Research Paper

# The Influence of Price, Halal Brands, and Marketing Management Strategies on Consumer Satisfaction

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**Abstract**

The aim of this research was to assess the impact of price, presence of a halal label, and marketing management strategies on consumer satisfaction with Aci Taubat meatballs, as a popular food choice among consumers across various socioeconomic classes in Indonesia, particularly within the middle-class spectrum. Additionally, Aci Taubat meatballs are classified under the Small and Medium Enterprises (SMEs) program. This study used quantitative research methods, employing multiple regression analysis for processing sample data. Using probability sampling and Likert scale-based questionnaires, primary data for this study was collected from 100 Aci Taubat customers without applying any specific selection criteria. The results revealed that pricing has a significant impact on customer satisfaction. Conversely, the presence of a halal label and the employed marketing management strategy did not significantly impact customer satisfaction. Despite the lack of significance, all three independent variables maintained a positive influence on the dependent variable, customer satisfaction with Aci Taubat meatballs. These findings emphasize the significance of informed pricing decisions and the development of a strong halal brand image. The role of marketing management strategies is critical in enhancing consumer satisfaction. These implications suggest the need for further research and underscore the relevance of consumer satisfaction-based business strategies. Such strategies are essential for companies aiming to design effective approaches and maintain market share in segments that are sensitive to halal considerations.

**Keywords** *Consumer Satisfaction, Halal Label, Price Effect, Marketing Management Strategy*

## INTRODUCTION

In business operations, customer satisfaction serves as a key indicator of a product's success and its ability to meet consumer demands and needs. Consumer satisfaction indicates that customers or service users are satisfied with the service provided (Rouzaneh et al., 2021). It can also be expressed as consumers' positive and negative evaluations of the service as a whole (Omigie et al., 2020). A product's success is when it can be a solution for users. The most successful products are those that are born from the problems of community groups, also called problem solution fits, which give entrepreneurs the opportunity to present their solutions in the form of goods or services. The process also includes a product testing phase with reviews and feedback from target customers and users to aid the product development process. At this stage, manufacturers will be able to better understand consumer demand and offer products that are truly needed, creating promising business opportunities. Empirical evidence on the relationship between customer satisfaction and profitability indicates that profitability is contingent upon customer satisfaction. Enhancements in customer satisfaction can significantly boost profitability (Samadara, 2020).

Understanding the factors influencing consumer satisfaction in the halal industry is increasingly crucial with the market's growth. Price, halal brand, and marketing management strategy variables play a pivotal role in shaping consumer perceptions and satisfaction. The company's success in achieving consumer satisfaction contributes to maintaining and enhancing market share, particularly in segments sensitive to halal aspects. Therefore, this research is

considered vital for providing in-depth insights into the relationship between price, halal brand, marketing strategy, and consumer satisfaction in the context of halal products or services. From a theoretical perspective, this study enriches the concept of consumer satisfaction by highlighting the essential interconnection between price variables, a strong halal brand image, and effective implementation of marketing strategies to understand consumer behavior in the context of halal products or services.

Product pricing is crucial for customer satisfaction because it affects consumer expectations. Higher prices imply higher perceived value, encompassing not only the product's function but also quality, durability, and social recognition. Marketers should recognize that consumer expectations are dynamic and influenced by technological, socio-cultural, and economic changes (Sjuchro et al., 2023). Beyond pricing, ensuring consumer satisfaction extends beyond product quality, hygiene, and safety assurances alone. One important aspect is obtaining a Halal certification, which in Indonesia is provided by BPJPH MUI. Indonesia, with approximately 237.56 million Muslims (Saptati, 2023), has the world's largest Muslim population, leading to a growing demand for Halal products. Therefore, the role of Halal certification bodies is crucial for ensuring the long-term credibility of such products in Indonesia. Adhering to mechanisms rooted in Islamic principles requires a clear determination of a product's Halal status (Novita et al., 2022). Displaying a Halal label on a product serves as tangible evidence of its Halal certification, enhancing positive perceptions among consumers. Importantly, the Halal label acts as a testament to the product's quality, safety, and hygiene, providing consumers with a sense of security and assurance of satisfaction when choosing Halal-certified products.

Finding products with guaranteed prices and quality is essential to establishing a business. The next step is to put marketing tactics into place to target customers. Setting market goals and ensuring customer satisfaction through the use of the marketing mix—product, distribution, promotion, and price—are key components of marketing management strategy. While deciding on these tactics, variables like the company environment, competitors, and market features must be considered.

Therefore, according to these background issues, this study wants to learn further regarding the facets that affected customer satisfaction by using one of Food and Beverage SMEs brand, namely Aci Taubat Meatballs. This brand started in mid-2020 by the owner, M. Nafiul Drum, who loves traditional snacks and street food, saw an opportunity in the midst of Covid-19 pandemic. He transforms reed meatballs into ready-to-eat food that can be enjoyed anytime and anywhere. Until now, Aci Taubat Food's business journey has always tried to pay attention to important and influential factors in the continuity of its business, one of which is price. Currently, there are many instant food innovations with various characteristics and varied prices, in this case creating a fairly competitive market share that makes Aci Taubat Food must have Meatballs products at affordable prices but with value that satisfies consumers. Like other food products in general, Taubat Food also achieves certification for its products to be trusted for quality and safety by consumers. The P-IRT certificate from BPOM through the local Health Office and the Halal (Ismail et al., 2023) certificate from BPJPH have been pocketed by Taubat Food as a commitment to provide consumer satisfaction in this case the regulation for the production of a food product. To facilitate the sale and distribution of its products, Taubat Food chooses to perform an online marketing management strategy through social media as a promotional platform and a marketplace for trusted purchasing transaction platforms, some of which are Instagram, TikTok, WhatsApp, Shopee, and Linktree to facilitate consumer transactions.

By using the case study directing to particular brand, this research brings novelty by exploring the factors that influence consumer satisfaction in the ever-evolving halal industry. Through a comprehensive approach that considers the variables of price, halal brand, and

marketing management strategy, this study not only provides a holistic view of halal market dynamics but also enriches the theoretical concept of consumer satisfaction. The findings of this study not only have strong theoretical relevance but also provide valuable practical insights for businesses in designing more appropriate marketing strategies, brand management, and pricing policies to meet consumer needs in the halal context, making this study significant in developing understanding and business practices in the halal industry.

## LITERATURE REVIEW
### Price

Price refers to the monetary value assigned to a product or service, representing the exchange value that consumers are willing to pay for the benefits derived from owning or using that product or service. It holds significant importance within the marketing management mix because it can impact consumer buying choices and contribute to a company's profitability. Companies can use various pricing strategies, including premium pricing, discount pricing, dynamic pricing, and differentiated pricing for different market segments. The right pricing management strategy can help a company achieve its business goals effectively. The price set by a company must consider production costs, market demand, competition, and company goals. Setting the right price will increase company profits, reduce competition, and maximize customer satisfaction.

### Halal Label

The presence of a Halal label signifies that the product has undergone the Halal certification procedures conducted by LPPOM and BPJPH. Particularly in Indonesia, where most population is Muslim, the Halal label holds significant value for Muslims in guiding their consumption choices. The directive for Muslims to consume Halal food and beverages is articulated in Surah Al-Baqarah verse 168 which said: "Humanity partakes in the lawful and wholesome sustenance provided by the earth. Avoid the paths dictated by Satan, as Satan is your true adversary". This verse explains the obligation of Muslims to consume halal food and drink, which is both a faith and a guide to life.

### Marketing Management Strategy

Marketing Management Strategy is a plan made to achieve business goals through marketing activities, such as by setting market objectives, developing, pricing, advertising, and selling products or services. Marketing management strategy includes long-term and short-term goals and strategies to achieve these goals. Marketing management strategy is based on market research and competitive analysis and should also consider consumer behavioral preferences.

The systematic planning process is used to select target markets and create, communicate, and deliver value to consumers through desirable products and services (Wakefield et al., 2020). Marketing management strategy also includes pricing, distribution, and promotion of products and services to help companies achieve their marketing and business goals, which aims to enhance sales and profitability by generating value for customers and establishing robust relationships with them.

### Consumer Satisfaction

Consumer satisfaction refers to the extent of contentment or fulfillment experienced by a consumer following the purchase and use of a specific product or service. This concept holds immense significance in the business realm as it can profoundly impact consumers' future buying behavior. Individuals who derive satisfaction from a product or service tend to have positive consumption experiences, making them more inclined to make future purchases or recommend the product to others. Consumer satisfaction is often defined as the degree of alignment between

expectations and the consumer's perception of the product's performance (Wakefield et al., 2020). Consumer satisfaction can be interpreted as the level of satisfaction or dissatisfaction resulting from comparing received services/products with expected ones (Safitri & Marsasi, 2023). Additionally, consumer satisfaction can be seen as the emotional response of pleasure or disappointment arising from the evaluation of expected product performance against the actual performance (Smart & Phillips, 2021).

In reality, there are a number of factors that can influence and theories that can explain how to evaluate satisfaction in a variety of conditions. For example, to enhance the satisfaction, effective implementation – such as in self-efficacy– measures can promptly demonstrate positive outcomes, characterized by elevated Organizational Citizenship Behavior (OCB) and achieving maximum satisfaction in the context of job satisfaction. Educators endowed with self-efficacy approach their responsibilities with a sense of pride, leading to the exhibition of quality and enjoyable teaching practices (Rohimah et al., 2022). In addition, the combination of service-oriented leadership with job satisfaction acts as a catalyst for enhancing the service quality of organizational members. This approach allows leaders to concentrate their efforts on addressing job satisfaction matters with precision and accuracy. While transactional leadership operates within a power network, transformational leadership offers heightened motivation and enhances the quality of life for both individuals and organizations (Aqsa, 2021).

The integration of these three elements creates synergy within the organization, facilitating the development of effective programs and initiatives aimed at achieving quality leadership, elevated OCB, and sustained job satisfaction. This comprehensive approach is instrumental in enhancing the leadership capabilities of teachers in schools, ultimately contributing to the improvement of overall leadership quality (Rohimah et al., 2022).

## RESEARCH METHOD
### Research Design

This research follows an associative approach, using a quantitative descriptive method to examine the relationships between various variables (Adha et al., 2020). The primary aim of this study was to investigate how independent variables (price, halal label, marketing management strategy) influence the dependent variable (customer satisfaction). The focal point, termed the object of research, is the enhancement of Organization Citizenship Behavior (OCB). OCB involves voluntary actions undertaken by members of an organization to improve its well-being and effectiveness, extending beyond primary duties to activities like aiding colleagues, supporting superiors, and participating in employee initiatives.

The primary data collection method employs a survey distribution technique using Likert scale statements. The research framework systematically outlines steps to address questions regarding the influence of price, halal brands, and marketing management strategies on consumer satisfaction in the halal industry. The introduction covers context, problem identification, objectives, benefits, and research hypotheses. The literature review defines concepts and variables and fortifies the theoretical foundation. The conceptual framework illustrates the relationships among factors, while the research methodology details the research type, population, sample, data collection techniques, instruments, and analysis methods. Results and data analysis involve hypothesis testing, and the discussion interprets findings with implications. The conclusion summarizes the results and suggests avenues for future research. The bibliography includes primary sources, and the appendices provide research instruments, supporting data, and additional analyses if required. This comprehensive framework serves as a robust guide for research preparation and execution.

**Population and Sample**

The population of this study consisted of all people who knew and had bought meatballs using the probability sampling method, and all members of the population were selected as sample members (Hidayat et al., 2020). Because the exact population size is unknown, the sample size for this study was determined using the Cochrane analysis.

The mathematical formula yields a result of 96.04; however, the researcher opts to round the value to 100, considering the differentiation of respondents based on gender. The researcher creates two distinct groups, one comprising male customers and the other female customers, to facilitate a more nuanced analysis of the responses.

The mathematical formula used by the researcher to produce a value of 96.04 rounded to 100 cannot be determined without additional information about the specific formula used. However, we can construct an equation that reflects the situation by using mathematical symbols. we can state the following:

Initial Value = 96.04
Round Value = Round(Initial Value)=100

Where "Round" is the rounding function used by the researcher. However, without knowing the details of the formula or rounding function used, we cannot provide a more specific equation. If the researcher provides further information, we can provide a more accurate translation.

**Analysis Technique**

To assess the reliability and validity of the research instrument, various statistical tests were employed. These tests ensure that the collected data are trustworthy and suitable for research. In addition, classical acceptance tests, such as normality tests, are conducted to examine whether the data follows a normal distribution and to identify potential deviations. Analytical techniques like heteroscedasticity and multicollinearity tests are used to scrutinize the regression model for issues. The determination coefficient test is employed to evaluate the degree of impact that the independent variables (price, halal label, marketing management strategy) have on the dependent variable (customer satisfaction). Multiple regression analysis was conducted for both individual and simultaneous tests. The entire analysis was executed using IBM SPSS version 20 software.

**FINDINGS AND DISCUSSION**
**Data Description**

After distributing the questionnaires, the primary data obtained with the respondent profile is presented in Table 1.

**Table 1**. Profile of the respondents

| Job | Gender | Age | Number of respondents | Percentage |
|---|---|---|---|---|
| Student | Male | 18-25 | 20 | 20% |
| | Female | 18-25 | 36 | 36% |
| Businessman | Male | 26-35 | 7 | 7% |
| | Female | 26-35 | 8 | 8% |
| Entrepreneurship | Male | 26-35 | 8 | 8% |
| | Female | 26-35 | 5 | 5% |
| Teacher | Male | 36-45 | 1 | 1% |

| Job | Gender | Age | Number of respondents | Percentage |
|---|---|---|---|---|
| | Female | 36-45 | 4 | 4% |
| Housewife | Male | 36-45 | 0 | 0% |
| | Female | 36-45 | 5 | 5% |
| Others | Male | 36-45 | 3 | 3% |
| | Female | 36-45 | 3 | 3% |
| Total | | | 100 | 100% |



**Figure 1**. Respondent Profile Diagram by Gender and Age
Source: Processed Data (2023)

Figure 1 indicates that a significant portion, specifically 63%, of Meatballs Food consumers among the respondents are female. In addition, Figure 2 highlights that the majority of these consumers fall within the 18-25 age range, constituting 84% of the total respondent sample data. Examining Table 1, it becomes clear that a predominant group among meatball consumers is students, making up 56% of the total respondent sample data.

**Variable Description**

The indicators used in making statements in the questionnaire filled out by respondents to obtain data to be processed into linear regression are as follows:

**Table 2**. Indicator Items Questionnaire Statement

| Variable | Indicators | Reference |
|---|---|---|
| Price (X1) | Affordability Quality Benefits Competitiveness | Kotler and Armstrong (2008) |
| Halal Label (X2) | Image Article | Government Regulation Number 69 Year 1999 on Food Labelling and Advertising Food (Indonesian Government, 1999) |
| | Trust Knowledge Judgement | Mahwiyah (2009) |
| Marketing Management Strategy (X3) | Product Market Promotion Distribution | Tjiptono and Candra (2012) |

| Variable | Indicators | Reference |
|---|---|---|
| Consumer Satisfaction (Y) | Expectation match<br>Repeat Order<br>Recommend | Meithiana (2019) |

Source: Theoretical Review 2023

## Research Instrument Test
### *Validity Test*

In this examination, a significance level of 5% is applied to 30 samples, with the critical r table value set at 0.361. Validity is determined by comparing the calculated r value (r count) with the critical r table value. If r count is greater than the critical value, the data is considered valid; otherwise, it is deemed invalid. The outcomes of the validity test are presented in Table 3 (Yamamura et al., 2020).

**Table 3.** Validity Test Results

| Variable | Item | R Count | R Table | Description |
|---|---|---|---|---|
| Price (X1) | X1P1 | 0,791 | | Valid |
| | X1P2 | 0,863 | | Valid |
| | X1P3 | 0,474 | | Valid |
| | X1P4 | 0,754 | | Valid |
| | X2P1 | 0,903 | | Valid |
| | X2P2 | 0,922 | | Valid |
| Halal Label (X2) | X2P3 | 0,870 | 0,361 | Valid |
| | X2P4 | 0,444 | | Valid |
| | X2P5 | 0,863 | | Valid |
| | X3P1 | 0,801 | | Valid |
| Marketing Management Strategy (X3) | X3P1 | 0,926 | | Valid |
| | X3P1 | 0,786 | | Valid |
| | X3P1 | 0,893 | | Valid |
| Consumer Satisfaction (Y) | YP1 | 0,517 | | Valid |
| | YP2 | 0,892 | | Valid |
| | YP3 | 0,921 | | Valid |

Source: Data Processing (2023)

The threshold for validity is determined based on a significance level of 5%, with the critical r value set at 0.361. Data is categorized as valid if the calculated r value is greater than the critical r value and invalid if the calculated r value is less than the critical r value. Using these criteria, the results of the validity test in Table 4.2 indicate the validity status of each sample based on the comparison between the calculated r value and the critical r value. Based on Table 3, it is explained that all statement items from each research variable are classified as valid because all r values count> r table.

### *Reliability Test*

In testing the reliability of the instrument, it is declared reliable if it produces a Cronbach alpha value> 0.60 and vice versa, the instrument is declared unreliable if the Cronbach alpha value <0.60. The results of the reliability test are as follows (See Table 4).

**Table 4.** Reliability Test Results

| Variable | Number of Items | Cronbach Alpha | Description |
|---|---|---|---|
| Price (X1) | 4 | 0,703 | Reliable |
| Halal Label (X2) | 5 | 0,867 | Reliable |
| Marketing Management Strategy (X3) | 4 | 0,873 | Reliable |
| Consumer Satisfaction (Y) | 3 | 0,698 | Reliable |

Source: Data Processing (2023)

Based on Table 4, each variable is declared reliable because it has a value of Cronbach alpha> 0.60.

**Classical Assumption Test**

The classical assumption test is a statistical requirement that must be met in multiple linear regression analysis based on ordinary leas square (OLS).

*Normality Test*

Normality test is a statistical test used to test whether the observed data has a normal distribution or not. The test results are presented in the Figure 3.
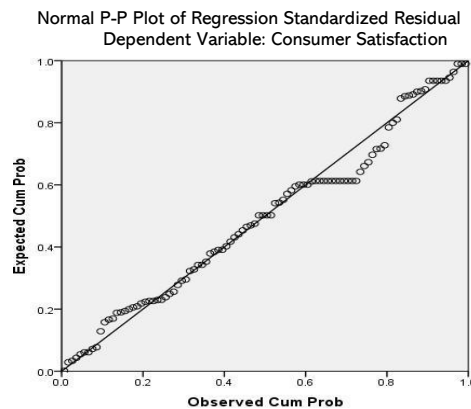


**Figure 3**. Curva Plot Graph
Source: Data Processing (2023)

According to Figure 3, the test outcomes are deemed normal as the curve plot graph illustrates data distribution around the diagonal line, following the direction of the graph's diagonal line. As per the Kolmogorov-Smirnov normality test results, with a significance value of 0.139 > 0.05, it can be inferred that the residual values exhibit a normal distribution.

*Multicollinearity Test*

The multicollinearity test assesses the linear association among independent variables in multiple regression. Its objective is to identify correlations between individual variables. The outcomes of the test are presented in the tabulated data (See Table 5).

**Table 5**. Multicollinearity Test Results Coefficients

| Model | Collinearity Statistics | |
|---|---|---|
| | Tolerance | VIF |
| Price | 0,643 | 1,555 |
| Halal Label | 0,680 | 1,471 |

| | | |
|---|---|---|
| Marketing Management Strategy | 0,603 | 1,658 |

Source: Data Processing (2023)

From Table 5, it can be inferred that there are no indications of multicollinearity. This conclusion is drawn based on the tolerance values, which are all greater than 0.1, and the VIF values, which are all less than 10.

### *Heteroscedasticity Test*

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. In this observation, to detect the presence of heteroscedasticity, it can be done by means of the Harvey test. The test results are presented in the Figure 4.
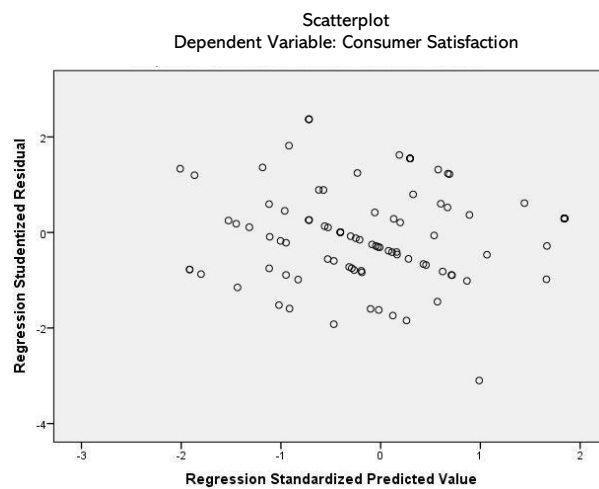


**Figure 4**. Scatterplot Graph
Source: Data Processing (2023)

Based on the Scatterplot graph above, it displays points that spread randomly and do not form a special pattern. This represents that there is no heteroscedasticity effect and the previous tests prove that this linear regression fulfils the requirements of the classical assumption test and is suitable for multiple linear regression analysis.

### *Multiple Linear Regression Analysis*

Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis is carried out to determine the direction and how much influence the independent variable has on the dependent variable. The test results are presented in the following table.

**Table 6**. Multiple Linear Regression Analysis Results Coefficients

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | **B** | **Std. Error** | **Beta** | | |
| | (Constant) | 0,046 | 1,179 | | 0,039 | 0,969 |
| 1 | Price | 0,418 | 0,091 | 0,455 | 4,592 | 0,000 |
| | Halal Label | 0,061 | 0,073 | 0,081 | 0,842 | 0,402 |

| | | | | | |
|---|---|---|---|---|---|
| Marketing Management Strategy | 0,173 | 0,095 | 0,187 | 1,827 | 0,071 |

a. Dependent Variable: Consumer Satisfaction
Source: Data Processing (2023)

Based on Table 6, the multiple linear regression equation in this study is as follows:

$$Y = 0,046 + 0,418X1 + 0,061X2 + 0,173X3$$

From the above equation, it can be explained that a constant value of 0.046 is obtained, which means that without the independent variables, namely Price, Halal Label, and Marketing Strategy, the value of the Consumer Satisfaction variable is 0.046. The coefficient of the Price variable (X1) of 0.418 means that if the price increases by 1 point, it will increase customer satisfaction by 0.418, assuming that the other variables are considered constant. The coefficient of the Halal Label variable (X2) of 0.061 means that if the Halal Label increases by 1 point, it will increase Consumer Satisfaction by 0.061 assuming other variables are considered constant. The Marketing Management Strategy variable coefficient (X3) of 0.173 means that if the Marketing Management Strategy increases by 1 point, it will increase Consumer Satisfaction by 0.173 assuming other variables are considered constant.

### Determination Coefficient Test

The coefficient of determination ($R^2$) test is carried out to determine and predict how much or important the contribution of the influence given by the independent variables together to the dependent variable. The test results are presented in the following table:

**Table 7.** Determination Coefficient Test Results

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | 0,628 | 0,394 | 0,375 | 1,892413 |

a. Predictors: (Constant), Marketing Management Strategy, Halal Label, Price
Source: Data Processing (2023)

Based on Table 7, the Adjusted R Square value of 0.375 indicates that the Price, Halal Label, and Marketing Management Strategy variables collectively explain 37.5% of the variance in the Consumer Decision variable, with the remaining 62.5% influenced by other variables outside the study. However, the percentage of variance explained does not necessarily reflect the importance of these variables in consumer decision-making. Other factors such as variable weights, scale imbalances, interactions, contextual interrelationships, and qualitative aspects may affect the impact of variables, making them more significant despite explaining a small portion of the variance. Therefore, further analysis and contextual understanding are needed to assess the actual contribution of these variables to consumer decisions in specific contexts.

### Simultaneous Test (F Test)

The simultaneous F test (Simultaneous Test) is used to determine whether or not there is a joint or simultaneous influence between the independent variables on the dependent variable. The test results are presented in the Table 8.

**Table 8**. F test

**ANOVA**

| Model | | Sum of Square | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 223,662 | 3 | 74,554 | 20,818 | 0,000 |
| | Residual | 343,798 | 96 | 3..581 | | |
| | Total | 567,460 | 99 | | | |

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Marketing Management Strategy, Halal Label, Price

Source: Data Processing (2023)

The results of the simultaneous test in Table 8, results in a significance value of 0.000 which is smaller than 0.05 and the calculated F value of 20.818 which is greater than the F table value of 2.69. Thus, it can be concluded that the variables of Price, Halal Label, and Marketing Management Strategy significantly affect the Consumer Satisfaction variable.

### *Partial Test (T Test)*

Partial Test (t test) is to test how the influence of each independent variable individually on the dependent variable. The test results are presented in the Table 9.

**Table 9**. T-Test

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 0,046 | 1,179 | | 0,039 | 0,969 |
| | Price | 0,418 | 0,091 | 0,455 | 4,592 | 0,000 |
| | Halal Label | 0,061 | 0,073 | 0,081 | 0,842 | 0,402 |
| | Marketing Management Strategy | 0,173 | 0,095 | 0,187 | 1,827 | 0,071 |

a. Dependent Variable: Customer satisfaction

Source: Data Processing (2023)

The results of the partial test in Table 9, by identifying the significance value in the coefficients table output from the previous multiple regression analysis test produces a significance value on the Price variable of 0.000, the Halal Label variable of 0.402, and the Marketing Management Strategy variable of 0.071. From all the variables, the only one that has a significance value smaller than 0.05 is the Price variable so that this variable has a significant influence on the Consumer Satisfaction variable. Meanwhile, the Halal Label variable and the Marketing Management Strategy variable do not have a significant influence on the Consumer Satisfaction variable.

### Discussion
### *The Effect of Price on Consumer Satisfaction*

The analysis shows that the Price variable has a positive coefficient of 0.418, indicating a

positive influence on customer satisfaction. This suggests that Meatballs Food's pricing strategy contributes to customer satisfaction in terms of affordability, product quality, benefits, and competitiveness. The 37.5% variance explained aligns with previous studies, enhancing the validity of these findings in the halal industry context. However, any discordance with previous findings requires further analysis to understand the differences. Limitations, such as sample size and analysis methods, should be considered, and follow-up studies are needed to confirm the results. Overall, this study provides valuable insights into consumer satisfaction in the halal industry.

This study is significant for understanding the factors that influence consumer satisfaction in the halal industry, emphasizing the crucial role of price, halal brand, and marketing strategy. The findings support the view that consumer satisfaction has the potential to increase market share, especially in halal-sensitive segments. The novelty of the study lies in the in-depth understanding of the role of these variables, providing a basis for practitioners and researchers to develop effective business strategies. Theoretically, this research enriches the concept of customer satisfaction. The implications include strengthening business strategies, improving the quality of halal products, and management practices that support a positive brand image. The results not only address the urgency of understanding customer satisfaction in the halal industry, but also make substantial contributions to theory and practice.

### The Effect of Halal Label on Consumer Satisfaction

In light of the analysis outcomes, it is expounded that the Halal Label variable possesses a positive coefficient value of 0.061. This implies that the Halal Label exerts a positive impact on Consumer Satisfaction. This suggests that the inclusion of certification and the Halal Label on the packaging of Meatballs Food is evidently effective in generating Consumer Satisfaction. The certification and Halal Label serve as tangible evidence of the product's quality, safety, and cleanliness, creating a favorable impression in the eyes of consumers.

### The Effect of Marketing Management Strategy on Customer Satisfaction

According to the analysis results, it is elucidated that the Marketing Management Strategy variable possesses a positive coefficient value of 0.173. This signifies that the Marketing Management Strategy positively influences the generation of Customer Satisfaction. It suggests that the Marketing Management Strategy implemented by Meatballs Food has proven effective in creating Customer Satisfaction. This effectiveness is evidenced by comprehensive product explanations and reviews facilitated through collaborations with food vloggers, particularly on social media. Additionally, utilizing various online sales platforms has streamlined market accessibility and ensured secure purchases with reliable delivery, enhancing the distribution process.

### CONCLUSIONS

The study led to the following findings: First, Price significantly impacts customer satisfaction with meatball food; The Halal Label significantly affects customer satisfaction with meatball food; Marketing Management Strategy significantly influences customer satisfaction with meatball food, and Collectively, Price, Halal Label, and Marketing Management Strategy have a positive impact on customer satisfaction with meatball food.

This research arises from the urgency of understanding the factors that influence consumer satisfaction in the growing halal industry. Price variables, halal brands, and marketing strategies are identified as crucial elements that shape consumer perceptions and satisfaction. The success of companies in meeting consumer expectations, especially in halal-sensitive segments, is recognized as the key to maintaining and increasing market share. The research process provides deep insights

into the role of such variables, reinforcing the idea that understanding and meeting consumer expectations can influence success in a dynamic market. As a result, practitioners can develop more effective business strategies, including improving the quality of halal products or services and implementing management practices that support a positive halal brand image. Theoretically, this study contributes to the understanding of consumer satisfaction in the context of the halal industry, with insights that are relevant both practically and theoretically.

**LIMITATION & FURTHER RESEARCH**

The limitations of the study are those characteristics of design or methodology that impacted or influenced the interpretation of the findings from your research. Further research should suggest the number of gaps in our knowledge that follow from our findings or to extend and further test of the research.

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