

THE IMPACT OF PRICING STRATEGY AND PROMOTIONAL OFFERS ON CUSTOMER SATISFACTION OF EASY COOKIES TUMALUNTUNG

DAMPAK STRATEGI HARGA DAN PENAWARAN PROMOSI TERHADAP KEPUASAN PELANGGAN EASY COOKIES TUMALUNTUNG

By:

Yoel Christopher Pangemanan¹

Frederik G. Worang²

Regina T. Saerang³

¹²³International Business Administration, Management Department
Faculty of Economics and Business
Sam Ratulangi University Manado

Email:

¹yoelpangemanan12@gmail.com

²fworang@unsrat.ac.id

³regina.saerang@unsrat.ac.id

Abstract: This study aims to analyze the impact of pricing strategy and promotional offers on customer satisfaction of Easy Cookies Tumulung. The research focuses on understanding how the company's pricing strategy and promotional activities influence customer satisfaction levels. A quantitative approach was employed, using a structured questionnaire distributed to 100 respondents who have purchased Easy Cookies products in Tumulung. The collected data were analyzed using statistical methods to determine the relationship and influence between variables. The findings reveal that both pricing strategy and promotional offers have a positive and significant impact on customer satisfaction. The results indicate that affordable and perceived fair pricing, combined with attractive promotional offers, effectively enhance customer satisfaction and strengthen customer loyalty toward Easy Cookies. This research highlights the importance of implementing consistent and well-planned pricing and promotional strategies to maintain customer satisfaction and support business growth.

Keywords: Pricing Strategy, Promotional Offers, Customer Satisfaction

Abstrak: Penelitian ini bertujuan untuk menganalisis Pengaruh Strategi Penetapan Harga dan Penawaran Promosi terhadap Kepuasan Pelanggan Easy Cookies Tumulung. Fokus penelitian ini adalah untuk mengetahui bagaimana strategi harga dan kegiatan promosi yang diterapkan perusahaan memengaruhi tingkat kepuasan pelanggan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner yang dibagikan kepada 100 responden yang merupakan konsumen Easy Cookies di Tumulung. Data yang diperoleh kemudian dianalisis menggunakan metode statistik untuk mengetahui hubungan dan pengaruh antar variabel. Hasil penelitian menunjukkan bahwa strategi penetapan harga dan penawaran promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Temuan ini mengindikasikan bahwa harga yang terjangkau serta penawaran promosi yang menarik dapat meningkatkan kepuasan pelanggan dan memperkuat loyalitas terhadap Easy Cookies. Penelitian ini menegaskan pentingnya penerapan strategi harga dan promosi yang konsisten serta terencana dengan baik guna mempertahankan kepuasan pelanggan dan mendukung pertumbuhan bisnis.

Kata Kunci: Strategi Penetapan Harga, Penawaran Promosi, Kepuasan Pelanggan

INTRODUCTION

Research Background

Small and Medium Enterprises (SMEs) play a vital role in Indonesia's economy by driving innovation, employment, and regional development. In the culinary sector, SMEs face increasing competition due to the rapid growth of digitalization and e-commerce. As consumer preferences evolve, businesses are required to deliver value

not only through product quality but also through competitive pricing and appealing promotional strategies. These factors significantly influence purchasing behavior and overall customer satisfaction (Kotler & Keller, 2016).

Easy Cookies Tumulung, a local SME in North Minahasa, Indonesia, exemplifies this trend. The business is known for its freshly baked cookies and traditional cakes, integrating homemade quality with creative packaging and personalized service. Competing in a dynamic local market, Easy Cookies adopts value-based and bundle pricing strategies, such as offering three cookies for IDR 100,000, combined with free delivery within a seven-kilometer radius. These pricing approaches aim to enhance affordability, encourage repeat purchases, and strengthen customer loyalty.

In addition to pricing, promotional efforts play a crucial role in attracting and retaining customers. Easy Cookies utilizes social media platforms such as Instagram and WhatsApp Business to promote its products through regular posts, testimonials, and limited-time discounts. Seasonal offers and festive bundles help boost brand visibility and create customer engagement. Word-of-mouth referrals further reinforce customer trust and satisfaction, serving as a powerful complement to digital marketing initiatives (Kotler & Armstrong, 2017).

Customer satisfaction is a key indicator of business success and sustainability, especially for SMEs. Satisfied customers are more likely to repurchase, recommend the brand, and contribute to long-term profitability (Reichheld & Sasser, 1990). Factors influencing satisfaction include product quality, fair pricing, and promotional appeal. As competition intensifies, SMEs must adapt by designing customer-centered pricing and promotional strategies that meet evolving expectations.

Several studies have emphasized that effective pricing and promotional strategies have a significant impact on customer satisfaction, particularly within the food and beverage industry. Research by Lestari, Pradani, & Digdowiseiso (2022) revealed that customer loyalty increases when pricing and promotional activities align with consumer value perceptions. Similarly, Sharma (2024) found that advertising, publicity, and promotional offers have a strong positive influence on satisfaction levels. These findings suggest that pricing and promotion not only drive immediate sales but also shape long-term customer relationships—an insight highly relevant for Easy Cookies' marketing approach.

Because both pricing and promotion are crucial factors that determine customer perceptions, purchasing behavior, and loyalty then this study was developed to identify how these two marketing elements influence customer satisfaction and to provide useful insights for Easy Cookies and similar SMEs. Understanding these impacts will help the business improve its strategies, strengthen customer relationships, and achieve sustainable growth in a competitive market environment.

Research Objectives

1. To examine the combined influence of Pricing Strategies and Promotional Offers on Customer Satisfaction at Easy Cookies
2. To find out how Pricing Strategies influence Customer Satisfaction at Easy Cookies
3. To find out how Promotional Offers influence Customer Satisfaction at Easy Cookies

LITERATURE REVIEW

Marketing

Marketing is the process of identifying and satisfying customer needs through product creation, pricing, promotion, and distribution. According to Kotler & Keller (2016), marketing aims to build strong customer relationships by delivering superior value. It is not limited to selling products but includes activities that create awareness, generate interest, and sustain loyalty.

Pricing Strategies

Pricing is one of the most crucial elements of the marketing mix because it directly affects revenue and customer perceptions. Kotler & Armstrong (2017) define pricing strategy as the method a company uses to determine the best price for its products or services. Common strategies include cost-based pricing, competition-based pricing, and value-based pricing.

Promotional Offers

Promotion involves all activities aimed at informing, persuading, and influencing consumer decisions. It helps communicate a product's benefits and build a positive image in customers' minds. According to Kotler &

Keller (2016), promotion also fosters emotional connections between brands and consumers. Effective promotions can encourage trial purchases, improve engagement, and strengthen long-term relationships between businesses and their target markets.

Customer Satisfaction

Customer satisfaction reflects how well a product or service meets customer expectations. Kotler & Keller (2016) describe it as the outcome of comparing perceived performance with expected performance. High satisfaction leads to repeat purchases, loyalty, and positive word of mouth.

Empirical Studies

Lestari, Pradani, & Digdowiseiso (2022) analyzed the effect of product quality and digital marketing on sales levels through price perception among MSMEs in the creative food and beverage industry in Pancoran District, South Jakarta, during the COVID-19 pandemic. Primary data were collected using questionnaires distributed to 100 respondents who are MSME owners in the creative food and beverage sector. The results show that product quality has a positive and significant effect on price perception, and digital marketing also has a positive and significant effect on price perception. However, product quality has a positive but not significant effect on sales levels. In contrast, digital marketing and price perception both have positive and significant effects on sales levels.

Sharma (2024) examined the impact of promotional schemes of various selected retail outlets and customer satisfaction. In order to explore the impact of sales promotion schemes such as advertise, publicity, personnel selling and sales promotion. The findings of the study indicate that among all the promotional tools advertise, publicity and sales promotion are significantly related with customer satisfaction. However, personnel selling has not been found significantly with customer satisfaction.

Umesha & MariGowda (2019) examined the promotion strategies of shopping malls and how these strategies are contributing to enhance the level of customer satisfaction. The primary data has been collected by using structured questionnaire from 218 respondents in southern Karnataka where the large number of shopping malls are located namely Bengaluru and Mysuru cities. The promotion strategies like Buy 2 get 1 free offer given by the malls, exchange offers given by the malls, announcement of attractive offers via Mic inside the malls, display board to bring awareness about the offers, Price-Match techniques via App, discount offers given by the malls.

Conceptual Framework

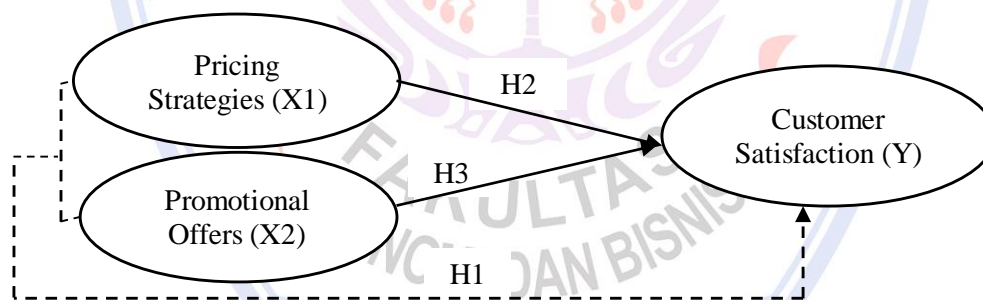


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

- H1: Pricing Strategies and Promotional Offers simultaneously have a significant effect on Customer Satisfaction at Easy Cookies
- H2: Pricing Strategies has a significant effect on customer satisfaction at Easy Cookies
- H3: Promotional Offers has a significant effect on customer satisfaction at Easy Cookies

RESEARCH METHOD

Research Approach

In this study, a quantitative approach was used. In order to test previously developed hypotheses, quantitative research employs a population or sample, data collection instruments, and quantitative or statistical analysis and evaluation of the data (Sugiyono, 2019).

Population, Sample Size, and Sampling Technique

Population refers to the people who purchased Easy Cookies. To pinpoint the sample size from an unknown population is using the formula from Sekaran & Bougie (2016). From the stated formula, the minimum sample size for this research is 97 respondents, but for the purpose of this research, this study will use 100 respondents, the sampling technique uses purposive sampling.

Type of Data and Data Source

This research uses both primary data (collected via questionnaires) and secondary data (from journals, books, and institutional reports).

Data Collection Method

Data were gathered using a Likert-scale questionnaire with specific indicators distributed online. The instrument measured the main variables and ensured consistency in response collection.

Operational Definition and Indicator of Research Variables

Table 1. Operational Definition and Indicator of Research Variables

Variable	Definition	Indicators
Pricing Strategies (X ₁)	Pricing strategies refer to the approaches Easy Cookies adopt to determine the prices of their products and services by considering elements like costs, demand, and competition, with the goal of meeting particular business objectives	1. Customer Value Perception 2. Cost Structure 3. Competitive Pricing
Promotional Offers (X ₂)	Sales promotion as a varied set of incentive tools, primarily short-term, aimed at encouraging faster and/or increased purchases of specific products or services by Easy Cookies consumers or trade partners. Promotional offers are a part of this, highlighting their role in motivating immediate Easy Cookies consumer response.	1. Customer Retention Rate 2. Brand Awareness Impact 3. Purchase Frequency
Customer Satisfaction (Y)	Satisfaction as the feeling of pleasure or disappointment that arises when a person compares a Easy Cookies product's perceived performance or outcome with their expectations.	1. Product Satisfaction 2. Customer Feedback 3. Customer Interest

Research Instruments Testing

Validity and Reliability Tests

Validity refers to how well a measuring instrument accurately assesses what it is designed to measure. Sugiyono (2019) states that a study is considered legitimate if the data collected appropriately depicts the events with the subject of the investigation.

As stated by Sekaran and Bougie (2016), validity testing aims to determine how well the created instrument captures the desired idea. Finding out if the notion is accurately measured is the main focus of validity.

Data Analysis Method

Classical Assumption Tests

Normality Test

The regression model is considered to meet the normality assumption if the data points are distributed along and follow the direction of the diagonal line or if the histogram shows a pattern resembling a normal distribution (Ghozali, 2011). The study applied classical assumption tests including normality (via P-P Plot)

Multicollinearity Test

The multicollinearity test is used to identify whether there is a correlation between independent variables within the regression model (Ghozali, 2011). Multicollinearity test is detected by Variance Inflation Factor (VIF) or Tolerance value (TOI). Multicollinearity is absent if the tolerance value > 0.10 and the VIF value < 10, whereas multicollinearity is present if the tolerance value < 0.10 and the VIF value > 10.

Heteroscedasticity Test

Heteroscedasticity occurs when a clear pattern appears in the data, such as waves or points that spread wider and then narrow at scatterplot if no visible pattern exists, it indicates the absence of heteroscedasticity.

Multiple Linear Regression Analysis

According to Sugiyono (2019), multiple linear regression is a tool used to predict how to analyze changes in an independent variable will affect dependent variable. The multiple regression equation formula used is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Y = Dependent Variables (Purchase Decision)

a = Constant

$\beta_1 \beta_2$ = Regression coefficient of each variable

X₁ = Social Media Marketing

X₂ = Digital Payment

e = error

Coefficient of Determination (R²)

The R-squared (R²) value is a statistical measure that indicates how well the model explains variations in the dependent variable. It ranges from 0 to 1, with a lower R² suggesting that the independent variables have a limited ability to explain changes in the dependent variable

Hypothesis Testing

F-Test and T-Test

The statistical F test is performed to measure the effect of the independent variable on the dependent variable simultaneously. This test is performed by comparing the F-count d F-table: if Fcount (sig) > 0,05 then Ho is accepted and Ha rejected; and if Fcount (sig) < 0,05 then Ho is rejected and Ha accepted.

T t-test is used as a statistical test tool to determine the value of the independent variable on the dependent variable using a partial system of evidence: if Tcount (sig) > 0,05 then Ho is accepted and Ha is rejected; and if Tcount (sig) < 0,05 then Ho is rejected and Ha accepted

RESULT AND DISCUSSION

Results

Validity and Reliability Test

Table 2. Validity Test Results

Variable	Indicator	Validity			Result
		r-count	r-table	Sig	
Pricing Strategies (X ₁)	X1.1.1	0,692	0,1946	0,000	Valid
	X1.1.2	0,646	0,1946	0,000	Valid
	X1.1.3	0,723	0,1946	0,000	Valid
	X1.2.1	0,667	0,1946	0,000	Valid
	X1.2.2	0,704	0,1946	0,000	Valid
	X1.2.3	0,772	0,1946	0,000	Valid
	X1.3.1	0,687	0,1946	0,000	Valid
	X1.3.2	0,771	0,1946	0,000	Valid
	X1.3.3	0,698	0,1946	0,000	Valid
Promotional Offers (X ₂)	X2.1.1	0,675	0,1946	0,000	Valid
	X2.1.2	0,651	0,1946	0,000	Valid
	X2.1.3	0,667	0,1946	0,000	Valid
	X2.2.1	0,769	0,1946	0,000	Valid
	X2.2.2	0,775	0,1946	0,000	Valid
	X2.2.3	0,784	0,1946	0,000	Valid
	X2.3.1	0,712	0,1946	0,000	Valid

Customer Satisfaction (Y)	X2.3.2	0,789	0,1946	0,000	Valid
	X2.3.3	0,787	0,1946	0,000	Valid
	Y.1.1	0,802	0,1946	0,000	Valid
	Y.1.2	0,740	0,1946	0,000	Valid
	Y.1.3	0,640	0,1946	0,000	Valid
	Y.2.1	0,801	0,1946	0,000	Valid
	Y.2.2	0,770	0,1946	0,000	Valid
	Y.2.3	0,818	0,1946	0,000	Valid
	Y.3.1	0,721	0,1946	0,000	Valid
	Y.3.2	0,703	0,1946	0,000	Valid
	Y.3.3	0,716	0,1946	0,000	Valid

Source: Data Processed, 2025

From Table 2, it can be seen that all instruments used in this study have been proven to be valid in measuring the intended constructs and are ready to be used in the subsequent stages of analysis.

Table 3. Reliability of Test Results

Variable	Cronbach's Alpha	Results
Pricing Strategies (X ₁)	0,903	Reliable
Promotional Offers (X ₂)	0,910	Reliable
Customer Satisfaction(Y)	0,921	Reliable

Source: Data Processed by SPSS, 2025

Pricing Strategies (X₁) Promotional Offers (X₂) and Customer Satisfaction (Y) values are well above the minimum threshold of 0.70, indicating that the instruments used in this study possess a very high level of reliability.

Classical Assumption Testing

Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.69846133944595
Most Extreme Differences	Absolute	.090
	Positive	.090
	Negative	-.061
Test Statistic		.056
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data Processed by SPSS, 2025

Based on Table 4, the result of the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance level of 0.05. This indicates that the residuals are normally distributed. In other words, the null hypothesis that assumes a normal distribution cannot be rejected.

Multicollinearity Test

Table 5. Multicollinearity Test

Coefficients			
Model	Collinearity Statistics		Status
	Tolerance	VIF	
Pricing Strategies (X ₁)	0.264	3.788	No Multicollinearity

Promotional Offers (X_2)	0.264	3.788	No Multicollinearity
------------------------------	-------	-------	----------------------

a. Dependent Variable : Y

Source: Data Processed, 2025

Result from Table 5, the Tolerance value of each independent variable X_1 and X_2 , both of which is 0.264. These values are more than 0.10. In addition, the VIF value is 3.788 for X_1 and X_2 . that is less than 10. Therefore, it can be ensured that there is no problem of multicollinearity.

Heteroscedasticity Test

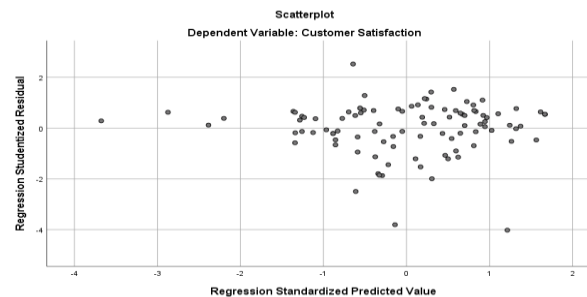


Figure 2. Heteroscedasticity Tests

Source: Data Processed, 2025

Figure 2 shows the results of the Scatterplot Test. The results indicate that the residual points are randomly distributed above and below the number 0 on the Y-axis and do not form any specific pattern. This pattern suggests that there is no clear or systematic trend in the residuals, indicating the absence of heteroscedasticity in the regression model.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression

		Coefficients			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-1.270	2.689		-.472	.638
	Pricing Strategies	.238	.107	.213	2.227	.028
	Promotional Offers	.740	.103	.685	7.159	.000

a. Dependent variables: Customer Satisfaction

Source: Data Processed, 2025

Regression analysis shows that the regression model formed is:

$$Y = -1.270 + 0.238 X_1 + 0.740 X_2 + e$$

1. A constant value of -1.270 indicates that while Pricing Strategies (X_1) and Promotional Offers (X_2) are zero, the Customer Satisfaction remains at the base level of -1.270.
2. Pricing Strategies (X_1) coefficient of 0.238 indicates that any increase of one unit in Pricing Strategies (X_1) will increase Customer Satisfaction by 0.238, if the other variables are considered fixed.
3. Promotional Offers (X_2) coefficient of 0.740 indicates that Promotional Offers contributes more, where each increase of one unit of Promotional Offers (X_2) increases Customer Satisfaction by 0.740.

Correlation Coefficient (R) and Determination Coefficient

Table 7 shows a correlation coefficient (R) of 0.875, indicating a very strong positive relationship between Pricing Strategies and Promotional Offers on Customer Satisfaction. The coefficient of determination (R^2) is 0.765, meaning that 76.5% of customer satisfaction is explained by these two variables, while the remaining 23.5% is influenced by other factors. This result demonstrates that the regression model has strong predictive power in explaining customer satisfaction among Easy Cookies customers.

Table 7. Correlation Coefficient (R) and Determination Coefficient (R²)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.875 ^a	0.765	0.761	5.089	1.469

a. Predictors: (Constant), Pricing Strategies, Promotional Offers

b. Dependent Variable: Customer Satisfaction

Source: Data Processed, 2025

Hypothesis Test

F-Test

Table 8. F-Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8196.998	2	4098.499	158.242	0.000
	Residual	2512.312	97	25.900		
	Total	10709.310	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Pricing Strategies, Promotional Offers

Source: Data Processed, 2025

The F-test results showed an F-value of 158.242, far exceeding the F-value of the table of 158.242, with a significance level of 0.000 (< 0.05). With a degree of freedom (df) of 2 for the model and 97 for the residual (total df = 99), this result confirms that the regression model is simultaneously valid.

T-Test

The results of the t-test in Table 6 showed that:

1. The table shows that Social Pricing Strategies (X1) have a significant effect on Customer Satisfaction (Y), with a *t-count* of 2.227, which is greater than the *t-table* value of 1.984, and a *Sig.* value of 0.028, which is less than 0.05 ($\alpha = 5\%$). Therefore, the second hypothesis (H₂) in this study is accepted.
2. The table also indicates that Promotional Offers (X2) significantly influence Customer Satisfaction (Y), as shown by a *t-count* of 7.159, which is greater than the *t-table* value of 1.984, and a *Sig.* value of 0.000, which is less than 0.05. Thus, the third hypothesis (H₃) in this study is accepted.

Discussion

The Influence of Pricing Strategies and Promotional Offers on Customer Satisfaction

The results of the multiple linear regression analysis confirm that both Pricing Strategies (X1) and Promotional Offers (X2), when considered simultaneously, have a significant and positive influence on customer satisfaction among Easy Cookies customers. This finding is consistent with Kotler and Keller (2016), who emphasized that an integrated marketing strategy, involving both price and promotion, can effectively enhance consumer perceptions and satisfaction. In the context of Easy Cookies, the combination of value-based pricing and attractive promotional offers provides customers with both affordability and perceived added value. This aligns with research by Sharma (2024), which demonstrated that promotional schemes such as discounts and bundled offers have a strong positive effect on customer satisfaction. Similarly, Marinescu et al. (2019) stressed that pricing is not only a financial decision but also a psychological factor that shapes consumer trust and loyalty. Therefore, the simultaneous impact of pricing strategies and promotional offers reinforces the importance of applying both approaches in an integrated manner to maximize customer satisfaction.

The Influence of Pricing Strategies on Customer Satisfaction

The partial T-test results confirming that Pricing Strategies (X1) significantly influence customer satisfaction at Easy Cookies. This suggests that well-structured pricing, such as bundle pricing and value-based pricing, plays a vital role in shaping consumer attitudes and repeat purchase intentions. Kotler & Keller (2012) explained that price is the only element in the marketing mix that generates revenue, highlighting its central role in shaping perceptions of value. The results of this study are in line with Cherono Vivian (2019), who found that pricing differentiation strongly impacts customer satisfaction in the retail industry. Likewise, Theng Tong Se (2019) demonstrated that pricing has a stronger influence on satisfaction compared to product quality in hypermarket settings. For Easy

Cookies, the use of bundle pricing (e.g., three cookies offered at IDR 100,000) not only improves affordability but also increases purchase volume, thereby enhancing customer satisfaction.

The Influence of Promotional Offers on Customer Satisfaction

The analysis also confirms that Promotional Offers (X2) have a significant independent effect on customer satisfaction. Promotional activities such as seasonal discounts, bundling, and free delivery services within a certain radius provide additional value for customers, thereby increasing their satisfaction levels. This is consistent with Kotler & Armstrong (2017), who highlighted promotion as a key element in informing, persuading, and reminding consumers about products, which ultimately affects their satisfaction. Supporting this, Umesha & MariGowda (2019) found that promotional offers such as “Buy 2 Get 1 Free” significantly enhance customer satisfaction in retail contexts. Similarly, Malacad et al. (2025) showed that stronger promotional strategies directly improve sales performance and consumer satisfaction in the food industry. In the case of Easy Cookies, promotions not only attract new buyers but also foster loyalty among existing customers by delivering a sense of value and exclusivity.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Pricing Strategies (X1) and Promotional Offers (X2) jointly have a positive and significant influence on Customer Satisfaction (Y) among Easy Cookies customers in Tumulung. This finding indicates that when these two variables are applied together, they play a crucial role in shaping overall customer satisfaction by enhancing perceived value, trust, and purchase experience.
2. Pricing Strategies (X1) partially show a positive and significant influence on customer satisfaction. This suggests that value-based and bundle pricing approaches, such as “Buy 3 for IDR 100,000,” effectively improve customer perceptions of affordability and fairness. These strategies make products more accessible while maintaining perceived quality, thereby increasing satisfaction and repeat purchase intentions.
3. Promotional Offers (X2) also partially have a positive and significant influence on customer satisfaction. Promotional efforts such as seasonal discounts, bundling offers, and free delivery within specific areas significantly enhance customer engagement and loyalty. Customers view these offers as added value, which not only attracts their interest but also strengthens their emotional connection and satisfaction with Easy Cookies products.

Recommendation

1. Easy Cookies should continue developing innovative and attractive pricing strategies that emphasize value for money and strengthen customer loyalty. Promotional offers need to be diversified and aligned with seasonal events, holidays, and customer purchasing behavior. Maintaining or expanding free delivery services and bundling packages can further enhance convenience and satisfaction. In addition, consistent digital promotions through Instagram, WhatsApp Business, and local online communities can significantly improve brand visibility and engagement. The business is also encouraged to utilize customer feedback and simple analytics such as purchase frequency and best-selling bundles to evaluate and refine pricing and promotional strategies, ensuring they remain effective and responsive to customer needs.
2. Further research may expand this research by including additional variables that influence customer satisfaction, such as product quality, service quality, or brand image. Researchers could also analyze how demographic factors (e.g., age, gender, or occupation) moderate the relationship between pricing, promotions, and satisfaction. Comparative studies across various SMEs in the food and beverage sector or in different regional settings would provide broader insights into market behavior. Furthermore, incorporating qualitative methods such as in-depth interviews or focus group discussions could offer richer understanding of customer motivations and preferences related to satisfaction and loyalty.

REFERENCES

- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Ed.). Pearson.

Lestari, R., Digdowiseiso, K., & Safrina, D. (2022). Pengaruh Kualitas Produk, Persepsi Harga terhadap Tingkat Penjualan Melalui Digital Marketing UMKM Industri Makanan dan Minuman di Kecamatan Pancoran Jakarta Selatan Saat Pandemi Covid-19. *Syntax Literate: Jurnal Ilmiah Indonesia*, Vol. 7, No. 3. <https://jurnal.syntaxliterate.co.id/index.php/syntax-literate/article/view/6579>

Malacad, Z. O., Dasmariñas, S. O., Labrador, G. V., Visitacion, M. S., Oriente, J. A. A., & Dacula Jr, J. C. (2025). The Effects of Promotional Strategy on Sales Performance in the Food Industry. *Psychology And Education: A Multidisciplinary Journal*, 31(8), 891-902. <https://zenodo.org/records/14828029>

Marinescu, P., Mihai, N. S., & Toma, S. (2010). *The Annals of the University of Oradea Economic Sciences*, 1(2), 1122-1127. https://www.researchgate.net/publication/227462713_PRICING_STRATEGY_USED_AS_A_TOOL_FOR_BUILDING_CUSTOMER_SATISFACTION_IN_THE_RETAIL_SECTOR

Reichheld, F. F., & Sasser, W. E. (1990). Zero defections: Quality comes to services. *Harvard Business Review*, 68(5), 105–111. <https://hbr.org/1990/09/zero-defections-quality-comes-to-services>

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach*. 7th Edition. West Sussex: Wiley & Sons

Sern, T. T., & Mahadevan, M. (2019). Impact of Product Quality and Pricing Strategy on customer satisfaction in hypermarket in Malaysia. *International Journal of Accounting & Business Management*, Vol. 7, No.1. https://www.researchgate.net/publication/334535254_Impact_of_Product_Quality_and_Pricing_Strategy_on_customer_satisfaction_in_hypermarket_in_Malaysia

Sharma, S. K. (2024). A Study Of Promotional Schemes And Its Impact On Customer Satisfaction With Reference To Retail Outlets Of Selected Brands. *EPRA International Journal of Research & Development (IJRD)*, 9(5). <https://eprajournals.com/IJSR/article/12965>

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Umesha., & MariGowd, S. (2019). Effectiveness of Promotional Strategies in Increasing Customer Satisfaction with Reference to Shopping Malls: A Study of Consumer Perception in Southern Karnataka. *IOSR Journal of Business and Management (IOSR-JBM)*, 21(2), 66-70. <https://iosrjournals.org/iosr-jbm/papers/Vol21-issue2/Series-2/J2102026670.pdf>