



Analysis of Marketing Communication Strategy and Prices on Loyalty through Customer Satisfaction (Empirical Study At PT. Charoen Pokphand Indonesia in Makassar)

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Abstract. The purpose of this research is to determine and analyze the influence of marketing communication strategies on customer satisfaction, the influence of price on customer satisfaction, the influence of marketing communication strategies on customer loyalty, the influence of prices on customer loyalty, the influence of customer satisfaction on customer loyalty, and to determine and analyze the influence of strategy marketing communications and prices on loyalty through customer satisfaction at PT. Charoen Pokphand Indonesia in Makassar. To apply this objective, observations and questionnaires were carried out, taking a sample of 150 customers, with data analysis techniques using the SEM-PLS 3.2.9 method. The research results show that marketing communication strategy has a positive and significant effect on customer satisfaction, price has a negative and significant effect on customer satisfaction, marketing communication strategy has a positive and significant effect on customer loyalty, price has a negative and significant effect on customer loyalty, customer satisfaction has a positive and significant effect on customer loyalty. From the results of the mediation test, customer satisfaction can mediate the influence of marketing communication strategies on customer loyalty, then customer satisfaction can mediate the influence of price on customer loyalty at PT. Charoen Pokphand Indonesia in Makassar.

Keywords : marketing communication strategy, price, customer satisfaction and customer loyalty

1. Introduction

Customer loyalty is important for a company, through customer loyalty it will get regular *repeat orders from customers*. Customer loyalty is an important asset for a company and to get it requires more *effort*. To be able to achieve loyalty, companies need to make various efforts and even this takes time, energy and of course costs. The high level of loyalty from customers will be something that must be paid attention to and maintained so that it does not decrease. To create customer loyalty, one of the factors that companies need to pay attention to and which is very dominant in loyalty

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is satisfied customers. This is in accordance with the theory put forward by Muslimin (2023) that customer satisfaction is one of the conditions needed for a company to be able to create customer loyalty.

Consumers who are loyal to the product, the company is able to increase profitability. However, if the product is unable to satisfy the customer, the customer will react by saying they will stop buying the company's brand or product and the customer will also express dissatisfaction directly with the company. Hariono and Marlina (2021) findings show that customer satisfaction has been proven to have a significant influence on customer loyalty. This means that the higher the level of customer satisfaction, the more customer loyalty will increase. However, it is different from the research of Aprileny *et al.*, (2022) that customer satisfaction has no effect on customer loyalty, so there is a research gap in this research.

The importance of the issue of satisfaction so that it influences customer loyalty, there are many factors that need to be considered, one of which is marketing communication strategies. According to Priyanta (2022), marketing communication is very important, because with good communication, good relationships will be created for a company by creating a sense of satisfaction from customers for the benefit of a company. A sense of customer satisfaction with a company is very much needed by building good sustainable relationships. Every company must have the right communication strategy and be able to meet the needs of each customer so that it can attract attention and win the market. The research findings of Setiowati *et al.*, (2023) show that marketing communication has an effect on customer satisfaction. Meanwhile, Wahyuni's (2021) research results prove that marketing communications does not have a significant effect on consumer satisfaction, so there is a research gap in this research.

Marketing communication strategies also influence customer loyalty, as per Kotler and Keller (2018:153) theory, that creating strong and close relationships with customers is the dream of all marketers and this is often the key to long-term marketing success, namely focusing more on increasing loyalty. customer. The role of marketing communications is very vital considering the role of communication as facilitating relationships between companies and customers. Where the aim of communication is not only to encourage the first purchase, but also to ensure post-purchase satisfaction so that there is a greater possibility of repeat purchases or customer loyalty. Research by Sari and Nurhayati (2019) shows that there is a strong relationship between marketing communication strategy variables and consumer loyalty variables. However, it is different from Shaleha (2020) research that marketing communications does not have a significant influence on customer loyalty.

Another factor that influences customer satisfaction and loyalty is price, price acts as the main determinant of buyer choice, although non-price factors have become increasingly important in buyer behavior over time. According to Anggraini and Budiarti (2020), to meet customer satisfaction, companies must pay attention to the prices offered to customers and what they will get for that price. Price is an important factor for companies to gain profits and also to attract customers. Every company tries to set prices that are affordable for consumers to be superior to its competitors. Syahidin and Adnan (2022), price has a positive and significant effect on customer satisfaction. Consequently, an improvement in the impression of pricing will result in an increase in consumer satisfaction. Meanwhile, research by Hadyarti

and Kurniawan (2022) indicates that pricing does not influence customer happiness, thereby highlighting a research gap in this study.

Then price also influences customer loyalty, as per the theory of Farisi and Siregar (2020) that price is the main determining factor of market demand and is also a driver in influencing competitive position. The importance of price depends on the nature of the buyer. The higher the level of suitability of the price of the product or service offered by the company according to consumers, the higher the customer loyalty. Conversely, the lower the level of suitability of the price of the product or service offered by the company according to consumers, the lower customer loyalty. Hariono and Marlina (2021) shows that price has a positive and significant influence on customer loyalty. However, this contradicts the research of Lestari *et al.*, (2022) that the price variable does not have a significant effect on customer loyalty, so there is a research gap in this research.

This research uses customer satisfaction as a mediating variable between the influence of marketing communication strategies on customer loyalty. In their study, Pratiwi and Miraza (2019) discovered that customer satisfaction can mitigate the impact of marketing messages on consumer loyalty. This statement suggests that improving marketing communications may lead to higher levels of consumer satisfaction, which in turn can result in increased customer loyalty. Similarly, client loyalty is affected by pricing via the intermediary factor of customer happiness, research findings by Thungasal and Siagian (2019) demonstrate the correlation between pricing and client loyalty by examining the impact of customer satisfaction. client loyalty may be established by providing pricing that align with client expectations and ensuring high levels of customer satisfaction.

The company needs to pay attention to marketing communication strategy and price issues, in this case PT. Charoen Pokphand Indonesia in Makassar which is engaged feedmill industry, has a wide range of work activities, which has a vision of providing food for a developing world, with a mission namely produces and sells day-old chicken feed and processed foods that are high quality and innovative. To achieve this vision and mission, high customer loyalty is expected. However, the problem that occurs is that there is a decrease in the number of customers, this is due to a lack of customer loyalty in purchasing the products offered by the company, apart from that because the selling price set is quite expensive, which affects customer satisfaction and loyalty in purchasing the products offered by the company.

2. Literature review

2.1 Marketing Communication Strategy

Marketing communications strategy is very important in moving the company's desired market position. Rabbani *et al.*, (2022:1) provide the understanding that marketing communication is a marketing activity in an effort to convey information and influence to attract consumer interest. Widyastuti (2018: 143) states that marketing communication is the process of managing all sources of information about a product or service, which is shown to exposed customers or prospects, with the aim of bringing customers to sales and maintaining customer

loyalty. In marketing communication strategies, there are several elements of marketing communications according to Hadawiah (2022:77), namely:

1. Advertising (*Advertising*)

Advertising is a non-personal presentation or product promotion effort that is paid for by the company. Advertising is a marketing communication strategy using TV, radio, magazines, newspapers and other media. Advertising is any form of non-personal communication about products produced by a company, both goods and services.

2. Sales Promotion (*Sales Promotion*)

Promotion comes from the word promote which can be understood as developing or improving. Promotion includes all the tools in the marketing mix *whose* main role is to provide more persuasive communication.

3. *Public Relations and Publicity*

This aims to improve the relationship between products and consumers and the general public. This strategy can be done by running several interesting programs that can improve the image of the product.

4. *Personal Selling*

Personal selling or *personal selling* is a form of direct communication between the seller and prospective buyers (*person-to-person communication*).

5. *Direct Marketing*

Direct marketing is marketing by building a very close relationship with the target market which allows for a *two way communication*. Direct marketing is not just the activity of sending letters (*direct mail*), sending company catalogs to customers.

2.2 Price

Price still remains one of the most important elements that determine a company's market share and profitability. According to Haque *et al.*, (2022:276) , price is the only marketing *mix element* that generates revenue. Meanwhile, Wardhana (2021: 116) states that the definition of price is the amount of money that consumers pay to obtain a product or service or the amount of money that consumers exchange for the value of a product to obtain benefits or ownership or use of the product. Pricing is an important part of the marketing strategy for a product or service. According to Indrasari (2019:42), five indicators characterize prices. The five indicators are:

- 1) Affordable prices, prices that can be reached by all groups according to the selected target market segment.
- 2) Matching price with product quality. Product quality determines the price that will be offered to consumers.
- 3) Price competitiveness, the price offered is whether it is higher or below average than competitors.
- 4) Matching price with benefits. Consumers will feel satisfied when they get benefits after consuming what is offered according to the value they spend.
- 5) Price can influence consumers in making decisions. When the price does not match the quality and consumers do not get benefits after consuming, consumers will tend to make the decision not to make a purchase.

2.3 Customer satisfaction

Customer satisfaction is determined by the whole experience that clients get from using a product or service, with satisfaction being subject to variation across different experiences. Samirudin (2023:89) customer satisfaction is the measure of how consumers perceive the performance of a product or service in relation to their expectations, and whether it meets or surpasses them. Kotler and Keller (2018:167) believes that satisfaction is a person's (customer) feeling of satisfaction or disappointment resulting from comparing product performance or results with expectations. If the performance does not match customer expectations, then they will be disappointed. Vice versa, if it meets customer expectations, they will feel satisfied. Daga (2017:81) states that indicators of customer satisfaction can be seen from:

- 1) *Repurchase*. Repurchase, where the customer will return to the company to look for goods or services.
- 2) Creating *Word-of-Mouth*. In this case, customers will say good things about the company to others.
- 3) Creating a Brand Image. Customers will pay less attention to brands and advertising of competing products.
- 4) Creating purchasing decisions at the same company. Purchase another product from the same company.

2.4 Customer loyalty

Consumer loyalty is a manifestation and continuation of consumer satisfaction in using the facilities and services provided by the company, as well as in remaining a consumer of the company. Muslimin (2023:139) provides the opinion that customer loyalty is an attitude that drives behavior in purchasing company products by bringing in the emotional aspect, especially buying regularly and repeatedly. Indicators that can show the level of customer loyalty according to Mujito *et al.*, (2023:121) are:

- 1) Purchase Frequency. Customer purchase frequency shows how often customers buy products or services from the company.
- 2) Purchase Volume. Purchase volume shows the number of products or services purchased by customers in a certain time period.
- 3) Recommendation. Loyal customers often recommend a company's products or services to others, showing their level of trust and satisfaction with the product or service.
- 4) Customer Retention. Customer retention rate shows how many customers continue to buy products or services from a company within a certain period of time.
- 5) Ability to Resist Competitor Products. Loyal customers tend to choose a company's products or services over competitors' products or services.
- 6) Feedback: Customer feedback shows the level of satisfaction and expectations with the company's products or services. Loyal customers tend to provide positive feedback.

2.5 Conceptual Model

PT. Charoen Pokphand Indonesia in Makassar is a company that operates in the feedmill, where to ensure the continuity of the company, loyal customers are needed. According to Mujito *et al.*, (2023:117) customer loyalty is the state in which a consumer consistently chooses to purchase items or services from a certain business and gives them more importance compared to those from competing companies. To increase customer loyalty, Kotler and Keller (2018:167) Consumer satisfaction refers to an individual's emotional state of contentment or dissatisfaction resulting from a comparison between their perception of a product's performance and their initial expectations. In increasingly tight competition, consumer satisfaction becomes a top priority where product quality and product satisfaction must be considered in order to achieve increased business profits and high consumer loyalty.

A marketing communication plan is necessary to ensure consumer happiness and loyalty, which are of great significance. Marketing communication is very important because with good communication, good relationships will be created for a company by creating a sense of satisfaction from customers for the benefit of the company (Priyanta, 2022), apart from that, a communication strategy Marketing creates strong and close relationships with customers to increase customer loyalty (Kotler and Keller, 2018: 153). The relationship between price and satisfaction is evident, as the firm must carefully consider the price it offers to clients in order to fulfil their satisfaction and provide value in return (Anggraini and Budiarti, (2020). The importance of price depends on the nature of the buyer. The higher the level of suitability According to consumers, the price of the product offered, the higher the customer loyalty. The connection between marketing communication strategy and pricing on client loyalty via customer satisfaction is shown in the accompanying graphic :

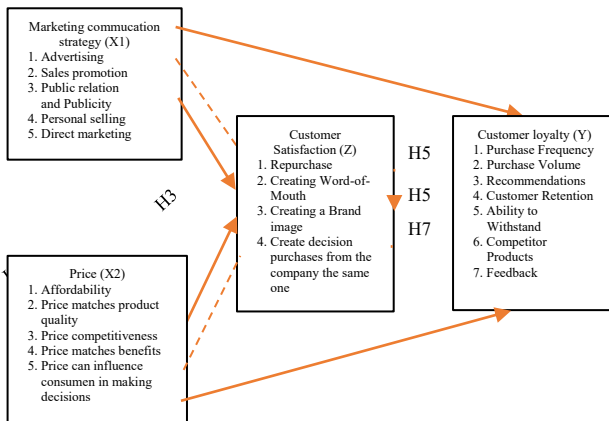


Figure 1. Framework of Thought

2.6 Research Hypothesis

- H 1 : Marketing communication strategies have a positive and significant effect on customer satisfaction
- H 2: Price has a negative and significant effect on customer satisfaction
- H 3: Marketing communication strategies have a positive and significant effect on customer loyalty
- H 4: Price has a negative and significant effect on customer loyalty
- H 5: Customer satisfaction has a positive and significant effect on customer loyalty
- H 6: Marketing communication strategies have a positive and significant effect on loyalty, mediated by customer satisfaction
- H 7: Price has a positive and significant effect on loyalty, mediated by customer satisfaction.

3. Research Methods

This quantitative study aims to examine the impact of the independent variable on the dependent variable. This research intends to see how much influence the variables influence each other. *Comparative Causality* or cause and effect relationship, The study entails investigating the impact of marketing communication techniques and pricing on customer loyalty by examining the mediating role of customer satisfaction. This will be done using SEM-PLS 3.2.9.

4. Empirical Results

4.1 Respondent Description

The respondent's description provides an overview of the situation of the respondents who were sampled in this research, namely at PT Charoen Pokphand Indonesia which is engaged in the processing and preservation industry of meat and poultry products, freezing fruit, vegetables, mixed flour and flour dough. In this research, 150 respondents were used as observations. The results of data collection and processing The surveys conducted by distributing questionnaires will provide a depiction of the demographic attributes of the respondents based on their age, as seen in Figure 2:

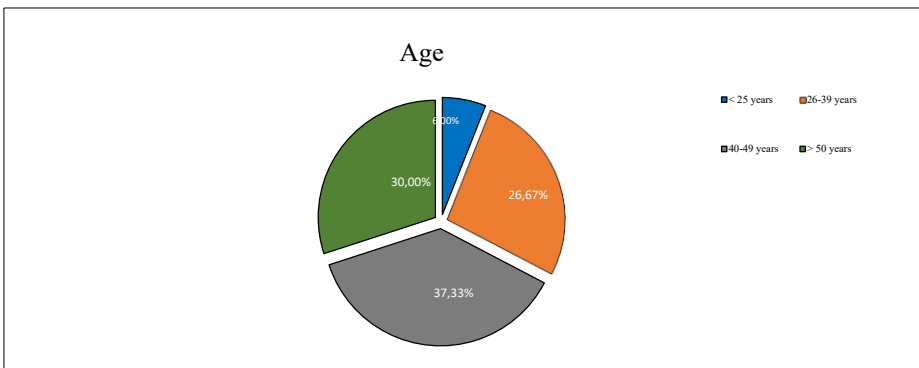


Figure 2. Description of Respondents by Age

Figure 2 is the characteristics of respondents according to age, where the majority of respondents are 40-49 years old, namely 37.33%, this indicates that most of PT Charoen Pokphand Indonesia's customers are 40-49 years old. Then a description of the respondents according to gender will be presented which describes the condition of the respondents according to gender, where from the results of distributing the questionnaire that has been carried out, a description of the respondents according to gender will be presented, which can be shown in Figure 3, namely as follows :

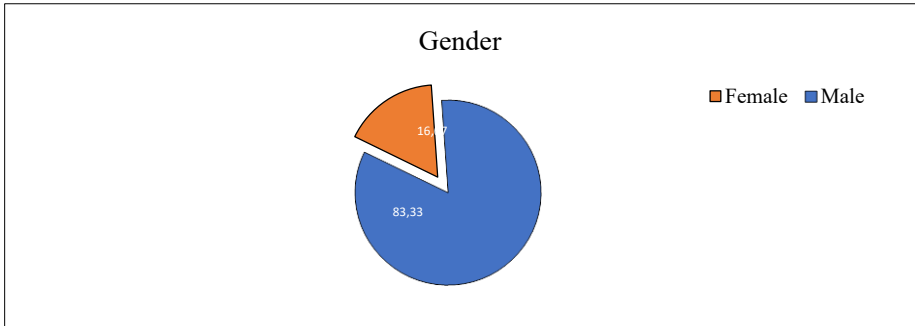


Figure 3. Characteristics of respondents by gender

Figure 3: The analysis of the respondents' characteristics based on gender reveals that among the observed 150 respondents, males outnumber women. This can be seen that men are 83.30% and women are 16.70%. So it can be said that customers at PT Charoen Pokphand Indonesia are dominated by men compared to women. Next, we will give the attributes of the participants categorised by their income, as seen in Figure 4. These attributes are as follows:

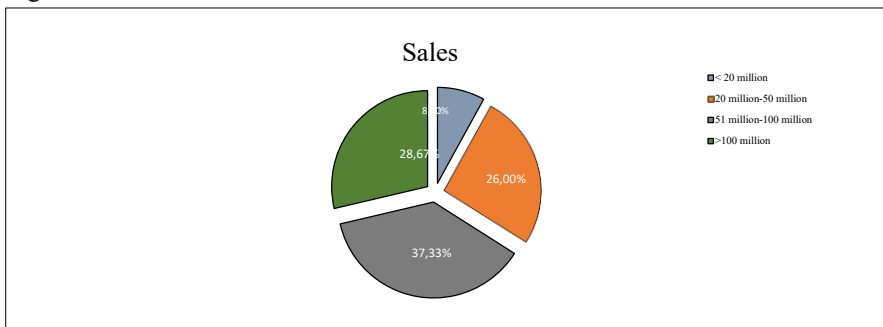


Figure 4. Characteristics of respondents according to income

Figure 4 Characteristics of respondents according to income, especially at PT Charoen Pokphand Indonesia, which shows that the level of income of respondents from the 150 samples observed was 51 million - 100 million, which is 37.30%, so it

can be said that the majority of customers are generally in the upper middle class category. .

4.2 Descriptive statistics

Descriptive statistics, namely providing a clear picture such as the average value (*mean*), standard deviation and maximum and minimum values of each variable observed in this research, namely marketing communication strategy, price, customer satisfaction and customer loyalty obtained from data processing, p. This can be presented in table 1, namely:

Table 1. Descriptive Statistics of Research Variables

Variable	Mean	Standard deviation	Actual range	Theoretical range
Marketing communications strategy	19.63	3.30	9-25	5-25
Price	17.23	4.54	10-25	5-25
Customer satisfaction	15.01	3.68	8-20	4-20
Customer loyalty	22.93	5.0	13-30	6-30

Source: Processed data, 2023

Table 1 presents the descriptive statistics of this research. It reveals that the marketing communication strategy variable has an actual score range of 9-25, while the theoretical range is 5-25. Based on this, it can be concluded that the marketing communication strategy implemented by PT. Charoen Pokphand Indonesia is considered good, as the actual range value exceeds the theoretical range. Then, related to the actual range for the price variable, it is 9 -25 with a mean value of 19.63, while the theoretical range is 5-25. This indicates that the selling price of each product set by the company is quite competitive when compared with the selling prices of its competitors.

Then for customer satisfaction the actual score range is 8-20 with a mean value of 15.01 while the theoretical range is 4-20. This indicates that the satisfaction felt by customers of PT Charoen Pokp hand Indonesia according to consumer perception can be categorized as satisfied because from the data the actual score is greater when compared to the theoretical range, as is the case for the actual customer loyalty score variable which is 8-20 with a mean value of 22.93, while the theoretical range is 6-30, This suggests that the degree of client loyalty is classified as strong. This is due to the company's competitive pricing of its goods and the provision of satisfactory customer service.

4.3 SEM-PLS Analysis 3.2.9

This research data analysis aims to test the research hypothesis, where the data analysis uses the SmartPLS 3.2.9 statistical method. SEM uses 2 stages, Specifically, there are two models involved in this analysis: the measurement model (also known

as the *outer model*) and the structural model (also known as the *inner model*). The measurement model elucidates the extent to which the latent variable accounts for the variability in each apparent variable (indicator). In addition to that, the inner model, a measurement model, is used to examine the study hypothesis by using independent variables, namely marketing communication strategy (X_1), price (X_2), while the mediating (*intervening*) variables are customer satisfaction (Y_1) and the *dependent variable*, namely customer loyalty (Y_2).

According to the previous description, then the data can be analyzed as follows:

1. Analysis of the measurement model (*Outer Model*)

The measurement model analysis, also known as the *outer model*, is used to ascertain the specifications of the connection between latent variables and manifest variables. This analysis involves *evaluating the convergent validity, discriminant validity*, and reliability of the measurement model. The subsequent study will offer an outer model analysis, which may be stated as follows:

a) Convergent validity.

Convergent validity *aims* to determine the validity of each indicator's relationship with the construct or latent variable. In this study, a *cut off* value of 0.70 was used, so that the *loading factor value* of each construct observed in this study will be presented, which can be presented in 2, namely:

Table 2. The amount of *loading factor* in smartpls 3.2.9

No	Variable	Number of indicators	<i>Loading factor</i> (> 0.70)	AVE (> 0.50)	Information
1.	Marketing communications strategy	5	0.867 – 0.911	0.783	Valid
2.	Price	5	0.895 – 0.928	0.831	Valid
3.	Customer satisfaction	4	0.896 – 0.933	0.842	Valid
4.	Customer loyalty	6	0.786 – 0.900	0.746	Valid

Source: Processed data, 2023

Table 2 demonstrates that marketing communication strategies are evaluated with a *loading factor* ranging from 0.867 to 0.911, which exceeds the threshold of 0.70. Additionally, the average variance extracted (AVE) is 0.783, which is greater than the cutoff of 0.50. These findings indicate that the five indicators in this study possess discriminant validity. Furthermore, the price variable exhibits a loading factor value of 0.895 to 0.928, surpassing the threshold of 0.70, and an AVE value of 0.831, which is also greater than 0.50. The five indicators provide strong discriminant validity. For customer satisfaction, the loading factor value is between 0.896 to 0.933, which is more than 0.70. Additionally, the AVE value is 0.842, which is greater than 0.50. These results suggest that the four research indicators have excellent discriminant validity. In addition, with a customer loyalty score of 0.786 – 0.900, which is more than 0.70, and an AVE value of 0.746, which is greater than 0.50, it can be concluded that the study has achieved satisfactory discriminant validity. That overall the indicators used in this research already have convergent validity so that the data analysis process can be carried out further.

b) Discriminant validity (*Discriminant validity*)

Discriminant validity seeks to determine the degree to which variables are distinct from other conceptions based on the empirical *Fornell-Larcker criteria*. The analytical findings obtained using SmartPLS 3.2.9, which are shown in Table 3, are as follows:

Table 3 . Discriminant validity with *Fornell-Larcker* in SmartPLS 3.2.9

	Price	Customer satisfaction	Customer loyalty	Marketing Communication Strategy
Price	0.911			
Customer satisfaction	-0.425	0.918		
Customer loyalty	-0.401	0.630	0.864	
Marketing Communication Strategy	-0.012	0.361	0.351	0.885

Source: Processed data, 2023

Table 3 presents the outcomes of the discrete validity test conducted using Fornell-Larcker analysis in SmartPLS 3.2.9. The table displays the *Fornell Larker Criterion* values for each observed variable in the study, indicating the highest value for each tested latent variable. Additional individuals, meaning that each indicator is able to be predicted well by each latent variable . Then reliability testing will be carried out as measured by *Cronbach's alpha* and *composite reliability* which can be presented in table 4 , namely:

Table 4. *Cronbach's alpha* and *composite* reliability tests

No	Variable	<i>Cronbach's Alpha</i>	<i>Composite reliability</i>	Information
1.	Marketing communications strategy	0.931	0.947	Reliable
2.	Price	0.949	0.961	Reliable
3.	Customer satisfaction	0.937	0.955	Reliable
4.	Customer loyalty	0.932	0.946	Reliable

Source: Processed data, 2023

Table 4 displays the outcomes of the reliability test, indicating that the marketing communication strategy possesses a *Cronbach's alpha value* of 0.931 and a *composite reliability* of 0.947. These values exceed the threshold of 0.70, signifying that each utilised indicator is considered consistent and reliable in measuring variables. Similarly, the price variable has a *Cronbach's alpha value* of 0.949 and a *composite reliability* of 0.961, both over the threshold of 0.70. This indicates that the indicators used are dependable in assessing the price variable. The customer satisfaction variable has a *Cronbach's alpha* value of 0.949 and a *composite reliability* of 0.961, both exceeding the threshold of 0.70. This indicates that each indicator used to measure the price variable is reliable. Similarly, the customer loyalty variable has a *Cronbach's alpha value* of 0.932 and a *composite reliability* of 0.946, which are higher than 0.70, suggesting that the indicators used are reliable in measuring customer loyalty.

Research Hypothesis Testing Analysis (*Inner Model*)

The structural model (*inner model*) was evaluated to determine if the hypothesised relationship between latent variables, specifically the independent and dependent variables, could provide answers to questions about their relationship. Based on Figure 6, namely the results of *bootstrapping* in SmartPLS 3.2.9, before testing the research hypothesis, an analysis of *the Rsquare* and *adjusted Rsquare values* will be carried out which can be shown in Table 5, namely:

Table 5. The magnitude of the RSquare and Adjusted Rsquare values

	<i>R Square</i>	<i>Adjusted R Square</i>
Customer satisfaction	0.307	0.297
Customer loyalty	0.445	0.433

Source: Data processing results

The *adjusted R-squared* value for customer satisfaction is 0.297, indicating that 29.70% of the variation in customer happiness can be accounted for by marketing communication methods and pricing. The remaining 70.30% is driven by additional variables not included in this study model. The corrected R-square value is 0.433, indicating that 43.30% of customer loyalty can be accounted for by marketing communication methods, pricing, and customer satisfaction. The remaining 56.70% is influenced by additional variables not included in this study model. In relation to the description above, hypothesis testing will be carried out in this research, but previously the path coefficients (mean, stdev, t-values and P-values) will be presented which can be shown in table 6, namely as follows :

Table 6. Path coefficient values (*Mean, STDEV, T-Values and ρ -values*)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	ρ Values
Price -> Customer Satisfaction	-0.420	-0.420	0.064	6,613	0,000
Price -> Customer Loyalty	-0.193	-0.190	0.073	2,656	0.008
Customer Satisfaction -> Customer Loyalty	0.486	0.490	0.091	5,342	0,000
Marketing Communication Strategy -> Customer Satisfaction	0.356	0.359	0.070	5,090	0,000
Marketing Communication Strategy -> Customer	0.174	0.179	0.066	2,645	0.008

Loyalty				
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Source: Processed data, 2023

Table 6, namely the path test values, will present a direct influence analysis based on the research hypothesis, which is as follows

1. The influence of marketing communication strategies on customer satisfaction

The route testing findings for the impact of marketing communication techniques on customer satisfaction yielded a path coefficient of 0.356, this shows that the correct implementation of marketing communication strategies implemented by PT Charoen Pokphand Indonesia will have an impact on customer satisfaction. Meanwhile, if you look at the value $pvalue = 0.000 < 0.05$, th These findings demonstrate that marketing communication tactics have a substantial impact on consumer satisfaction.

2. The effect of price on customer satisfaction

The route testing findings at PT Charoen Pokphand Indonesia indicate a negative path coefficient value of -0.420, showing the impact of pricing on customer satisfaction, which can be said that the high product selling price set by the company will affect the decline in customer satisfaction. Meanwhile, the $pvalue$ is $0.000 < 0.05$, It is evident that the price has a substantial impact on consumer satisfaction.

3. The influence of marketing communication strategies on customer loyalty

Hypothesis testing analysis related to marketing communication strategies on customer loyalty at PT Charoen Pokphand Indonesia obtained a coefficient value of 0.174, this can be interpreted as meaning that the implementation of appropriate marketing communication strategies will have a positive effect on customer loyalty, whereas the value of $pvalue = 0.008 < 0.05$ It is evident that marketing communication techniques have a substantial impact on client satisfaction.

4. The influence of price on customer loyalty

The analysis results on the impact of price on customer loyalty at PT Charoen Pokphand Indonesia revealed a path coefficient of -0.193. This indicates that the company's selling price is higher than that of its competitors, which in turn leads to a decrease in customer loyalty. The $pvalue$ of 0.008, which is less than 0.05, implies that there is a substantial relationship between pricing and client loyalty.

5. The influence of satisfaction on customer loyalty

The data analysis in this study reveals that there is a significant effect of satisfaction on customer loyalty at PT Charoen Pokphand Indonesia. The coefficient value obtained is 0.486, indicating that customer satisfaction has a positive impact on growing customer loyalty.. Meanwhile, the value $pvalue = 0.000 < 0.05$ shows that satisfaction has a significant effect on customer loyalty.

Next, the study hypothesis will be examined, specifically focusing on the indirect impact. However, before that, the size of the route coefficient value will be calculated using SmartPLs 3.2.9 and given as follows :

Table 7. The magnitude of the path coefficient value of the influence of marketing communication strategy and price on customer loyalty is mediated by customer satisfaction

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price -> Customer Satisfaction -> Customer Loyalty	-0.204	-0.208	0.058	3,543	0,000
Marketing Communication Strategy -> Customer Satisfaction -> Customer Loyalty	0.173	0.174	0.042	4,121	0,000

Source: Processed data, 2023

Table 7 will display the magnitude of the route coefficient value representing the impact of marketing communication methods on customer loyalty via customer satisfaction at PT Charoen Pokphand Indonesia. This table will give the findings of the analysis on indirect influence, which can be summarised as follows:

6. The influence of marketing communication strategies on customer loyalty is mediated by customer satisfaction

The analysis reveals that at PT Charoen Pokphand Indonesia, the impact of marketing communication strategies on customer loyalty is indirectly influenced by customer satisfaction. The magnitude of this indirect influence is 0.204 or 20.40%. Additionally, the p value is 0.000, which is less than the significance level of 0.05. This demonstrates that customer happiness might function as a mediator in the impact of marketing communication techniques on customer loyalty.

7. The effect of price on customer loyalty is mediated by customer satisfaction

The mediation test study reveals that at PT Charoen Pokphand Indonesia, the impact of pricing on customer loyalty is mediated by customer satisfaction. The indirect effect is quantified at 0.173 or 17.30%. Based on the p value of 0.000, which is less than 0.05, it can be inferred that customer satisfaction has the potential to moderate the impact of price on customer loyalty.

5. Discussion Of Research Results

1. The influence of marketing communication strategies on customer satisfaction

The data analysis has yielded empirical findings indicating that marketing communication techniques have a positive and substantial impact on customer satisfaction at PT. Charoen Pokphand Indonesia in Makassar. Where the better the implementation of the marketing communication strategy carried out by the company, the more satisfaction it will provide for customers. This is in accordance

with Priyanta's theory (2022) that with good communication, good relationships will be created for a company by creating a sense of satisfaction from customers for the benefit of a company. Establishing strong and enduring connections with customers is crucial for fostering a feeling of pleasure with a firm. The findings of this study are corroborated by Setiowati *et al.* (2023) research, which demonstrates that marketing communication has a significant impact on consumer satisfaction.

2. The effect of price on customer satisfaction

The data analysis using SEM-PLS revealed that price exerted a significant and negative impact on customer satisfaction at PT. Charoen Pokphand Indonesia in Makassar. This implies that the company's decision to set a high selling price for its product will lead to a decrease in customer satisfaction. In addition, the price has a substantial impact on client happiness. According to Anggraini and Budiarti's (2020) thesis, customer happiness is directly influenced by pricing. The theory suggests that organisations should focus on the price they provide to consumers and the value they get in return in order to fulfil customer satisfaction. Each corporation tries to establish pricing that are accessible to customers in order to outperform its rivals. Pramesti and Chasanah (2021) assert that the price has a detrimental and substantial impact on consumer satisfaction.

3. The influence of marketing communication strategies on customer loyalty

The SEM-PLS research revealed a positive and substantial correlation between marketing communication strategies and customer loyalty. This implies that improving the execution of marketing communication strategies would lead to an increase in customer loyalty. Kotler and Keller (2018: 153) state that the role of marketing communications is very vital considering the role of communication as facilitating relationships between companies and customers. Where the purpose of communication is not only to encourage the first purchase, but also to ensure post-purchase satisfaction so that there is a greater possibility of repeat purchases. This finding is supported by research by Sari and Nurhayati (2019) that there is a strong relationship between marketing communication strategies and consumer loyalty.

4. The effect of price on customer loyalty

The study findings indicate that pricing has a detrimental impact on customer loyalty. Specifically, when the firm sets a selling price for its product that is greater than that of its rivals, it leads to a decrease in customer loyalty. Subsequently, based on a limited examination, the price has a substantial impact on consumer loyalty. According to Farisi and Siregar (2020), the theory posits that the significance of price is contingent upon the characteristics of the purchaser. As the degree of price appropriateness of the company's product or service increases, customer loyalty will diminish. In contrast, when the perceived price appropriateness of the company's product or service decreases among customers, customer loyalty increases. Research conducted by Pramesti and Chasanah (2021) provides evidence that pricing has a detrimental and substantial impact on consumer loyalty.

5. The influence of satisfaction on customer loyalty

The research results suggest that price has a negative effect on consumer loyalty. More precisely, if the company establishes a higher selling price for its product compared to its competitors, it results in a decline in consumer loyalty.

Consequently, according to a restricted analysis, the price has a significant influence on customer loyalty. Farisi and Siregar (2020) state that the theory suggests that the importance of pricing depends on the qualities of the buyer. As the degree of price fairness of the company's product or service improves, customer loyalty will decrease. Conversely, if consumers regard the price of the firm's product or service as inappropriate, their loyalty towards the organisation actually grows. The study done by Pramesti and Chasanah (2021) presents compelling evidence that price has a significant and harmful influence on customer loyalty. The theory put forward by Manggarani *et al.*, (2021:32) is that when customers feel satisfied, the company will have a positive impact, namely loyalty to the company's products. One thing that can be a source of company profitability is loyal customers who always look forward to the company's products. Satisfied customers can also increase their advantage in competition with competitors. Pramesti and Chasanah's (2021) research that satisfaction has a significant effect on customer loyalty.

6. The influence of marketing communication strategies on loyalty through customer satisfaction

Results from the sobel test demonstrating the mediating role of customer satisfaction in the relationship between marketing communication strategies and customer loyalty at PT. Charoen Pokphand Indonesia in Makassar supported the hypothesised mediation effect. This suggests that the greater the success of the company's marketing communication plan, the greater the level of customer satisfaction, and therefore the greater the likelihood that consumers would continue to use the goods supplied by PT. Charoen Pokphand Indonesia. As Widyastuti's theory (2018: 143) The goal of marketing communication is to increase product sales and retain existing consumers by controlling the flow of information about the product or service that is presented to them. When clients are happy, they tend to stay with the firm. Apart from that, it is supported by research by Pratiwi and Miraza (2019) marketing communications may have an effect on client loyalty, but satisfaction can moderate that relationship.

7. The effect of price on loyalty through customer satisfaction

Based on the results of the sobel test, which examined the possibility of customer satisfaction mediating the relationship between price and loyalty at PT. Charoen Pokphand Indonesia in Makassar, it was determined that this was the case. This indicates that the better the selling price determined by the company, the more satisfaction it will provide for customers, so that this feeling of satisfaction will influence customer loyalty. Hidayati *et al.*, (2021:43) explain that price is the amount of money needed in exchange for various combinations of products and services so that price is the amount of money used as a medium of exchange to obtain products or services. So that satisfaction will create a feeling of loyalty or loyalty to a product and will make repeat purchases. Thungasal and Siagian (2019) state that price has an influence on customer loyalty through customer satisfaction.

6. Conclusions And Recommendations

Several conclusions can be drawn from the analysis and discussion of the data, including the following: marketing communication strategy positively affects

customer satisfaction; price negatively affects customer satisfaction; marketing communication strategy positively affects customer loyalty; price negatively affects customer loyalty; job satisfaction positively affects marketing communication strategy; and At PT. Charoen Pokphand Indonesia in Makassar, the Sobel test revealed that customer happiness may moderate the effect of marketing communication techniques and pricing on customer loyalty. The suggestions given in connection with this research are: It would be better for companies to carry out sales promotion activities, namely by providing price discounts for each product offered by the company. The research recommends PT. Charoen Pokphand Indonesia in Makassar to review the selling prices set to get line with the the benefits and quality of the products offered and it also should provide maximum service quality to every customer to get customer loyalty through their satisfaction so that the customers will keep buying the products offered by PT. Charoen Pokphand Indonesia in Makassar.

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