



The Influence Of Relationship Marketing And Price On Customer Satisfaction: A Case Study Of Alfamidi Super Masigi Parigi Outlet

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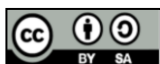
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ABSTRACT

This study aims to determine the effect of Relationship Marketing and Price on Customer Satisfaction at Alfamidi Super Masigi Parigi outlets. This study uses a quantitative approach with purposive sampling techniques on 84 respondents who have shopped at Alfamidi. Data collection was carried out through interviews and questionnaires, then analyzed using multiple linear regression with the help of the SPSS program. The results show that both Relationship Marketing and Price variables have a positive and significant effect on Customer Satisfaction, both partially and simultaneously. This indicates that the implementation of effective Relationship Marketing strategies and pricing policies that are in line with consumer purchasing power can increase customer satisfaction. Thus, good customer relationship management and appropriate pricing are important factors in building and maintaining customer satisfaction at Alfamidi Super Masigi Parigi.

INTRODUCTION

Indonesia is a country with a growing population and purchasing power, resulting in enormous market potential and fierce competition among businesses (Rombe & Hadi, 2022). Facing increasingly fierce competition requires accurate business planning. As business competition intensifies, companies need to have a competitive advantage to survive in the business world (Suparman et al., 2023). Business success depends on the ability to initiate or create positive encounters with consumers in the market (Ferdinand & Wahyuningsih, 2018). As economic actors with the ability to interpret information and create opportunities for wealth creation (Afiat et al., 2023). Taking a proactive approach to market changes will enable a business to grow and serve its customers well (Wahyuningsih et al., 2022). Companies with well-developed

business plans and marketing innovations will automatically be able to maintain their sustainability (Zahara et al., 2022). Conversely, businesses without well-developed strategies often fail because they lack direction and cannot see the future (Pasaribu et al., 2021).

Customer satisfaction is a key factor in business success, because satisfied customers will not only make repeat purchases, but also act as promotional agents through word-of-mouth communication. When consumer expectations are met or even exceeded, they tend to become more loyal, less price sensitive, and able to overlook occasional negative experiences. Therefore, companies need to focus their resources on improving service quality and creating positive experiences on an ongoing basis (Bachri et al., 2023). One approach that can be used is relationship marketing, which is a continuous process that requires companies to establish active and consistent communication with their consumers to ensure that marketing objectives are achieved. This approach also allows companies to manage resources effectively and meet consumer needs in the future (S. L. Putri & Nursinta, 2017). If implemented consistently and sincerely, relationship marketing can significantly increase customer loyalty (Oktapiani & Anggraini, 2022).

In addition to relationship marketing, it is very important to consider other marketing channels, including price (Adam, Fattah, et al., 2023). Price is the amount of money exchanged for a product or service. Price is one of the determinants of a company's success because it determines how much profit the company will earn from selling its products, whether goods or services (Agustin et al., 2019). Price can also encourage or discourage consumers' willingness to pay for a product or service (Adam, et al., 2023).

Customer demands for lower prices with higher product or service quality pose a challenge for companies in formulating pricing strategies (Muslimin et al., 2015). Setting prices that are affordable for customers is an important strategy in creating a positive perception of a product or service. Prices that are in line with customers' financial capabilities can build a positive image for the company, which in turn has the potential to increase customers' decisions to remain loyal to the products or services offered (Azhari, 2022).

Customer satisfaction is an important indicator of a company's success and competitiveness, which is influenced by expectations, performance perceptions, and comparisons with certain standards (Wahyuningsih, 2013). Therefore, in this study, customer satisfaction is defined as an overall post-purchase evaluation (Wahyuningsih, 2013).

A growing business in Parigi Moutong Regency is Alfamidi Super Masigi. Alfamidi Super Masigi is a modern retail business unit engaged in the sale of various daily necessities. Customer satisfaction is paramount, because satisfied customers will become loyal customers. One of the strategies used is relationship marketing, which emphasizes a good approach between customers and business actors. By implementing an effective relationship marketing strategy, Alfamidi Super Masigi can compete in the market and build a loyal customer base. This can be seen from the increasing number of customers shopping at Alfamidi Super Masigi.

Alfamidi Super Masigi also implements a careful pricing strategy that takes into account consumer purchasing power and the quality of services provided. By setting prices that are in line with market capabilities and comparable to the types of products and services offered, Alfamidi Super Masigi is able to create a satisfying shopping experience for customers. This strategy helps Alfamidi build strong relationships with its customers, increase their loyalty, and compete effectively in the modern retail market. By offering a balance between price and quality, Alfamidi Super Masigi is able to retain existing customers while attracting new ones.

Based on the above description, the researcher is interested in conducting a study entitled "Analysis of the Effect of Relationship Marketing and Price on Customer Satisfaction at Alfamidi Super Masigi in Parigi Moutong Regency" with the aim of determining the effect of relationship marketing and price on customer satisfaction at the Alfamidi Super Masigi modern retail business in Parigi Moutong Regency.

LITERATURE REVIEW

Relationship Marketing

According to Kotler et al. (2020), relationship marketing is the entire process of building and maintaining profitable customer relationships by providing superior customer value and satisfaction. It relates to all aspects of acquiring, attracting, and developing customers. Relationship marketing is a process of shifting focus from single transactions to efforts to build long-term profitable relationships with customers. The goal is to build and maintain customer commitment that is profitable for the company (Karina & Sari, 2021). The dimensions of relationship marketing according to (Kuncoro et al., 2021) are (1) trust, which is customer trust in a company, (2) commitment, which is the customer's commitment to continue repurchasing products or services from the company, (3) communication, which is the communication established by the company with customers, (4) conflict handling is the company's strategy in handling conflicts or complaints with customers.

Price

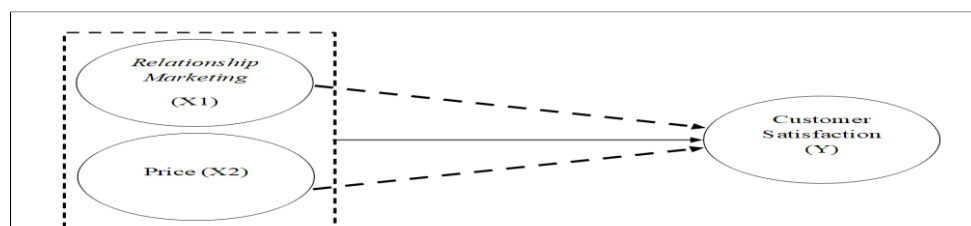
According to (Kotler et al., 2022), price is a signal of perceived value. In the context of Alfamidi, promotional prices and periodic discounts provide consumers with a perception of added value. Price is the amount of money required to obtain the perceived value of a product or service in accordance with the quality and benefits provided, influenced by psychological factors and other factors that affect the price itself (Setyo, 2017). According to (Suryana & Muliastari, 2018), there are four dimensions of price, consisting of (1) affordability, which is the price set by the company in accordance with the customer's ability to pay, (2) price suitability with product quality, which is the price set by the company in accordance with the quality of the product or service provided by the company and can meet customer expectations, (3) price competitiveness, which is the price set by the company in accordance with market conditions, (4) price-benefit alignment, which is the price paid by customers in proportion to the benefits received.

Customer Satisfaction

Customer satisfaction is one of the core concepts in marketing that has been extensively researched, but still lacks a fully agreed-upon definition. In general, satisfaction is understood as the result of a customer's evaluation of the performance of a product or service compared to their expectations. Various theories state that satisfaction is influenced by four main factors, namely expectations, perceived performance, quality, and disconfirmation (A. Wahyuningsih & Nurdin, 2010). According to (E. Putri & Santoso, 2024), referring to the theory of Badriyah & Kuswanto (2023), several indicators of customer satisfaction are: Expectation fulfillment, Willingness to revisit, Willingness to recommend.

Conceptual Diagram

Figure 1 Diagram



Description:

= Simultaneously (F test)

= Partially (t test)

METHODS

This study is a quantitative study that aims to analyze the effect of relationship marketing and price on customer satisfaction at Alfamidi Parigi outlets. The location of the study is at Jl. Trans Sulawesi No.117, Masigi, Kec. Parigi, Kabupaten Parigi Moutong, Central Sulawesi, with the implementation period from January to June 2025. The number of respondents was 84 people, determined based on the rule of thumb guidelines according to Hair et al. (2010) and Ferdinand (2014), which suggest a sample size of 4–10 times the number of research indicators. Because this study had 21 statement items, the minimum number of respondents required was 84 people (21 items). The sampling technique used was purposive sampling, which is a technique for determining samples based on certain criteria (Sugiyono, 2014). Respondents were determined based on the criteria of being over 21 years of age and having made a purchase at Alfamidi Parigi Moutong.

Data collection techniques were conducted through interviews and questionnaires. Prior to data analysis, instrument testing was carried out, including validity and reliability tests with respondents from the same type of business. In this study, instrument testing was conducted on 84 respondents at the Alfamidi Parigi outlet. The research data was then analyzed using multiple linear regression to determine the effect of relationship marketing and price on customer satisfaction.

RESULTS

Instrument Test Results

From the first instrument test with a sample of 30 respondents, the results showed that all variables were reliable. The results of the validity test for the consumer satisfaction variable showed that the statements were valid, while for the relationship marketing and price variables, there were still statements that were declared invalid, namely statements RM1, RM3, H3, and H6. Therefore, the researcher conducted another test with the aim of obtaining reliable and valid results.

From the second instrument test with a sample of 30 respondents, the results showed that all variables were reliable. The results of the validity test of the consumer satisfaction variable showed that all statements were valid, while for the relationship marketing and price variables, there were still statements that were declared invalid, namely statements RM1, RM3, and H6. Therefore, the researcher conducted a retest with the aim of obtaining reliable and valid results.

From the third instrument test with a sample of 30 respondents, the results showed that all variables were reliable. The validity test results for the customer satisfaction and price variables each had statements that were declared valid, while for the relationship marketing variable, there were still statements that were declared invalid, namely statements RM3. Therefore, the researcher deleted the invalid statements, namely RM3, to conduct another instrument test with the aim of obtaining reliable and valid results.

1) Third Instrument Test (30 Respondents)

There are two components of instrument evaluation: validity and reliability. After removing statement RM3 from the instrument, 30 respondents were used to determine its validity and reliability. The following are the findings of the measuring instrument:

a) Validity Test

A p -value < 0.05 for bivariate correlations between indicator scores is required to consider the statement true. Here is what we found in our testing:

Results of the Validity Test of Relationship Marketing Variables (X1)

Table 1 below shows the results of the RM variable validity test:

Table 1. Relationship Marketing Variable Validity Test Results (After Removal of RM3)

Statement	Significance Value	Standard	Description
RM1	0,000	< 0.05	Valid
RM2	0,000	< 0.05	Valid
RM4	0,000	< 0.05	Valid
RM5	0,000	< 0.05	Valid
RM6	0,000	< 0.05	Valid
RM7	0,000	< 0.05	Valid
RM8	0,000	< 0.05	Valid

Source: Primary Data, Processed, 2025.

All claims on the RM variable are considered true if the significance value is < 0.05, as shown in Table 1.

Results of Price Variable Validity Test (X2)

Table 2 below shows the results of the validity test of variable H, which measures Price:

Table 2. Results of the Price Variable Validity Test

Statement	Significance Value	Standard	Description
H1	0,000	< 0.05	Valid
H2	0,000	< 0.05	Valid
H3	0,000	< 0.05	Valid
H4	0,000	< 0.05	Valid
H5	0,000	< 0.05	Valid
H6	0,000	< 0.05	Valid
H7	0,000	< 0.05	Valid
H8	0,000	< 0.05	Valid

Source: Primary Data, Processed, 2023.

All claims on variable H are considered true if the significance value is < 0.05, as shown in Table 2.

Results of Customer Satisfaction Variable (Y) Validity Test

Table 3 below shows the results of the KP variable validity test:

Table 3. Results of Customer Satisfaction Variable Validity Test

Statement	Significance Value	Standard	Description
KP1	0,000	< 0.05	Valid
KP2	0,000	< 0.05	Valid
KP3	0,000	< 0.05	Valid

Statement	Significance Value	Standard	Description
KP4	0,000	< 0.05	Valid
KP5	0,000	< 0.05	Valid
KP6	0,000	< 0.05	Valid

Source: Primary Data, Processed, 2025.

All claims on KP variables are considered true if the significance value is < 0.05, as shown in Table 3.

b) Reliability Test

The Cronbach's alpha coefficient represents the reliability of the variables. Cronbach's alpha is considered reliable when it is above 0.70 (Ghozali, 2013). Table 1 below shows the reliability test results:

Table 4. Reliability Test Results

Variable	Cronbach Alpha	Standard	Description
X_1 - Relationship Marketing	0,919	> 0,70	Reliable
X_2 - Price	0,918	> 0,70	Reliable
Y - Customer Satisfaction	0,916	> 0,70	Reliable

Source: Primary Data, Processed, 2025.

Table 4 shows the reliability test results, and since all Cronbach Alpha values are higher than the threshold of 0.70, it can be concluded that all variable values are reliable.

All variables are declared reliable and the statements on each variable are declared valid based on the results of the fifth instrument test with a sample of 84 respondents after the RM3 statement was removed; this allows for further testing; the test or questionnaire instruments in this study have no problems, so they can be trusted.

c. Data Analysis Results

Multiple Linear Regression Analysis Results

To estimate and predict the average population or average value of the dependent variable by considering the known values of the independent variables, it is necessary to determine the dependence of the independent variables (Gujarati in Ghozali, 2018). X_1 and X_2 are explanatory variables, while Y is the dependent variable. The results of the test are listed in Table 5.

Table 5. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	1,574	1,942		,810	,420		
	RM	,205	,075	,232	2,725	,008	,630	1,587
	H	,532	,072	,632	7,426	,000	,630	1,587

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	862,973	2	431,487	69,166	,000 ^b
	Residual	505,312	81	6,238		
	Total	1368,286	83			

Source: Primary data, processed in 2025.

The following equation is derived from Table 5 using the regression coefficient values. (β):

$$Y = 1,574 + 0,205 X_1 + 0,532 X_2$$

Meaning:

- The value (n) is a constant when the consumer satisfaction variable is not yet influenced by other variables, namely Relationship Marketing (X1) and Price (X2).
- The regression coefficient value (X1) is 0.205, indicating that the relationship marketing variable has a positive effect on consumer satisfaction at Alfamidi Super Masigi Parigi.
- The regression coefficient value (X2) is 0.532, indicating that the price variable has a positive effect on consumer satisfaction at Alfamidi Super Masigi Parigi.

Partial t-test

The t-test is used to determine whether variables X1 and X2 have a significant effect on variable Y.

1. The Effect of Relationship Marketing on Customer Satisfaction

The results show that Relationship Marketing affects Customer Satisfaction, with a significance value of 0.008, which is less than 0.05.

2. The Effect of Price on Consumer Satisfaction

The results show that Price affects Customer Satisfaction, with a significance value of 0.000, which is less than 0.05.

F-test (Simultaneous)

The test results show that the significance value is 0.000, which is less than 0.06. This indicates that the factors of relationship marketing and price as a whole have a significant influence on customer satisfaction at Alfamidi Super Masigi Parigi.

DISCUSSION

The Influence of Relationship Marketing and Price on Customer Satisfaction at Alfamidi Super Masigi Parigi Outlets

The Alfamidi Super Masigi Parigi outlet strives to build long-term relationships with its customers through the consistent implementation of relationship marketing strategies. These strategies are realized through friendly service, membership programs or membership cards, and special promotions for loyal customers. In addition, Alfamidi also implements pricing policies that are in line with the purchasing power of the surrounding community, especially middle to lower income consumers, thereby increasing customer satisfaction and loyalty. These findings are in line with previous research (Sri Handayani & Syarifudin, 2022) which shows that relationship marketing and competitive pricing can have a significant impact on customer satisfaction.

The Effect of Relationship Marketing on Customer Satisfaction

The results of the study show that the most dominant relationship marketing indicators are trust and good communication with customers. Trust arises because Alfamidi maintains the quality of the products it sells, ensuring they are always in a fit-for-consumption condition and

have a clear expiration date. In terms of communication, Alfamidi employees are trained to provide product information, answer customer questions politely, and help customers find the items they are looking for. This supports previous research (Ernantyo & Febry, 2022) which confirms that relationship marketing has a significant effect on customer satisfaction. With a good relationship between the company and consumers, satisfaction will increase because consumers feel valued and that their needs are being addressed.

The Effect of Price on Consumer Satisfaction

In terms of price, the most dominant indicator is the suitability of prices to consumer purchasing power. Alfamidi sets relatively affordable prices for various daily necessities, often offering discounts, buy 2 get 1 free promotions, and economical package deals. This strategy makes consumers feel more satisfied because they can purchase their needs at prices they consider reasonable without feeling burdened. These results are in line with previous research (Ariyanti, et.al., 2020), which states that price is an important factor in determining consumer satisfaction levels. Fair and expected prices will increase satisfaction and encourage consumers to make repeat purchases.

CONCLUSION

Based on the results of research on the influence of relationship marketing and price on customer satisfaction at Alfamidi Parigi outlets, it can be concluded that relationship marketing and price affect customer satisfaction, relationship marketing has a significant effect on customer satisfaction at Alfamidi Parigi, and price also has a significant effect on customer satisfaction at Alfamidi Parigi.

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