AN ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION ON CUSTOMER SATISFACTION OF SAMBAL NAGIH PRODUCTS IN PONTIANAK

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Abstract

This study aims to analyze the influence of product quality, price, and promotion on customer satisfaction with Sambal Nagih products in Pontianak City. This research uses an associative quantitative approach with a total of 100 respondents selected using a purposive sampling technique. Data were collected through interviews and questionnaires. The results of multiple linear regression analysis show the equation $Y = 1.061 + 0.243X_1 + 0.225X_2 + 0.203X_3$, with a correlation coefficient (R) of 0.697, which indicates a strong relationship. The coefficient of determination (R^2) value of 48.6% indicates that the variation in customer satisfaction can be explained by product quality, price, and promotion, while the remaining percentage is influenced by other variables outside the model. The F-test results show that product quality, price, and promotion simultaneously have a positive and significant effect on customer satisfaction. The partial t-test results also show that the three independent variables individually have a positive and significant effect. In conclusion, product quality, price, and promotion have been proven to contribute to increasing Sambal Nagih customer satisfaction. This study recommends the need for product innovation improvement, competitive pricing, and more attractive promotions to maintain Sambal Nagih's competitiveness. Future research is expected to add other variables, such as customer loyalty, to obtain more comprehensive results.

Keywords: Product Quality, Price, Promotion, Customer Satisfaction

INTRODUCTION

One of the business players contributing to the development of the chili sauce industry in Pontianak City is Sambal Nagih. Sambal Nagih is a local chili sauce brand that offers various ready-to-eat chili sauce variants with an appetizing taste. This chili sauce was founded by an entrepreneur with a vision to introduce high-quality sambal with an authentic taste that is characteristic of Pontianak. Sambal Nagih not only focuses on the spicy taste of the sambal but also on practical and easy-to-carry packaging, making it the right choice for busy consumers who want to enjoy quality sambal.

As an entrepreneur in the chili sauce sector, Sambal Nagih also utilizes technology to expand its market reach. The use of social media and e-commerce platforms has become an effective strategy to reach consumers outside Pontianak City. By leveraging digital platforms, Sambal Nagih has succeeded in creating strong brand awareness and attracting customers from other regions. Marketing carried out through Instagram, Facebook, and Shopee enables this chili sauce product to be widely recognized by the public and makes it easier for consumers to purchase the product without having to come directly to the location. In facing increasingly tight competition in the chili sauce industry, Sambal Nagih's entrepreneur continues to innovate in products, packaging, and marketing, maintaining consistent quality while keeping up with market trends. Sambal Nagih has succeeded in maintaining its existence in the local culinary market of Pontianak. This product also shows that small businesses that prioritize quality and creativity can grow rapidly, even when facing major challenges.

Based on an interview with Mrs. Rusmida, the owner of Sambal Nagih, it is known that besides maintaining product quality and carrying out effective promotions, pricing is also an important factor in the success of her business. She explained that the right price greatly affects the attractiveness of the product amidst the increasingly tight market competition. According to her, the price offered must be able to reflect the quality of the sambal taste provided so that consumers feel they receive balanced value between the deliciousness of the product and their purchasing power. Sambal Nagih reaches consumers from various segments, both those who focus on quality and those looking for affordable products. This pricing strategy is considered effective in increasing consumer buying interest as well as maintaining sustainable relationships with customers.

In addition, Mrs. Rusmida conveyed that promotion plays an important role in strengthening brand awareness and reaching new consumers. Promotional strategies carried out through various channels, especially social media and online platforms, are considered effective because they make it easier for consumers to access the products. She also emphasized the importance of attractive and routine promotions, such as special offers, to maintain relationships with existing customers while attracting new market interest. Therefore, in addition to maintaining quality and competitive prices, appropriate promotion is one of the keys to Sambal Nagih's success in maintaining its competitiveness. This is reflected in the increase in revenue over the last three years:

Table 1.1 Total Sales or Product Revenue for 2022 - 2024

Month	Year		
	2022	2023	2024
Total	147.580.000,	147.660.0	148.650.000

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Percentage (%)	-	0,05%	0,67%

Source: Sambal Nagih Pontianak, 2025

Based on the data in Table 1.1, Sambal Nagih Pontianak's revenue from 2022 to 2024 shows a stable upward trend, although in relatively small amounts. In 2022, the total recorded revenue was Rp147,580,000. This revenue saw a slight increase in 2023 to Rp147,660,000, or an increase of around 0.05%. Furthermore, in 2024, revenue increased again by 0.67% to Rp148,650,000.

This increase in revenue reflects positive growth, although not yet significant. This can be an indicator that Sambal Nagih Pontianak still has market potential that can be further developed. On the other hand, the relatively slow growth also indicates the need for more effective strategies in marketing, distribution, product innovation, and brand strengthening so that business income can increase more optimally in the future.

Sambal Nagih's success in maintaining quality and customer satisfaction is not solely determined by its unique and diverse taste but also by how it builds closeness with its consumers. Every stage of production, from selecting raw materials to packaging, is carefully supervised to ensure that the products produced are truly of high quality. In addition, the continuous development of product variations is proof of the company's commitment to keeping up with the dynamics of market tastes while providing a wider range of options for consumers. Innovative efforts by launching new flavor variants also demonstrate Sambal Nagih's seriousness in presenting a culinary experience that is always fresh and interesting.

On the other hand, ease of access through online ordering platforms that can be used anytime makes it even easier for consumers to get their favorite products. This makes Sambal Nagih not just an ordinary chili sauce product but a premium choice relied upon to enhance the taste of everyday dishes. Positive responses from customers also reflect a fairly high level of satisfaction, which is influenced not only by the taste quality but also by the convenience of transactions and services provided. Affordable prices with consistent quality and attractive promotions held regularly add even more value in the eyes of consumers. In addition, fast and safe delivery that ensures products remain fresh until they reach the customer's hands further strengthens their trust.

Previous research conducted by Dahliani & Ahwal (2021) showed that product quality significantly affects customer satisfaction, while promotion does not significantly affect customer satisfaction. Research conducted by Parameswari et al (2024) showed that products do not have a significant effect on customer satisfaction, but price and promotion have a significant effect on customer satisfaction. The results of the study by Prasetio & Cyasmoro (2022) showed that price perception, product quality, and promotion have a significant effect on customer satisfaction.

REVIEW OF LITERATURE

Product Quality

Product quality is a very determining factor in maintaining customer trust and satisfaction. Kotler & Armstrong (2008) in Belvia et al. (2023) stated that the quality of a product can be seen from its ability to perform its function, which includes durability,

reliability, accuracy, and ease of repair. This view is reinforced by Taufiq & Utomo (2022), who interpret a product as anything offered in the market to meet consumer needs. Furthermore, Hidhayatullail & Budiyanti (2025) added that quality can be reflected in the characteristics of goods or services that can show the level of product excellence compared to its competitors. When this quality is maintained, customers will feel their needs are optimally met, so loyalty is formed naturally.

Price

Price is one of the important elements in the marketing mix that directly affects purchasing decisions. Kotler & Armstrong (2012) in Hakim & Suprihhadi (2022) explained that price represents the value that must be exchanged by consumers to obtain the benefits of a product or service. This shows that an appropriate price will help the company gain reasonable profit without sacrificing the value received by customers. In line with that, Shalihah et al. (2022) stated that price acts as a medium of exchange, while Ihsan et al. (2023) emphasized price as a unit of value exchanged to obtain ownership rights to goods or services. This means that realistic pricing in line with quality will strengthen consumers' positive perceptions of the offered product.

Promotion

Promotion is one of the strategies used by companies to convey information, influence, and convince consumers. Riyanti (2022) emphasized that promotion is essentially a sales activity that is temporary and aims to accelerate market response. In this context, Putri et al. (2025) added that promotion aims to direct prospective buyers to make exchanges through providing information that educates and persuades. Tjiptono (2020) stressed that promotion is also a communication tool that enables companies to build long-term relationships with their target markets. With appropriate promotion, consumers will be more aware of the existence of the product and be encouraged to try and repurchase.

Customer Satisfaction

Customer satisfaction basically arises from consumers' assessment by comparing their expectations with the product's performance. Keller & Kotler (2009), in Bessie & Suki (2023), defined customer satisfaction as the feeling of pleasure or disappointment that arises due to that comparison. Budiono (2021) added that satisfaction arises from both objective considerations and emotional impulses, while Riyanto & Satinah (2023) viewed satisfaction as the main goal that companies want to achieve to maintain sustainable relationships with customers. In other words, satisfaction is measured not only by how well the product meets its functional standards but also by how customers feel appreciated and served.

RESEARCH METHOD

This research is an associative study. According to Sugiyono (2024, p. 65), association is a research problem formulation that asks about the relationship between two or more variables. This study was conducted to determine the relationship between Product Quality (X1), Price (X2), and Promotion (X3) on Customer Satisfaction (Y) at Sambal Nagih in Pontianak City.

According to Sugiyono (2024, p. 296), data collection techniques are the most important step in research because the main purpose of research is to obtain data. This study uses two types of data: Primary Data, obtained through interviews and questionnaires.

Interviews were conducted by the researcher with the owner of Sambal Nagih to gain in-depth information related to the problems studied. According to Sugiyono (2024, p. 199), a questionnaire is a data collection technique carried out by giving a set of written questions or statements to respondents to answer. Respondents in this study are people who have purchased Sambal Nagih products at least twice on their own decision. Furthermore, according to Sugiyono (2024, p. 296), secondary data is a source that does not directly provide data to data collectors, for example, through other people or documents. Secondary data were obtained from sources such as documents from the Investment and One-Stop Integrated Service Office, product price lists of Sambal Nagih, and Sambal Nagih's income data over the past three years.

According to Sugiyono (2024, p. 126) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied, and then conclusions are drawn. The population in this study is all Sambal Nagih consumers, with the total population unknown. The sample size was determined using the Rao Purba formula (Sujarweni, 2015) because the total population is unknown. Based on calculations, the sample size obtained was 100 respondents. The sampling technique used is non-probability sampling with the purposive sampling method. According to Sugiyono (2024, p. 138), purposive sampling is a sampling technique with certain considerations. The criteria for respondents in this study are:

1. Minimum age of 18 years.
2. Have purchased Sambal Nagih products at least twice.

According to Sugiyono (2024, p. 67), research variables are anything in any form determined by the researcher to be studied so that information about it is obtained, and then conclusions are drawn. The variables in this study consist of independent and dependent variables. The Independent Variables are Product Quality (X1), Price (X2), and Promotion (X3). The Dependent Variable is Customer Satisfaction (Y). This study uses the Likert Scale to measure the attitudes and perceptions of respondents. According to Sugiyono (2024, p. 146), the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena.

In this research, data analysis begins with instrument testing in the form of validity and reliability tests. The validity test is conducted to ensure that each questionnaire item truly represents the variable being measured. The criteria used are that an item is considered valid if the calculated r value is greater than the r table value (Ghozali, 2021, p. 66). Meanwhile, reliability is tested using the Alpha Cronbach method, with the benchmark that an instrument is considered reliable if its coefficient is > 0.70 (Ghozali, 2022, p. 61). After the instrument is declared valid and reliable, the next step is the classical assumption test, which includes normality, multicollinearity, and linearity tests. Normality is tested using the Kolmogorov-Smirnov method and the residuals are considered normally distributed if the significance value is above 0.05 (Ghozali, 2021, p. 196). For multicollinearity, the Tolerance value should be more than 0.10 and the VIF should be less than 10 (Ghozali, 2021, p. 157). Linearity is tested using the Test for Linearity, with the relationship considered linear if the deviation from linearity value is greater than 0.05 (Ghozali, 2021, p. 203). The influence between variables is tested using multiple linear regression, according to Sujarweni (2019), with the equation: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$, where Y is customer satisfaction, while X_1, X_2, and X_3 represent product quality, price, and promotion, respectively. In addition, the correlation

coefficient (R) is used to see the strength of the relationship between variables (Sugiyono, 2019) and the coefficient of determination (R^2) to determine how much the independent variables contribute to explaining the dependent variable (Ghozali, 2021, p. 147). Finally, an F-test is conducted to examine the influence of independent variables simultaneously (Sujarweni, 2019, p. 162) and a t-test to determine the partial effect of each variable (Siregar, 2022, p. 410).

The hypotheses in this study are as follows:

H1: Product quality has a positive and significant effect on customer satisfaction.

H2: Price has a positive and significant effect on customer satisfaction.

H3: Promotion has a positive and significant effect on customer satisfaction.

RESULTS AND DISCUSSION

Test Research Instruments
a. Validity Test

The validity test in this study aims to assess the extent to which the items in the questionnaire are able to represent the construct being measured. The test is conducted by correlating each item with the total score. The correlation value obtained (r calculated) is compared with the r table based on the degree of freedom (df = n - 2). With a total of 100 respondents, df is obtained at 98, and the r table at a significance level of 0.05 is 0.196. The results of the validity test of all research variables can be seen in Table 1.

Table 1
Validity Test Results

Variable	Indicator	r calculate	r table	Description
Product Quality (X1)	X1.1	0.574	0.196	Valid
	X1.2	0.511		
	X1.3	0.544		
	X1.4	0.570		
	X1.5	0.700		
	X1.6	0.521		
	X1.7	0.592		
	X1.8	0.610		
	X1.9	0.577		
	X1.10	0.571		
	X1.11	0.621		
	X1.12	0.590		
	X1.13	0.510		
	X1.14	0.509		
	X1.15	0.481		
	X1.16	0.531		
	X1.17	0.620		
	X1.18	0.612		
	X2.1	0.645	0.196	Valid
	X2.2	0.738		
	X2.3	0.799		
	X2.4	0.563		

Price (X2)	X2.5	0.577		
	X2.6	0.599		
	X2.7	0.768		
	X2.8	0.657		
	X2.9	0.670		
	X2.10	0.746		
	X2.11	0.751		
	X2.12	0.798		
Promotion (X3)	X3.1	0.543		
	X3.2	0.594		
	X3.3	0.641		
	X3.4	0.645		
	X3.5	0.694	0.196	Valid
	X3.6	0.654		
	X3.7	0.609		
	X3.8	0.665		
	X3.9	0.806		
Customer Satisfaction (Y)	Y1.1	0.708		
	Y1.2	0.671		
	Y1.3	0.729		
	Y1.4	0.754	0.196	Valid
	Y1.5	0.731		
	Y1.6	0.736		
	Y1.7	0.692		
	Y1.8	0.727		

Source: Processed Data, 2025

Based on the validity test results for all variables presented in Table 1 above, it can be seen that all statement items have a r calculated value greater than the r table value of 0.196. Thus, all statement items in all variables are considered valid and suitable for use as instruments in this study.

b. Reliability Test

The reliability test is conducted to assess the extent to which the statements in the questionnaire showed consistency as a measuring instrument. In this study, the method used is Cronbach's Alpha, where an item is considered reliable if the Alpha value is ≥ 0.60. The results of the reliability test for each variable are presented in Table 2.

Table 2
Reliability Test Results

Variable	Cronbach's Alpha	Description
Product Quality (X1)	0.874	
Price (X2)	0.901	Reliable
Promotion (X3)	0.830	
Customer Satisfaction (Y)	0 869	

Source: Processed Data, 2025

Based on the reliability test results for each variable presented in Table 2 above, Cronbach's Alpha > 0.70 is obtained, so it can be concluded that all items in each variable are considered reliable and suitable for use as instruments in this study.

Classical Assumption Test

a. Normality Test

The normality test in this study aims to ensure that the data distribution is normal. The test is conducted using the Kolmogorov-Smirnov method with the help of SPSS software. The test results are presented in Table 3.

Table 3
Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.052
Asymp.Sig.(2-tailed)	.200^c

Source: Processed Data, 2025

Based on the normality test results presented in Table 3 above, the Asymp. Sig. (2-tailed) value obtained is 0.200, which is greater than the normality significance level of 0.05. Thus, it can be concluded that the data in this study is normally distributed.

b. Linearity Test

The linearity test is used to determine whether there is a linear relationship between the independent and dependent variables. The test is conducted using the Test for Linearity method using SPSS. The results are presented in Table 4.

Table 4
Linearity Test Results

Variable	Sig
Product Quality * Customer Satisfaction	0.770
Price * Customer Satisfaction	0.101
Promotion * Customer Satisfaction	0.643

Source: Processed Data, 2025

Based on the linearity test results presented in Table 4 above, the significance value of Deviation from Linearity for each variable is obtained > 0.05; it can be concluded that the relationship between each variable is linear.

c. Multicollinearity Test

The multicollinearity test is conducted to detect high correlations between independent variables that can influence the accuracy of regression coefficient estimation and model reliability. The results of the test using SPSS are shown in Table 5.

Table 5
Multicollinearity Test Results

Variable	Tolerance	VIF
Product Quality (X1)	.492	2.034
Price (X2)	.531	1.882
Promotion (X3)	.565	1.769

Source: Processed Data, 2025

Based on the results of the multicollinearity test presented in Table 5 above, the results can be described as follows:

1. The Product Quality variable (X1) has a Tolerance value of 0.492, which is greater than 0.10, and a VIF value of 2.034, which is less than the limit of 10.00.
2. The Price variable (X2) has a Tolerance value of 0.531, which is greater than 0.10, and a VIF value of 1.882, which is less than the 10.00 threshold.
3. The Promotion variable (X3) has a Tolerance value of 0.565, which is greater than 0.10, and a VIF value of 1.769, which is less than the 10.00 threshold.

Based on the explanation outlined above, and referring to the basis for decision making, because all three variables show a Tolerance value above 0.10 and a VIF below 10.00, it can be concluded that there are no signs of multicollinearity between the three independent variables in the regression model in this study.

Hypothesis Test
a. Multiple Linear Regression Analysis

Multiple regression analysis is used to measure the influence of two or more independent variables on one dependent variable, both simultaneously and partially, and to form a predictive model. The regression coefficient results based on SPSS analysis are shown in Table 6.

Table 6
Multiple Linear Regression Analysis Results

Variable	Coefficients	T Statistic	Siginfinance Value
(Constant)	1.061	4.094	.000
Product Quality	.243	2.911	.004
Price	.225	2.339	.021
Promotion	.203	2.769	.007
Dependent Variable: Customer Satisfaction			

Source: Processed Data, 2025

Based on the results of the multiple linear regression analysis presented in Table 6 above, a multiple linear regression coefficient equation can be constructed, and the results are obtained and explained as follows:

$$Y = 1.061 + 0.243 X1 + 0.225 X2 + 0.203 X3$$

a. The constant (a) is 1.061, which means that if the variables Product Quality (X1), Price (X2), and Promotion (X3) are all zero. then Customer Satisfaction (Y) will increase by 1.061.
b. The regression coefficient (b1) for the Product Quality (X1) variable is 0.243 with a positive direction, indicating that every one-unit increase in Product Quality will cause an increase of 0.243 in Customer Satisfaction.
c. The regression coefficient (b2) for the Price (X2) variable is 0.225 with a positive direction, indicating that every one-unit increase in Price will cause an increase of 0.225 in Customer Satisfaction.
d. The regression coefficient (b3) for the Promotion variable (X3) is 0.203 with a positive direction, indicating that every one-unit increase in Promotion will cause an increase of 0.203 in Customer Satisfaction.

b. Correlation Coefficient and Determination Coefficient (R^2)

The correlation coefficient is used to see the strength and direction of the relationship between variables. This study uses the Product-Moment correlation method, with the results presented in Table 7.

Table 7
Correlation Coefficient and Determination Coefficient (R²) Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697[a]	.486	.470	.58919

Predictors: (Constant), Promotion, Product Quality, Price

Dependent Variable: Customer Satisfaction

Source: Processed Data, 2025

Based on the correlation coefficient test results presented in Table 7 above, a correlation value (R) of 0.697 is obtained. This value indicates that there is a strong relationship between the variables of Product Quality, Price, Promotion, and Customer Satisfaction, as the value is within the interval of 0.60-0.799.

Based on the results of the coefficient of determination (R²) test presented in Table 7 above, an R-Square value of 0.486 is obtained. This value indicates that the variables of Product Quality, Price, and Promotion collectively explain 48.6% of the influence on the Customer Satisfaction variable. The remaining 51.4% of Customer Satisfaction is explained by other variables not included in this research model.

c. Simultaneous Test (F Test)

Simultaneous test (F) is used to determine whether all independent variables collectively have a significant influence on the dependent variable. The test results are shown in Table 8.

Table 8
Simultaneous Test Results (F Test)

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	31.520	3	10.507	30.266	.000[b]
Residual	33.326	96	.347		
Total	64.846	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Promotion, Product Quality, Price

Source: Processed Data, 2025

Based on the simultaneous test results (F test) in Table 8 above, the calculated F value is obtained as 30.266 > F table 2.70 and the significance value is 0.000< 0.05. Thus, it can be concluded that simultaneously there is a positive and significant influence between the variables of Product Quality, Price, and Promotion on Customer Satisfaction.

d. Partial Test (T Test)

Partial test (t) is conducted to assess the influence of each independent variable individually on the dependent variable according to the proposed hypothesis. The test results are shown in Table 9.

Table 9
Partial Test Results (T Test)

Coefficients[a]				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

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		B	Std. Error	Beta		
1	(Constant)	1.061	.259		4.094	.000
	Product Quality	.243	.083	.304	2.911	.004
	Price	.225	.096	.235	2.339	.021
	Promotion	.203	.073	.269	2.769	.007
a. Dependent Variable: Customer Satisfaction						

Source: Processed Data, 2025

Based on the results of the partial test (t-test) in Table 9 above, the calculated t-test results will be compared with the t-table. The t-table value is 1.661. The results of the t-test (partial) in Table 9 can be explained as follows:

1. The calculated t-value for the Product Quality variable (X1) is 2.911 > t-table value of 1.661 and the significance value is 0.004 < 0.05, so it can be concluded that Ho is rejected and Ha is accepted. This means that Product Quality has a positive and significant partial influence on Customer Satisfaction.
2. The calculated t-value for the Price variable (X2) is 2.339 > the table t-value of 1.661, and the significance level is 0.021 < 0.05. Therefore, it can be concluded that Ho is rejected and Ha is accepted. This means that Price has a positive and significant partial influence on Customer Satisfaction.
3. The t-value for the Promotion variable (X3) is 2.769 > the t-table value of 1.661, and the significance level is 0.007 < 0.05. Therefore, it can be concluded that Ho is rejected and Ha is accepted. This means that Promotion partially has a positive and significant influence on Customer Satisfaction.

Effect of Product Quality on Customer Satisfaction

Based on the partial test results, product quality has been proven to have a positive and significant effect on customer satisfaction for Sambal Nagih. Essentially, taste, packaging, and product durability are the first aspects assessed by consumers. Sambal Nagih's consistency in maintaining its recipe, level of spiciness, and packaging hygiene makes customers feel that their expectations are met. This explains why customers are likely to repurchase. This finding is in line with those of Nurjanah et al. (2022), Nurasiah et al. (2025), and Stiyoko et al. (2025), which also confirm that product quality has a positive and significant effect on customer satisfaction. In other words, even though the taste of sambal is subjective, when the product's quality is consistently maintained, consumers feel secure and satisfied. This highlights the importance of standardizing raw materials and implementing quality control to sustain a good reputation.

Effect of Price on Customer Satisfaction

The analysis also shows that the price variable has a positive and significant effect on customer satisfaction. In the context of Sambal Nagih, the price offered is still acceptable to most customers. Consumers tend to consider whether the price is proportional to the taste and convenience of the product. If they feel it is reasonable, they will not hesitate to buy again. This result aligns with the studies by Sitompul & Gultom (2025), Sholihah et al. (2022), and Marpuang & Saputri (2021), which also found that price positively and significantly influences customer satisfaction. This serves as a sign for Sambal Nagih to not only focus on product quality but also remain aware of competitors' pricing. Seasonal discounts or bundling packages could be simple yet effective strategies to maintain customer loyalty.

Effect of Promotion on Customer Satisfaction

The promotion variable has also been shown to have a positive and significant effect on customer satisfaction. This indicates that consumers feel valued when there are special offers or clear promotional information. For a home-based product like Sambal Nagih, promotions through social media, customer testimonials, or discounts for repeat purchases can foster satisfaction as consumers feel they gain extra benefits. This result is consistent with the studies by Farizky et al. (2022), Ummah & Saragih (2022), and Sari & Paludi (2020), which demonstrate that promotion has a positive and significant effect on customer satisfaction. Without proper promotions, consumers can quickly forget or be swayed by similar products. Therefore, promotion is not just about offering discounts but also about how business owners build regular communication with their customers.

CONCLUSION

Based on the analysis results, it can be concluded that product quality, price, and promotion have a positive and significant influence, both simultaneously and partially, on customer satisfaction of Sambal Nagih in Pontianak City. This is supported by a correlation coefficient (R) of 0.697, indicating a strong relationship between the variables, and a determination coefficient (R^2) of 48.6%, which shows that nearly half of the variation in customer satisfaction can be explained by these three variables. The regression equation $Y = 1.061 + 0.243X_1 + 0.225X_2 + 0.203X_3$ illustrates that improvements in product quality, appropriate pricing, and well-executed promotions will have an impact on increased customer satisfaction. Practically, these findings imply that Sambal Nagih should consistently maintain the quality of its products, ensuring taste and the freshness of raw materials remain high. In terms of pricing, setting a price point should always balance the taste quality with the purchasing power of its target market. Meanwhile, creative and well-planned promotional activities through digital platforms are important strategies to attract new customers and retain loyal ones. As a recommendation, it is suggested that Sambal Nagih carry out regular product innovations in line with market preferences, apply competitive pricing strategies, and develop more effective promotional campaigns to expand its market reach. Future research is encouraged to include other variables, such as customer loyalty or brand image, to provide broader and more in-depth insights for improving customer satisfaction in the future.

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