



The Influence of Digital Promotion, Service Quality, and Price on Customer Satisfaction at Bintang Utama Store, Banyuwangi

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Abstract

His study aims to determine directly and indirectly the variables of Digital Promotion, Service Quality and Price on Customer Satisfaction at Bintang Utama Stores in Kalipait Village, Banyuwangi. Respondents were taken as a sample of 40 people, namely from the main star shop customers using purposive sampling. Data obtained through the distribution of questionnaires. The analysis technique used is multiple linear regression, t test, F test and coefficient of determination (R²), using the SPSS 25 tool. The results show that simultaneously there is a significant effect of digital promotion variables, service quality and price on customer satisfaction. Partially there is no significant effect of digital promotion variables on customer satisfaction. Partially there is a significant effect of service quality variables on customer satisfaction. Partially there is no significant effect of the price variable on customer satisfaction at the Bintang Utama store in Kalipait Village, Banyuwangi.

Keywords: (Digital Promotion; Service Quality; Customer Satisfaction)

1. Introduction

The development of technology and information is very sophisticated, influencing in fulfilling the needs and lifestyle of society, lifestyle itself is very closely related to fashion, Indonesia is now increasingly developing following the flow of modernization especially in the field of fashion, because with fashion it will support a person's appearance to be more attractive and become the center of trends in society, while fashion products themselves include clothes, shoes, bags, accessories, and others.

Business competition in the fashion sector is very tight, especially in the clothing sector. Marketers compete in offering products for sale in various ways. This condition requires companies to improve and develop their products in order to win the competition and achieve customer satisfaction.

Bintang Utama Store is a fashion store located in Kalipait Village, Tegaldlimo District, Banyuwangi Regency. Since its official opening in 2012, the store has employed eight people. Initially, Bintang Utama Store promoted itself through various methods to attract customers, as there was little competition at the time. However, over time, many new clothing stores opened in the area, each with varying promotions, service quality, and price points. This has become a new problem and a threat to Bintang Utama Store. It is feared that in the coming years, many customers will switch to other stores.

This phenomenon makes entrepreneurs must be able to offer the benefits of a product according to the desires and needs of consumers, these benefits can be created through digital promotions, service quality and good prices and in accordance with consumer expectations. Based on the definition above, it can be concluded that basically the understanding of service quality, price and digital promotion has an effect on customer satisfaction at the Bintang Utama Store located in Kalipait Village, Banyuwangi Regency. Based on this description, the author wants to conduct a study on the influence of digital promotions, service quality and prices on customer satisfaction at the Bintang Utama Store in Kalipait Village, Banyuwangi.

Problem formulation: Do digital promotions, service quality and price have a partial and simultaneous influence on customer satisfaction. The aim of the research is to analyze and determine the influence digital promotions, service quality and price have a partial and simultaneous influence on customer satisfaction.

Philip Kotler and Armstrong (2002:14) marketing management is the analysis, planning, implementation and control of programs planned to create, build and maintain profitable exchanges with target buyers with the aim of achieving organizational goals. Lupiono (2013:92) states that the marketing mix is a tool or device for marketers which consists of various elements of a marketing program which really need to be considered so that the implementation of the marketing strategy and the determination of its position can be successful. According to experts, according to Coviello et al., in (Fawaid, 2017:109), digital marketing is the use of the internet and other interactive technologies to create and connect dialogues between companies and identified consumers. They also argue that digital marketing is part of e-commerce. Wyekof (Arief2007:118), stated that the definition of service quality is the level of perfection expected and control of this perfection to fulfill customer desires. Price is a measure of the amount of value spent in a certain amount to obtain goods or services, the amount of value can be measured based on the currency value in force in that area. According to Kotler (in Sangadji and Sopiah, 2013:181) consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing perceptions or impressions with the performance of a product and expectations.

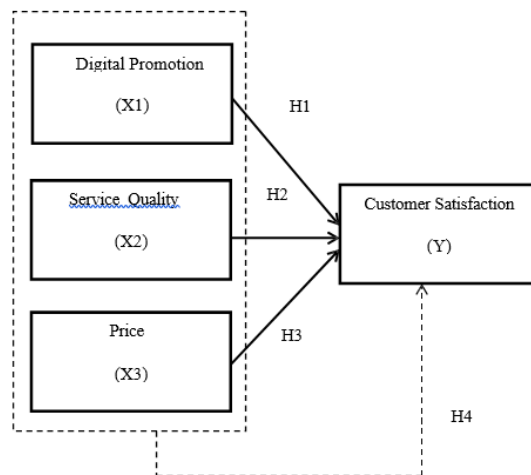


Figure 1. Conceptual Framework of the Research

Hypothesis: It is suspected that digital promotion, service quality and price have a partial and simultaneous influence on customer satisfaction.

2. Methods

The Bintang Utama Store is located in Kalipait Village, Tegaldlimo District, Banyuwangi Regency. Its target market is the Kalipait area and its surrounding areas. The Bintang Utama Store is a fashion store that sells various types of goods, including clothing for children and adults, school supplies, bags, shoes, sandals, dolls, accessories, and pottery. The store is strategically located and features amenities such as free Wi-Fi, a changing room, bathrooms, seating, and ample parking. The Bintang Utama Store in Kalipait Village serves both offline and online customers through social media platforms like Facebook, Instagram, and WhatsApp.

According to Sugiono (2002:720), a population is a generalized area consisting of objects/subjects that have certain quantities and characteristics determined by the researcher to be studied and then conclusions drawn. Based on the expert opinion, the population to be used is the customers of the Bintang Utama store in Kalipait Village, Tegaldlimo District, Banyuwangi Regency.

According to Sugiono (2012:91), if the research will conduct multivariate analysis (correlation or multiple regression, for example), the sample size should be at least 10 times the number of variables being studied. For example, if there are 5 research variables (independent + dependent), then the number of sample members = $10 \times 5 = 50$. In this study, there are 4 variables: 3 independent variables and 1 dependent variable, so $4 \times 10 = 40$. Therefore, the sample size in this study is 40 respondents. This number will be divided into two ways: 20 respondents for offline sample questionnaires and 20 respondents for online sample questionnaires, to customers of the Bintang Utama Store in Kalipait Village, Banyuwangi.

The data collection methods in this study used several methods, including: Observation, Interviews, Documentation, and Questionnaires. The data analysis methods in this study were: 1).

Instrument Testing (Validity Test, Reliability Test), 2). Classical Instrument Testing (Normality Test, Multicollinearity Test, Heteroscedasticity Test), 3). Bergand Regression Analysis, 4). Coefficient of Determination (R²), 5). Hypothesis Testing (t-Test and F-Test).

3. Results and Discussion

The results of the validity test show that all variables are declared valid because the calculated r value is > the r table value which is 0.312.

Table 1. Validity Test

No	Variable	r count	r table	Information
1	Digital Promotion (X1)			
	Item 1	0,375	0,312	Valid
	Item 2	0,564	0,312	Valid
	Item 3	0,565	0,312	Valid
	Item 4	0,791	0,312	Valid
	Item 5	0,384	0,312	Valid
	Item 6	0,384	0,312	Valid
2	Service Quality (X2)			
	Item 1			
	Item 2	0,791	0,312	Valid
	Item 3	0,622	0,312	Valid
	Item 4	0,791	0,312	Valid
	Item 5	0,461	0,312	Valid
		0,622	0,312	Valid
3	Price (X3)			
	Item 1	0,492	0,312	Valid
	Item 2	0,372	0,312	Valid
	Item 3	0,455	0,312	Valid
	Item 4	0,372	0,312	Valid
4	Customer Satisfaction (Y)			
	Item 1			
	Item 2	0,553	0,312	Valid
	Item 3	0,768	0,312	Valid
		0,768	0,312	Valid

The results of the reliability test show that all variables have a fairly large Alpha coefficient, namely > 0.60, so it can be said that all the measuring concepts for each variable in the questionnaire are reliable, which means that the questionnaire is reliable.

No	Variable	Alpha Cronback	Information
1.	Digital Promotion (X1)	0,611	Reliable
2.	Service Quality (X2)	0,796	Reliable
3.	Price (X3)	0,821	Reliable
4.	Customer Satisfaction (Y)	0,851	Reliable

Table 2. Reliability Test

Testing of residual normality using the Kolmogorov-Smirnov test, which has a significant value of 0.200 greater than 0.05 (0.200>0.05) so that it can be interpreted that the data in this study is normally distributed.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		40
Normal Parameters ^{a,b}	Mean	0.00E+00
	Std. Deviation	0.84372948
Most Extreme Differences	Absolute	0.093
	Positive	0.093
	Negative	-0.081
Test Statistic		0.093
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Table 3. Reliability Test

The results of the multicollinearity test indicate that none of the models or variables exhibit multicollinearity. This is indicated by a Tolerance value of ≤ 0.1 and a VIF value of 10 for the independent variables. Therefore, the three independent variables tested—digital promotion, service quality, and price—did not exhibit multicollinearity among the independent variables in the regression model.

Model	Collnearity Statistics		Information
	Tolerance	VIF	
Digital Promotion	485	2,060	No Multicollinearity Occurs
Service Quality	611	1,638	No Multicollinearity Occurs
Price	747	1,339	No Multicollinearity Occurs

Table 4. Multicollinearity Test

Based on the results of the table, it shows that the digital promotion variable test does not experience heteroscedasticity because the sig value is > 0.05 , which is 0.73. The service quality variable does not experience heteroscedasticity because the sig value is > 0.05 , which is 0.31. The price variable does not experience heteroscedasticity because the sig value is > 0.05 , which is 0.89. And the customer satisfaction variable also does not experience heteroscedasticity because the sig value is > 0.05 , which is 0.52. Thus, the four independent variables in the test, namely digital promotion, service quality, price, and customer satisfaction, do not show symptoms of heteroscedasticity between the independent variables in the regression model.

Model		Unstandardizd Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	1.553	1.093			1.42	0.164
	Digital Promotion	-0.02	0.057	-0.083		-0.346	0.732
	Service Quality	-0.064	0.062	-0.307		-1.037	0.307
	Price	0.008	0.056	0.028		0.148	0.883
	Customer Satisfaction	0.063	0.096	0.186		0.654	0.517

Table 5. Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients		T	Sig.
		B	Std. Error	Beta			
1	(Constant)	2.322	1.85			1.255	0.218
	Digital Promotion	0.106	0.097	0.15		1.088	0.284
	Service Quality	0.449	0.076	0.732		5.932	0.000

Price	-0.093	0.096	-0.108	-0.97	0.339
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Table 6. Multiple Linear Regression Analysis

Based on the calculations, the coefficient of determination (R²) obtained was 0.638. This means that customer satisfaction contributed 63.8% by digital promotion (X1), service quality (X2), and price (X3), while the remaining 36.2% was influenced by other variables not examined in this study.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 ^a	0.665	0.638	0.87818

Table 7. Coefficient of Determination (R²)

Based on the t-test, we can see from the sig value that only the service quality variable has a significant influence.

Model		Unstandardized Coefficients		Standardized Coefficients		T	Sig.
		B	Std. Error	Beta			
1	(Constant)	2.322	1.85			1.255	0.218
	Digital Promotion	0.106	0.097	0.15		1.088	0.284
	Service Quality	0.449	0.076	0.732		5.932	0.000
	Price	-0.093	0.096	-0.108		-0.97	0.339

Table 8. t Test

Based on the sig value in the F test with a value of 0.000, the digital promotion, service quality and price variables together have a significant effect on customer satisfaction.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	55.212	3	18.404	23.864	.000 ^b
	Residual	27.763	36	0.771		
	Total	82.975	39			

Table 9. F Test

Improvements in digital promotion need to be made, starting from product images, clear, attractive, and easy-to-understand product descriptions for consumers, providing free shipping with a maximum predetermined product purchase, this will increase customer satisfaction at the Bintang Utama Store in Kalipait Village, Banyuwangi Regency. Service quality must also be improved starting from service to customers in offline stores or online because with good service, a sense of satisfaction will arise in customers. Price is also one of the factors that influence customer satisfaction, in this case the Bintang Utama store in Kalipait Village, Banyuwangi Regency should have a strategy in setting prices to create customer satisfaction, such as discount vouchers provided not only in offline stores but also online stores.

4. Conclusion

Digital promotions did not significantly impact customer satisfaction. This indicates that even though promotions are conducted through digital media, they are not powerful enough to create positive perceptions or directly increase customer satisfaction. Service quality significantly impacts customer satisfaction. This finding confirms that service delivery, whether in terms of speed, friendliness, accuracy, or professionalism, is a key factor in customer satisfaction. Price did not significantly impact customer satisfaction. This means that customers do not consider price as long as they perceive they receive quality service.

Focus on improving service quality. Given that service quality has been proven to influence customer satisfaction, companies should continue to improve service standards, train employees, and develop responsive and professional service systems. Evaluate digital promotion strategies. Although digital promotions currently have no significant impact, this could be due to a lack of relevance or

appeal of promotional content. Therefore, it is recommended to review content, platforms, and target audiences to make digital promotions more effective. Maintain a reasonable pricing structure. Although price does not directly impact customer satisfaction, this does not mean companies can ignore this aspect. Prices must remain competitive and in line with the value received by customers to avoid compromising competitiveness. Conduct further research. Further studies are recommended to explore other factors that may influence customer satisfaction, such as brand loyalty, user experience, or customer trust.

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