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The Influence of Promotion, Service Quality, Pricing Strategy, and Brand Experience on Customer Satisfaction at Lotte Grosir Manado

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Abstract	This study examines the effects of promotion, service quality, pricing strategy, and brand experience on customer satisfaction at Lotte Grosir Manado. A quantitative survey was conducted among 52 customers selected using accidental sampling from an estimated population of 100 customers. Data were collected through a questionnaire and analyzed using multiple linear regression, t-tests, an F-test, and the coefficient of determination. The findings indicate that promotion ($t = 2.023$; $p = .049$), service quality ($t = 2.336$; $p = .024$), pricing strategy ($t = 3.061$; $p = .004$), and brand experience ($t = 2.571$; $p = .013$) each have a positive and statistically significant partial effect on customer satisfaction. Together, the four predictors significantly explain customer satisfaction ($F = 11.881$; $p < .001$). The model yields an R^2 of .503, indicating that 50.3% of the variation in customer satisfaction is explained by the four variables. Pricing strategy has the strongest relative contribution based on its standardized beta coefficient ($\beta = .349$). The study highlights the importance of consistent promotional information, responsive service, competitive and fair prices, and positive in-store brand experiences in strengthening customer satisfaction.
Keywords	Brand Experience; Customer Satisfaction; Pricing Strategy; Promotion; Service Quality

INTRODUCTION

Modern retailing has evolved beyond the simple exchange of goods into an integrated shopping experience shaped by convenience, product assortment, price value, communication, and service encounters. Wholesale retailers operating through a cash-and-carry model serve both household shoppers and professional buyers who often purchase in relatively large quantities. In this setting, customers assess not only the availability of products but also whether promotional offers are credible, service processes are dependable, prices are competitive, and interactions with the store create a positive impression.

Customer satisfaction is a central outcome in marketing because it reflects customers' evaluation of the extent to which a product or service experience meets their expectations.

Satisfaction is consequential for retailers because it can support repeat purchasing, positive word of mouth, and longer-term customer relationships (Oliver, 1997; Kotler & Keller, 2022). For a wholesale retailer, satisfaction may be influenced by several interconnected marketing factors rather than by price or product assortment alone.

Promotion communicates product information and purchasing incentives through discounts, catalogues, special offers, personal selling, and direct communication. Clear and credible promotional messages can help customers recognize value and make purchasing decisions. However, promotional activity may undermine satisfaction when advertised prices or conditions are inconsistent with the information displayed in-store or charged at checkout. Marketing management therefore requires coordination between promotional messages and the actual customer experience (Kotler & Armstrong, 2023; Mandey et al., 2026).

Service quality concerns the extent to which service delivery meets customer expectations. The SERVQUAL tradition identifies reliability, responsiveness, assurance, empathy, and tangibles as important dimensions for evaluating service encounters (Parasuraman et al., 1988). In a high-traffic wholesale store, accurate transactions, prompt assistance, knowledgeable employees, courteous interaction, and clean facilities may all shape customer evaluations. Previous research in service and retail contexts has also associated service quality with customer satisfaction (Tjiptono, 2022; Masroni, 2025).

Pricing strategy is particularly salient in cash-and-carry retailing because customers may compare prices across retailers and evaluate whether the price paid is consistent with product quality and perceived benefits. Price fairness, affordability, competitiveness, and value for money can influence satisfaction. In addition, brand experience refers to sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli (Brakus et al., 2009). The store environment, brand communications, and interactions with employees can therefore shape customers' overall experience and evaluation of the retailer (Schmitt, 1999).

Lotte Grosir Manado operates in a competitive modern-retail environment. The thesis underlying this article identifies practical issues relevant to the four explanatory variables, including the need for consistency between promotional displays and checkout prices, service responsiveness during busy periods, competitive pricing, and the development of positive sensory and emotional experiences in the store. These issues motivate an empirical examination of how promotion, service quality, pricing strategy, and brand experience relate to customer satisfaction in this specific wholesale-retail setting.

Although prior studies have examined promotion, service quality, price, and customer experience in different service and retail contexts, their combined contribution may vary according to the retail format and customer profile. This study addresses that context by examining the four variables simultaneously and individually at Lotte Grosir Manado. Specifically, it tests whether each factor has a significant partial effect and whether the four factors jointly explain customer satisfaction.

METHODS

This study used a quantitative explanatory design with a survey approach. The unit of analysis

was the individual customer who had shopping experience at Lotte Grosir Manado. The population was specified in the thesis as 100 customers, based on the customer-membership estimate used in the research. A sample of 52 respondents was obtained using the Slovin formula with an error tolerance of approximately 9.61%. Respondents were recruited through non-probability accidental sampling. Eligibility criteria included having shopped at Lotte Grosir Manado, being at least 17 years old, having experience with the store's promotion, service, prices, and brand, and completing the questionnaire.

Primary data were collected through a structured questionnaire using a five-point Likert response scale. The independent variables were promotion (X1), service quality (X2), pricing strategy (X3), and brand experience (X4), while customer satisfaction (Y) was the dependent variable. Promotion covered promotional communication and sales activities; service quality was assessed through reliability, responsiveness, assurance, empathy, and tangibles; pricing strategy included affordability, price–quality congruence, competitiveness, and benefit congruence; and brand experience included sensory, affective, intellectual, and behavioral dimensions. Customer satisfaction was assessed through customers' overall evaluation of their shopping experience.

Data analysis comprised descriptive statistics, instrument testing, classical assumption testing, and multiple linear regression. The partial effects were evaluated using t-tests, while the simultaneous effect was assessed using the F-test at a 5% significance level. The coefficient of determination (R^2) was used to assess the proportion of variation in customer satisfaction explained by the four predictors. The analysis was conducted using SPSS, as reported in the underlying thesis.

Research framework

The research model proposes that promotion, service quality, pricing strategy, and brand experience each have a positive effect on customer satisfaction, both individually and jointly.

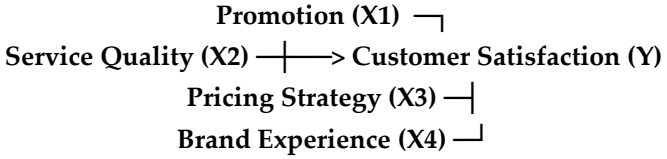


Figure 1. Research framework

FINDINGS AND DISCUSSION

Respondent profile

The analysis included 52 valid respondents. Women represented 42 respondents (80.8%), while men represented 10 (19.2%). The largest age group was 17–25 years (32 respondents; 61.5%), followed by 26–36 years (16; 30.8%), 37–45 years (3; 5.8%), and 45–60 years (1; 1.9%). Students constituted the largest occupational group (31 respondents; 59.6%). The sample therefore primarily reflects the views of younger customers, particularly women and students.

Table 1. Respondent characteristics

Characteristic	Category	n	%
Gender	Male	10	19.2

Gender	Female	42	80.8
Age	17–25 years	32	61.5
Age	26–36 years	16	30.8
Age	37–45 years	3	5.8
Age	45–60 years	1	1.9
Occupation	Student	31	59.6

Source: SPSS output, 2026; selected categories reported in the thesis.

Multiple regression results

The estimated regression equation reported in the thesis is: Y = 0.002 + 0.129X1 + 0.139X2 + 0.271X3 + 0.174X4. All four coefficients are positive, indicating that higher evaluations of promotion, service quality, pricing strategy, and brand experience are associated with higher customer satisfaction, holding the other predictors constant.

Table 2. Partial and simultaneous hypothesis tests

Predictor / test	t / F	p-value	Decision
Promotion	2.023	.049	Significant, positive
Service quality	2.336	.024	Significant, positive
Pricing strategy	3.061	.004	Significant, positive
Brand experience	2.571	.013	Significant, positive
All predictors (F-test)	11.881	< .001	Significant jointly

Source: SPSS output, 2026.

Table 3. Model summary

R	R^2	Adjusted R^2	Std. error
.709	.503	.460	1.393

Source: SPSS output, 2026.

The F-statistic of 11.881 ($p < .001$) indicates that the four predictors jointly have a statistically significant relationship with customer satisfaction. The model's R^2 of .503 means that 50.3% of the observed variation in customer satisfaction is explained by the four variables, while 49.7% is associated with factors outside the model. The adjusted R^2 is .460, reflecting the model's explanatory capacity after adjustment for the number of predictors and sample size.

Promotion and customer satisfaction

Promotion has a positive and statistically significant partial effect on customer satisfaction (B = 0.129; t = 2.023; p = .049). This finding suggests that customers' evaluations improve when promotional information and offers are useful and credible. For a wholesale retailer, discounts, catalogues, special offers, and direct communication can strengthen perceived value when the conditions are clear and consistently implemented. The result is consistent with studies that identify promotion as a relevant factor in customer evaluations (Indrawati et al., 2024; Masroni, 2025). Management should maintain attractive promotional programmes while ensuring that advertised prices, shelf labels, and checkout prices are aligned.

Service quality and customer satisfaction

Service quality also has a positive and significant effect (B = 0.139; t = 2.336; p = .024). This supports the view that reliable transactions, prompt assistance, employee assurance, empathy, and adequate physical facilities contribute to a satisfactory shopping experience. The thesis specifically identifies responsiveness as an area requiring attention: its mean score was 3.38 and was

categorized as moderate. This indicates an opportunity to improve employee availability, queue management, response time, and complaint handling. The finding is consistent with the service-quality perspective that customer evaluations are shaped by both the outcome and process of service delivery (Parasuraman et al., 1988; Tjiptono, 2022).

Pricing strategy and customer satisfaction

Pricing strategy has a positive and significant effect on customer satisfaction (B = 0.271; t = 3.061; p = .004). Its standardized beta coefficient (β = .349) is the largest among the predictors, indicating the strongest relative contribution in the estimated model. Customers appear to place substantial importance on affordability, price competitiveness, the relationship between price and product quality, and the benefits received for the amount paid. In a cash-and-carry business, transparent pricing and clear value propositions are particularly important because customers may purchase in volume and compare alternatives. The result reinforces the importance of perceived value and fair pricing in marketing management (Kotler & Armstrong, 2023; Kotler & Keller, 2022).

Brand experience and customer satisfaction

Brand experience has a positive and significant effect on customer satisfaction (B = 0.174; t = 2.571; p = .013). The reported mean per item for brand experience was 3.74, within the high category, while affective experience recorded the highest mean (3.92). This suggests that customers generally report positive emotional responses when shopping at Lotte Grosir Manado. Brand experience extends beyond visual identity to include sensory impressions, feelings, cognitive engagement, and behavioral responses generated by brand-related stimuli (Brakus et al., 2009). Retail managers should therefore maintain a clean and organized store environment, support efficient shopping journeys, and encourage helpful employee interactions.

Integrated interpretation

Taken together, the results show that customer satisfaction in this setting is associated with a combination of promotional effectiveness, service delivery, price value, and brand experience. Pricing strategy has the strongest relative contribution, but the significant results for all four predictors indicate that no single marketing lever should be managed in isolation. A competitive price may attract customers, while accurate promotional communication, responsive employees, and a positive store experience help sustain satisfaction. The findings are context-specific and should be interpreted in light of the sample composition and the use of accidental sampling.

CONCLUSION

This study finds that promotion, service quality, pricing strategy, and brand experience each have a positive and statistically significant partial effect on customer satisfaction at Lotte Grosir Manado. The four variables also have a significant joint effect. The regression model explains 50.3% of the variation in customer satisfaction, with pricing strategy demonstrating the strongest relative contribution based on its standardized beta coefficient.

Managerially, Lotte Grosir Manado should maintain effective promotional programmes while ensuring consistency between promotional materials, shelf labels, and checkout prices. Service

responsiveness should be strengthened through employee availability, efficient queue management, and effective complaint resolution. The company should preserve competitive and transparent prices that customers perceive as fair relative to product quality and benefits. Positive brand experience can be supported through store cleanliness, orderly displays, comfortable shopping conditions, and helpful interactions.

Future research should involve larger and more diverse samples, compare multiple wholesale-retail outlets, and examine additional factors that may explain the remaining 49.7% of variation in customer satisfaction, such as product quality, assortment, facilities, location, brand image, and customer value. Because the current study uses accidental sampling and a single retail location, its findings should not be generalized uncritically to all retail customers.

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