

Strategies To Increase Customer Satisfaction Through Relationship Marketing And Discounts At Penyet Kalasan Chicken Restaurant

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Abstract

This study investigates the influence of relationship marketing and discounts on customer satisfaction at the Penyet Kalasan Chicken Restaurant. The study adopts a quantitative approach with sampling determined using the Hair formula. Data were analyzed through multiple linear regression. The results show that relationship marketing has a significant positive effect on customer satisfaction, with a regression coefficient of 0.714 and tcount (10.054) greater than ttable (1.9804), and a significance value below 0.05. Similarly, discounts also exert a significant positive effect, indicated by a regression coefficient of 0.251 and tcount (3.278) > ttable (1.9804). The joint effect of both variables is confirmed by the F-test, where Fcount (89.698) exceeds Ftable (3.07), suggesting that relationship marketing and discounts simultaneously influence customer satisfaction. Furthermore, the coefficient of determination (R^2) indicates that 60.5% of the variance in customer satisfaction is explained by these two variables, while 39.5% is attributed to other factors outside the study. These findings emphasize that customer relationship strategies and discount programs are critical drivers of satisfaction in the restaurant industry. Therefore, managers are advised to strengthen relational engagement with customers while offering attractive promotional pricing to sustain loyalty and competitiveness in a highly dynamic market.

Keywords: *Customer Satisfaction, Discount, Order Delivery Applications, Products, Relationship Marketing*

A. Introduction

In today's digital age, in facing a business competition, it is very tight, especially in the culinary field, because in addition to utilizing offline businesses, culinary businesses also utilize online media such as various food delivery applications to reach the community at large. To be able to maintain the culinary business, you must be able to have various ways to deal with businesses that are already fiercely competitive and improve the culinary business again. The Penyet Kalasan Chicken Restaurant in Medan City has been running a business for quite a long time in Medan for 5 years, so this restaurant has enough experience in handling various types of consumer behavior in buying food at the Penyet Kalasan Chicken Restaurant.

The Penyet Kalasan Chicken Restaurant in maintaining consumer relationships has experienced various problems / obstacles in maintaining relationships between its consumers. So that the Penyet Kalasan Chicken Restaurant conducts relationship marketing. Various ways have been carried out, but the problem faced by this restaurant is not very effective because the implementation cost is quite large because it has to provide various training for staff and technology in managing incoming consumer data. the lack of a good level of familiarity in the customer to customer relationship approach makes customers feel hesitant and increasingly distrustful of the company, making them decide to look for another company that can provide convenience in transacting.¹

Relationship marketing has a significant impact on consumer satisfaction because it focuses on building long-term relationships that are mutually beneficial. Through this approach, the company better understands the needs and preferences of customers, so that it is able to provide more personalized and relevant services. Customers who feel valued and cared for tend to be more satisfied and loyal. For example, with consistent and responsive communication, engaging loyalty programs, or special treatment for loyal customers, companies create positive experiences that strengthen emotional bonds with customers. Ultimately, this consumer satisfaction leads to loyalty, positive recommendations, and long-term profits for the company. Consumer satisfaction is the target of every company. Consumer satisfaction is a post-purchase evaluation between the perception of the alternative performance of the selected product or service that meets or exceeds expectations.²

Relationship marketing is a way that is often done by various restaurants in maintaining good relationships with consumers. However, the way it is done is quite different. The ultimate goal of relationship marketing is to achieve customer satisfaction, company success, and the long-term continuation of the relationship itself.³ At the Penyet Kalasan Chicken Restaurant, they maintain a good relationship by consistently providing high-quality service so that they can maintain the trust of consumers, apart from the service there is also an increase in interaction and communication carried out so that this restaurant knows what are the preferences of its consumers in encouraging customer satisfaction. relationship marketing is a business philosophy, strategic orientation, which focuses on

¹ Pesta Gultom et al., "The Influence of Product Knowledge and Customer Relationship Marketing on Interest Customer Buy at PT . RHB Sekuritas Indonesia Medan," *Jurnal Mantik* 8, no. 1 (2024).

² Fifin Anggraini and Anindhyta Budiarti, "Pengaruh Harga, Promosi, Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dimediasi Kepuasan Pelanggan Pada Konsumen Gojek," *Jurnal Pendidikan Ekonomi (JUPE)* 8, no. 3 (2020): 86–94, <https://doi.org/10.26740/jupe.v8n3.p86-94>.

³ Rohmad Prio Santoso, Winaika Irawati, and Choirun Nisful Laili, "Literature Review: Implementasi Strategi Relationship Marketing Dalam Meningkatkan Kinerja Manajemen Pemasaran," *Journal of Business and Innovation Management* 6 (2024): 409–16, <https://doi.org/10.33752/bima.v6i3.6739>.

maintaining and improving relationships with existing customers rather than acquiring new customers.⁴ This is because retaining customers is easier than attracting new customers.

Rumah Makan Ayam Penyet Kalasan also often provides various discounts by participating in various food delivery applications, they make various discounts and participate in recommended discount programs. However, the taxes or commissions that must be borne are so large with average sales only. In fact, sometimes there is an uncertain decrease in sales per year. If you don't follow this discount program, online sales are almost non-existent. Discounts can indeed directly affect consumer satisfaction. When consumers feel that they are getting more value for their money, this can increase feelings of satisfaction. Discounts provide the thrill of winning, and customers may feel happy because they are getting a product or service at a lower price than usual.

Discounts in restaurants can be very effective in increasing consumer satisfaction. When customers get a discount, they feel like they're getting more value for their money, which instantly increases feelings of satisfaction. For example, lunch discounts or special menus at promotional prices can attract more customers to come and try the food. However, it is important to remember that discounts must be used strategically so as not to damage the perception of the value of the food itself. If it is given too often, customers may feel that the normal price is too expensive. Also, discounts given for special reasons, such as a customer's birthday or other special event, can add an emotional element that increases customer satisfaction. Overall, discounts used wisely can attract more customers, increase satisfaction, and ultimately build a loyal customer base. This will also reduce the profits.⁵ Because the decline in sales figures that occurred is estimated to be because the company is suspected of not carrying out promotions consistently, so that the process of increasing sales volume is considered not to meet the company's desire to earn profits.

In the company, promotional activities are one of the activities that are indispensable for the company because on the one hand convincing consumers of the products offered, while on the other hand, this greatly determines the success of the company in facing market competition.⁶ However, there is another side to this story. If discounts are given too often,

⁴ Gultom et al., "The Influence of Product Knowledge and Customer Relationship Marketing on Interest Customer Buy at PT . RHB Sekuritas Indonesia Medan."

⁵ H D E Sinaga, P Gultom, and ..., "Pengaruh Promosi Dan Citra Merek Terhadap Keputusan Pembelian Sepeda Motor Honda Di Pt. Indah Sakti Motorindo," *Journal of Science ...* 4307, no. 1 (2024): 38–43, <https://jurnal.goretanpena.com/index.php/JSSR/article/view/1710%0Ahttps://jurnal.goretanpena.com/index.php/JSSR/article/viewFile/1710/1091>.

⁶ Angelia Siatama, Hommy Dorthy Ellyany Sinaga, and Muhammad Ali Akbar, "Pengaruh Harga, Promosi Dan Marketplace Terhadap Keputusan Pembelian PT Calispo Multi Utama Medan" (STIE Eka Prasetya, 2023).

customers may start to expect consistently lower prices, and the satisfaction value of the discounts themselves can be reduced. In addition, relying too much on discounts can damage the perception of brand value and can create the impression that a product or service is only worth it if there is a discount. So, while discounts can increase consumer satisfaction in the short term, this strategy should be used wisely so as not to reduce brand value in the long run.

The word discount on the product offered makes consumers excited to buy the product so that they think that the product is cheap. Discounts that give consumers the perception that the price paid is cheaper than it should be.⁷ Consumers will conduct various evaluations to determine the selection of the desired product and the choices that will be used by consumers in making a decision to buy a product.⁸ The services provided by the company from employees can maintain and pay attention to consumer comfort so that it can solve problems very well between consumers and companies.⁹

Previous research shows that there is an influence between service quality, price and relationship marketing on consumer satisfaction.¹⁰ Another previous research shows that partially and simultaneously customer relationship management and service quality, each of which has a significant influence on customer satisfaction.¹¹ So this research was carried out to see if there is an effect of relationship marketing with discounts on consumer satisfaction at the Penyet Kalasan Chicken Restaurant, Medan City.

B. Discussion

1. Relationship Marketing on Consumer Satisfaction of Ayam Penyet Kalasan Restaurant

The relationship marketing variable has a regression coefficient value of 0.714 and a t_{count} value (10,054) > t_{table} (1.9804) with a significance value of $0.000 < 0.05$. So it can be interpreted that the relationship marketing variable has a partially significant positive influence on Consumer Satisfaction at the Penyet Kalasan Chicken Restaurant. The

⁷ Kapriani (2022)

⁸ Elisabeth Nainggolan et al., "Enrichment: Journal of Management Is Licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0) Enrichment: Journal of Management Analysis Of The Effect Of Personal Sales And Product Quality On Consumer Purchase D," *Enrichment: Journal of Management* 12, no. 2 (2022): 2431–35.

⁹ Muammar Rinaldi et al., "Analysis of the Impact of Services and Consumer Trust on Consumer Loyalty in Using Services," *Advances in Social Sciences Research Journal* 9, no. 7 (2022): 787–93, <https://doi.org/10.14738/assrj.97.12248>.

¹⁰ Langgeng Sri Handayani and Ahmad Syarifudin, "Prodi Manajemen, Universitas Pelita Bangsa, Indonesia" 11 (2022): 298–313.

¹¹ Nur Laely, Djunaedi Djunaedi, and Dea Rosita, "Pengaruh Customer Relationship Marketing Dan Kualitas Layanan Terhadap Kepuasan: Studi Konsumen McDonald's Kediri," *Ekonika: Jurnal Ekonomi Universitas Kadiri* 5, no. 2 (2020): 224, <https://doi.org/10.30737/ekonika.v5i2.1129>.

results of this study are also in line with the research conducted by ¹² shows that there is an influence between service quality, price and relationship marketing on consumer satisfaction. Previous research that conducted by ¹³ are also in line with the research conducted shows that partially and simultaneously customer relationship management and service quality, each of which has a significant influence on customer satisfaction".

This finding aligns with the theoretical perspective which emphasizes that relationship marketing is not only limited to transactional interactions, but also includes building long-term relationships through trust, commitment, and emotional attachment between companies and consumers. By maintaining intensive communication, providing personalized services, and fostering customer loyalty programs, businesses are able to create a sense of belonging and customer attachment that significantly increases satisfaction levels.

The results of this study are consistent with previous research which shows that relationship marketing, along with service quality and price fairness, is a key determinant of customer satisfaction in the hospitality and restaurant industry. For instance, studies in the food service sector highlight that when customers perceive strong relationship-oriented practices, they tend to form favorable evaluations, leading to repeat visits and positive word-of-mouth recommendations. Similarly, research on customer relationship management (CRM) and service quality confirms that both factors, either partially or simultaneously, contribute significantly to consumer satisfaction.

In the context of the Penyet Kalasan Chicken Restaurant, the implications of this finding are highly relevant. Establishing good relationships with customers, such as by recognizing loyal customers, addressing complaints promptly, and ensuring consistent service quality, directly enhances the dining experience. This relational approach differentiates the restaurant from competitors who may rely solely on pricing strategies. Moreover, effective relationship marketing provides a sustainable competitive advantage because customer satisfaction formed through emotional and relational bonds tends to be more enduring than satisfaction based solely on product or price.

2. Discount on Consumer Satisfaction of the Penyet Kalasan Chicken Restaurant

The discount variable has a regression coefficient value of 0.251 and a t_{count} value (3.278) > t_{table} (1.9804) with a significance value of $0.001 < 0.05$. So it can be interpreted

¹² Handayani and Syarifudin, "Prodi Manajemen, Universitas Pelita Bangsa, Indonesia."

¹³ Laely, Djunaedi, and Rosita, "Pengaruh Customer Relationship Marketing Dan Kualitas Layanan Terhadap Kepuasan : Studi Konsumen McDonald's Kediri."

that the discount variable has a partially significant positive influence on consumer satisfaction at the Penyet Kalasan Chicken Restaurant.

From a theoretical perspective, discounts represent a short-term marketing strategy that provides direct economic benefits to consumers. Price reductions are often perceived as an added value, which can increase purchase intentions, repeat patronage, and a sense of fairness in the exchange process. In consumer behavior studies, perceived fairness in pricing has been shown to play a crucial role in strengthening customer satisfaction, particularly in highly competitive industries such as food and beverage services.

The results of this study are consistent with previous research findings that emphasize the positive role of discounts and promotional offers in enhancing customer satisfaction. Studies in the restaurant and retail sectors highlight that discounts not only influence consumer purchasing decisions but also create a perception of being valued, which contributes to overall satisfaction. Furthermore, research on pricing strategies demonstrates that discounts can act as psychological triggers that reduce consumers' perceived financial risk, thereby fostering a stronger sense of value for money.

In the specific context of the Penyet Kalasan Chicken Restaurant, discount programs may serve as an effective tool to attract new customers and retain existing ones, particularly in the face of intense market competition. For price-sensitive consumers, the availability of discounts enhances the perceived affordability of the dining experience, which contributes to higher satisfaction. However, it is important to note that discounts should be implemented strategically. Excessive reliance on discounts could reduce profit margins and potentially lower brand image if customers begin to associate the restaurant only with cheap pricing. Therefore, discount strategies must be integrated with other long-term approaches, such as relationship marketing, to ensure sustainable customer satisfaction and loyalty.

3. Relationship Marketing and Discount on Consumer Satisfaction of Penyet Kalasan Chicken Restaurant

The relationship marketing and discount variables have a value of $F_{\text{count}} 89,698 > F_{\text{table}} 3.07$. So it can be interpreted that the relationship marketing and discount variables have a significant positive influence simultaneously on Consumer Satisfaction at the Penyet Kalasan Chicken Restaurant. Then, from the results of the determination coefficient test (R^2), the R Square value for the dependent variable (consumer satisfaction) was 0.605 which concluded that 60.5% of consumer satisfaction was

influenced by the variables of relationship marketing and discount. While the remaining 39.5% was influenced by other variables that were not studied in this study.

These findings emphasize that relationship marketing and discount strategies are complementary in shaping consumer satisfaction. Relationship marketing builds long-term trust and emotional attachment, while discounts provide short-term incentives that enhance perceived value. When implemented together, these strategies create a synergistic effect that strengthens customer evaluations of the restaurant's overall offerings. This is particularly important in the food service industry, where consumer decisions are influenced not only by the tangible attributes of the product but also by the relational and financial benefits offered.

The results are in line with previous research which highlights that a combination of relational strategies and pricing promotions can significantly improve consumer satisfaction and loyalty. For example, studies in the restaurant and retail sectors show that businesses which simultaneously prioritize customer relationships and competitive pricing achieve higher retention rates and stronger word-of-mouth effects. In other words, customer satisfaction is most effectively achieved when emotional engagement and economic value are delivered together.

In the context of the Penyet Kalasan Chicken Restaurant, the simultaneous influence of relationship marketing and discount programs implies that management should not rely solely on one approach. While discounts may attract price-sensitive consumers, relationship marketing ensures that these customers remain loyal beyond temporary promotional offers. Thus, a balanced strategy that integrates both elements is crucial for sustaining competitiveness in a crowded marketplace. This approach not only increases short-term satisfaction but also builds long-term customer loyalty, which is essential for business sustainability.

Overall, the findings of this study clearly demonstrate that both relationship marketing and discount strategies, either individually or simultaneously, play a significant role in enhancing consumer satisfaction at the Penyet Kalasan Chicken Restaurant. Relationship marketing contributes to long-term emotional bonds and trust, while discounts provide short-term economic value that appeals to price-sensitive customers. When integrated, these strategies complement each other, explaining 60.5% of the variance in consumer satisfaction, and thereby affirming their critical importance

in strengthening competitiveness, fostering loyalty, and ensuring the sustainability of restaurant businesses in a highly dynamic market environment.

C. Conclusion

Based on the results of research that has been carried out, it shows that the variables of relationship marketing and discount have an influence in increasing consumer satisfaction at the Penyet Kalasan Chicken Restaurant. The strategy carried out in each variable plays a very important role in increasing consumer satisfaction at the Penyet Kalasan Chicken Restaurant. Without a clear and appropriate strategy, the efforts made will not be maximized, so thorough research is needed on the desired market so that the strategy intended will be right on target. Therefore, relationship marketing and discounts must be maintained and improved again to achieve an increase in consumer satisfaction at the Penyet Kalasan Chicken Restaurant. Relationship marketing focuses on building long-term relationships with customers. With this approach, Ayam Penyet Kalasan restaurants tend to better understand customer needs and preferences so that they can provide more personalized and satisfying services. Customers who feel valued and cared for will usually be more loyal and satisfied. Discounts, on the other hand, are a short-term strategy to attract purchases. Discounts can increase consumer satisfaction directly because they feel they are getting more value for their money. However, if it is given too often, customers can become accustomed and discounts are no longer the main driver of satisfaction. So, combining relationship marketing and discounts can be an effective strategy. However, a balance is needed: relationship marketing builds long term satisfaction and loyalty, while discounts can provide instant gratification for a Penyet Kalasan Chicken Restaurant. So hopefully with the latest research that has been carried out, this can be useful and can be applied by the Penyet Kalasan Chicken Restaurant.

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