IJ-ER
INDONESIAN JOURNAL
ECONOMIC REVIEW

Received: 4 Aug 2026 | Revised: 15 Aug 2026 | Accepted: 20 Aug 2026 | Published: 28 Sep 2026 E-ISSN: 2986-478X, P-ISSN: 2986-1535
DOI: 10.59431/ijer.v6i3.952.

RESEARCH ARTICLE

The Effect Of Pricing Strategy On Customer Satisfaction In Conditional Buffet Business Kitchen Bar Bar By Kak Mir East Aceh

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Abstract
Competition in the culinary business requires business actors to implement appropriate pricing strategies to increase customer satisfaction. This study aims to determine the effect of pricing strategies on customer satisfaction at the conditional buffet business Dapur Bar Bar by Kak Mir, East Aceh. Conditional buffet businesses are culinary businesses that implement a buffet system with certain conditions, such as price options based on presentation methods and limitations in choosing menus. This study uses a quantitative approach with a descriptive type. The population in this study were customers of Dapur Bar Bar by Kak Mir with a sample of 100 respondents obtained using a purposive sampling technique. Data were collected through a questionnaire with a Likert scale and analyzed using the SPSS program version 25. The results showed that pricing strategies have a positive and significant effect on customer satisfaction. This is evidenced by the calculated t value of 8.848> t table 1.984 and a significance value of 0.000 (<0.05). Meanwhile, the coefficient of determination (R^2) value of 0.444 indicates that pricing strategies are able to explain 44.4% of customer satisfaction, while the remaining 55.6% is influenced by other factors outside the study. These findings indicate that the application of affordable prices, in accordance with product quality, the benefits obtained, and competitiveness can support the creation of customer satisfaction in conditional buffet businesses.

Keywords
Pricing Strategy; Customer Satisfaction; Culinary Business.

1 | INTRODUCTION

Business competition in the culinary sector is intensifying along with the growing number of business players and changes in consumer behavior. This situation encourages business players to implement marketing strategies that can create competitive advantages and increase customer satisfaction. One strategy that plays a crucial role is pricing strategy. According to Kotler and Armstrong (2012:345), price is the amount of money charged to customers to obtain the benefits of a product or service. The right pricing strategy can shape positive value perceptions, influence purchasing decisions, and become one of the factors customers consider when evaluating a product. In a business context, the success of implementing a pricing strategy is inseparable from customer satisfaction. Kotler and Keller (2012:82) state that customer satisfaction is a feeling of pleasure or disappointment that arises after consumers compare product performance with their expectations. Similarly, Sudaryono (2016:78) explains that satisfaction is the result of consumers' assessment of a product or service that has provided a certain level of fulfillment. Therefore, the match between price, quality, benefits, and customer expectations is one aspect that needs to be considered in creating satisfaction. The development of the culinary industry shows that consumers no longer only consider product taste when choosing a place to eat, but also pay attention to price, presentation concept, service, and the experience gained. Harmi Ningsi *et al*. (2025) stated that restaurants not only function as places to fulfill biological needs, but also become part of people's lifestyles. This condition occurs in line with the large scale of the culinary industry in Indonesia. The Ministry of Tourism and Creative Economy of the Republic of Indonesia (2023) noted that the number of food and beverage businesses in Indonesia reached approximately 4.85 million business units. The large number of business actors indicates a high level of competition and encourages business actors to innovate, both through products, services, and pricing strategies. One form of innovation in the culinary business is the implementation of a buffet system. In a conventional buffet system, customers generally have the freedom to choose and take the available food according to their needs. However, this system has the potential to lead to food waste because customers can take more food than they can consume. The Ministry of Tourism and Creative Economy (2022) stated that food wastage in Indonesia is partly driven by the *buffet system* . Furthermore, a study by the Ministry of National Development Planning (PPN/Bappenas) shows that Indonesia produced around 23–48 million tons of food waste annually between 2000 and 2019, with potential economic losses reaching IDR 213–551 trillion per year. This situation has encouraged some culinary entrepreneurs to implement innovations in the buffet system as an effort to reduce waste while maintaining business efficiency. One such innovation is the conditional buffet system, a buffet system that adheres to specific rules for the food-picking process. Unlike conventional buffets, customers in this system are not completely free to choose their food because there are rules that can relate to container capacity, the amount of food that can be taken, and other requirements. The implementation of these rules can be part of a pricing strategy because the value received by customers is determined not only by the nominal price, but also by the quantity, quality, and benefits of the product obtained according to the applicable rules. While this system can provide attractive pricing options and help control food waste, on the other hand, the rules applied can create a different experience for customers and potentially affect their satisfaction.

One culinary business that implements a conditional buffet system is Dapur Bar Bar by Kak Mir, located in East Aceh Regency. This business, which began operating in January 2025, implements a conditional buffet system on several menus, one of which is a meatball buffet priced at IDR 15,000 per portion. On this menu, customers pick up meatballs using a ladle according to certain conditions and are given a choice of fillings such as sausage, quail eggs, chicken feet, and tofu. Food that falls outside the container is not counted as part of the portion taken. In addition, Dapur Bar Bar by Kak Mir also offers a fruit buffet menu with certain conditions for taking, such as a limit of one piece of each type of fruit. These characteristics indicate that the price paid by customers is related to the rules and the amount of food that can be obtained, so the customer experience in following the buffet conditions is an important part in assessing the implementation of the pricing strategy. This phenomenon is reinforced by the results of a pre-research survey of 30 respondents. A total of 25 respondents were aware that Dapur Bar Bar implements a buffet system with certain conditions, 26 respondents stated that they were willing to visit, and 26 respondents stated that the system was one of the reasons that attracted them to visit. In terms of satisfaction with the price, 22 respondents stated that they were satisfied, while 8 respondents stated that they were dissatisfied. The results of observations of respondents who felt dissatisfied revealed several problems, such as difficulty in taking food using a ladle, the size of the container that was considered limited, and a lack of understanding of the rules for taking food. These conditions indicate that although the conditional buffet system can be attractive through its price and presentation concept, the implementation of certain conditions can still result in an experience that does not meet the expectations of some customers. Several previous studies have shown that price is related to customer satisfaction in various culinary businesses. Gufron *et al*. (2025) found that price significantly influenced customer satisfaction in a seblak buffet business in Situbondo. Listiaty and Anggita (2025) showed that pricing had a positive and significant effect on customer satisfaction in a *coffee shop* in Cirebon. Mutiara *et al*. (2025) found that price, along with promotional strategies, contributed to customer satisfaction in culinary MSMEs. Harmi Ningsi *et al*. (2025) showed that price and product quality significantly influenced customer satisfaction in restaurants, while Muliana (2023) found that price significantly influenced customer satisfaction in a meatball

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business. Although previous research has demonstrated a link between price and customer satisfaction in various culinary businesses, there are differences in context that create a gap in this research. Most previous studies examined pricing in culinary businesses with relatively general sales mechanisms, while Gufron *et al*. (2025) examined pricing in a buffet-style seblak business with product uniqueness as an additional variable. This study has a different context because it focuses on a conditional buffet business that implements specific provisions for food intake, such as the use of a ladle, container capacity, the amount of food that can be taken, and rules for food falling outside the container. These characteristics cause customers' assessment of pricing strategies to be related not only to the nominal price but also to the appropriateness of the price to the quality and benefits obtained under the conditions of food intake rules. Furthermore, previous studies tend to examine price in conjunction with other variables, whereas this study specifically examines pricing strategy as an independent variable in customer satisfaction. Based on these gaps, the novelty of this research lies in the study of pricing strategies and customer satisfaction in the context of a conditional buffet business that applies special provisions for food collection, particularly regarding container capacity, the amount of food that can be taken, and the rules for taking food. This context provides different characteristics from culinary businesses with conventional pricing mechanisms and is an aspect that has not been widely studied, especially in local culinary businesses in East Aceh. Thus, this research is expected to expand the study of pricing strategies and customer satisfaction in the context of culinary businesses with a conditional buffet system. Based on the phenomenon, previous research, and the research gap, this study aims to determine and analyze the effect of pricing strategy on customer satisfaction in the conditional buffet business Dapur Bar Bar by Kak Mir Aceh Timur. The results of the study are expected to contribute to the development of studies on pricing strategies and customer satisfaction in the context of culinary businesses with a conditional buffet system and to be input for Dapur Bar Bar by Kak Mir in evaluating the implementation of prices and food collection conditions in order to increase customer satisfaction and business competitiveness.

2 | BACKGROUND THEORY

2.1 Pricing Strategy

The pricing strategy is a crucial part of marketing activities, relating to how a company sets and implements prices to achieve marketing objectives and provide appropriate value to customers. Price not only indicates the amount of money consumers must pay but also reflects the value the company provides through its products or services. According to Kotler and Armstrong (2012), price is the amount of money charged for a product or service or the amount of value exchanged by customers to obtain the benefits of owning or using a product or service. Meanwhile, Buchari Alma in Indrasari (2019) explains that price is the amount of money paid for a service or the amount of value exchanged by consumers to obtain the benefits of owning or using goods or services. Based on this understanding, pricing strategy can be understood as a company's efforts to determine and implement prices by considering market conditions, consumer capabilities, product quality, benefits provided, and competition so that the prices offered can be accepted by customers and support the achievement of business goals. In this study, pricing strategy is understood as the pricing implementation carried out by Dapur Bar Bar by Kak Mir through pricing on products, especially the conditional buffet menu, by considering price affordability, price suitability with product quality, price suitability with benefits obtained, and price competitiveness. These four aspects are used to assess how the implementation of the pricing strategy is perceived by customers in the context of the conditional buffet business. According to Tjiptono in Saputro (2024), pricing has several objectives, namely maximizing profits, increasing sales volume, shaping business image, maintaining price stability, and retaining customers while facing competition. In the context of Dapur Bar Bar by Kak Mir, the implementation of pricing strategies in a conditional buffet system is not only related to setting nominal prices but also involves efforts to provide affordable price options for customers while regulating product usage through buffet provisions.

According to Kotler and Keller in Sabran (2012), pricing methods include demand-based, cost-based, profit-based, and competitive-based pricing. These methods demonstrate that pricing is a strategic decision that requires consideration of consumer conditions, business costs, company objectives, and market competition. According to Kotler and Armstrong in Sabran (2012), there are four price indicators that can be used in research to measure the implementation of pricing strategies: affordability, price matches product quality, price matches benefits, and price competitiveness. Price affordability reflects the company's ability to implement a pricing strategy that provides consumers with prices that are within their reach and purchasing power. In the context of Dapur Bar Bar by Kak Mir, price affordability can be seen from customers' ability to obtain food at the set price in the conditional buffet system. The price-to-quality ratio indicates the extent to which the set price is perceived as commensurate with the quality of the product received. Customers tend to assess whether the quality of the food received is commensurate with the price paid. In the context of Dapur Bar Bar by Kak Mir, this indicator relates to customers' assessment of the appropriateness of the conditional buffet menu price to the quality of the food, such as taste, condition, and quality of the ingredients received. The price-benefit ratio indicates the extent to which customers feel that the benefits obtained from the product are commensurate with the sacrifice in the form of the price paid. In Dapur Bar Bar by Kak Mir's conditional buffet system, the perceived benefits to customers can be related to the quantity and variety of food received, the choice of fillings, and the dining experience at a set price. If customers perceive the benefits received as commensurate with the price paid, then the pricing strategy can be considered good value. Price competitiveness indicates the extent to which the prices offered by a company can compete with the prices of similar products offered by other businesses. Customers can compare prices, quality, and benefits obtained from several businesses before judging whether a price is considered attractive and competitive. In this study, price competitiveness is related to customer assessments of the prices offered by Dapur Bar Bar by Kak Mir compared to the prices of similar menus at other culinary businesses.

2.2 Customer Satisfaction

Customer satisfaction is a crucial goal in business as it relates to customers' assessment of the products or services they receive. Customers compare their pre-purchase expectations with the performance or experience they gain after using the product or service. According to Kotler and Keller (2012), satisfaction is defined as a feeling of pleasure or disappointment that arises after comparing the performance or results of a product with their expected performance or results. Tjiptono, in Indrasari (2019), supports this view by stating that consumer satisfaction is a condition where consumer needs and desires meet expectations. Based on this definition, customer satisfaction can be understood as the result of a customer's evaluation after comparing expectations with the performance, quality, benefits, and experience gained from the product or service they use. Customers will feel satisfied if the performance they receive meets or exceeds their expectations, while dissatisfaction can occur if the performance falls short. In the context of Dapur Bar Bar by Kak Mir, customer satisfaction pertains to customer assessments after enjoying the product and experiencing the conditional buffet system firsthand. Customers evaluate whether the product they received, the benefits obtained, and the experience during the purchase process met their needs and expectations. According to Kotler and Keller in Adhari (2021), several factors influence customer satisfaction, including product quality, which refers to the product's ability to meet customer expectations; price, which concerns the suitability of price relative to the quality and benefits received; service quality, which is the ability of service to meet or exceed customer expectations; emotional factors, which are feelings that arise after using a product or brand; and cost and convenience, which pertain to the ease with which customers can obtain the product without additional costs or difficulties. Customer satisfaction in this study was measured through four indicators: repurchase, which reflects a customer's desire to buy or use a product again after a previous experience; product performance, which indicates how well the product received meets expectations; needs, which denote the extent to which an offered product can satisfy customer requirements; and expectations, which reflect the alignment between what customers anticipate before making a purchase and the actual experience they have after using the product or service. At Dapur Bar Bar by Kak Mir, customer expectations may relate to price, food quality, perceived benefits, the food-picking process, and the implementation of conditional buffet rules, with satisfaction likely if the experience meets or exceeds these expectations.

2.3 Relationship between Pricing Strategy and Customer Satisfaction

Pricing strategy is closely linked to customer satisfaction because price is one of the factors consumers consider when assessing the value of a product. Customers not only consider the amount spent but also compare it to what they receive after making a purchase. Kotler and Keller, in Adhari (2021), state that price is one factor influencing customer satisfaction. A price that is perceived as appropriate for the product received can provide better value for customers and encourage satisfaction. In the context of Dapur Bar Bar by Kak Mir, customers can assess the price paid based on their experience after making a purchase, including the product received and the implementation of the conditional buffet system. The terms of the system become part of the customer experience, so price assessments are based not only on the amount paid but also on the overall benefits experienced. If customers judge that the price paid is commensurate with what they get, then customers tend to give a positive assessment and feel satisfied. Conversely, if there is a mismatch between the sacrifices made and the experience gained, customers may feel less satisfied. Thus, implementing the right pricing strategy can have an influence on the level of customer satisfaction at Dapur Bar Bar by Kak Mir. Based on the theoretical review above, the hypothesis formulated in this study is as follows:

H^a : Pricing strategy has a positive and significant effect on customer satisfaction at the conditional buffet business Dapur Bar Bar by Kak Mir Aceh Timur.

H^0 : Pricing strategy does not have a significant effect on customer satisfaction at the conditional buffet business Dapur Bar Bar by Kak Mir Aceh Timur.

3 | METHOD

This study uses a quantitative approach with a descriptive approach. The quantitative approach was chosen because the research data are in the form of numbers obtained through questionnaires and then analyzed using statistical methods. This descriptive research method was used to provide an overview of pricing strategies and customer satisfaction at Dapur Bar Bar by Kak Mir, a conditional buffet business, based on conditions found in the field. Furthermore, to determine the effect of pricing strategies on customer satisfaction, the data were analyzed using simple linear regression. The population in this study was all customers who had purchased the conditional buffet menu at Dapur Bar Bar by Kak Mir. The exact population size was unknown, so the sample size was determined using the Lemeshow formula with a 95% confidence level and a 10% margin of error as follows:

$$n = \frac{Z^2 p\,(1-p)}{d^2}$$

The calculation yields n = $(1.96^2 \times 0.5 \times 0.5) / 0.10^2 = 96.04$, which is then rounded to 100 respondents to simplify data analysis and increase precision. The sampling technique uses *purposive sampling,* namely selecting respondents based on criteria that are in accordance with the research objectives. The respondent criteria in this study are as follows: (1) Male and female with an age range of 15–50 years (2) Have purchased a conditional buffet menu at Dapur Bar Bar by Kak Mir. This age range is used because it includes teenage consumers to adult consumers who generally have the ability to provide assessments of price, product quality, benefits, and purchasing experience at Dapur Bar Bar by Kak Mir.
The research data was obtained through questionnaires, observations, and documentation. The questionnaire was used to obtain data regarding respondents' assessments of pricing strategies and customer satisfaction. Observations were conducted by directly observing the implementation of the conditional buffet system at Dapur Bar Bar by Kak Mir, while documentation was used as supporting data for the research. Before being used in research data collection, the questionnaire instrument was first tested through validity and reliability tests to ensure that each statement item was suitable for use as a measurement tool. The collected data was processed using *the Statistical Package for the Social Sciences* (SPSS) version 25. Data analysis began with assumption tests that included normality tests and heteroscedasticity tests. Next, a simple linear regression analysis was used to determine the effect of pricing strategy on customer satisfaction. The *t -test* was used to determine the significance of the influence of pricing strategy on customer satisfaction, while the correlation coefficient (r) was used to determine the level of relationship between pricing strategy and customer satisfaction. The coefficient of determination (R^2) was used to determine the magnitude of the contribution of pricing strategy in explaining variations in customer satisfaction.

4 | RESULTS AND DISCUSSION

4.1 Results

4.1.1 Instrument Test

1) Validity Test
   Validity testing was conducted to ensure that each item in the questionnaire accurately measured what it was intended to measure. Validity testing was conducted by comparing the calculated r-value with the table r-value. With 100 respondents, the obtained degrees of freedom (*df*) was 98 and the table *r -value* was 0.197 at a 5% significance level. An item is declared valid if the calculated *r-* value is greater than the table *r* -value. The results of the validity test for each variable are presented below.

Table 1. Validity Test Results of Research Variables

Variables	Item Code	Correlation Coefficient	r-table	Description
Pricing Strategy (X)	X.1	0.633	0.197	Valid
	X.2	0.603	0.197	Valid
	X.3	0.720	0.197	Valid
	X.4	0.672	0.197	Valid
	X.5	0.607	0.197	Valid
	X.6	0.590	0.197	Valid
	X.7	0.772	0.197	Valid
	X.8	0.607	0.197	Valid
Customer Satisfaction (Y)	Y.1	0.674	0.197	Valid
	Y.2	0.707	0.197	Valid
	Y.3	0.701	0.197	Valid

	Y.4	0.668	0.197	Valid
	Y.5	0.761	0.197	Valid
	Y.6	0.715	0.197	Valid
	Y.7	0.709	0.197	Valid
	Y.8	0.727	0.197	Valid

Source: Processed primary data, 2026

The validity test results show that all statement items on the pricing strategy and customer satisfaction variables have a correlation coefficient value (*r* -count) that is greater than *the r* -table value (0.197) with a significance level of less than 0.05. Therefore, all questionnaire items are declared valid and suitable for use as data collection instruments in this study.

2) Reliability Test
Reliability testing is conducted to determine the level of consistency of a research instrument, namely whether the measuring tool is able to produce stable and consistent results over time. *Cronbach's Alpha is used*, where a variable is considered reliable if *the Cronbach's Alpha value* is > 0.70. The results of the reliability test can be seen in the table below:

Table 2. Reliability Test Results of Research Variables

Variable	Cronbach's Alpha	Description
Pricing Strategy (X)	0.804	Reliable
Customer Satisfaction (Y)	0.858	Reliable

Source: Processed primary data, 2026

Based on the table above, it can be seen that *the Cronbach's Alpha values* for all variables are above 0.70, namely 0.804 for the pricing strategy variable (X) and 0.858 for the customer satisfaction variable (Y). Thus, it can be concluded that all questionnaire instruments in this study are reliable because they have met the specified alpha value requirements.

4.1.2 Classical Assumption Test

1) Normality Test
A normality test is performed to determine whether the confounding variables or residuals in a regression model have a normal distribution. In this study, the normality test was performed on the regression model residuals using three approaches: the Kolmogorov-Smirnov test, histogram analysis, and PP plot analysis. The results of the measurements using the three approaches in this study are as follows:

Table 3. One-Sample Kolmogorov-Smirnov Test Results

			Unstandardized Residual
N			100
Normal Parameters [a,b]	*Mean*		,0000000
	Standard Deviation		2.73774532
Most Extreme Differences	Absolute		,100
	Positive		,100
	Negative		-,066
Test Statistics			,100
Asymp. Sig. (2-tailed)			,016 [c]
Monte Carlo Sig. (2-tailed)	Sig.		,260 [d]
	99% Confidence Interval	Lower Bound	,249
		Upper Bound	,272

The Kolmogorov-Smirnov test aims to determine whether the data distribution is normal. If the significance value is > 0.05, it can be said that the data distribution is normal. If the significance value is < 0.05, it can be said that the data distribution is not normal. Based on the results of the Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value is 0.016, while the Monte Carlo Sig. (2-tailed) value is 0.260. In this study, the decision making for normality uses the Monte Carlo Sig. value because it provides a more reliable significance value than the standard distribution table. The Monte Carlo Sig. value is 0.260 > 0.05, so the residuals in the regression model are declared normally distributed and meet the assumptions of normality. Then supported by a histogram that is shaped like a bell that does not deviate to the left or right, and the P-Plot, namely the data spread around the diagonal line and follow the direction of the diagonal line, the data is normally distributed.

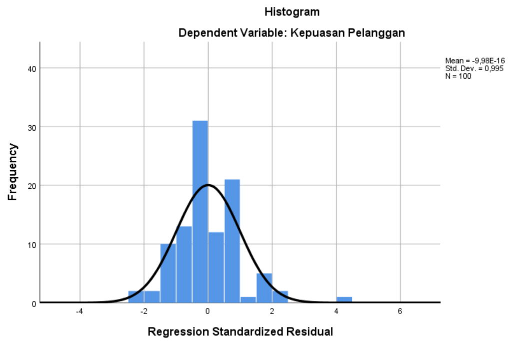

Figure 1. Histogram Graph

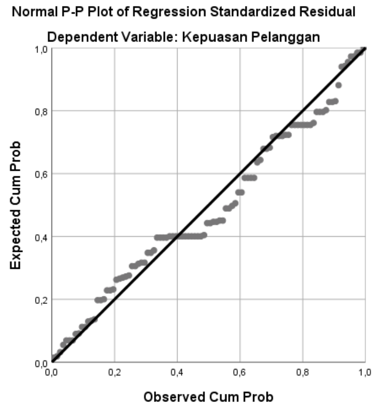

Figure 2. PP Plot Graph
Source: Processed primary data, 2026

2) Heteroscedasticity test
The heteroscedasticity test is carried out using a graphical analysis method, namely the Scatter plot graph, where heteroscedasticity does not occur if the points are spread randomly, do not form a clear pattern, and are spread both above and below zero on the Y.

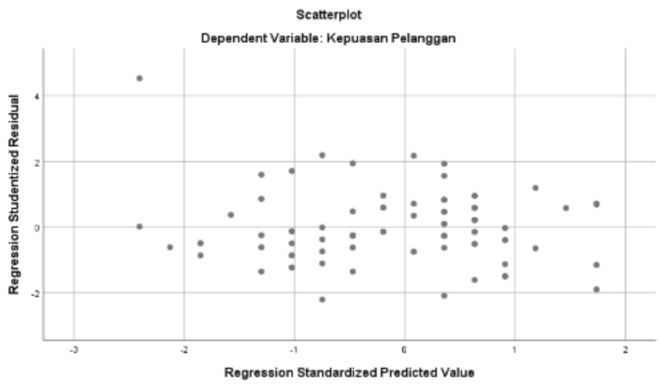

Figure 3. Scatterplot
Source: Processed primary data, 2026

Based on the scatterplot image above, it can be seen that the data points are randomly distributed both above and below zero on the Y-axis, and do not form a specific pattern such as a straight line, wave, or tapered pattern. It can be concluded that each variable does not contain heteroscedasticity in the regression model.

4.1.3 Simple Regression Analysis Test

A simple linear regression analysis was conducted to determine the direction and magnitude of the influence of pricing strategy variables on customer satisfaction. The results of the regression analysis are presented in the following table:

Table 4. Simple Regression Analysis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,058	2,591		4,268	,000
	Pricing Strategy	,676	,076	,666	8,848	,000

Source: Processed primary data, 2026

The results of the analysis show that pricing strategy has a positive and significant effect on customer satisfaction with a regression coefficient of 0.676 and a significance value of 0.000 (<0.05). The regression equation obtained is Y = 11.058 + 0.676X, which indicates that every increase in pricing strategy will be followed by an increase in customer satisfaction of 0.676 units. This finding indicates that pricing strategy has an important role in increasing customer satisfaction at Dapur Bar Bar by Kak Mir, so that the implementation of the right pricing strategy can be one of the key factors in maintaining and increasing customer satisfaction.

4.1.4 Hypothesis Testing

1) Partial Significance Test (t-Test)
   The t-test is conducted to partially test the significance of the influence of the independent variable on the dependent variable. The test is performed by comparing the calculated t-value with the t-table and observing the significance value. A variable is considered to have a significant effect if the calculated t-value is greater than the t-table and the significance value is less than 0.05.

Table 5. t-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,058	2,591		4,268	,000
	Pricing Strategy	,676	,076	,666	8,848	,000

Source: Processed primary data, 2026

Based on the table above, it can be concluded that pricing strategy has a significant effect on customer satisfaction as determined by the calculated t value. The pricing strategy variable (X) has a calculated t value of 8.848, while the t table value is 1.984, so (8.848 > 1.984). In addition, the significance value is 0.000 < 0.05. Thus, it can be concluded that pricing strategy has a positive and significant effect on customer satisfaction at Dapur Bar Bar by Kak Mir. This shows that the pricing strategy implemented by Dapur Bar Bar, such as setting affordable prices, aligning prices with product quality, and varying price options on the buffet menu, has a strong impact on the level of customer satisfaction. This positive influence reflects that customers will feel more satisfied when the price offered is in accordance with the benefits and quality they receive.

2) Correlation Test (r)
   A correlation coefficient test was conducted to determine the direction and strength of the relationship between pricing strategy and customer satisfaction. The correlation coefficient (r) ranges from -1 to +1. Positive values indicate a unidirectional relationship, while higher values indicate a stronger relationship.

Table 6. Results of the Correlation Coefficient Significance Test Calculation

		Pricing Strategy	Customer satisfaction
Pricing Strategy	Pearson Correlation	1	,666 **
	Sig. (2-tailed)		,000
	N	100	100
Customer satisfaction	Pearson Correlation	,666 **	1
	Sig. (2-tailed)	,000	
	N	100	100

Source: Processed primary data, 2026

The analysis yielded a correlation coefficient of r = 0.666 with a significance level of 0.000 (<0.05). These results indicate a strong positive relationship between pricing strategy and customer satisfaction at Dapur Bar Bar by Kak Mir. This means that the better the pricing strategy implemented, the higher the level of customer satisfaction.

3) Test of coefficient of determination (R^2)
The coefficient of determination test is used to determine the model's ability to explain variations in the dependent variable.

Table 7. Test of Determination Coefficient

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,666 [a]	,444	,438	2.75168

Source: Processed primary data, 2026

Based on the results in Table 8, the R Square value was obtained at 0.444. This indicates that the pricing strategy is able to explain 44.4% of the variation in customer satisfaction at Dapur Bar Bar by Kak Mir. Meanwhile, 55.6% is the variation in customer satisfaction that has not been explained by this research model. Based on these results, the R^2 value indicates that the regression model used in this study has sufficient ability to explain the relationship between pricing strategy and customer satisfaction at Dapur Bar Bar by Kak Mir, although there are still other variables outside the model that also influence the level of customer satisfaction.

4.2 Discussion

The results of the study indicate that pricing strategy has a positive and significant effect on customer satisfaction at Dapur Bar Bar by Kak Mir in East Aceh. This finding suggests that the better the pricing strategy implemented, the higher the customer satisfaction. The R^2 value of 0.444 indicates that pricing strategy can explain 44.4% of the variation in customer satisfaction, while 55.6% is variation not explained by the research model. According to Kotler and Armstrong (2012), price is the amount of value consumers exchange for the benefits of a product or service. Therefore, price can influence customer satisfaction because customers consider whether the price they pay is commensurate with what they receive. At Dapur Bar Bar by Kak Mir, affordability is one of the customer considerations when evaluating the product offered. A price that is within customer reach can facilitate purchasing and form a positive assessment of the product. In addition to affordability, customers also consider the appropriateness of price to product quality. The price paid will be assessed based on the quality of the food received, such as taste, condition, and product quality. If the quality of the food is deemed appropriate for the price paid, customers will receive a commensurate benefit, which can increase satisfaction. Conversely, if the quality received does not match the price, customer evaluations of the product may be less positive. In Dapur Bar Bar by Kak Mir's conditional buffet system, the appropriateness of price to benefit is also related to the quantity and variety of food received. Customers not only pay for food but also have the opportunity to choose their food according to the applicable conditions. Therefore, the more customers perceive that the quantity, variety, and benefits of the food they receive are commensurate with the price paid, the more positive their evaluation of the purchasing experience will be.

However, the benefits received by customers are also influenced by the rules implemented in a buffet system. Container size, the use of ladles, and the provisions for taking food are all part of the customer experience when enjoying the system. Adequately sized containers and easy-to-use ladles can help customers access food more comfortably. Conversely, unclear rules or a difficult process can reduce customer satisfaction, even if the price offered is considered affordable. Therefore, the implementation of a conditional pricing strategy in a buffet system needs to be supported by clear rules and appropriate food-picking facilities to ensure that the benefits received by customers align with the price paid. According to Kotler and Keller (2012), customer satisfaction is a feeling of pleasure or disappointment that arises after customers compare the performance or results received with their expectations. In this study, customers will be satisfied if the price paid delivers results in accordance with expectations, both in terms of food quality, quantity and variety of food, benefits obtained, and the experience of following the conditional buffet rules. Thus, the influence of pricing strategy on satisfaction is determined not only by the low or high price, but also by the match between the price and the overall benefits received by the customer. The results of this study align with those of Listiaty and Anggita (2025), Gufron *et al*. (2025), and Harmi Ningsi *et al*. (2025), which showed that price has a positive and significant effect on customer satisfaction in culinary businesses. These results reinforce the notion that price is a crucial aspect in shaping customer satisfaction. Thus, the pricing strategy at Dapur Bar Bar by Kak Mir can influence customer satisfaction because customers assess the affordability of the price and its suitability with the quality, quantity of food, benefits obtained, and experience in following the conditional buffet rules. Therefore, the implementation of affordable prices needs to be balanced with good food quality, adequate quantity and variety of food, appropriate container sizes, easy use of ladles, and clear buffet rules to maintain and improve customer satisfaction.

5 | CONCLUSIONS AND FUTURE WORK

Based on the research results, it can be concluded that pricing strategy has a positive and significant effect on customer satisfaction at Dapur Bar Bar by Kak Mir, East Aceh. The analysis results show a correlation coefficient value of 0.666 with a significance value of 0.000 (<0.05), and a coefficient of determination (R^2) value of 0.444. This indicates that pricing strategy is able to explain 44.4% of the variation in customer satisfaction, while the remaining variation is not explained by the research model. Thus, the better the implementation of the pricing strategy, the higher the customer satisfaction. Based on the research results, Dapur Bar Bar by Kak Mir is advised to maintain price affordability and ensure that the set price remains in accordance with the quality and benefits received by customers. In addition, price competitiveness needs to be considered through periodic price evaluations by considering the prices of similar products in other culinary businesses. For further research, it is recommended to add other variables that have the potential to influence customer satisfaction, such as product quality, service quality, or restaurant atmosphere, so that it can provide a broader picture of the factors that influence customer satisfaction.

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How to cite this article: Amira, D. N., Iryani, L., Maisyura, M., Sufi, S., & Zulkarnaen, T. (2026). The Effect Of Pricing Strategy On Customer Satisfaction In Conditional Buffet Business Kitchen Bar Bar By Kak Mir East Aceh. *Indonesian Journal Economic Review (IJER)*, *6*(3), 1264-1274. https://doi.org/10.59431/ijer.v6i3.952.