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The Impact of Pricing and Promotional Strategies on Customer Satisfaction at A Hotel in Bandung

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ABSTRACT

This research investigates how pricing and promotional strategies influence customer satisfaction in the hospitality sector, specifically at a hotel in Bandung. It clarifies the relationships among these factors and provides actionable insights to enhance service quality and the customer experience. The study adopts a quantitative methodology, employing both descriptive and verificative approaches. To ensure a diverse representation, the sampling process utilizes a stratified random sampling method to select customers who have previously stayed at the hotel. This method yields targeted insights into customer perceptions across different demographics and experiences. The data collection process involves carefully designed questionnaires that solicit direct feedback on pricing, promotions, and overall hotel satisfaction. The findings reveal significant positive correlations between pricing and customer satisfaction, indicating that fair and competitive prices increase customer satisfaction levels. Similarly, effective promotional strategies, such as special deals and targeted marketing efforts, contribute to heightened customer satisfaction. The results show that customers appreciate both the service quality and the overall value they receive relative to prices and promotions. Furthermore, the study highlights that these two variables strongly drive overall customer satisfaction, emphasizing the importance of aligning pricing models and promotional activities to enhance the customer experience. The novelty of this research lies in its comprehensive quantitative analysis of pricing and promotions within the hotel industry, which fills a gap in the existing literature. Managers can leverage these insights to refine pricing models and enhance promotional efforts, thereby improving customer satisfaction, boosting loyalty, and strengthening the hotel's competitive market position.

Keywords: Price, Promotion Strategies, Customer Satisfaction, Hospitality, Hotel Performance.

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INTRODUCTION

Marketing is defined as a process that involves creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying exchange relationships with customers. Nordin & Ravald (2023). emphasize the importance of building and maintaining positive relationships with stakeholders in a dynamic environment. Marketing aims to meet the needs and desires of customers through exchange processes that involve various parties. Meanwhile, Basu et al., (2023) describe marketing as a social and managerial process that enables individuals and groups to fulfill their needs. The marketing management involves planning and executing activities within a company to achieve profit. That marketing encompasses efforts to deliver goods or services from producers to consumers with the goal of satisfying needs and desires through exchange.

According to various perspectives, services lack a physical form. Crouzet et al, (2022) describe services as actions offered between parties, where production and consumption occur simultaneously, influencing results through interaction. The services involve economic activities whose benefits people enjoy at the moment, adding value such as comfort or entertainment. The services are identifiable, intangible, and can be produced using both tangible and intangible factors.

Price is a critical element of the marketing mix that companies cannot overlook, as it serves as a key consideration for consumers when making purchasing decisions. According to Kotler and Armstrong, price represents the amount of money charged for a good or service, reflecting the value exchanged for the benefits gained from using that product or service. In economic theory, price, value, and utility are interconnected concepts. Utility refers to the attributes of a product that enable it to satisfy consumer needs and desires, while value represents the worth of a product in exchange for another, as illustrated in barter situations. The price simply as the amount of money used as a medium of exchange to obtain goods or services. Lastly, Alma further clarifies that price is the monetary value of a product, which indicates the amount needed to purchase it.

Promotion serves as a crucial factor in marketing efforts, aimed at attracting consumer demand. It involves the flow of information or persuasion designed to motivate individuals or organizations to take action that facilitates exchange in the marketplace. Essentially, promotion encompasses activities intended to

stimulate demand for products or services. Florido-Benítez highlights the significance of promotional strategies in enhancing the visibility of tourist destinations, while Phillips and Mullan emphasize the complexities associated with behavior in relation to promotional practices and measurement. Overall, effective promotion plays a vital role in generating interest and encouraging consumer engagement.

Customer satisfaction is a critical concept in evaluating how well a product meets user expectations. Singh et al., (2023) describes it as a conscious evaluation of whether the product's performance is satisfactory or not in relation to its intended use. The customer satisfaction significantly influences consumers' decisions to shop at specific places; when customers are satisfied, they are more likely to continue using the product and share their positive experiences with others. The customer satisfaction arises from comparing actual product performance with expected outcomes, leading to feelings of either pleasure or disappointment. Finally, customer satisfaction as an emotional response derived from the comparison between perceived product performance and expectations. Overall, these perspectives underscore that customer satisfaction plays a vital role in consumer behavior and brand loyalty.

METHOD

This research method adopts both descriptive and verificational approaches to identify significant relationships among the variables studied. The focus lies on a hotel in Bandung, emphasizing customer experience and satisfaction. The collected data includes information about pricing, promotions, and customer satisfaction. To ensure reliability and accuracy, the data quality is assessed through validity and reliability tests. Once the data is gathered, researchers analyze it using path analysis techniques. This allows them to evaluate and measure the simultaneous effects of each variable. Through this approach, they can discern how pricing and promotions impact customer satisfaction and test the established hypotheses.

The research method encompasses several key components, including the methodologies applied, the object of study, data collection, data quality testing, and analysis techniques, specifically using path analysis. The study focuses on a hotel in Bandung, investigating how pricing and promotions influence customer decisions to stay. The data collected includes responses on customer experiences, satisfaction ratings, pricing details, and promotional offers. To ensure that the gathered data is reliable and accurate, quality tests such as validity and reliability assessments are conducted. These tests help confirm that the information can be trusted for interpretation. For data analysis, path analysis is utilized.

The research method consists of several essential elements, including the methods used, the object of study, data collection, data quality testing, and analysis techniques, such as path analysis. The object of this research is a hotel in Bandung, focusing on how pricing and promotions influence customer decisions to stay. Collecting data is a systematic and standardized process essential for obtaining necessary information. This data is typically used to test the proposed hypotheses. The research method encompasses several essential components, including the applied methodologies, the object of study, data collection processes, data quality testing, and analysis techniques like path analysis. This study focuses on a hotel in Bandung, particularly examining how pricing and promotions influence customers' decisions to stay. Given that data collection relies on questionnaires, the sincerity of respondents' answers is crucial to the research's integrity. The validity and reliability of the research outcomes are contingent upon the accuracy of the measuring instruments used. To address this concern, the study employs validity and reliability tests to ensure the seriousness of respondent answers. The validity test assesses the alignment between actual data and collected data, confirming whether the gathered information is representative of the studied object. In contrast, the reliability test evaluates the consistency and stability of responses over time; a questionnaire is deemed reliable if a respondent's answers remain consistent across different periods. Using Cronbach's alpha statistic, the study establishes that an instrument is considered reliable if its coefficient is 0.7 or higher. Reliability testing further involves using software like SPSS to analyze the obtained Cronbach alpha value. If it exceeds 0.7, the questionnaire is reliable; if not, it is classified as unreliable. Ultimately, for analysis, path analysis is utilized to determine how the independent variables—pricing and promotions—affect the dependent variable, the decision to stay, ensuring that the hypothesis testing is both accurate and robust.

This research employs a quantitative approach to analyze numerical data and examine relationships among variables within the service sector. The study focuses on both service providers and consumers as research objects to capture diverse perspectives regarding their experiences and behaviors. To collect data, the researchers utilize surveys and structured questionnaires that target both demographic and behavioral aspects. Before analysis, the study implements reliability and validity tests to confirm data quality, ensuring consistent responses and verifying that the instruments accurately measure the intended constructs. For data analysis, the study applies path analysis (regression analysis) alongside correlation tests. While the correlation test assesses the strength and patterns of relationships between variables through a

correlation coefficient without implying causality, path analysis reveals both direct and indirect structural connections. Ultimately, this technique utilizes a path diagram to visually represent how specific causal variables influence outcome variables.

RESULTS and DISCUSSION

The validity and reliability tests are essential for determining whether a research instrument, such as a questionnaire, can accurately measure what it intends to. Validity assesses if the instrument effectively measures the intended constructs if the correlation coefficient, r, is greater than or equal to 0.3. On the other hand, reliability examines the consistency of the measurement when repeated multiple times, implying that a reliable questionnaire yields stable results. Cronbach's Alpha is commonly used to test reliability, with a value greater than 0.700 signifying a reliable instrument.

Table 1 Validity and Relibility Test

No.	Price (X1)	Promotion (X2)	Customer Satisfaction (Y)
1	0,749	0,811	0,788
2	0,748	0,821	0,830
3	0,764	0,789	0,868
4	0,800	0,767	0,842
5	0,785	0,487	0,881
6	0,836	0,811	0,819
7	0,792	0,703	0,823
8	0,794	0,845	0,814
9	0,814	0,817	0,844
10	0,848	0,827	0,799
11	0,770	0,782	0,825
12	0,809	0,837	0,842
13	0,793	0,816	0,807
14	0,832	0,749	0,783
15	0,845	0,780	0,739
Reliability	0,967	0,962	0,971

The outcomes from the data quality tests reveal robust validity and reliability across the assessed variables. For validity, the coefficients show that Price ranges from 0.748 to 0.848, Promotion falls between 0.487 and 0.845, and Customer Satisfaction spans from 0.739 to 0.881. All these figures exceed the essential threshold of 0.300, confirming that the instruments utilized effectively measure the intended constructs. In terms of reliability, the scores for all variables indicate a high level of dependability. Price stands at 0.967, Promotion at 0.962, and Customer Satisfaction at 0.971. Since each score surpasses the reliability criterion of 0.700, it establishes all variables as reliable. This indicates that the instruments applied in this research are valid and reliable, functioning as effective measurement tools.

The result demonstrates a high degree of stability, meaning that if these instruments are used repeatedly, the results will remain consistent. Consequently, this reliability and validity enhance the overall credibility of the research findings.

The results from the normality test indicate an Asymp.Sig. value of 0.200. This value exceeds the 0.05 threshold, confirming that the data distribution is normal. Additionally, the data exhibits a normal distribution curve, as the plot is

evenly spread around the estimation line (the diagonal line), further supporting the conclusion of normality. Furthermore, the residual plot in the regression model shows a uniform spread above and below the zero axis, indicating that heteroskedasticity is not present in the model. Thus, the analysis demonstrates both normality in data distribution and the robustness of the regression model.

The results of the quality assessment demonstrate that the data exhibits a normal distribution. This is evident from the distribution curve, which shows a symmetrical shape around the estimate line, also known as the diagonal line. A normal distribution indicates that the data points are spread fairly evenly on either side of the mean, with most values clustering around the center. Such a pattern is significant because it suggests that the data conforms to common statistical assumptions used in various analyses. A normal distribution allows for the application of parametric statistical tests, which can provide more robust and reliable results. Overall, the finding that the data is normally distributed supports the validity of subsequent analyses and interpretations.

The results of the quality assessment indicate a very strong relationship between the price variable (X1) and the promotion variable (X2). This conclusion is drawn from the correlation coefficient, which lies within the interval of 0.800 to 1.000. Such a high correlation suggests that changes in the price significantly affect the promotion efforts or vice versa. This strong connection highlights the importance of considering both variables when making strategic decisions in marketing. It implies a solid synergy, indicating that effective pricing strategies can enhance promotional outcomes, ultimately benefiting the overall marketing effectiveness. Overall, the data reinforces the idea that price and promotion are closely linked in influencing consumer behavior.

The results of the quality assessment reveal that the coefficient of determination is 0.907. This indicates a strong influence of both the price and promotion variables on customer satisfaction at a Hotel in Bandung. Specifically, it demonstrates that 90.7% of the variation in customer satisfaction can be attributed to these two factors. This high percentage suggests that pricing strategies and promotional activities play a crucial role in shaping customer experiences and satisfaction levels.

Conversely, the remaining 9.3% is influenced by other factors not included in this research model. This implies there are additional elements that may affect customer satisfaction, which could warrant further investigation in future studies. Overall, these findings emphasize the significant impact of price and promotion on enhancing customer satisfaction at the hotel.

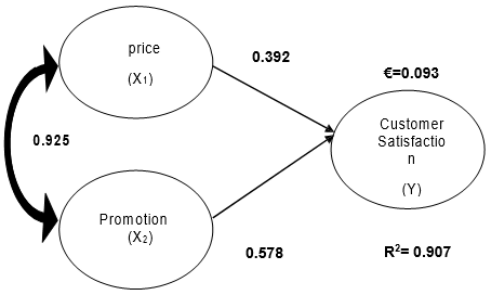


Figure 1. Path Analysis Result

The analysis results show that the price variable (X1) and the promotion variable (X2) have a very strong correlation, with a correlation coefficient of 0.907. This indicates a significant relationship, suggesting that as the pricing strategies change, the promotional efforts are likely to be affected as well, and vice versa. Additionally, the regression coefficients indicate how each variable impacts customer satisfaction (Y). The price variable (X1) has a regression coefficient of 0.392, which means that it positively contributes to customer satisfaction but does so to a lesser extent compared to promotions. On the other hand, the promotion variable (X2) has a higher regression coefficient of 0.578, indicating a stronger influence on customer satisfaction. The research results support previous research such as that conducted by Ali, Amin & Ryu (2016); Demydyuk & Carlbäck (2024); Jahmani et al., (2023) and Ma, Li & Tong (2022).

The empirical results of this study demonstrate that both pricing and promotional strategies exert a significant positive impact on enhancing customer satisfaction within the hospitality sector. When hotels align their pricing structures with customer expectations and offer well-targeted promotions, they directly elevate the guest experience. This finding reinforces the notion that contemporary hotel guests heavily weigh perceived value and promotional incentives when evaluating their overall satisfaction. Our findings align with Jahmani et al. (2023), who investigate how marketing mix elements influence tourist satisfaction in luxury accommodations. They demonstrate that strategic pricing and promotional adjustments directly drive customer satisfaction, even during challenging market shifts like the post-pandemic recovery era. This confirms that competitive pricing and active promotions remain fundamental pillars for satisfying hotel guests. Pan et al. (2022) provide deeper insight into how customers perceive these variables. Their research highlights that the intersection of perceived price and different levels of promotions shapes customer trust and satisfaction. When hotels offer transparent, competitive pricing alongside attractive promotions, they validate customer expectations and maximize the perceived value of the stay.

The strong connection between these promotional variables and satisfaction echoes the analytical insights of Davoodi et al. (2025). While their work focuses on e-commerce platforms using aspect-based sentiment classification, they highlight a universal consumer behavior: specific operational aspects, particularly value-for-money and promotional deals, dominate customer

reviews and heavily dictate overall satisfaction rates.

Overall, these findings reveal that both price and promotion significantly affect customer satisfaction, with promotions having a more pronounced effect. This emphasizes the importance of strategic pricing and effective promotional activities in enhancing customer satisfaction levels.

CONCLUSION

In conclusion, this research presents a comprehensive analysis of customer perceptions regarding price, promotion, and satisfaction at a Hotel in Bandung. The findings indicate that the general sentiment towards the price is categorized as sufficient, yet many statements did not reach maximum scores. Specifically, the lowest-rated statement pertained to customers feeling that the prices reflect the quality offered, suggesting room for improvement. Similarly, the analysis of promotion revealed a satisfactory rating, but again, certain aspects fell short of maximum scores. The lowest-rated statement regarding discounts influencing customer choice highlights the need for more impactful promotional strategies. Customer satisfaction also received a category of sufficient, with key statements indicating potential for enhancement. Notably, the expressions of interest in returning due to satisfaction with provided facilities require attention to ensure improved experiences. From the partial tests conducted, it is confirmed that price influences customer satisfaction at a rate of 36.3%, thus affirming the hypothesis of a relationship between these variables. Additionally, promotion shows a more substantial effect at 54.4%, further validating its significance.

However, this study has limitations, including a focus on a limited number of variables and a specific location, which may not fully represent broader trends in the hospitality industry. Future research should encompass a wider array of factors and different contexts to provide deeper insights into customer satisfaction dynamics. To enhance outcomes, a Hotel in Bandung should prioritize improving the perceived value of its pricing by aligning it more closely with service quality. Furthermore, augmenting promotional efforts with clearer communications and targeted discounts can bolster customer engagement. Enhanced facilities based on customer feedback will further strengthen satisfaction and loyalty.

In conclusion, this research highlights the significant impact of both price and promotion on customer satisfaction at a Hotel Bandung. The strong correlation between price and promotion underscores their interdependence in influencing customer perceptions. However, there are limitations to this study, such as the focus on only a few variables and the absence of other potential factors affecting customer satisfaction. To enhance the price variable, management should focus on improving the quality of services provided to ensure that customers do not

constantly compare it with surrounding hotels. For instance, management could improve responsiveness to visitor complaints and regularly update facilities to match the offered prices. To optimize the promotion variable, hotel management should explore additional advertising opportunities, such as placing flyers and banners at strategic locations to reach both national and international tourists. Relying solely on social media may not fully capture the intended audience. Regarding customer satisfaction, especially concerning the statement about the adequacy of visitor facilities, management must actively seek customer needs and upgrade existing amenities. This can significantly enhance customer experience and satisfaction. The findings indicate that price affects customer satisfaction, which suggests that management should enhance service quality and surrounding facilities while considering competitive pricing. Offering attractive discounts could also entice customers, taking into account competitors' pricing strategies. Lastly, since promotion plays a crucial role in customer satisfaction, management needs to provide clearer information in advertisements. Improved clarity will help potential customers make informed decisions, leading to greater satisfaction with their purchases. Future research should further explore additional factors that might influence customer satisfaction in the hospitality industry.

CONFLICTS OF INTEREST

The authors declare no conflict of interest. The funders had no role in the design of the study; in the collection, analyses, or interpretation of data; in the writing of the manuscript, or in the decision to publish the results.

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