can obtain a positive response that leads to business sustainability and increased profits.

According to Amirullah (2020:8), the management function consists of four main elements, namely planning, organizing, directing, and control. Planning is the initial stage where goals and objectives are set strategically as a reference for the implementation of activities. Organizing is related to the process of organizing and coordinating human and material resources to carry out the plan efficiently. Furthermore, the briefing is carried out by providing motivation and direction to organizational members to remain enthusiastic, focused, and efficient in their work, as well as minimize the potential for *human error*. Finally, control is the process of evaluating and supervising the implementation of activities so that they remain in accordance with the vision, mission, and quality standards that have been determined, and providing corrections if deviations are found.

Marketing management is a process carried out by one party in a business transaction to get the desired response from the other party. The success of the company in achieving its goals is inseparable from good marketing implementation, because marketing management allows the company to optimize its potential in order to meet market needs. According to Kotler and Keller (2019), marketing is the activity of organizing institutions and processes to create, communicate, deliver, and exchange offers that are valuable to customers, clients, partners, and society in general. They also define marketing management as the art and science of selecting target markets and acquiring and retaining consumers through the creation, delivery, and communication of superior customer value. From these definitions, it can be concluded that marketing management is a combination of art and science that focuses on selecting the right market segment and meeting its needs in a profitable and sustainable way.

The marketing *mix* is one of the core concepts in marketing strategy that serves as a company's main tool in implementing a tactical marketing approach. Once the company has determined a comprehensive marketing strategy, the next step is to develop a detailed marketing mix plan in order to have an optimal impact on the target market. According to Kotler and Armstrong (2019), the marketing mix includes a set of controllable tools, consisting of products, prices, venues (distribution), and promotions, which are combined in such a way as to generate a positive response from consumers. This mix not only serves to satisfy

the target market but also serves as a framework for developing effective and measurable marketing strategies.

The first component in the marketing mix is product, which is a product or service that a company offers to the market to meet consumer needs and desires. Products are an important element because their position determines the company's competitiveness in the market, especially in today's era of very fierce competition. Therefore, companies need to continue to adapt their products to technological developments and market tastes. The second component is price, which is the value set by the company for the products offered. Price is the only element in the marketing mix that generates revenue or revenue, while other elements such as products, promotions, and distribution are the source of expenses. Therefore, pricing must be done carefully so that the product remains competitive in the market while bringing in profits.

The third component is promotion, which functions as a tool to introduce and convey the benefits of products to consumers. Without targeted promotions, even if the product is of high quality, consumers will not know about its existence and will not be encouraged to buy. Therefore, promotions must be able to persuade and influence consumer purchasing decisions by creating demand and maintaining customer loyalty. Finally, place or distribution is an important factor in distributing products from producers to consumers. Selecting the right distribution channel will smooth the flow of goods and ensure that products are available at the right place and time according to market needs. The selection of distribution channels should be adjusted to the company's conditions and capabilities and take into account the efficiency and reach of marketing.

Price is the value set for a product or service that is the main consideration in a purchase decision. Kotler and Armstrong (2019) mention that price is narrowly the amount charged for a product or service, and broadly is the value exchanged by consumers to benefit from the product. Sutjipto (2014) added that price is a unit of value that is attached to goods and is expressed in a medium of exchange to meet consumer needs. Thus, prices are not just nominal, but reflect the perception of value by consumers and profits for producers. In its determination, prices are influenced by internal and external factors. Internal factors include marketing goals such as increasing profits, maintaining business continuity, and gaining market share; marketing mix strategies that must be in sync with other elements such as products and promotions; costs that include fixed, variable, and overhead costs; as well as pricing methods that are adjusted to each company's policy. Meanwhile, external factors consist of the nature of the market and demand (type of competition), competitor conditions, and environmental factors such as inflation, interest rates, government regulations, and social dynamics of society.

The purpose of pricing according to Kotler and Keller (2019) includes five main points. First, *survival*, which is a strategy to survive in the midst of competition by adjusting prices. Second, *maximum current profit*, which is maximizing short-term profits based on estimated demand and costs. Third, *maximum market share*, which is setting a low price to attract sales volume and expand the market. Fourth, *maximum market skimming*, which is setting high

prices at the initial stage of new product launches to screen out potential markets, which are then gradually lowered. Finally, *product-quality leadership*, which is a strategy of setting high prices to reflect superior quality and cover product development costs. In its application, the pricing method can be grouped into four categories. First, the demand-based method, where prices are determined based on the consumer's desires, abilities, lifestyles, and perceptions of benefits to the product, as well as substitution prices. Second, the cost-based method, which is by calculating all production and marketing costs plus a certain profit margin. Third, the profit-based method, which is oriented towards the profit target that the company wants to achieve. Fourth, competition-based methods consisting of *customary pricing* (based on tradition or market standards), *above/at/below market pricing* (adjusting to market prices), *loss leader pricing* (selling products below the price to attract customers), and *sealed bid pricing* (a price quotation system, usually through tenders).

The price indicator according to Kotler and Keller (2019) includes four main aspects: price affordability, suitability between price and quality, price competitiveness with other products in the market, and discounts provided in the form of discounts or special offers. Affordability indicates the ability of consumers to buy, while price and quality suitability are the basis for customer satisfaction. Price competitiveness measures a company's price position against competitors, and discounts serve as a strategy to increase sales and customer loyalty.

Promotion is a communication made by sellers to buyers that aims to change consumer attitudes and behaviors so that they know, buy, and remain loyal to products. Laksana (2019) states that promotion is a form of communication between sellers and buyers that is based on the right information. Kotler & Armstrong (in Ridwansyah, 2021) mentioned that promotions are used by companies to convey value to customers, while Alma (in Wulandari, 2020) emphasized that promotions aim to disseminate information and influence consumer decisions. Rohaeni (in Arieca, 2022) added that promotion is important to introduce products and attract consumer interest. In general, promotion aims to create an emotional and rational connection between the product and the consumer.

The function of promotion, according to Ardhi (in Fitria, 2020) is to attract attention, create attraction, build curiosity, and motivate consumers' desire to know more. With the right promotional strategy, consumers will be encouraged to get to know and buy products. The purpose of promotion, according to Malau (in Fitria, 2019) includes three aspects: informing (for example, introducing new products, explaining how the product works, and eliminating consumer misunderstandings), persuading (such as forming brand choices, encouraging immediate purchases, or receiving salesperson visits), and reminders (to keep the product in the minds of consumers). Susilawati (in Arieca, 2022) also mentioned other goals such as disseminating information, increasing sales, getting new customers, keeping old customers, and building a strong product image.

Promotions are divided into several forms in the promotion *mix* according to Assauri (2020), namely *advertising*, *personal selling*, *sales promotion*, and *publicity*.

Advertising is a nonpersonal communication through mass media such as television or radio to convey product information. *Personal selling* involves direct communication between salespeople and consumers with the goal of explaining products and persuading purchases. *Sales promotions* include various short-term incentives such as discounts, exhibitions, and coupons. *Publicity* is an effort to build a product image in a non-commercial manner through media without direct costs such as news or reviews. The effectiveness of this combination of promotions depends largely on a variety of factors.

Factors that affect the promotional mix according to Michael J. Etzel (in Arieca, 2022) include the nature of the market, the nature of the product, the life cycle of the product, and the funds available. The nature of the market includes the breadth of the region, the type of consumer, and the concentration of the market that influences the promotional media used. The nature of the product considers the value of the goods, the need for service before and after purchase, and the level of consumer needs. Promotional strategies are also adjusted to the stage of the product's life cycle; For example, at the introduction stage intensive promotion is required to create demand. In addition, the amount of funds available determines the type of promotion that can be carried out, where small companies tend to choose more economical strategies such as personal selling rather than mass advertising.

Assauri (2021) also stated that to achieve an optimal *promotion mix*, companies must consider the amount of funds available, market area, product type, product life cycle stage, and customer characteristics. The purpose of sales promotion according to Machfoedz (2023) is, among other things, to introduce new products, increase consumers, compete with competitors, and provide information on improving product quality. Hurriyari (in Wulandari, 2019) mentioned that sales promotions aim to attract new customers, influence customers to try competitor products, encourage large purchases, and create impulse buying.

Promotion indicators according to Desi Indrayani (2019) consist of four main elements: *advertising*, *personal selling*, *sales promotion*, and *public relations*. *Advertising* conveys messages through mass media to create awareness; *personal selling* involves direct communication that builds relationships and influences purchases; *Sales promotion* offers short-term incentives to encourage purchases; and *public relations* aims to build a positive image through communication activities such as *sponsorships* or *press releases*.

Consumer satisfaction is an important aspect of marketing activities because it reflects the company's success in meeting customer expectations. According to Lovelock and Wirtz quoted by Fandy Tjiptono (2016), satisfaction is an attitude that arises based on customer experience and is strongly influenced by previous expectations. Tjiptono (2015) stated that consumer satisfaction is a feeling of happiness or disappointment that arises from the comparison between product performance and customer expectations. In line with that, Kotler & Keller (2016) defines satisfaction as a person's feeling of satisfaction or disappointment due to comparing the perception of a product's performance with existing expectations. If the performance of the product is lower than

expected, then the consumer feels disappointed, while if the performance is in accordance with or exceeding expectations, then the consumer feels satisfied or even happy. Therefore, consumer satisfaction is the result of an evaluation between expectations and reality obtained after using a product or service, and it is important for companies to understand these expectations in order to be able to fulfill them optimally.

To measure the level of consumer satisfaction, Kotler in Tjiptono (2015) explains four methods. The first is the complaint and suggestion system, where the company provides space for customers to submit feedback. It is important to understand the needs of consumers directly and to fix the weaknesses of the product or service. The second is the *ghost shopping method*, which is where companies hire individuals to pretend to be customers to evaluate the strengths and weaknesses of the service and compare it with competitors. This method is also useful for assessing the handling of complaints directly. Third, *lost customer analysis*, which is analyzing the reasons why customers stop buying or move to competitors by monitoring customer *loss rates* and exit interviews. The fourth is customer satisfaction surveys, where companies use questionnaires, interviews, or other methods to obtain feedback and feedback directly from customers, while also showing the company's attention to their needs.

According to Hendri Gunawan (2020), there are four indicators that affect the level of consumer satisfaction, namely service quality, product prices, marketing strategies, and complaint-suggestion systems. The quality of service plays a big role in determining customer satisfaction, which includes the speed of service, punctuality, professional attitude of the staff, reliability in meeting needs, and empathy in serving customers. The price of the product is also an important indicator, namely the extent to which the price is commensurate with the quality and can be reached by the target market. Marketing strategies also contribute, which include promotional efforts and approaches that are able to increase consumer awareness, interest, and purchasing decisions. Finally, complaint and suggestion methods should be designed effectively so that customers feel valued and given space to express their dissatisfaction, which can ultimately be used to improve the quality of products and services.

Consumer satisfaction has many benefits for companies. According to Tjiptono (2003), first, satisfaction creates a harmonious relationship between the company and customers, which can prolong the business relationship cycle. Second, satisfaction is an important basis for the possibility of repurchases, because satisfied customers tend to make repeat transactions. Third, customer satisfaction can foster loyalty, which is an important asset in maintaining long-term business continuity. Fourth, satisfied customers often provide lucrative *word-of-mouth* recommendations, as they share positive experiences with others, which ultimately helps with product marketing indirectly. Finally, high consumer satisfaction also strengthens the company's reputation in the eyes of the public, creates a positive image, and increases public trust in the products or services offered.

Framework

In an effort to understand the factors that affect consumer satisfaction, this study departs from a framework that focuses on two main independent variables, namely price (X1) and promotion (X2), as well as one dependent variable, namely consumer satisfaction (Y). The price variable (X1) refers to consumer perception of price affordability, the suitability between price and product quality, the level of price competitiveness in the market, and the existence of discounts offered. These aspects are believed to affect how consumers assess their experience in transactions, especially in the context of meeting expectations for the value received. Therefore, the fundamental question that this study aims to answer is whether price variables have a significant effect on consumer satisfaction.

Furthermore, the promotion variable (X2) includes various marketing communication strategies such as advertising, *personal selling*, sales promotion, and public relations. These strategies are considered to play an important role in shaping consumer perception, interest, and loyalty. In this context, the second question arises, namely whether promotions have a significant influence on consumer satisfaction.

Finally, since price and promotion are two important elements in the *marketing mix*, it is also important to know whether these two variables, simultaneously or together, affect the level of consumer satisfaction. Therefore, this study also seeks to answer the question of whether price and promotion together affect consumer satisfaction. By formulating these three questions systematically, it is hoped that this research can make a theoretical and practical contribution in the development of a more effective and customer satisfaction-oriented marketing strategy.

METHODOLOGY

This study uses a quantitative approach with an associative descriptive method to test the influence of price and promotion on consumer satisfaction of Alavocado Kocok 88 Poris Indah Branch. The study population was 1,306 consumers, and the sample was determined using the Slovin formula with a margin of error of 10%, resulting in 93 respondents. The sampling technique used is *purposive sampling*, which is the selection of relevant respondents who meet certain criteria. Data collection was carried out through observation, a five-point Likert scale questionnaire, and interviews. The variables studied were price (X1), promotion (X2), and consumer satisfaction (Y), each of which was measured by indicators that referred to theories from Kotler and Keller, as well as several other experts.

The research instruments were tested through validity tests (with Pearson correlation) and reliability tests (using Cronbach's Alpha), with a threshold of ≥ 0.60 . The collected data were then analyzed using descriptive analysis, classical assumption tests (normality, multicollinearity, autocorrelation, heteroscedasticity), and multiple linear regression analysis. Hypothesis testing was carried out with a *t-test* to test for partial influences and an *F test* to test the simultaneous influence between independent variables on dependent variables.

The determination coefficient test is used to measure the contribution of independent variables to consumer satisfaction. The entire analysis process is assisted by SPSS version 25 software to ensure the accuracy of statistical calculations. This method was chosen to obtain objective and relevant results, which can be used as the basis for marketing strategies in micro businesses, especially in increasing consumer satisfaction and loyalty.

RESEARCH RESULT AND DISCUSSION

The results of the research conducted on the consumers of Alavocado Kocok 88 Poris Indah Branch, both in terms of descriptive data, classical assumption tests, regression analysis, to discussions on the influence of prices and promotions on consumer satisfaction. This research began with an explanation of the object of the research, namely Alavocado Kocok 88 which is a culinary business based on healthy drinks with the main ingredient avocado. This business was established to answer the community's need for fresh and healthy drinks which is now a lifestyle trend, especially among young people. The company's vision is to be a pioneer of nationally recognized avocado-based healthy drinks, with a mission to deliver high-quality, sustainable products.

The initial part of the study results explains the characteristics of the respondents. Of the 93 respondents, the majority were male (57%) and the rest were female (43%). Based on age, the majority are in the range of 19–28 years (75.3%), followed by the age of 29–38 years (12.9%), the age of 18 years (8.6%), and the age over 38 years (3.2%). In terms of employment, most of the respondents were private employees (46.2%), followed by students/students (35.5%), civil servants (7.5%), and others (8.6%). The frequency of purchases is dominated by respondents who have bought more than twice, indicating consumer loyalty to the product.

Descriptive analysis of the price variables showed that the majority of respondents agreed that the price of Avocado Shakes 88 products was affordable, in accordance with quality, competitive with competitors, and often provided discounts. The average score for the price variable indicates the category "Agree" with a value of 4.04. The promotion variable also received a positive response, with the majority of respondents stating that promotions through social media, discounts, direct promotions, and word-of-mouth promotions were well done. The average promotional score is 4.11. Meanwhile, for the consumer satisfaction variable, respondents were satisfied with the services and products provided. They stated that their expectations were met, had a repurchase interest, were loyal to the product, and were willing to recommend to others. The average score for consumer satisfaction is 4.13.

The test of the research instruments showed that all questionnaire items were valid and reliable. The validity test shows that all item correlation values against the total variable score are greater than the table r -value (0.207), indicating that all items are worth using. The reliability test yielded a Cronbach's Alpha value for a price of 0.762, a promotion of 0.837, and a consumer satisfaction of 0.764, all of which exceeded the minimum threshold of 0.6, which means the instrument is reliable.

The classical assumption test consists of normality, multicollinearity, autocorrelation, and heteroscedasticity tests. The normality test with Kolmogorov-Smirnov showed that the data was normally distributed due to a significance value of $0.200 > 0.05$. The multicollinearity test shows that the VIF value for prices and promotions is below 10, and the tolerance value is above 0.1, which means that there is no multicollinearity between variables. The autocorrelation test using the Durbin-Watson resulted in a value of 1.802 which was within the safe limit (1.55–2.46), so that autocorrelation did not occur. The heteroscedasticity test using the Glejser test showed a significance value for all variables greater than 0.05 (price 0.579 and promotion 0.853), which means that there were no symptoms of heteroscedasticity in the model.

Quantitative analysis was carried out using simple and multiple linear regression tests. In a simple linear regression test, the effect of price on consumer satisfaction was obtained with a regression equation $Y = 8.794 + 0.345X_1$, with a coefficient of determination (R^2) of 0.352 or 35.2%. This means that 35.2% of changes in consumer satisfaction can be explained by price variables, the remaining 64.8% can be explained by other variables outside the model. The t-test showed a calculated t-value of $7.036 > t$ table 1.986 and a significance of $0.000 < 0.05$, which means that the effect of price on consumer satisfaction is significant.

Meanwhile, for the promotion of consumer satisfaction, the regression equation $Y = 10.593 + 0.327X_2$ was obtained, with a determination coefficient of 0.443 or 44.3%. This means that promotions are able to explain 44.3% of the variation in consumer satisfaction. The t-test showed a calculated t-value of $8.504 > t$ table 1.986 and a significance of $0.000 < 0.05$, so that promotion also had a significant effect on consumer satisfaction.

To determine the simultaneous influence of price and promotion on consumer satisfaction, a multiple linear regression test was performed with the equation $Y = 5.442 + 0.198X_1 + 0.240X_2$. A coefficient of determination (R^2) of 0.527 or 52.7% indicates that the combination of the two variables is able to explain more than half of the variation in consumer satisfaction. The F test showed an F value of $50.117 > F$ table 3.10 and a significance of $0.000 < 0.05$, which means that prices and promotions simultaneously have a significant effect on consumer satisfaction.

The discussion of these results shows that affordable prices and according to product quality can increase consumer satisfaction. In the context of Avocado Shakes 88, consumers feel that the price offered reflects the value they receive, thus encouraging interest in rebuying. This is consistent with Kotler and Keller's theory that price is an important element in the marketing mix that directly influences consumer decisions.

Promotions carried out by this business have also proven to be effective in building awareness and encouraging purchases. Promotion through social media, discounts, and word-of-mouth promotion are the main strategies that have a strong influence on consumers. In the digital era, a relevant and adaptive promotional approach is crucial in reaching a wider market. The results of this study support the findings of previous research that show that proper promotion can increase consumer loyalty and satisfaction.

The results of the analysis also show that the influence of promotion on consumer satisfaction is greater than price when viewed from the value of their respective determination (44.3% vs 35.2%). This shows that in the culinary industry, attractive and innovative promotional strategies can be a more powerful tool in building emotional relationships with consumers than simply competing over price.

The results of this study show a significant contribution to the practical and theoretical understanding of the importance of pricing and promotion strategies in creating customer satisfaction, especially in the culinary entrepreneurial sector. These results can also serve as the basis for more effective marketing strategies, both for micro and other medium-sized businesses.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research, it can be concluded that both price and promotion have a significant effect on consumer satisfaction at the Avocado Kocok 88 Poris Branch Entrepreneur. The price variable showed an influence of 35.2% on consumer satisfaction, with a regression equation $Y = 8.794 + 0.345X_1$ and a calculated t-value that was greater than the t table, thus showing a statistically significant relationship. Similarly, promotion exerted an influence of 44.3%, with a regression equation $Y = 10.593 + 0.327X_2$ and a significant t-test result. Simultaneously, price and promotion contributed a combined 52.7% to consumer satisfaction, based on the equation $Y = 5.442 + 0.198X_1 + 0.240X_2$, as well as the results of the F test which showed a significant relationship. Thus, both partially and simultaneously, prices and promotions have been proven to affect the level of consumer satisfaction of Alavocado Kocok 88 Poris Indah.

Based on the findings of the study, the authors suggest that Alcarat Kocok 88 increase price competitiveness by evaluating pricing strategies through market surveys and more attractive promotional programs. In addition, regular discounts also need to be considered to increase consumer perception of competitive prices. In terms of promotion, it is recommended that companies be more creative in providing gifts or purchase bonuses, and actively use social media to consistently convey promotional information and special events. To increase consumer satisfaction, Alpukat Kocok 88 also needs to hold discount programs or special offers that are effectively informed, as well as adjust product prices to the preferences of diverse consumers through the development of product variations and thorough price evaluation. These measures are expected to strengthen customer attraction and loyalty on an ongoing basis.

ADVANCED RESEARCH

This study only examines the influence of price and promotion on consumer satisfaction. For further research, it is recommended to add other variables such as product quality, service, or brand image to make the results more comprehensive. Researchers should also expand the research object to other branches or similar efforts to obtain more representative results. Mixed methods (quantitative and qualitative) can also be used to make the data obtained more in-depth. In addition, observations over a longer period of time (longitudinal) will help to see changes in satisfaction dynamically. Finally, the improvement

and development of questionnaire instruments is also important so that the research results are more accurate.

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