International Journal of Education and Life Sciences (IJELS)
Vol. 3, No. 12 December 2025: 3269-3278

Perception of Product Strategy, Pricing, and Customer Satisfaction Towards the Market Strategy of Mas Gondrong's Bakso Business

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A R T I C L E I N F O

Keywords: Product Strategy, Pricing, Customer Satisfaction, Market Strategy, Culinary Business (Bakso Mas Gondrong)

Received : 20, October
Revised : 25, November
Accepted: 20, December

A B S T R A C T

This research aims to examine the extent to which perceptions of product strategy, pricing policies, and customer satisfaction influence marketing strategies at Bakso Mas Gondrong, a culinary business located in Tegal Regency. The study employs a quantitative approach with a purposive random sampling technique involving 100 respondents who have previously visited Bakso Mas Gondrong. Data were collected using a questionnaire based on the Likert scale and analyzed through multiple linear regression to determine the partial and simultaneous effects of each variable. The findings demonstrate that product strategy, pricing, and customer satisfaction collectively exert a positive and statistically significant influence on marketing strategy, with a significance value of 0.000 < 0.05. These results suggest that implementing an appropriate product strategy, establishing competitive pricing, and enhancing customer satisfaction can strengthen the market position and competitiveness of Bakso Mas Gondrong within the regional culinary sector.

DOI: https://doi.org/10.59890/ijels.v3i12.228
https://ntlmultitechpublisher.my.id/index.php/ijels

INTRODUCATION

In today's highly competitive culinary industry, entrepreneurs must possess a deep understanding of consumer behavior and design effective marketing strategies to ensure business sustainability and growth. The same principle applies to Usaha Bakso Mas Gondrong in Tegal Regency, which has established itself as a prominent local culinary enterprise recognized for its high rate of customer visits and consistent consumer engagement. Deuranto (2011 :6) Marketing management can be conceptualized as the process of analyzing, planning, implementing, and controlling strategies designed to create and sustain mutually beneficial exchanges with target markets, thereby achieving organizational objectives. In order to remain competitive, businesses must develop a comprehensive understanding of consumer behavior that shapes purchasing decisions, particularly by diversifying their product offerings to meet varying customer preferences.Fandy Tjiptono, (2019) Product strategy refers to a producer's subjective interpretation of what can be offered to consumers in order to achieve organizational objectives. It encompasses efforts to satisfy consumer needs and desires in alignment with the organization's core competencies, available resources, and the purchasing power of the target market. Furthermore, Fandy Tjiptono (2019) Pricing represents one of the most critical decisions in marketing, as it is the only component of the marketing mix that directly generates revenue for the company, whereas the other elements—product, distribution, and promotion—primarily involve expenditures. In addition, customer satisfaction serves as a central pillar of contemporary marketing practices, where the success of a business is largely determined by its ability to attract, satisfy, and retain customers. Another determinant of marketing effectiveness is strategic location, characterized by ease of access, efficient travel time, and proximity to high-traffic areas. Businesses situated near densely populated or frequently visited locations tend to experience higher visibility and customer engagement, thereby enhancing their competitive advantage. Fandy Tjiptono (2019) One of the primary challenges encountered by Micro, Small, and Medium Enterprises (MSMEs) lies in formulating an effective market strategy.

A market strategy can be defined as the identification and targeting of actual or potential consumers who share similar needs or preferences that can be satisfied through the process of exchange. The development of such strategies is typically influenced by several factors, including product strategy, pricing, and customer satisfaction. This study focuses on Usaha Bakso Mas Gondrong, a local culinary business located on Jalan Raya Penarukan, Adiwerna District, Tegal Regency. The enterprise is widely recognized for offering flavorful meatballs at affordable prices, catering to diverse market segments. The business strives to meet consumers' demand for appetizing, quick-service, and budget-friendly food options. Based on field observations, Bakso Mas Gondrong continuously innovates its menu by adapting to customer preferences and emerging culinary trends, which helps maintain strong customer loyalty. Moreover, its competitive pricing strategy ensures consistent taste quality at lower price points than its competitors. The business's strategic location along a major roadway, coupled with convenient access and ample parking, further contributes to its high customer traffic. Therefore, this study aims to examine the influence of perceptions of product strategy, pricing, and customer satisfaction on the marketing strategy implemented by Usaha Bakso Mas Gondrong. Although similar topics have been addressed in prior research, this study contributes additional insights by focusing on a local culinary enterprise with distinctive attributes that enable it to remain competitive within an increasingly dynamic food industry environment.

LITERATURE REVIEW

Product Strategy

Fandy Tjiptono (2019) Conceptually, a product can be understood as a producer's subjective interpretation of an offering designed to achieve organizational objectives by fulfilling consumer needs and preferences, while remaining consistent with the organization's competencies, capacities, and the purchasing power of the target market. Furthermore, a product may also be viewed as the manifestation of consumer perceptions that are represented through the producer's tangible outputs or operational results.

H1: There is a significant effect of product strategy on the market strategy implemented by Bakso Mas Gondrong Tegal Restaurant.

Pricing

Fandy Tjiptono (2019) Price represents the only component within the marketing mix that directly generates revenue for a company. From a marketing standpoint, price can be defined as a monetary value or another form of exchange—such as goods or services—offered in return for acquiring ownership or the right to utilize a product or service. This interpretation aligns with the fundamental principle of exchange in marketing, emphasizing the reciprocal relationship between producers and consumers.

H2: There is a significant influence of pricing on the market strategy implemented by Bakso Mas Gondrong Tegal Restaurant.

Customer satisfaction

Fandy Tjiptono (2019) Customer satisfaction constitutes a fundamental pillar in contemporary marketing theory and practice. Competitive advantage can be achieved when an organization successfully creates and maintains long-term customer relationships. The key to this success lies in a comprehensive understanding of target consumer behavior and the ability to apply this knowledge in designing, communicating, and delivering marketing programs more effectively than competitors. However, a major challenge arises from the dynamic nature of consumer behavior, which is constantly influenced by various internal and external factors.

H3: There is a significant effect of customer satisfaction on the market strategy implemented by Bakso Mas Gondrong Tegal Restaurant..

Marketing strategy

Marketing strategy defines a market as a collection of actual and potential buyers of a product or service. These buyers share a specific need or desire that can be satisfied through an exchange relationship.

A need is a state of feeling deprived of a certain basic satisfaction. Everyone requires food, clothing, shelter, security, self-esteem, and several other things to survive. Needs are not created by society or marketers but are inherent in the human condition. A want, on the other hand, is a desire for a specific satisfaction of a deeper need.

Fandy Tjiptono (2019). There are five types of needs, namely:

a. Stated needs (consumers want affordable cars).
b. Real needs (consumers want cars with low operating costs, not low purchase prices).
c. Unstated needs (consumers expect excellent service from dealers).
d. Delight needs (consumers expect dealers to add an onboard navigation system).
e. Secret needs (consumers want to be seen by their friends as smart consumers).

Perception is the process by which individuals select, organize, and interpret information input to create a meaningful mental picture.

H4: There is a significant influence of product strategy, pricing, and customer satisfaction on the marketing strategy at the Bakso Mas Gondrong Tegal restaurant.

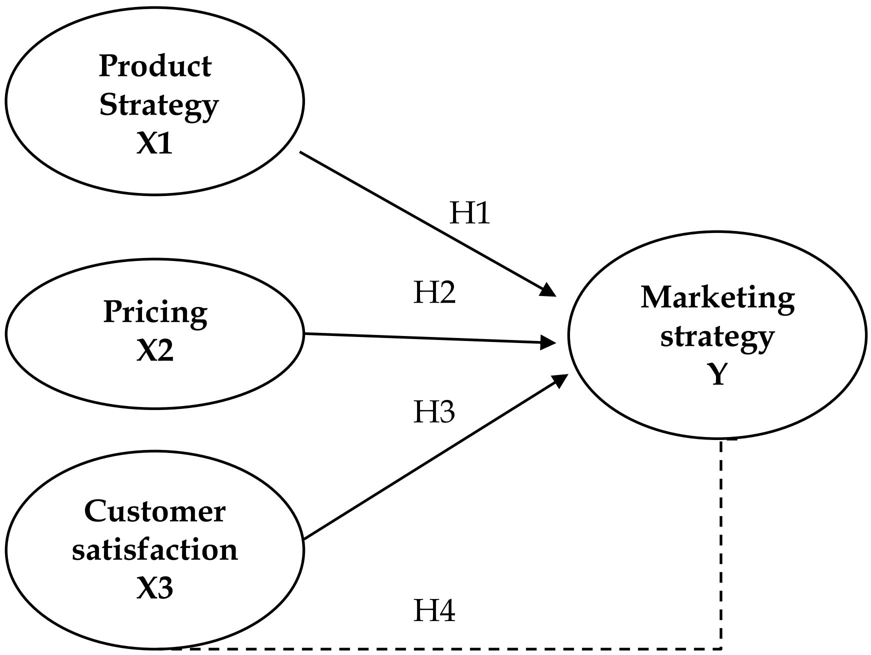


Figure 1. Conceptual Framework

METHODOLOGY

This study adopts a quantitative research approach utilizing a survey design to examine perceptions of product strategy, pricing, and customer satisfaction in relation to the market strategy (dependent variable) of Bakso Mas Gondrong. The quantitative survey method was selected because the research problem is clearly defined and aims to empirically test the proposed hypotheses using primary data collected from respondents.

The population in this study comprised all consumers or visitors of Bakso Mas Gondrong located in Tegal Regency who had previously patronized the establishment. A total of 100 respondents were selected as the sample through a purposive random sampling technique, with the main criterion being prior visits to Bakso Mas Gondrong Tegal. Data were collected through a structured questionnaire designed to measure respondents' perceptions of each research variable using a Likert scale. Validity and reliability tests confirmed that all questionnaire items met the required measurement standards. The data were subsequently analyzed using multiple linear regression to assess the influence of the independent variables on the dependent variable. Furthermore, F-tests and t-tests were employed to evaluate both the simultaneous and partial effects of the variables under investigation.

RESEARCH RESULT AND DISCUSSION

Normality Test

The normality test aims to test whether in the regression model, the confounding variables or residuals have a normal distribution (Ghozali, 2021).

The following table shows the results of the normality test:

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Standardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,98473193
Most Extreme Differences	Absolute	,065
	Positive	,065
	Negative	-,045
Test Statistic		,065
Asymp. Sig. (2-tailed)		,200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

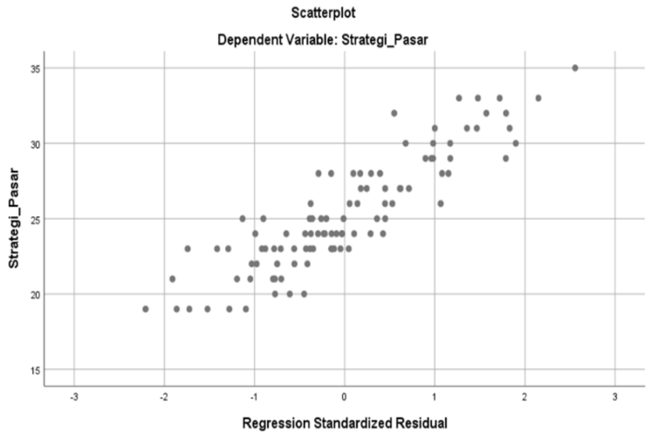
The results of the normality test using the One-Sample Kolmogorov-Smirnov Test showed an Asymp. Sig. (2-tailed) value of 0.200. This value is well above the 0.05 significance limit, indicating that the residual data is normally distributed. This indicates that the normality assumption in the regression model has been met.

Heteroscedasticity Test

The heteroscedasticity test aims to examine whether there is inequality in the variance of residuals from one observation to another in the regression model (Ghozali, 2021). An effective regression model is characterized by the presence of homoscedasticity, or the absence of heteroscedasticity.

In practice, heteroscedasticity commonly arises in cross-sectional data, as such datasets typically include observations of varying magnitudes small, medium, and large entities. One of the standard procedures to detect heteroscedasticity involves examining a scatterplot between the Regression Standardized Predicted Values and the Regression Studentized Residuals. If the data points appear randomly dispersed without forming any discernible pattern, it can be inferred that heteroscedasticity is not present, indicating that the model satisfies the assumption of constant variance.

Figure 1: Heteroscedasticity Test



In the scatterplot graph, it can be seen that the points are spread randomly and are spread both above and below the number O on the Y axis. Thus, it can be concluded that there are no symptoms of heteroscedasticity, so the regression model is suitable for use.

Multicollinearity Test

The multicollinearity test aims to determine whether a regression model detects correlation between independent variables. According to (Ghozali, 2021), a good regression model is one that does not exhibit multicollinearity, i.e., if the Tolerance value is > 0.10 and the VIF is < 10.

Table 2. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10,144	3,073		3,301	,001		
	Strategi_Produk	,180	,070	,238	2,576	,012	,967	1,034
	Strategi_Harga	,301	,093	,298	3,253	,002	,979	1,021
	Kepuasan_Pelanggan	,164	,091	,168	1,806	,074	,953	1,049

a. Dependent Variable: Strategi_Pasar

Based on the results above, it can be concluded that all independent variables have a Tolerance value > 0.10 (0.967, 0.979, and 0.953). Meanwhile, all independent variables have a VIF value < 10 (1.034, 1.021, and 1.049). Since all Tolerance values are greater than 0.10 and all VIF values are less than 10, it can be concluded that there is no serious multicollinearity problem in this regression model. The non-multicollinearity assumption has been met, and the multiple linear regression model is suitable for use.

Multiple Linear Regression Analysis Test

Table 3. Multiple Linear Regression Analysis Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,144	3,073		3,301	,001
	Strategi_Produk	,180	,070	,238	2,576	,012
	Strategi_Harga	,301	,093	,298	3,253	,002
	Kepuasan_Pelanggan	,164	,091	,168	1,806	,074
a. Dependent Variable: Strategi_Pasar						

Based on the research results, the following regression formula was obtained.

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Market Strategy = 10.144 + 0.180 Product + 0.301 Price + 0.164 Customer Satisfaction + e

After obtaining the multiple regression equation (X1, X2, X3 against Y), the explanation of the equation is as follows:

a. A constant of 10.144 means that if price (X1), quality (X2), and promotion (X3) are zero, then repurchase intention (Y) is 10.144.
b. The regression coefficient for the product variable (X1) is positive at 0.180; this means that if the price increases by 1%, repurchase intention will increase by 0.180. A positive coefficient indicates a positive relationship between product strategy perceptions and market strategy. The higher the product strategy perception, the greater the market strategy at Bakso Mas Gondrong.
c. The regression coefficient for the Pricing variable (X2) is positive at 0.301; this means that if the Price increases by 1%, the Market Strategy will increase by 0.301. A positive coefficient indicates a positive relationship between Pricing and Market Strategy. The higher the Pricing perception at Bakso Mas Gondrong.
d. The regression coefficient of the Customer Satisfaction variable (X3) has a positive value of 0.164; this means that if the promotion increases by 1,

then the market strategy will increase by 0.164. The coefficient is positive, meaning there is a positive relationship between customer satisfaction and market strategy. The more promotions, the better the market strategy at the Mas Gondrong Meatball Business.

T-Test (Partial Testing)

The t-test is used to determine whether the independent variable significantly influences the dependent variable. In this study, the t-test, or partial test, is used to determine whether the independent variable separately influences customer satisfaction (Y). The decision-making criteria are: if the sig. <0.05, then H0 is rejected, and Ha is accepted. The results of the t-test can be seen in the table below:

Table 4 . Results of T-Test (Partial)

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,144	3,073		3,301	,001
	Strategi_Produk	,180	,070	,238	2,576	,012
	Strategi_Harga	,301	,093	,298	3,253	,002
	Kepuasan_Pelanggan	,164	,091	,168	1,806	,074
a. Dependent Variable: Strategi_Pasar						

Based on table 3, the results of data analysis using the t-test show that the influence of independent variables on the dependent variable is as follows:

1. The t-value for the Product Strategy variable on Market Strategy is 2.576 with a significance value of 0.012 < 0.05, indicating that H1 is accepted. A unidirectional relationship is established, thus concluding that Product Strategy has a positive influence on the Market Strategy of Bakso Mas Gondrong.
2. The t-value for the Pricing variable on Market Strategy is 3.253 with a significance value of 0.002 < 0.05, indicating that H2 is accepted. A unidirectional relationship is established, thus concluding that Pricing has a positive influence on the Market Strategy of Bakso Mas Gondrong.
3. The t-value for the Customer Satisfaction variable on Market Strategy is 1.806 with a significance value of 0.074 < 0.05, indicating that H3 is accepted. A unidirectional relationship is established, thus concluding that Customer Satisfaction has a positive influence on the Market Strategy of Bakso Mas Gondrong.

F Test (Simultaneous Test)

The results of the simultaneous significance test are shown in Table 5 as follows.

Table 5. F-Test Results (Simultaneous Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	301,097	3	100,366	8,549	,000[b]
	Residual	1127,013	96	11,740		
	Total	1428,110	99			
a. Dependent Variable: Strategi_Pasar						
b. Predictors: (Constant), Kepuasan_Pelanggan, Strategi_Harga, Strategi_Produk						

Based on the table above, it shows that the simultaneous significance test, the calculated F value is 8.549 with a significance value of 0.000. So, together there is a significant influence of Product Strategy (X1), Pricing (X2), and Customer Satisfaction (X3) on the Market Strategy of the Bakso Mas Gondrong Business.

Coefficient of Determination Test

The coefficient of determination is used to test the goodness-fit of a regression model. Essentially, it measures the model's ability to explain dependent variables (Ghozali, 2021). This coefficient of determination is used to determine the percentage of the influence of the independent variable on the dependent variable. The R-square value in the Model Summary table indicates the coefficient of determination. The correlation coefficient value in the R-square column in the Mode Summary output is entered into the formula for the degree of determination coefficient. The formula used is KP = R2 x 100%, where KP is the coefficient of determination value and r represents the correlation coefficient value. A summary of the R-square values can be seen in the following table.

Table 6. Coefficient of Determination Test

Model Summary[b]									
				Std. Error of	Change Statistics				
Model	R	R Square	Adjusted R Square	the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	,459[a]	,211	,186	3,426	,211	8,549	3	96	,000
a. Predictors: (Constant), Kepuasan_Pelanggan, Strategi_Harga, Strategi_Produk									
b. Dependent Variable: Strategi_Pasar									

Based on the table above, it can be seen that the Adjusted R Square value is 0.211 or equal to 21.1% (obtained from 0.211 x 100%). This shows that the variables of Product Strategy, Pricing and Customer Satisfaction simultaneously (together) influence the purchasing decision by 21.1%. While the remaining 78.9% (obtained from 100% - 21.1% is influenced by other variables not explained in this study.

CONCLUSIONS

Based on the research results and discussions presented in the preceding sections, the following conclusions can be drawn:The influence of product strategy perception has a positive and significant effect on market strategy at the Mas Gondrong Adiwerna Meatball Business in Tegal Regency.

1. Perceptions of product strategy have a positive and significant influence on the market strategy of Bakso Mas Gondrong Adiwerna in Tegal Regency.
2. Pricing exerts a positive and significant effect on the market strategy of Bakso Mas Gondrong Adiwerna in Tegal Regency.
3. Customer satisfaction has a positive and significant influence on the market strategy of Bakso Mas Gondrong Adiwerna in Tegal Regency.
4. Collectively, perceptions of product strategy, pricing, and customer satisfaction have a positive and significant impact on the market strategy of Bakso Mas Gondrong Adiwerna in Tegal Regency.

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