

## Training to Improve Customer Satisfaction by Develop Discount Price

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### ABSTRACT

In the business world, many companies offer similar goods or services, leading to intense competition. To stand out, companies must employ innovative strategies and effective promotions to attract customers. One common promotional strategy is offering discounts, which involves reducing the price of goods to make them more appealing to consumers. Discounts serve as a tool to increase consumer interest in purchasing a product within a specified time frame. Customer satisfaction, in this context, refers to the extent to which a customer's expectations and needs are met, particularly regarding the perceived value of the purchase. This study explores the effect of price cuts through discounts on customer satisfaction. The research was conducted using a situational approach, analyzing real-time customer responses and feedback during promotional periods in selected retail stores. Data was collected through direct observation and surveys, providing insights into consumer behavior and satisfaction levels related to discounted products.

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## 1. INTRODUCTION

In determining customer satisfaction, it is related to 4p or price, place, product, and promotion. Price can affect the level of customer satisfaction. Discounts are currently often in demand by customers. Discounts themselves are one of the pricing strategies used by companies to influence consumer decisions.

According to Kotler and Keller (2007:84), pricing policy is very important in marketing a product, because price is the only element of the marketing mix that provides income for an organization or company. So, it is undeniable that price is an important element, both for companies in influencing consumers and for companies in surviving in competition.

With this discount, it makes changes in the demand and supply of products so that companies can measure how much sensitivity demand and supply can occur due to changes in price. In addition,

discounts can also influence consumers to want to buy discounted goods or those that have price cuts, this is because discounts can benefit consumers with a discount on a product, consumers do not need to pay for the goods according to the normal price, but below the normal price.

Schindler (2012) stated that there are several types of discounts, namely as follows. (1) Periodic Discount, this discount is given during certain periods. When not in the discount period, the product offered will have a normal price. However, when in the discount period, there will usually be items that say "sale". (2) Promotional Discount, this type of discount is used to communicate a product to consumers. By placing a discount on the product, it will attract consumers to find out about the discounted product. (3) Early Purchase Discounts, this type of discount is widely used in industries that offer products in the form of services. (4) Late Purchase Discount, this type of discount is usually found on goods that have been in the store for a long time. The goal is none other than to sell the product so that it sells well. Examples include warehouse sale discounts or end-of-year discounts.

Definition of Customer Satisfaction Satisfaction according to the Indonesian Dictionary is satisfied feeling happy about (things that are satisfying, pleasure, relief and so on). Customer satisfaction is a state where the desires or expectations of customer needs are met.

Characteristics of Satisfied Customers Kotler, (2000) states the characteristics of satisfied customers as follows:

- a. Loyal to the product Satisfied customers tend to be loyal where they will buy again from the same manufacturer.
- b. There is positive word of mouth communication. Positive word of mouth communication (word of mouth communication) is a recommendation to other consumers and saying good things about the product and the company. Finally, the company must submit acceptable satisfaction to other stakeholders. Because it requires a very fine balance, marketers must continue to produce higher value and satisfaction for customers but still not give everything.
- c. The company is the main consideration when buying another brand. When a customer wants to buy another product, the company that has satisfied him will be the main consideration.

## **2. METHOD**

The research employed a situational approach, focusing on real-time analysis of customer reactions to discounts in a retail environment. The study was conducted in selected stores, where customer interactions with discounted products were closely observed. Data collection involved administering structured surveys to customers after they made a purchase during the discount period. The surveys assessed customer satisfaction, perceived value, and the likelihood of repeat purchases. Additionally, direct observations were made to understand the immediate impact of price cuts on consumer behavior. This method allowed for a comprehensive understanding of how discounts influence customer satisfaction and purchasing decisions, providing valuable insights for businesses to refine their promotional strategies.

## **3. RESULTS AND DISCUSSION**

The situational approach employed in this study offers a comprehensive analysis of how discounts influence customer satisfaction within a defined context. By focusing on this method, researchers gain the ability to delve deeply into customer perceptions and reactions to price reductions, and their subsequent effects on overall satisfaction and loyalty. The study's findings reveal that price discounts have a pronounced effect on enhancing customer satisfaction.

Price discounts present a considerable advantage to customers by enabling them to acquire products at more economical rates. This financial benefit not only alleviates the cost burden for

customers but also fosters a favorable relationship between the customers and the brand. Customers frequently experience heightened happiness and satisfaction when they purchase their preferred items at reduced prices. The opportunity to save money through discounts enhances their positive view of the brand, contributing to a more favorable customer experience.

The impact of price discounts extends beyond immediate gratification. They have the potential to enhance customer loyalty and stimulate repeat purchases. When customers find value in the lower prices for products they favor, they are more inclined to have a favorable perception of their shopping experience and exhibit a greater likelihood of returning to make future purchases. Nevertheless, it is crucial to underline that maintaining high product and service quality is essential, regardless of the discount. A high-quality offering ensures that customers, even when paying a reduced price, do not feel they are compromising on the product's intrinsic value.

Customer satisfaction in this study is assessed based on the degree to which customers feel content and pleased with the products or services they obtain. This satisfaction is a direct outcome of whether the product or service meets or surpasses their expectations. The study's results also indicate that discounts, when strategically implemented, can serve as an effective tool for companies to strengthen their customer relationships and enhance their brand image. Provided that product and service quality remain paramount, discounts can be leveraged as a potent promotional strategy to attract and retain customers.

Implementing discounts as part of a promotional strategy requires careful consideration of the balance between pricing and product quality. Overzealous discounting or offering reductions without ensuring adequate product quality can undermine the brand's image and potentially diminish customer satisfaction over time. Therefore, it is imperative for companies to ensure that their discount offers are not only financially appealing but also consistent with the quality and value of the products provided.

The study also highlights that effective discount strategies should align with the overall brand positioning and customer expectations. Discounts should be part of a broader marketing strategy that integrates product quality, customer service, and brand values. This holistic approach helps maintain a positive brand perception and ensures that discounts contribute to long-term customer satisfaction and loyalty rather than short-term gains.

Furthermore, companies need to evaluate the long-term implications of their discount strategies. Frequent or substantial discounts may lead to customer expectations of ongoing lower prices, which could impact the perceived value of products and the brand's pricing strategy. As such, businesses must strike a balance between offering discounts and preserving the perceived value of their products.

In addition, it is essential for companies to monitor and analyze customer feedback regarding discount promotions. Understanding customer reactions and satisfaction levels can provide valuable insights into how discounts are perceived and their effectiveness in meeting customer needs. This feedback loop enables companies to refine their discount strategies and ensure they are aligned with customer preferences and expectations.

#### **4. CONCLUSION**

The findings of this study underscore the significant role that price discounts play in shaping customer satisfaction. Discounts provide an opportunity for customers to enjoy products at lower prices, which enhances their overall satisfaction and fosters positive brand relationships. However, to maximize the benefits of discount strategies, companies must ensure that they maintain high product and service quality and carefully manage the balance between pricing and value. By doing so, businesses can effectively leverage discounts to enhance customer satisfaction, build brand loyalty, and drive long-term success. This study offers valuable insights into the effective use of discounts as

a promotional tool and highlights the importance of strategic implementation in achieving optimal customer satisfaction and brand enhancement.

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