

# The Influence of Price and Digital Promotion on Customer Loyalty at Regional Packaging Center

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## Abstract

Customer loyalty is essential for maintaining the sustainability and competitiveness of Small and Medium Industries (SMIs). Price and digital promotion are considered important marketing factors that may influence customer loyalty. This study aimed to examine the influence of price and digital promotion on customer loyalty among SMI customers using sticker printing and screen-printing services at the Regional Packaging Center of West Nusa Tenggara Province, a government institution supporting local SMI activities. A quantitative approach with an associative research design was employed. Data were collected from 100 respondents selected through purposive sampling using a structured questionnaire and analyzed using multiple linear regression with Jamovi version 2.7.3. The findings indicate that price has a positive and significant effect on customer loyalty, whereas digital promotion does not have a significant partial effect. However, price and digital promotion simultaneously have a significant influence on customer loyalty, with the regression model explaining 68.5% of the variance in customer loyalty ( $R^2 = 0.685$ ). These findings indicate that, in this public service context, customer loyalty is more closely associated with price than with digital promotional activities when considered individually. Therefore, the Regional Packaging Center should maintain appropriate pricing while improving the relevance and consistency of its digital promotional strategies for SMI customers.

## Keywords

Price; Digital Promotion; Customer Loyalty; Small and Medium Industries

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## 1. INTRODUCTION

The rapid advancement of digital technology has significantly transformed marketing practices, particularly in the Small and Medium Industries (SMIs) sector. According to (Chaffey & Ellis-Chadwick, 2022), digital technology enables businesses to communicate with customers through internet-based platforms while expanding market reach. Furthermore, (Kotler & Keller, 2022) emphasized that digital promotion is an important marketing strategy for creating customer value, strengthening customer relationships, and supporting business competitiveness. Therefore, effective digital promotion is increasingly important for businesses seeking to maintain customer relationships and strengthen their competitiveness.



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In addition to digital promotion, price is another important factor influencing customer loyalty. (Kotler & Keller, 2022) defined price as the amount of money customers exchange for the benefits they receive from a product or service. Appropriate pricing can contribute to customer satisfaction, particularly when customers perceive the price as consistent with the service received (Nasution, 2024). Empirical evidence also shows that price has a positive and significant effect on customer loyalty (Liyanto et al., 2024). Similarly, (Andika & Purnamasari, 2024) reported that price and promotion were associated with customer loyalty. These findings indicate that pricing is an important consideration in creating customer value and maintaining customer relationships.

Customer loyalty is a valuable asset that supports business sustainability and long-term competitiveness. (Kotler & Keller, 2022) defined customer loyalty as a customer's commitment to consistently repurchase products or services despite the availability of competing alternatives. Loyal customers may demonstrate their commitment through repeat purchases and continued relationships with a business. Previous studies have shown that customer loyalty can be associated with pricing and promotional factors. Liyanto et al. (2024) found that price and digital marketing were related to consumer satisfaction and loyalty, while Suryawan et al. (2024) reported that digital marketing and customer relationship marketing influenced customer loyalty. Andika and Purnamasari (2024) also found that price and promotion were associated with customer loyalty. Therefore, understanding the factors influencing customer loyalty is important for developing appropriate marketing strategies and supporting business sustainability.

The Regional Packaging Center (UPTD Balai Kemasan Produk Daerah) of West Nusa Tenggara Province is a government institution that supports the development and competitiveness of Small and Medium Industries (SMIs) through packaging development, design, sticker printing, screen-printing, and promotional support services. West Nusa Tenggara Province has considerable potential for the development of SMIs, making these services important for improving product quality and strengthening the competitiveness of local industries. As competition among printing and packaging service providers continues to increase, maintaining customer loyalty has become an important challenge. Customers have various alternative service providers offering competitive prices and different promotional strategies. Therefore, understanding how price and digital promotion influence customer loyalty is essential to support the development of more effective marketing strategies at the Regional Packaging Center.

According to administrative customer records obtained by the researcher from the Regional Packaging Center of West Nusa Tenggara Province, a total of 1,278 customers utilized the sticker printing and screen-printing services from January to December 2025. This substantial number of customers indicates the importance of maintaining customer loyalty to ensure the sustainability and

effectiveness of the institution's services. In addition, increasing competition among packaging and printing service providers requires the institution to implement appropriate pricing strategies and effective digital promotion to maintain long-term customer relationships.

(Firmanto et al., 2023) found that price perception had a positive influence on customer loyalty, suggesting that customers are more likely to maintain their relationship with a business when they perceive the price as reasonable and consistent with the value of the products or services received. Similarly, (Putri et al., 2023) reported that price and promotion were associated with customer loyalty in the coffee beverage business, indicating that an appropriate pricing strategy supported by effective promotional activities can encourage customers to continue choosing the same business. Furthermore, (Sudirjo et al., 2023) demonstrated that promotion and price contributed to customer satisfaction and, subsequently, customer loyalty among Tokopedia customers. These findings suggest that marketing-related factors, particularly price and promotional activities, may play an important role in encouraging customers to maintain long-term relationships with a business.

Previous studies have demonstrated that price and digital promotion are important factors related to customer loyalty. (Liyanto et al., 2024) found that competitive pricing significantly improves customer loyalty, while (Suryawan et al., 2024) reported that digital promotion positively influences customer loyalty. Similarly, (Andika & Purnamasari, 2024) found that appropriate pricing strategies contribute to stronger customer loyalty. However, these studies were largely conducted in commercial businesses, retail sectors, and e-commerce settings, where customers are commonly exposed to competitive offers and promotional content as part of their purchasing decisions. This context differs from government service institutions that provide supporting services for Small and Medium Industries (SMIs), where customers use services primarily to support their business activities. In such a context, customer loyalty may be influenced by practical considerations related to the value and usefulness of the services received, including price and the relevance of information provided through digital channels. Therefore, examining digital promotion in a government service institution is important because promotional activities may function not only to attract customers but also to provide relevant information and maintain relationships with SMI customers. Limited research has examined customer loyalty in government service institutions, particularly the Regional Packaging Center of West Nusa Tenggara Province. Therefore, this study aims to analyze the influence of price and digital promotion on customer loyalty among customers of the Regional Packaging Center of West Nusa Tenggara Province, both partially and simultaneously.

## **2. METHODS**

This study employed a quantitative research approach with an associative research design to examine the influence of price and digital promotion on customer loyalty at the Regional Packaging Center of West Nusa Tenggara Province. A quantitative approach was employed because it enables the objective examination of relationships among variables through the collection and statistical analysis of numerical data (Sugiyono, 2022). The associative design was selected because the study sought to identify and measure the relationship between the independent variables, namely price and digital promotion, and the dependent variable, namely customer loyalty. The study was conducted at the Regional Packaging Center (UPTD Balai Kemasan Produk Daerah) of West Nusa Tenggara Province, with customers who had used sticker printing and screen-printing services as the research subjects.

The study population consisted of 1,278 customers who utilized sticker printing and screen-printing services at the Regional Packaging Center of West Nusa Tenggara Province between January and December 2025. The population data were obtained from the administrative records of the institution and were used as the basis for determining the number of research respondents. The sample size was determined using the Slovin formula with an appropriate margin of error, resulting in 100 respondents. The use of a sampling procedure is important in quantitative research because the characteristics of the selected sample need to correspond with the objectives and scope of the research (Memon et al., 2025). In this study, respondents were selected using purposive sampling based on predetermined criteria relevant to the research objectives. Purposive sampling allows researchers to select participants who possess characteristics that are directly related to the phenomenon under investigation and can therefore provide relevant information for the research (Memon et al., 2025). The sampling criteria were customers who had used the sticker printing and/or screen-printing services provided by the Regional Packaging Center, had direct experience with the services received, and were able to evaluate the price, digital promotion, and customer loyalty aspects examined in this study. These criteria were applied to ensure that the respondents had sufficient experience with the service context to provide relevant responses to the research variables.

Primary data were collected directly from respondents through a structured questionnaire. The questionnaire used a five-point Likert scale to measure the variables of price ( $X_1$ ), digital promotion ( $X_2$ ), and customer loyalty ( $Y$ ). The Likert scale was employed because it provides a structured response format for measuring respondents' perceptions, attitudes, and evaluations of the variables under investigation. The use of Likert-type scales is widely established in survey-based quantitative research, although careful consideration is required regarding scale construction, response categories, and interpretation (Taufique et al., 2026). The questionnaire items were developed based on the operational definitions and indicators of each research variable. To enrich the research findings and provide contextual information, observations, interviews, and documentation were also conducted as

supporting data sources. These supporting methods were used to obtain additional information regarding the services, customer characteristics, and operational conditions of the Regional Packaging Center.

The collected data were analyzed using Jamovi version 2.7.3. Jamovi was selected as the statistical analysis software because it provides an accessible platform for conducting quantitative statistical procedures, including descriptive analysis, instrument testing, assumption testing, and multiple linear regression analysis. The use of statistical software facilitates the systematic processing of quantitative data and reduces the possibility of calculation errors during the analytical process. In this study, Jamovi was used to organize the questionnaire data, conduct the required statistical tests, and generate the statistical output used in interpreting the research findings (Hardisman, 2022; Azkiya & Karyati, 2025).

The analytical procedure consisted of several stages. First, the quality of the research instrument was assessed through validity and reliability tests to determine whether the questionnaire items adequately measured the intended research variables and produced consistent measurements. Second, descriptive statistical analysis was performed to describe the characteristics of the respondents and provide an overview of the distribution of the research variables. Third, classical assumption tests were conducted before regression analysis, including normality, multicollinearity, and heteroscedasticity tests. These tests were performed to determine whether the data met the assumptions required for multiple linear regression analysis. Fourth, multiple linear regression analysis was conducted to examine the influence of price and digital promotion on customer loyalty, both in terms of the direction and magnitude of the relationships between the variables. Finally, hypothesis testing was performed using the partial t-test and simultaneous F-test, while the coefficient of determination ( $R^2$ ) was used to assess the explanatory power of the regression model (Ghozali, 2021; Halif et al., 2025). The t-test was used to determine whether each independent variable individually had a significant influence on customer loyalty, whereas the F-test was used to determine whether price and digital promotion simultaneously influenced customer loyalty. The coefficient of determination was used to indicate the proportion of variation in customer loyalty that could be explained by the independent variables included in the regression model.

### **3. FINDINGS AND DISCUSSION**

#### ***3.1. Respondent Characteristics***

The respondents in this study were customers who used sticker printing and screen-printing services at the Regional Packaging Center (UPTD Balai Kemasan Produk Daerah) of West Nusa Tenggara Province.

They were selected because they were considered capable of providing relevant information regarding the influence of price and digital promotion on customer loyalty. The respondents' characteristics were classified based on business duration and the frequency of using sticker printing and screen-printing services.

**Table 1. Demographic Characteristics of Respondents**

| Characteristics                                                         | Category  | Frequency (People) | Percentage (%) |
|-------------------------------------------------------------------------|-----------|--------------------|----------------|
| <b>Business Duration</b>                                                | < 1 years | 27                 | 27,0           |
|                                                                         | 1–3 years | 29                 | 29,0           |
|                                                                         | 4–5 years | 15                 | 15,0           |
|                                                                         | > 5 years | 29                 | 29,0           |
| <b>Frequency of Using Sticker Printing and Screen Printing Services</b> | Once      | 12                 | 12,0           |
|                                                                         | 1–3 times | 37                 | 37,0           |
|                                                                         | > 3 times | 51                 | 51,0           |

Based on Table 1, most respondents had operated their businesses for 1–3 years (29%) and more than 5 years (29%), while 27% had been operating for less than one year and 15% for four to five years. Regarding service usage, the majority of respondents (51%) had used the sticker printing and screen-printing services more than three times, followed by 37% who had used the services one to three times, and 12% who had used them only once. These findings indicate that most respondents had sufficient experience using the services provided by the Regional Packaging Center of West Nusa Tenggara Province, enabling them to provide reliable evaluations of the research variables, namely price, digital promotion, and customer loyalty.

### 3.2. Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the influence of price ( $X_1$ ) and digital promotion ( $X_2$ ) on customer loyalty ( $Y$ ) among customers who utilized the sticker printing and screen-printing services at the Regional Packaging Center of West Nusa Tenggara Province. Prior to the regression analysis, the research data met the validity, reliability, and classical assumption test requirements, indicating that the regression model was appropriate for hypothesis testing.

**Table 2. Results of Multiple Linear Regression Analysis**

| Model Coefficients - Y |          |        |      |       |                 |                         |
|------------------------|----------|--------|------|-------|-----------------|-------------------------|
|                        |          |        |      |       |                 | 95% Confidence Interval |
| Predictor              | Estimate | SE     | t    | p     | Stand. Estimate | Lower Upper             |
| Intercept              | 0.6955   | 0.2246 | 3.10 | .003  |                 |                         |
| X1                     | 0.7494   | 0.0815 | 9.20 | <.001 | 0.7562          | 0.5930 0.919            |
| X2                     | 0.0912   | 0.0785 | 1.16 | .248  | 0.0955          | -0.0677 0.259           |

Source: Primary data processed using Jamovi (2026).

Based on the results of the multiple linear regression analysis using Jamovi version 2.7.3, the regression equation is expressed as follows:

$$Y_i = a + b_1(X_1)_i + b_2(X_2)_i + e_i$$

$$Y = 0.695 + 0.749X_1 + 0.091X_2$$

The regression results indicate that price ( $X_1$ ) has a regression coefficient of 0.749, with a t-value of 9.20 and a significance value of  $p < 0.001$ . These results indicate that price has a positive and statistically significant effect on customer loyalty. Therefore, the first hypothesis (H1) is accepted. This finding suggests that customers are more likely to remain loyal when they perceive that the prices offered are fair and consistent with the quality of the services provided.

In contrast, digital promotion ( $X_2$ ) has a regression coefficient of 0.091, with a t-value of 1.16 and a significance value of  $p = 0.248$ . Since the significance value is greater than 0.05, digital promotion does not have a statistically significant effect on customer loyalty. Therefore, the second hypothesis (H2) is rejected. This finding indicates that digital promotional activities have not yet become the primary factor influencing customers' decisions to continue using the sticker printing and screen-printing services at the Regional Packaging Center of West Nusa Tenggara Province.

**Table 3. Model Fit of Multiple Linear Regression**

| Model Fit Measures |       |                |                    |     |     |       |
|--------------------|-------|----------------|--------------------|-----|-----|-------|
|                    |       |                | Overall Model Test |     |     |       |
| Model              | R     | R <sup>2</sup> | F                  | df1 | df2 | p     |
| 1                  | 0.828 | 0.685          | 105                | 2   | 97  | <.001 |

Source: Primary data processed using Jamovi (2026).

The overall regression model was statistically significant ( $F = 105.00$ ,  $p < 0.001$ ), indicating that price and digital promotion simultaneously influence customer loyalty. Furthermore, the coefficient of determination ( $R^2 = 0.685$ ) indicates that 68.5% of the variation in customer loyalty is explained by price and digital promotion, while the remaining 31.5% is explained by other variables outside the research model.

### 3.3. Hypothesis Testing

Hypothesis testing was conducted to examine the partial and simultaneous effects of price ( $X_1$ ) and digital promotion ( $X_2$ ) on customer loyalty ( $Y$ ). The partial effects of each independent variable were evaluated using the t-test, while the simultaneous effect was assessed through the F-test. In addition, the coefficient of determination ( $R^2$ ) was calculated to determine the explanatory power of the regression model. The summary of the hypothesis testing results is presented in Table 4.

**Table 4. Summary of Hypothesis Testing**

| Hypothesis | Description                                                                                                       | Decision |
|------------|-------------------------------------------------------------------------------------------------------------------|----------|
| H1         | Price has a positive and significant effect on customer loyalty (Sig. < 0.05).                                    | Accepted |
| H2         | Digital promotion does not have a significant effect on customer loyalty (Sig. > 0.05).                           | Rejected |
| H3         | Price and digital promotion simultaneously have a significant effect on customer loyalty (F = 105.00; p < 0.001). | Accepted |

*Source: Primary data processed using Jamovi (2026).*

As presented in Table 4, the hypothesis testing results indicate that H1 and H3 are accepted, whereas H2 is rejected. These findings confirm that price has a significant positive effect on customer loyalty, while digital promotion does not have a significant partial effect. Furthermore, the results of the F-test indicate that price and digital promotion simultaneously have a significant effect on customer loyalty.

### 3.4 Discussion

#### 3.4.1. Effect of Price on Customer Loyalty

The findings reveal that price has a positive and statistically significant effect on customer loyalty among customers using sticker printing and screen-printing services at the Regional Packaging Center of West Nusa Tenggara Province ( $\beta = 0.749$ ,  $p < 0.001$ ). This result indicates that customers are more likely to continue using the services when they perceive the price as reasonable and consistent with the benefits and service quality received. In this context, price is not merely evaluated in terms of affordability but also through the value customers obtain relative to the costs incurred.

This finding is consistent with (Liyanto et al., 2024), who reported that price had a significant effect on consumer loyalty in the context of CV. Eka Prima Pekanbaru. It is also supported by (Vemberain & Rakhman, 2024), whose study showed that price perception was associated with customer loyalty. Similarly, (Permatahati et al., 2025) also found that price, along with customer relationship management and social media promotion, was associated with customer loyalty.

For the Regional Packaging Center, the result suggests that maintaining transparent and competitive pricing should remain a strategic priority. Because customers use the institution for tangible services such as sticker printing and screen printing, they can directly compare the price paid with the quality and usefulness of the output received. When customers perceive this exchange as favorable, they are more likely to return and continue using the services. Therefore, the positive effect of price found in this study highlights the importance of preserving pricing policies that reflect both customer purchasing capacity and the value of the services provided.

### **3.4.2. Effect of Digital Promotion on Customer Loyalty**

The results indicate that digital promotion does not have a statistically significant partial effect on customer loyalty ( $\beta = 0.091$ ,  $p = 0.248$ ). Although the coefficient is positive, the significance value indicates that digital promotion alone was not a direct predictor of customers' decisions to remain loyal to the Regional Packaging Center. This finding suggests that the existence of promotional activities in digital channels does not automatically translate into stronger loyalty.

The result differs from several previous studies. (Liyanto et al., 2024) found that digital marketing significantly influenced consumer loyalty, while (Pertiwi et al., 2023) developed a customer loyalty model in which social media marketing and user engagement contributed to loyalty. (Permatahati et al., 2025) likewise reported a significant positive effect of social media promotion on customer loyalty. These differences indicate that the relationship between digital promotion and loyalty may depend on the research setting, customer characteristics, type of service, and the way digital promotion is implemented.

In the present study, customers may place greater emphasis on tangible and directly experienced attributes, particularly price and the results of the printing services. The use of sticker printing and screen-printing services is generally related to operational needs, such as packaging, product labeling, and business identification, rather than purchases primarily driven by social media content. Therefore, customers may use digital promotion mainly to obtain information about available services without necessarily making it a primary reason for repeat use. Digital promotion may thus function more strongly as a channel for creating awareness or providing information than as an independent determinant of customer loyalty. Accordingly, the Regional Packaging Center should improve the relevance and consistency of its digital promotional activities by providing informative content that directly supports the practical needs of IKM customers.

### 3.4.3. Simultaneous Effect of Price and Digital Promotion on Customer Loyalty

The simultaneous test demonstrates that price and digital promotion jointly have a significant effect on customer loyalty ( $F = 105.00$ ,  $p < 0.001$ ). The coefficient of determination ( $R^2 = 0.685$ ) indicates that 68.5% of the variation in customer loyalty is explained by the two variables, while the remaining 31.5% is associated with other factors outside the model. Future studies may therefore consider other service-related factors, such as print quality, service speed or timeliness, and the accessibility or location of the Regional Packaging Center, which may also contribute to customer loyalty. Although digital promotion was not significant as an individual predictor, the overall regression model was statistically significant. This indicates that price and digital promotion collectively contribute to explaining customer loyalty, even though their individual effects differ.

From a managerial perspective, the Regional Packaging Center should maintain fair and valuable pricing while improving the quality, relevance, and consistency of its digital promotional content. Since 31.5% of customer loyalty remains unexplained by the model, future studies may consider other factors such as service quality, satisfaction, trust, perceived value, and brand image.

The broader evidence indicates that the effect of price may vary across service contexts. (Gunawan et al., 2024) examined the relationship between product quality and price and customer loyalty through customer satisfaction. (Pinaraswati et al., 2024) found that service convenience and price fairness were related to customer loyalty. (Dewi & Putra, 2024) also examined the relationship between store atmosphere and price and customer loyalty through customer satisfaction. These findings indicate that price-related factors may interact with other service attributes when influencing customer loyalty.

Other studies also show that customer loyalty can be associated with different combinations of product, price, and promotional factors. (Azriel & Sutanto, 2024) examined the influence of product quality, price, and electronic word-of-mouth on customer loyalty. (Chandra & Prasastyo, 2024) found that service quality, price, and restaurant environment were related to customer loyalty through customer satisfaction. These findings provide broader context for understanding why the effect of price may differ across service settings.

The influence of digital promotion may likewise depend on how customers engage with digital marketing activities. (Salsabila & Indrawati, 2022) examined social media marketing activities and customer loyalty among local MSME products on Shopee. (Firmansyah, 2023) found that social media marketing was related to customer loyalty through virtual experience and customer involvement. (Sevira & Widodo, 2023) examined the effect of social media marketing activities on brand loyalty and willingness to pay a premium price.

(Setyowati & Antariksa, 2024) further examined digital marketing together with green marketing and consumer attitudes in relation to customer loyalty, with customer satisfaction as an intervening

variable. (Adriel et al., 2024) discussed social customer relationship management in relation to customer loyalty, while (Mujiyanto et al., 2026) examined digital marketing communication, electronic word-of-mouth amplification, and consumer loyalty. These studies show that digital marketing and customer relationships may involve several interconnected factors, which provides context for the present finding that digital promotion was not significant as a partial predictor but the overall model of price and digital promotion was significant.

#### 4. CONCLUSION

This study examined the influence of price and digital promotion on customer loyalty among customers using sticker printing and screen-printing services at the Regional Packaging Center of West Nusa Tenggara Province. The findings showed that price had a positive and significant effect on customer loyalty, indicating that price was an important factor associated with customers' decisions to continue using the services.

In contrast, digital promotion had a positive coefficient but did not have a statistically significant partial effect on customer loyalty. This finding indicates that, within the context of this study, digital promotion alone was not a significant direct predictor of customer loyalty.

However, the simultaneous analysis demonstrated that price and digital promotion jointly had a significant effect on customer loyalty. The model also showed an  $R^2$  value of 0.685, indicating that 68.5% of the variation in customer loyalty was explained by the two variables examined in this study, while the remaining 31.5% was associated with other factors outside the model.

From a managerial perspective, the Regional Packaging Center can strengthen its digital promotion by providing educational content and an interactive digital catalog that presents service options, printing examples, procedures, and information relevant to the practical needs of IKM customers. Such content can make digital communication more informative and useful rather than relying primarily on promotional exposure. The findings also provide a theoretical implication for the application of the marketing mix in government-owned IKM support institutions. In this context, marketing activities should consider the institution's public-service role and the practical characteristics of IKM customers, particularly the importance of price and service-related value alongside promotional activities.

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