

THE EFFECT OF PRICE AND PROMOTION ON MUSLIM CONSUMER SATISFACTION AT ADIMULIA HOTEL MEDAN ON NEW YEAR'S EVE 2025

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Abstract: New Year's Eve celebrations have become a tradition carried out by various groups around the world, including in Indonesia. At this moment, people often plan special activities, such as staying at a hotel or enjoying promotional offers from various hospitality services. This study aims to analyze the effect of price and promotion on Muslim consumer satisfaction at the Adimulia Medan Hotel on New Year's Eve 2025. This study uses a quantitative method with multiple regression analysis techniques. Data were collected through questionnaires from 40 respondents selected using purposive sampling techniques. The results of the partial test (t-test) show that price has a positive and significant effect on Muslim consumer satisfaction. Promotion also has a positive and significant effect on Muslim consumer satisfaction. Meanwhile, the results of the simultaneous test (F-test) show that price and promotion together have a significant effect on Muslim consumer satisfaction. The coefficient of determination (R^2) of 76.6% indicates that the price and promotion variables together are able to explain variations in Muslim consumer satisfaction, while the rest is influenced by other variables not studied. The implication of this study is the importance of the Adimulia Medan Hotel in designing a marketing strategy that is not only competitive but also in accordance with Islamic values to increase Muslim consumer satisfaction.

Keywords: Price, Promotion, Muslim Consumer Satisfaction, New Year's Eve

Introduction

New Year's Eve celebrations have become a tradition carried out by various groups around the world, including in Indonesia. At this moment, people often plan special activities, such as staying at a hotel, attending events, or enjoying promotional offers from various hospitality services. Star-rated hotels, including the Adimulia Hotel Medan, often take advantage of this opportunity by offering various attractive promotions to attract the attention of consumers, including Muslim consumers. Promotions play a role in providing communication and influencing potential consumers to accept and even buy products produced by the company (Rijadi & Hidayat, 2019). However, in Islam, New Year's celebrations that are identical to euphoria, revelry, and waste are often seen as not in accordance with sharia values.

In this context, it is interesting to see how the prices and promotions offered by hotels can affect Muslim consumer satisfaction, especially in considering preferences that are in accordance with Islamic principles. In (Abbas, 2019), Muslim consumers tend to prioritize services that meet sharia and ethical aspects in making consumption decisions. Therefore, hotels that want to attract Muslim consumers need to consider promotional elements that are not only attractive in terms of price but also in accordance with Islamic norms.

Satisfaction comes from a comparison of product or service performance perceived by customers and customer expectations of the product or service (Jufrizen et al., 2020). The level of consumer satisfaction will have an impact on the income of institutions where people have a choice of where they want to get good and comfortable products, programs and services in the

eyes of customers (for example, a community service market that offers its facilities for meetings and workshops competes with hotels and conference centers) (Arianty, 2016). When viewed from Tripadvisor, the Adimulia Hotel has a good reputation with an extraordinary rating of 9.1 based on 5,898 external reviews. This shows quite high consumer satisfaction with hotel services. However, there are less good reviews from Muslim consumers from hotel.co.id which state that several Muslim guest reviews state that this hotel offers non-halal food without clear markings, which can be a concern for guests with special dietary needs. This can certainly reduce the satisfaction of Muslim consumers who stay at the hotel.

One of the factors that influences consumer satisfaction is price (Nasution et al., 2019). Review of price is also increasingly important, because each price set by the company will result in a different level of demand for the product. In most cases, demand and price are usually inversely proportional, namely the higher the price, the lower the demand for the product. Conversely, the lower the price, the higher the demand for the product. Therefore, the right pricing needs to receive great attention from the company (Farisi & Siregar, 2020). This is in contrast to the phenomenon that occurs during New Year's celebrations, hotels generally increase prices up to three times on New Year's Eve, including prices that skyrocket to millions of rupiah at the Adimulia Hotel Medan. This is because many hotels, including Adimulia, offer New Year's packages that include special dinners, entertainment, parties, and other events. These packages are often priced higher because they add more value to guests, such as a celebratory atmosphere and additional facilities.

On the other hand, the prohibition in Islam against celebrating New Year is based on fatwas from scholars stating that such activities have no basis in Islamic teachings and can encourage behavior that is contrary to the values of faith. However, differences of opinion on how to respond to this celebration provide space for Muslims to still use the end-of-year holiday as a time to rest or gather with family, without violating religious principles.

This study aims to analyze the influence of prices and promotions offered by Hotel Adimulia Medan on Muslim consumer satisfaction on New Year's Eve 2025, and explore how hotels can meet their expectations without neglecting Islamic values. Thus, this study is expected to provide insight for the hospitality industry in developing inclusive and ethical marketing strategies.

Literature Review

Consumer satisfaction is the level of a person's feelings after comparing (performance or results) perceived compared to their expectations (Kotler & Armstrong, 2019). Consumer satisfaction is the main goal if the Customer is already satisfied with the product offered, then they will have a close relationship with the Customer (Tirtayasa et al., 2021). Satisfaction is a function of the difference between performance and expectations According to (Kotler & Armstrong, 2019) the key to retaining customers is consumer satisfaction. Consumer satisfaction indicators can be seen from: 1) Re-purchase, namely buying again, where the customer will return to the company to look for goods / services, 2) Creating Word-of-Mouth, namely in this case, customers will say good things about the company to others, 3) Creating Brand Image, namely customers will pay less attention to brands and advertisements from competing products, 4) Creating consumer satisfaction in the same Company, namely buying other products from the same company. 5. Over All Satisfaction With Product, namely the level at which the performance results of the service provider are very good.

According to (Kotler & Keller, 2019) price is an amount of money exchanged for a product or service. Furthermore, price is an amount of value that consumers exchange for the amount of benefits by owning or using a good or service. According to (Arif & Siregar, 2021) price is a flexible element of the marketing mix which can change at any time based on time and place.

According to (Kotler & Amstrong, 2019), there are four indicators that characterize price, namely: 1) Price affordability, refers to the extent to which a product or service can be accessed or purchased by consumers with various income levels, 2) Price suitability with product quality, is an important concept in pricing strategy, 3) Price competitiveness, refers to the ability of a product or service to compete in the market based on price factors, 4) Price suitability with benefits, reflects the extent to which the price of a product or service matches the value and benefits provided to consumers. A good understanding of this suitability is important to maintain a balance between the price consumers pay and the value they receive from the product or service. Prices that are in line with consumer capabilities and expectations can increase satisfaction. However, for Muslim consumers, prices must also reflect fairness and not exploit certain moments, such as New Year's Eve.

According to (Suryana & Bayu, 2014), explains that Promotion is a way of communicating goods and services offered so that consumers know and buy. According to (Arda et al., 2023) that promotion is a short-term incentive to encourage the purchase or sale of a product and service. According to (Kotler & Amstrong, 2019) promotion indicators include: 1) Promotion frequency, the number of promotions carried out at one time through promotional media, 2) Promotion quality, a measure of how well the promotion is carried out, 3) Promotion quantity, the value or amount given by consumers to the promotion, 4) Promotion time, how long the promotion period is carried out or carried out by the company, 5) Accuracy or suitability of promotion, factors carried out to achieve promotional targets. Promotions that are creative, relevant, and do not conflict with Islamic values can attract the attention of Muslim consumers and increase their satisfaction.

Based on the literature above, price and promotion are the main factors that can influence Muslim consumer satisfaction, especially in the context of New Year's Eve celebrations that require a special approach to comply with sharia values. This study is expected to provide insight into effective and ethical marketing strategies in attracting the attention of Muslim consumers.

Method

The research method used by the author in this study is Associative. Associative research is a study conducted to determine the relationship between two or more variables, the results of which can be used to build a theory so that it can be used to explain, predict and control a particular symptom (Sugiyono, 2019). The population in this study were Muslim consumers who stayed at the Adimulia Hotel on New Year's Eve 2025. Data were collected through questionnaires from 40 respondents selected using purposive sampling techniques. The data analysis technique used was multiple regression analysis.

Result and Discussion

Based on descriptive analysis, it is known that all samples in this study were married and 32 people (80%) of them already had children and stayed at the hotel for the 2025 New Year's Eve celebration. When viewed from monthly income, 36 people (90%) of them had an income above 7 million per month. Based on the results of the interview, it is known that they chose Adimulia Hotel for the 2025 New Year's Eve celebration because it is in the city center and easy to see fireworks, and they believe that Adimulia Hotel considers promotional elements that are not only attractive in terms of price but also in accordance with Islamic norms.

This multicollinearity test is used to test whether the regression model finds a strong correlation between independent variables. The method used to assess is to look at the variance inflation factor (VIF), which does not exceed 4 or 5 (Juliandi et al., 2018).

Table 1: Multicollinearity Test Results

| Model | Tolerance | VIF |
|------------|-----------|-------|
| (Constant) | | |
| Price | ,782 | 1,278 |
| Promotion | ,820 | 1,220 |

Source: (SPSS Version 25, 2025)

Based on the table above, the results of the multicollinearity test show that the VIF value and Tolerance value for each variable are as follows: 1) The Price tolerance value is $0.782 > 0.10$ and the VIF value is $1.278 < 10$, then the Price variable is declared free from multicollinearity, 2) The Promotion tolerance value is $0.820 > 0.10$ and the VIF value is $1.220 < 10$, then the Promotion variable is declared free from multicollinearity.

The t-test used in this analysis is used to assess the capacity of each independent variable.

Table 2: T-Test (Partial)

| Model | t | Sig |
|------------|-------|------|
| (Constant) | | |
| Price | 2,214 | ,029 |
| Promotion | 8,106 | ,000 |

Source: (SPSS Version 25, 2025)

The t-test is used to determine whether Price has an individual (partial) effect and has a significant relationship or not to Consumer Satisfaction where $t \text{ count} = 2.214$ and $t \text{ table} = 1.98498$. In this case $t \text{ count} 2.214 > t \text{ table} 1.98498$ This means that H_0 is rejected, meaning that Price has an effect on Consumer Satisfaction. Furthermore, the sig value is 0.026 while the previously determined significance level α is 0.05 , so the sig value of $0.026 < 0.05$, so H_0 is rejected, this means that Price has a significant effect on Muslim Consumer Satisfaction at the Adimulia Hotel Medan.

The t-test is used to determine whether Promotion has an individual (partial) effect and has a significant relationship or not to Consumer Satisfaction where $t \text{ count} = 8.106$ and $t \text{ table} = 1.98498$. In this case, $t \text{ count} 8.106 > t \text{ table} 1.98498$ means that H_0 is rejected, meaning that Promotion has an effect on Consumer Satisfaction. Furthermore, it can also be seen that the sig value is 0.000 while the previously determined significance level α is 0.05 , so the sig value is $0.000 < 0.05$, so H_0 is rejected, this means that Promotion has a significant effect on the satisfaction of Muslim Consumers at the Adimulia Hotel Medan.

The F test or also called the simultaneous significance test is intended to see the overall ability of the independent variables, namely Price and Promotion, to be able to or explain the behavior or diversity of the dependent variable, namely work productivity. The F test is also

intended to find out whether all variables have a regression coefficient equal to zero. (Sugiyono, 2019).

Table 3: F-Test (Simultaneous)

| Model | Sum of Squares | df | Mean Square | f | Sig |
|------------|----------------|----|-------------|--------|------|
| Regression | 988,066 | 2 | 329,355 | 45,302 | ,000 |
| Residual | 697,934 | 37 | 7,270 | | |
| Total | 1686,000 | 39 | | | |

Source: (SPSS Version 25, 2025)

In this case, $F_{count} 45.302 > F_{table} 2.70$ with a sig value of 0.000, while the previously determined significance level α is 0.05, then the sig value of 0.000 < 0.05 . This means that H_0 is rejected. So it can be concluded that Price and Promotion have a significant effect on Muslim Consumer Satisfaction.

Table 4: Test of Determination Coefficient (R)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|------|----------|-------------------|----------------------------|---------------|
| 1 | ,766 | ,586 | ,573 | 2,69632 | 1,738 |

Source: (SPSS Version 25, 2025)

The higher the R-square value, the better it will be for the regression model, because it means that the ability of the independent variable to explain the dependent variable is also greater. The R-square value of 0.766 shows that 76.6% of the Consumer Satisfaction variable is influenced by Product Quality, Price and Promotion, the remaining 23.4% is influenced by variables not examined in this study.

The results of this study can be explained as follows:

1. Price has a positive and significant effect on Muslim consumer satisfaction: Prices that are considered appropriate to the quality of services or facilities provided by the Adimulia Hotel on New Year's Eve 2025 increase Muslim consumer satisfaction. In this context, consumers feel that the value they get is commensurate with the costs they incur. This indicates that the hotel is able to meet consumer expectations regarding price, both in terms of affordability and perceived value. The results of this study are in line with research conducted by (Yulianti et al., 2024), (Dahrani & Syafitri, 2022), (Arda & Andriany, 2023) it can be concluded that price has a positive and significant effect on consumer satisfaction. The implication related to the pricing strategy that can be carried out by the Adimulia Hotel is that hotels need to ensure that prices remain competitive and commensurate with the quality of service provided. Islam recommends fair transactions and reasonable prices in every economic activity (QS. Al-Baqarah: 282). In the context of New Year's celebrations, affordable product or service prices make it easier for Muslim consumers to meet their needs without excessive financial burden.

2. Promotion has a positive and significant effect on Muslim consumer satisfaction: Promotions carried out by hotels, such as discounts, special packages, or marketing campaigns, have succeeded in attracting the attention of Muslim consumers and increasing their satisfaction. Effective promotions may have highlighted values that are relevant to Muslim consumers, such as halal food, prayer facilities, or family-friendly services. The results of this study are in line with research conducted by (Arif & Nasution, 2023) and (Aisha & Azhar, 2022) which concluded that promotions have an effect on consumer satisfaction. The implications of the promotional strategy that can be carried out by Hotel Adimulia are that promotions that are relevant to the needs and preferences of Muslim consumers must continue to be optimized to increase customer satisfaction and loyalty. Promotions offered for products or services must be carried out in an honest manner and do not contain elements of fraud or manipulation (QS. Al-Mutaffifin: 1-3). In Islam, good promotions can provide added value to Muslim consumers, such as discounts, gifts, or special offers, as long as: 1) Does not contain Haram elements: The product or service being promoted must be halal, both in terms of ingredients, purpose, and method of delivery, 2) Aims to provide benefits: Promotions must be designed to make it easier for consumers, not solely for excessive business interests.
3. Simultaneously, price and promotion have a significant effect on Muslim consumer satisfaction: The combination of competitive price and attractive promotion has a greater impact on consumer satisfaction. This shows that these two factors complement each other in creating a satisfying experience for Muslim consumers. For example, attractive promotion can increase the perception of price as something more valuable. New Year celebrations, if carried out, must follow Islamic principles that prioritize benefits and do not violate sharia. Activities such as eating together, buying gifts, or enjoying entertainment are permitted if: 1) They do not contain elements of sin, such as excessive actions (tabdzir) or activities that neglect worship (QS. Al-Isra: 27), 2) They have positive goals, such as strengthening ties, remembering the blessings of Allah, or reflecting on self-improvement in the coming year.
4. Determination coefficient (R^2) of 76.6%: This figure shows that 76.6% of the variation in Muslim consumer satisfaction can be explained by price and promotion variables. The remaining 23.4% may be influenced by other variables not included in the study, such as service quality, location, hotel reputation, or individual consumer factors. Further research is needed to identify other factors that influence Muslim consumer satisfaction, so that hotel marketing and operational strategies can be more comprehensive.

Conclusion

The results of this study indicate that price has a positive and significant effect on Muslim consumer satisfaction. And promotion also has a positive and significant effect on Muslim consumer satisfaction. Simultaneously shows that price and promotion together have a significant effect on Muslim consumer satisfaction. The coefficient of determination (R^2) of 76.6% indicates that the price and promotion variables together are able to explain variations in Muslim consumer satisfaction, while the rest is influenced by other variables not studied. The implication of this study is the importance of Hotel Adimulia Medan designing a marketing strategy that is not only competitive but also in accordance with Islamic values to increase Muslim consumer satisfaction.

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