



## The Effect of Selling Prices and Discounts on Purchasing Power and Customer Loyalty (Marketing Management Review Literature)

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**Abstract:** The Literature Review article on the Effect of Selling Prices and Discounts on Purchasing Power and Customer Loyalty is a scientific article that has the aim of building a research hypothesis on the influence between variables that will be used in subsequent research, within the scope of Marketing Management. The method of writing this Literature Review article is the *library research* method, which is sourced from online media including *Google Scholar*, *Mendeley* and other academic *online* media. The results of this Literature Review article are: 1) Selling Price has an effect on Purchasing Power; 2) Discounts have an effect on Purchasing Power; 3) Selling Price affects Customer Loyalty; 4) Discounts affect Customer Loyalty; and 5) Purchasing Power affects Customer Loyalty. Apart from these 2 exogenous variables that affect the endogenous variables of Purchasing Power and Customer Loyalty, there are many other factors, including product availability, income, customer satisfaction, and location variables.

**Keyword:** Purchasing Power, Customer Loyalty, Selling Price, Discounts

### INTRODUCTION

Every student, both Strata 1, Strata 2 and Strata 3, is required to conduct research in the form of theses, theses and dissertations. Likewise for lecturers, researchers and other functional staff who actively conduct research and make scientific articles to be published in scientific journals.

Based on the empirical experience of many young students and lecturers as well as other researchers, it is difficult to find supporting articles in research as previous research or as relevant research. Articles as relevant researchers are needed to strengthen the theory being studied, to see the relationship between variables and build hypotheses, are also very necessary in the discussion section of research results. This article discusses the effect of Selling Prices and Discounts on Purchasing Power and their impact on Customer Loyalty, (A Study of Marketing Management Literature).

Based on the background, it can be formulated the problems to be discussed in order to build hypotheses for further research, namely:

1. Does the selling price affect purchasing power?
2. Does Price Discounts Affect Purchasing Power?
3. Does the Selling Price affect Customer Loyalty?
4. Does Price Discounts Affect Customer Loyalty?
5. Does Purchasing Power Affect Customer Loyalty?

## **LITERATURE REVIEW**

### **Purchasing Power**

Purchasing power is an attitude that arises as a response to objects that show consumers to make purchases (Zakia et al., 2022a). The dimensions or indicators of Purchasing Power are employment and income level (Zakia et al., 2022a). Purchasing power is the ability of consumers to make purchases of a number of items needed, which are usually expressed in the form of money (Yulia Herosian & Adhiguna Samvara, 2019). Dimensions or indicators of Purchasing Power are education level, income level, level of need, habits in society, selling price of goods, and mode (Yulia Herosian & Adhiguna Samvara, 2019).

Purchasing power is the ability of individuals as consumers to make purchases of goods or services needed (Latifah, 2022). The dimension or indicator of Purchasing Power is the increase and decrease from the previous period (Latifah, 2022).

This purchasing power has been studied by many previous researchers, including (Prayogo, 2021), (Aprillita & Hikmah Perkasa, 2021), (Tampubolon et al., 2020), and (Silvia et al., 2021).

### **Customer Loyalty**

Customer Loyalty is a customer's commitment to a brand, store, or supplier, based on a very positive attitude and is reflected in consistently repeat or repeat purchases (Winata et al., 2017). Dimensions or indicators of Customer Loyalty are repeat, retention, referral (Winata et al., 2017). Customer Loyalty is a customer's commitment to a brand, store or supplier, based on a very positive nature and reflected in long-term purchases (Santoso et al., 2019a). Dimensions or indicators of Customer Loyalty are very satisfied with certain products and services and have enthusiasm to introduce them to other people they know (Santoso et al., 2019a).

Customer Loyalty is a customer commitment to persist deeply to subscribe or repurchase a selected product or service consistently in the future (Asadel Yulian et al., 2022). Dimensions or indicators of customer loyalty are making regular purchases, buying between product and service lines, recommending products to others, showing immunity to pull from competitors (Asadel Yulian et al., 2022).

This customer loyalty has been studied by many previous researchers, including (Firatmadi, 2017), (Cardia et al., 2019), (Faqih & Eldine, 2020) and (Anggraini & Budiarti, 2020).

### **Price**

Price is a measure of a medium of exchange in order to obtain ownership rights or use of a product in the form of goods or services (Anggraini & Budiarti, 2020). Dimensions or indicators of Price are price affordability with consumer purchasing power, price conformity with the quality of the product provided, price competitiveness compared to similar companies, and price suitability with the benefits provided (Anggraini & Budiarti, 2020). Price is the amount of money charged for a product or service, or the amount of value exchanged by consumers for the benefits of the product or service they use (Asadel Yulian et

al., 2022). Dimensions or indicators of Price are price affordability, price conformity with product or service quality, price suitability with benefits, and price competitiveness (Asadel Yulian et al., 2022).

Price is the amount of money needed to get a number of products or services or a combination of both (Winata et al., 2017). Dimensions or indicators of Price are price affordability, price conformity with product or service quality, and price competitiveness (Winata et al., 2017).

This price has been studied by many previous researchers, including (Muzaki, 2018), (Santoso et al., 2019b), and (P. Pomantow et al., 2019).

### **Discounts**

Discounts are price reductions given by companies to consumers within a certain period and aim to increase sales of a product (Dalihade et al., 2017). Dimensions or indicators of Discounts are price discounts, brands, customer service, and purchasing decisions (Dalihade et al., 2017). Discounts is a reduction in the price of a product from the normal price within a certain period (Alkatiri et al., 2017). Dimensions or indicators of Discounts is the amount of the discount, the period of the discount, and the type of product that gets the discount (Kusnanto et al., 2020).

Discounts are reductions from the prices listed in the list given by the seller to buyers who submit a number of marketing functions or provide these functions themselves (Nainggolan, 2018). dimensions or indicators of Discounts are cash discounts, quantity discounts, seasonal discounts, purchase discounts, and functional discounts (Nainggolan, 2018).

This discount has been studied by many previous researchers, including (Prabarini et al., 2018), (Anggraini & Budiarti, 2020), dan (Asadel Yulian et al., 2022).

### **Cooking Fuel**

According to the KBBI, fuel is material or goods used to cause fire or heat (Search Results - Kbbi Daring, n.d.), so that it can be explained as materials or goods used to cause fire or heat for cooking purposes.

### **Subsidized and Non-Subsidized Fuel**

Subsidized Fuel is fuel whose financing is assisted by the Government using the State Revenue and Expenditure Budget or APBN (Kompas.com: Knowing the Difference between Subsidized and Non-Subsidized Fuel, 2022).

Non-Subsidized Fuel is a fuel whose financing does not receive assistance from the Government, but is financed by a fuel supply company (Kompas.com: Knowing the Difference between Subsidized and Non-Subsidized Fuel, 2022).

Below are subsidized and non-subsidized selling prices in the Jabodetabek area as follows:

- The Highest Retail Price (HET) for LPG 3 Kg (Subsidy) is Rp. 18,750/tube or Rp. 6,250/kg from the previous Rp. 16,000/tube or Rp. 5,333/kg (data source: <https://katadata.co.id/happyfajrian/berita/62eb80e1cfa20/harga-lpg-3-kg-naik-di-jabar-pertamina-dan-esdm-singgung-peran-pemda>)
- The price of 5.5 Kg LPG (Non-Subsidized) is IDR 100,000/tube or IDR 18,182/kg (data source: <https://www.cnbcindonesia.com/news/20220711093454-4-354523/daftar-lengkap-harga-lpg-55-kg-lpg-12-kg-yang-naik-10-juli>)
- The price of 12 Kg LPG (Non-Subsidized) is IDR 213,000/tube or IDR 17,750/kg.

**Table 1: Relevant previous research**

| No | Author (Year)                            | Previous Research Results  | Similarities with This Article                                       | Difference with This Article  |
|----|--|--|--|---|
| 1  | Yulia Herosian & Adhiguna Samvara (2019) | Digital marketing and service access have a positive and significant impact on purchasing power                            | Discounts affect purchasing power                                    | Selling price affects purchasing power                                    |
| 2  | Musyawirah (2016)                        | Income, price, quality and location have a positive and significant effect on purchasing power                             | Selling price & Discounts affect purchasing power                    | Product availability affects purchasing power                             |
| 3  | Anggraini & Budiarti (2020)              | Prices, discounts and service quality have a positive and significant effect on customer satisfaction and customer loyalty | Selling price & Discounts affect purchasing power                    | Selling prices and discounts affect customer loyalty                      |
| 4  | Winata et al. (2017)                     | Price and service quality have a positive and significant effect on customer loyalty                                       | Selling price affects customer loyalty                               | Discounts affect customer loyalty   |
| 5  | Santoso et al. (2019a)                   | Service quality and price have a positive and significant effect on customer satisfaction and loyalty                      | Selling price & Discounts affect purchasing power                    | Selling price & Discounts affect customer loyalty                         |
| 6  | Muzaki (2018)                            | Income and selling price have a positive and significant effect on purchasing power  | Selling price affects purchasing power                               | Discounts affect purchasing power   |
| 7  | Asadel Yulian et al. (2022)s             | Service quality, price and price discounts have a positive and significant effect on customer loyalty                      | Selling price & Discounts affect customer loyalty                    | Product availability affects customer loyalty                             |
| 8  | Zakia et al. (2022b)                     | Lifestyle, purchasing power and discounted prices have a positive and significant effect on social class                   | Selling price & Discounts affect purchasing power                    | Selling price & Discounts affect customer loyalty                         |
| 9  | Faqih & Eldine (2020)                    | Service quality and price have a positive and significant effect on customer loyalty                                       | Selling price affects customer loyalty                               | Discounts affect purchasing power   |
| 10 | P. Pomantow et al. (2019)                | Selling price has a positive and significant effect on purchasing power  | Selling price affects purchasing power                               | Discounts affect purchasing power   |
| 11 | Santika & Suwardi (n.d.)                 | Bonus Pack, Purchasing Power, and Institutional Trust have a positive and significant effect on customer loyalty           | Purchasing Power affects Customer Loyalty                            | Selling prices and discounts affect purchasing power and customer loyalty |
| 12 | Cahyono (2021)                           | Discounts have a positive and significant effect on purchasing power   | Discounts have a positive and significant effect on purchasing power | Selling price & Discounts affect purchasing power                         |

## RESEARCH METHODS

The writing method of this Literature Review article is to use descriptive qualitative methods and library research, sourced from online applications including *Google Scholar*,

*Mendeley* and other *online* applications. This Literature Review article is in the field of Marketing Management.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that it is exploratory, (Ali, H., & Limakrisna, 2013).

## DISCUSSION

Based on the formulation of the problem, relevant theoretical studies and previous research, the discussion of this *literature review* article is as follows:

### 1. Effect of Selling Price on Purchasing Power

Selling Price has an effect on Purchasing Power, where the dimensions or indicators of Selling Price (subsidized and non-subsidized) affect the dimensions or indicators of Purchasing Power including income level, level of need (Yulia Herosian & Adhiguna Samvara, 2019), and occupation (Zakia et al., 2022b).

To increase purchasing power by paying attention to the selling price, what management must do is to give discounts, where discounting affects selling power (Cahyono & Indrarini, 2021).

The selling price has an effect on purchasing power, if the selling price is perceived by customers or consumers, this will increase consumer interest in buying (Muzaki, 2018).

Selling price has an effect on purchasing power, this is in line with research that has been done previously, including by: (Muzaki, 2018), (P. Pomantow et al., 2019), and (Wibowo et al., 2022).

### 2. The Effect of Discounts on Purchasing Power

Price Discounts affect Purchasing Power, where the dimensions or indicators of Price Discounts (the amount of price discounts, the period of price discounts, and the type of products that receive discounts) affect the dimensions or indicators of Purchasing Power including income levels and level of needs (Yulia Herosian & Adhiguna Samvara, 2019), and occupation (Zakia et al., 2022b).

To increase Purchasing Power by paying attention to Price Discounts, what management must do is pay attention to the amount of price discounts given to customers, the period of price discounts, and the types of products that get discounted prices (Kusnanto et al., 2020).

Price discounts have an effect on Purchasing Power, this is in line with research that has been done previously including by: (Yusra, n.d.) and (Cahyono & Indrarini, 2021)

### 3. Effect of Selling Price on Customer Loyalty

Selling Price affects Customer Loyalty, where the dimensions or indicators of Selling Price (affordability of prices, suitability of prices with product quality, price competitiveness, and suitability of prices with benefits) affect the dimensions or indicators of Customer Loyalty (willingness to repurchase, commitment to the product, and recommend products), (Cardia et al., 2019).

To increase Customer Loyalty by paying attention to the Selling Price, what management must do is to give price discounts, where the better the discounting is done, the more customer loyalty will be (Cardia et al., 2019).

Selling Price has an effect on Customer Loyalty, if the Selling Price is perceived by customers or consumers, it will be able to increase Customer Loyalty to the product, (Cardia et al., 2019).

Selling price has an effect on customer loyalty, this can mean that the price given is affordable by the purchasing power of the customer (Santoso et al., 2019b).

To increase Customer Loyalty by paying attention to the Selling Price, what management must do is to improve the quality of its products, where the quality of the products provided is in accordance with customer expectations, the customers will feel satisfied and increase customer loyalty (Santoso et al., 2019b).

Selling Price has an effect on Customer Loyalty, this is in line with previous research including: (Winata et al., 2017.), (Asadel Yulian et al., 2022), and (Faqih & Eldine, 2020).

#### **4. The Effect of Discounts on Customer Loyalty**

Price Discounts affect Customer Loyalty, where the dimensions or indicators of Price Discounts (amount of price discounts, period of price discounts, and types of products that receive discounts) affect the dimensions or indicators of Customer Loyalty (make repeat purchases regularly at least 2 times purchases, refer to others, and show immunity to the pull of competitors), (Andriani, 2018)

To increase customer loyalty by paying attention to price discounts, management must do regular or more frequent discounts, where the more frequent discounts are given, the more customers will repurchase and loyalty will be formed (Aryatinigrum & Insyirah, 2020).

Price Discounts affect Customer Loyalty, if Price Discounts are perceived either by customers or consumers then this will be able to increase Customer Loyalty, (Andriani, 2018)

Price Discounts affect Customer Loyalty, this is in line with research that has been done previously including by: (Anisa Jayanti et al., 2020), (Aryatinigrum & Insyirah, 2020) and (Andriani, 2018).

#### **5. The Influence of Purchasing Power on Customer Loyalty**

The purchasing power variable has a positive and significant effect on customer loyalty, (Santika, & Suwardi, n.d.-b).

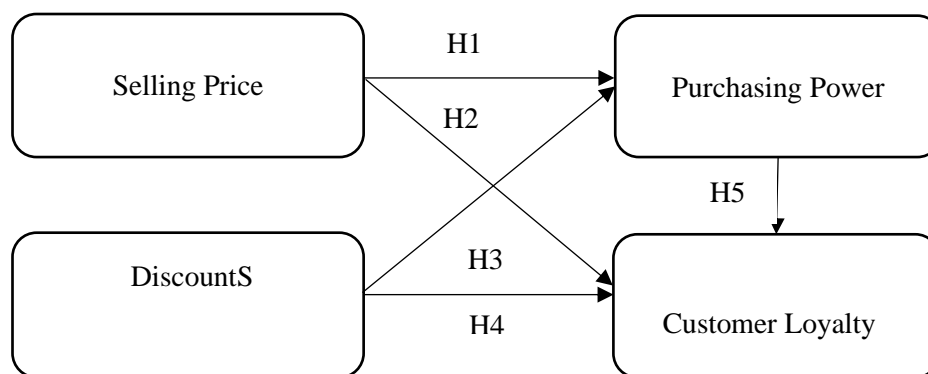
To increase Customer Loyalty by paying attention to Purchasing Power, what management must do is make the right target market segmentation, where when the Company has been able to create purchasing power that is in accordance with the targeted market segment, the company can recognize customer needs so that it can create linkages. mutual need between companies and customers which will increase customer loyalty (Santika, & Suwardi, n.d.-b).

Purchasing Power has an effect on Customer Loyalty, this is in line with research conducted by: (Santika, & Suwardi, n.d.-b) and (Wahyudi et al., n.d.)

#### **Conceptual Framework**

Based on the formulation of the problem, theoretical studies, relevant previous research and discussion of the influence between variables, the framework for thinking in this article is as follows.





**Figure 1: The Framework**

Based on the conceptual framework picture above, then: Selling Prices and Material Discounts have an effect on Purchasing Power and Customer Loyalty either directly or indirectly.

Besides from these three exogenous variables that affect Purchasing Power, there are many other variables that influence it, including:

- 1) Income: (Muzaki, 2018), (Mansur & Ali, 2017), (Darwisyah et al., 2021), (Ali et al., 2022), (Mulyani et al., 2020), (Sivaram et al., 2020), (SiVARAM et al., 2019).
- 2) Education Level: (Prayogo, & Sukim, 2021), (Agussalim et al., 2016), (Ilhamalimy & Ali, 2021), (M & Ali, 2017), (Setyadi & Ali, 2017), (Fahmi & Ali, 2022).
- 3) Minimum Wage: (Silvia et al., 2021), (Somad et al., 2021), (Larasetiati & Ali, 2019).
- 4) Quality: (Musyawirah, 2016), (Pusparani et al., 2021), (Masruhin et al., 2021).

## CONCLUSIONS

Based on theory, relevant articles and discussions, hypotheses can be formulated for further research:

1. Selling Price has an effect on Purchasing Power.
2. Discounts affect Purchasing Power.
3. Selling Price affects Customer Loyalty.
4. Discounts affect Customer Loyalty.
5. Purchasing Power affects Customer Loyalty.

Is that there are many other factors that affect the Purchasing Power and Customer Loyalty, apart from the Purchasing Power and Customer Loyalty at all types and levels of the organization or company, therefore further studies are needed. to look for other factors that can affect the Purchasing Power and Customer Loyalty other than those examined in this article, such as: product availability, revenue, customer satisfaction, and location.

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