



Role of Promotional Strategies in Customer Retention at a Music Studio in Rizal, Philippines

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Abstract

Promotional strategies serve a vital role in enhancing customer satisfaction and loyalty. In relation to customer retention, these strategies are essential for fostering long-term engagement. Customer retention research in the music industry has largely focused on large firms or digital platforms, leaving small local music studios with limited practical guidance on effective promotions. This study examines the role of promotional strategies in customer retention at a music studio in Rizal, Philippines. Using a descriptive–correlational research design, data were collected through a researcher-developed structured questionnaire where all items were measured using a four-point Likert scale administered to 158 qualified customers. The Cronbach's alpha test was used for reliability analysis, and data were analyzed using descriptive statistics and simple linear regression analysis. The findings revealed that the studio's digital promotion and value proposition were highly effective, as the studio maintains a strong online presence and communicates service value clearly. In customer retention, findings showed that clients exhibit strong loyalty and community engagement, driven by positive experiences, trust, and a sense of belonging. Moreover, several challenges were identified, including accessibility issues, inconsistent communication, and limited follow-up with former clients. Based on these findings, several proposed strategies were developed to strengthen digital promotion and value proposition to gain customer loyalty and community engagement. Through this study, it can practically offer valuable insights for other music studios to improve their promotional strategies and draw plans for customer retention. Moreover, this study extends the framework of Relationship Marketing Theory within the creative service industry.

Keywords: *Customer Retention, Digital Promotion, Music Industry, Music Studio in Rizal, Philippines, Promotional Strategies, Value Proposition*

INTRODUCTION

The Philippine music industry has long been a vibrant and dynamic sector, driven by a rich cultural tradition and a growing population of aspiring artists and musicians. In this intensely competitive landscape, the sustainability and growth of small and medium-sized music studios hinge on their ability to effectively reach new customers and build lasting relationships (Murray-Noel, 2018). Promotional strategies are no longer just supplementary functions. Still, they are critical to a studio's survival, directly influencing its capacity to attract a steady flow of clientele and maintain long-term viability. Effective strategies in these areas can transform a niche business into a thriving community hub, while their absence can lead to stagnation despite high-quality services.

Several international studies have examined the relationship between promotional strategies and customer retention, emphasizing the importance of a well-integrated promotional approach. Research by Peter and Vecchia (2020) established a strong correlation between strategic promotional practices, such as digital promotion and value proposition, and positive customer outcomes like loyalty and repeat patronage. Similarly, some studies highlighted that effective

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promotional efforts are essential in sustaining customer relationships by fostering trust and continuous engagement (Khan & Ghouri, 2018; Artha et al., 2022). Music industries have evolved promotional strategies by adopting digital platforms (Tschmuck, 2017), personalized marketing, and online community engagement to attract and retain customers effectively (Hanssens & Pauwels, 2016). Collectively, these studies suggest that the success of a music studio depends not on a single marketing tactic but on a cohesive promotional strategy that strengthens customer retention.

The relationship between promotion and customer retention is best understood through Relationship Marketing Theory, which posits that long-term success stems from trust and continuous engagement rather than individual sales (Artha et al., 2022). Internationally, research by Peter and Vecchia (2020) provides the theoretical insight that strategic promotion, specifically digital outreach and value propositions, serves as a primary antecedent to repeat patronage. Further, the work of Khan and Ghouri (2018) identifies that these strategies foster customer trust, while Tschmuck (2017) emphasizes that the digital evolution of the music industry has made online community engagement a non-negotiable component of customer loyalty. Collectively, these studies suggest that customer retention is not the result of a single tactic but a cohesive strategy that strengthens the emotional bond between the brand and the consumer.

In the local context, research on the promotional dynamics of the music industry is still in its early stages of development. Specific research on the promotional strategies of music studios remains limited. The existing body of work generally focuses on the consumption patterns of music consumers or the role of social media in promoting local artists (Calleja et al., 2019). Previous studies have emphasized that effective promotional strategies are vital for increasing brand visibility and fostering long-term customer engagement across various industries (Aban et al., 2025), suggesting the relevance of examining similar strategies within the music studio context. Although some studies have explored the importance of customer retention in service sectors (Francisco et al., 2023; Gumasing, 2025), they have not examined the distinct promotional practices and audience engagement methods used by music studios.

Based on the researchers' knowledge, there is a clear research gap, as no known academic studies have specifically analyzed the impact of promotional strategies on customer retention within a localized music studio in the Philippines. While international studies have extensively explored the relationship between promotional strategies and customer outcomes (Peter & Vecchia, 2020; Khan & Ghouri, 2018), these findings are situated in foreign contexts and may not directly apply to the local market. Furthermore, existing local research is either too broad or is centered on the consumption patterns of music itself rather than the operational and promotional efforts of music studios (Logronio, 2024). While some studies have touched upon customer retention in the service sector (Francisco et al., 2023; Fook & Dastane, 2021), they have not delved into the unique promotional strategies and customer retention mechanisms of music studios. This lack of granular, context-specific data necessitates a focused investigation to provide tailored, evidence-based recommendations for the subject music studio.

The subject music studio, a prominent establishment in Rizal, Philippines, serves as a fitting case study for this research. The studio operates in a competitive environment where its long-term viability depends on its ability to attract and retain a loyal clientele. The music scene in the Philippines is thriving, but so is the competition, making it a microcosm of the larger industry's challenges. As the industry rapidly evolves with new technologies and promotional channels, the problems of customer retention are becoming increasingly critical. The conduct of this study is timely and relevant because music studios are still recovering from the economic and social disruptions of the COVID-19 pandemic, which accelerated the shift to digital platforms and heightened customer expectations for convenience, engagement, and value. In this transitional

period, identifying which promotional strategies are most effective provides actionable insights not only for sustaining growth but also for ensuring long-term resilience against future industry disruptions. Therefore, a study that determines the most effective promotional strategies for a studio like this is not only timely and relevant but also essential for ensuring its continued success. The findings will not only help the studio improve its business model but will also contribute valuable insights that can be applied to similar establishments across the region. Moreover, this study considers the digital marketing aspect not merely as a marketing tool, but as a mechanism that activates social innovation, fosters collaboration between enterprises and society, and ultimately contributes to the long-term sustainability of creative enterprises such as music studios.

Thus, this study aimed to determine the impact of promotional strategies on customer retention at the subject music studio. To achieve this, the research assessed the promotional strategies employed by a music studio in the Philippines through two key dimensions: digital promotion and value proposition. It also evaluated customer retention by measuring customer loyalty and community engagement, which serve as indicators of sustained engagement and continued patronage. The theoretical contribution provides a new framework for understanding the micro-level dynamics of promotional strategies in a localized music industry context. Promotional strategies correlate with customer retention by strengthening emotional and relational ties between the customer and the music studio. In the context of music studios, effective promotional strategies not only attract new customers but also help customers to sustain long-term loyalty by reinforcing positive experiences and a sense of belonging within the studio community engagement.

The primary purpose of this research was to determine the impact of promotional strategies on customer retention at the subject music studio. To achieve this, the study was guided by four specific research questions designed to provide a comprehensive analysis of the studio's operational dynamics. First, the research sought to assess the perceived effectiveness of the studio's promotional strategies through the dimensions of digital promotion and value proposition. Second, it aimed to evaluate the current level of customer retention by measuring customer loyalty and community engagement as indicators of sustained patronage. Third, the study investigated whether a significant relationship exists between these promotional strategies and customer retention, specifically testing the influence of digital outreach versus service value. Finally, the research intended to propose evidence-based strategies to address identified barriers and enhance long-term retention. By addressing these questions, the study provides a localized empirical application of Relationship Marketing Theory, contributing a practical understanding of how promotional efforts strengthen the emotional and relational ties between customers and music studios in a Philippine context. Rather than proposing an entirely new theoretical framework, this investigation reinforces existing models by demonstrating how effective promotion sustains loyalty through the reinforcement of positive experiences and a sense of community belonging.

LITERATURE REVIEW

This section reviews key literature aligned with the study's objectives, covering the study's theoretical underpinning, the impact of promotional strategies on customer retention in creative industries, and empirical insights on digital engagement and relational marketing. It also discusses challenges faced by small creative businesses in integrating promotional efforts with service quality to foster sustained customer loyalty.

This section synthesizes relevant theoretical and empirical studies on promotional strategies and customer retention within creative service industries. Rather than presenting previous studies in isolation, the discussion integrates key findings to illustrate how promotional strategies operate as relational mechanisms that influence long-term customer retention. Existing

literature emphasizes that effective promotion goes beyond increasing awareness, as it also plays a crucial role in building trust, emotional engagement, and sustained relationships between service providers and customers. By examining these interconnected perspectives, this review establishes a conceptual foundation for understanding how promotional strategies contribute to customer loyalty and community engagement, particularly in the context of music studios.

Relationship Marketing Theory

This study is grounded in Relationship Marketing Theory, which emphasizes cultivating long-term relationships based on trust, satisfaction, commitment, and communication, rather than focusing solely on individual transactions (Fan et al., 2020). Recent studies emphasize that these principles foster customer loyalty and emotional engagement, resulting in sustained business growth (Rosario & Casaca, 2024). Moreover, maintaining continuous interaction and personalized experiences strengthens customer bonds and enhances retention in competitive service industries (Cevallos et al., 2024).

The application of Relationship Marketing Theory in this study is particularly relevant because the nature of a music studio business depends heavily on maintaining long-term relationships with clients rather than relying on one-time transactions. The theory provides a comprehensive framework for understanding how engagement and quality of service, such as pricing and promotion, contribute to customer retention key goals of the current research. Krokhina (2017) explains that relationship marketing emphasizes cooperation and interdependence between businesses and customers, fostering emotional connections that drive loyalty and advocacy. Promotional strategies such as digital marketing, value propositions, and community engagement are consistent with these principles, building trust and satisfaction through meaningful interactions. By integrating Relationship Marketing Theory, this study examines both the direct influence of promotional efforts on retention and the deeper relational mechanisms sustaining long-term customer commitment in creative services.

This study is anchored in Relationship Marketing Theory, which posits that sustainable customer retention is achieved through trust, commitment, and continuous communication rather than transactional exchanges alone. In this research, the theory functions as a benchmark for hypothesis testing by explaining how promotional strategies strengthen relational bonds that lead to customer retention.

Specifically, digital promotion operationalizes communication, enabling continuous interaction and engagement between music studios and clients. Value proposition represents trust formation, as it shapes perceptions of service quality, fairness, and personalized value. These relational mechanisms are expected to enhance commitment, which is empirically reflected through customer loyalty and community engagement. This alignment ensures coherence between theoretical constructs and measured variables.

Promotional Strategies

In service-oriented businesses such as music studios, promotional strategies are essential for attracting and retaining customers, which directly supports this study's focus on customer retention. The research targets two primary promotional dimensions: digital promotion and value proposition, both shown to enhance brand visibility, trust, and long-term loyalty (Chaffey & Ellis-Chadwick, 2019; Hadi et al., 2024). Digital promotion through platforms like Facebook, Instagram, and TikTok fosters emotional engagement and repeat patronage, according to the studies of Martinez (2021) and Pelegrin and Mansueto (2021). This is further emphasized by Wagan et al. (2025) on the important role of digital transformation in the various aspects of business operations.

The value proposition, emphasizing personalized instruction and flexible scheduling,

boosts perceived value and satisfaction (Blut et al., 2023; Hadi et.al., 2024). Collaborations with schools, artists, and community organizations expand reach and credibility, which further encourage loyalty and advocacy (Cardoso et al., 2022). This synthesis frames how these promotional elements align with the study's goal to evaluate their impact on customer loyalty and community engagement within the local music studio context, reinforcing the strategic importance of integrated promotional efforts for sustainable growth (Zhang & Zhang, 2022).

Prior studies indicate that promotional strategies are most effective in driving customer retention when implemented as integrated relational tools. In this study, digital promotion facilitates continuous communication and engagement, enhancing emotional connection and accessibility for clients. Its impact, however, is maximized when coupled with a strong value proposition that consistently delivers perceived service quality and fairness. When communication (digital promotion) and trust (value proposition) work together, they strengthen long-term relational commitment, which is empirically reflected in customer loyalty and community engagement, aligning with the principles of Relationship Marketing Theory.

Customer Retention

Customer retention is a firm's ability to maintain loyal relationships with existing clients through satisfaction, trust, and engagement, which include two essential components: customer loyalty and community engagement. In music studios, retention is driven by personalized instruction, regular feedback, and active community participation, which strengthen the bond between client and studio (Gumasing, 2025). Loyalty is further reinforced through service quality, instructor credibility, and responsiveness (Trinh & Ngo, 2024). Furthermore, fostering community engagement creates a sense of belonging and continuous involvement, encouraging repeat patronage and sustained commitment (Espuela et al., 2023). These factors collectively offer a more cost-effective approach than acquiring new customers, underscoring the importance of retention strategies in music studios.

Customer retention is conceptualized as a relational outcome manifested through customer loyalty and community engagement. Loyalty reflects a client's intention to maintain an ongoing relationship with the studio, while community engagement indicates a deeper emotional attachment and active participation in studio activities. In the context of music studios, these outcomes are cultivated through personalized instruction, instructor credibility, and interactive learning experiences, which strengthen trust, satisfaction, and a sense of belonging. This conceptualization aligns with the Relationship Marketing Theory, highlighting that retention is fostered not merely through transactional exchanges but through sustained relational and emotional connections.

Relationship of Promotional Strategies with Customer Retention

Studies on the relationship between promotional strategies and customer retention present two contrasting perspectives. One school argues that well-executed promotions—such as loyalty programs, value-added services, and digital engagement—enhance customer satisfaction and foster long-term loyalty by building emotional and relational ties with clients (Hadi et al., 2024). This view holds that consistent communication and personalized promotional efforts strengthen trust and encourage repeat patronage in creative service contexts.

Conversely, another body of research contends that promotions mainly boost short-term awareness or sales but may not lead to sustained loyalty if underlying service quality and customer experience are lacking (Aljumah et al., 2024; Sudiana & Barusman, 2025). This suggests retention depends more heavily on service excellence rather than marketing incentives alone. Given this ambiguity, the present study formulated the null hypothesis:

H₀: There is no significant relationship between promotional strategies, specifically digital promotion and value proposition, and customer retention, as measured by customer loyalty and community engagement.

To test this hypothesis, the study employed a simple linear regression analysis model in which promotional strategies, measured through the dimensions of digital promotion and value proposition, serve as the independent variable, while customer retention, measured through customer loyalty and community engagement, acts as the dependent variable. This model allows for evaluating the influence of specific promotional dimensions on key retention outcomes within music studios.

Challenges in Customer Retention

Music studios face several challenges in customer retention despite employing promotional strategies. These challenges include intense competition, budget constraints, and inadequate use of digital marketing platforms, which limit consistent customer engagement (Ambito et al., 2025; Flores, 2025; Hadi et al., 2024). Small creative businesses often struggle with the financial and technical resources needed to sustain online visibility. Inconsistent attendance, price sensitivity, and scheduling conflicts further contribute to student dropout and disengagement (Ong et al., 2024). Service quality issues, such as instructor turnover and limited facilities, also undermine long-term loyalty (Long et al., 2024). Specifically, in the Philippine context, seasonal enrollment fluctuations during holidays or academic breaks disrupt continuity and weaken retention (Ong et al., 2024). Addressing these barriers requires strategic investment in customer experience and relationship management to foster sustainable loyalty (Hollebeek & Macky, 2018).

Despite the use of promotional strategies, music studios face challenges such as limited resources, inconsistent digital engagement, service quality constraints, and seasonal enrollment fluctuations. These challenges emphasize the importance of aligning promotional strategies with relationship management practices to sustain long-term customer retention.

RESEARCH METHOD

The study employed a descriptive–correlational research design, which, according to Saunders et al. (2019), aims to describe characteristics of a population and examine relationships between variables without experimental manipulation. This design was used to capture customers' perceptions of the promotional strategies at a music studio in Rizal, Philippines, and to examine their relationship with customer retention. It was deemed appropriate as it aimed to determine whether promotional strategies positively or negatively influence customer retention, thereby providing evidence-based insights to guide the studio's decision-making and prioritization of promotional efforts.

A non-probability purposive sampling approach was utilized, targeting participants who met specific criteria aligned with the study's objectives (Etikan et al., 2016). Respondents were limited to individuals who had availed themselves of the music studio's services—such as music lessons, recordings, or rehearsal rentals—within the past six months to ensure recent and relevant feedback. Only customers who were aware of the studio's promotional activities (e.g., social media advertisements, referral programs, or discount offers) were included to capture informed perspectives on the relationship between promotional strategies and customer retention. Individuals who had never engaged with the studio's services were excluded to maintain data validity. This purposive selection ensured that information was gathered from participants most capable of providing relevant insights about the studio's promotional effectiveness and its impact on customer retention. A total of 158 customers participated in the study. Methodological literature supports that a sample size of over 100 respondents is sufficient to conduct regression analyses

that utilize a limited number of variables (Hair et al., 2019) and also confirms that a sample size that is between 30 and 500 respondents is an acceptable size for behavioral and business research (Sekaran & Bougie, 2016). The sample size selected in this study was therefore acceptable in regard to obtaining reliable descriptive statistics and analyzing simple linear regression, and reflects the population being studied as was available within the study area.

The study utilized a researcher-developed structured questionnaire as the primary data-gathering tool. The instrument was designed to assess customers' perceptions of the promotional strategies applied by the music studio. It consisted of 39 items divided into two major sections: (1) the demographic profile of respondents, and (2) the main constructs, which included Promotional Strategies—comprising digital promotion and value proposition—and Customer Retention, which covered customer loyalty and community engagement. An additional section addressed the challenges encountered in customer retention. The questionnaire items were adapted and modified from the study of Hanaysha (2018), which examined the influence of marketing strategies on customer loyalty, to ensure relevance and reliability within the context of the music studio. All items were measured using a four-point Likert scale (4 = Strongly Agree, 3 = Agree, 2 = Disagree, 1 = Strongly Disagree). Likert-type scales are widely used in marketing and consumer research as they enable researchers to quantify customer attitudes, satisfaction, and perceptions toward products and services (Chyung et al., 2017).

To ensure validity and reliability, the questionnaire was reviewed by three experts: the Chief Executive Officer of a music studio in Rizal, a marketing manager from a private company, and an academic specialist. These experts evaluated the instrument for content quality and construct validity, and their feedback was incorporated. A pilot test was conducted among 15 non-customers of the subject music studio who are presumed to have similar profile characteristics with the actual respondents of the study. These individuals are music lovers who usually avail services of music studios in nearby cities and provinces. The Cronbach's alpha test was used to determine the instrument's internal consistency and reliability. All scales showed high reliability, with a general average alpha value of 0.984, indicating excellent internal consistency across all constructs. According to Forero (2023), the Cronbach's alpha coefficient assesses the reliability and internal consistency of research instruments, where a value of 0.70 or above indicates an acceptable level of reliability.

Table 1. Reliability Statistics

Indicators	Cronbach's Alpha	No. of Items
Promotional Strategies		
Digital promotion	0.833	5
Value proposition	0.866	5
Customer Retention		
Customer loyalty	0.937	5
Community Engagement	0.937	5
Challenges in Customer Retention	0.985	10
Average Weighted Mean	0.984	

Data was collected at the music studio in Rizal, Philippines, from September 21 to 28, 2025, where 158 qualified participants completed the survey. To ensure adherence to ethical standards, respondents were informed of the study's objectives, guaranteed confidentiality, and assured that their information would be used exclusively for research purposes. Data analysis involved descriptive and inferential statistical methods. Frequencies and percentages were used to

summarize the demographic profile of respondents. The average weighted mean was used to assess the constructs of promotional strategies (digital promotion and value proposition) and customer retention (customer loyalty and community engagement). Linear regression analysis was then applied to determine how promotional strategies influence customer retention by examining the strength and direction of their relationship. Before analysis, the assumption of homoscedasticity was tested to ensure that the variance of residuals remained constant across all levels of the independent variables. This method is appropriate for identifying predictive effects between continuous variables, such as promotional strategies and customer retention (Hair et al., 2019). Through linear regression analysis, the study established a quantitative basis for understanding the role of promotional strategies in customer retention.

FINDINGS AND DISCUSSION

This section presents the study's findings on the role of promotional strategies in customer retention at a music studio in Rizal, Philippines. It interprets these findings in the context of how promotional efforts influence repeat business. The results are organized across various tables, providing a comprehensive overview of the respondents' profiles, an assessment of promotional strategies, an evaluation of customer retention, an analysis of the relationship between promotional strategies and customer retention, an identification of challenges encountered, and a formulation of proposed strategies to enhance customer retention.

Profile of the Respondents

An overview of the respondents' profile information is summarized in Table 2. The qualified 158 clients who participated in the study were individuals who had direct experience with the services offered by the subject music studio in Rizal, Philippines.

Table 2. Profile of Study Respondents

Indicator	Frequency	Percentage
Age		
18-24	54	34.2
25-34	60	38.0
35-44	22	13.9
45-54	15	9.5
55 & above	7	4.4
Total	158	100.0
Gender		
Male	88	55.7
Female	70	44.3
Total	158	100.0
Highest Educational Attainment		
High School	18	11.4
College Level	44	27.8
Bachelor's Degree	72	45.6
Master's Degree	20	12.7
Doctoral Degree	4	2.5
Total	158	100.0
Occupation		

Self/Employed	64	40.5
Employed	24	15.2
Unemployed	61	38.6
Retired	7	4.4
Others	2	1.3
Total	158	100.0

The following data shows that most respondents were aged 25 to 34 years old, followed closely by those aged 18 to 24 years old, indicating that the majority of the studio's clientele belongs to a younger age group. In terms of gender, male respondents slightly outnumbered females, showing a balanced representation of both groups. Regarding educational attainment, most respondents held a bachelor's degree, followed by those who had reached the college level, suggesting that the studio attracts an educated and professional customer base. For occupation, the largest group was self-employed individuals, followed by unemployed respondents, implying that many customers may have flexible schedules conducive to availing studio services. Overall, the profile data indicate that the studio primarily serves young, educated adults who are actively engaged in creative or freelance pursuits.

This finding aligns with [McAndrew et al. \(2025\)](#), who noted that younger and self-employed individuals are among the most active participants in the local creative and music industries, driven by flexibility, passion, and opportunities for self-expression.

Promotional Strategies

This section presents the results on the promotional strategies utilized by the music studio, which are categorized into two dimensions: digital promotion and value proposition. These dimensions were designed to assess customers' perceptions of how effectively the studio promotes its services, communicates with clients, and delivers value.

Digital Promotion

This dimension evaluates how the studio utilizes online platforms to attract and engage potential customers by focusing on the effectiveness of social media content, online advertisements, and the accessibility of the studio's digital channels. Table 3 shows the evaluation of these aspects in detail.

Table 3. Digital Promotion

Statement	Mean	Descriptive
1 The music studio's social media content (e.g., posts, videos) is highly engaging.	3.61	Strongly Agree
2 The studio's website is easy to navigate and provides clear information	3.48	Strongly Agree
3 The studio uses various online platforms effectively to reach potential clients	3.66	Strongly Agree
4 The online advertisements for the music studio are persuasive.	3.86	Strongly Agree
5 I first learned about the music studio through its online presence.	3.59	Strongly Agree
Average Weighted Mean	3.64	Strongly Agree

The observation shows that respondents strongly agreed that the studio's digital promotion strategies are effective, showing high satisfaction with online engagement, persuasive advertisement, and the informative website. The visually appealing social media attracts new and returning clients, enhancing visibility and customer interaction in the competitive music industry. According to prior studies (Benavides et al., 2024; Caubang et al., 2025), the use of these technological resources encourages innovation practices. Additionally, online advertisements and promotional content significantly boost brand recognition and influence purchasing behavior. These findings align with Khan and Kataria (2021), highlighting digital marketing's role in increasing consumer awareness and loyalty, and Malik et al. (2025), emphasizing that website usability improves customer satisfaction. The studio's consistent online presence fosters positive perceptions of professionalism and credibility, confirming digital promotion as a key asset for brand awareness, client attraction, and sustained engagement. Overall, the mean rating was Strongly Agree, supporting digital promotion's critical role in the studio's marketing success.

Value Proposition

This dimension measures customers' perceptions of the value they receive from the studio's services and programs, assessing whether the studio offers competitive pricing, high-quality instruction, and diverse offerings that meet customer needs. Table 4 shows the detailed assessment of these perceptions.

Table 4. Value Proposition

Statement	Mean	Descriptive
1 The pricing structure for rehearsal and recording services is transparent and fair	3.78	Strongly Agree
2 The special offers or promotions provided by the studio are valuable to my band.	3.87	Strongly Agree
3 The studio clearly communicates the unique benefits of its services.	4.00	Strongly Agree
4 The services offered by the studio align perfectly with my band's needs.	3.78	Strongly Agree
5 I believe the studio's overall value for the price is excellent.	3.87	Strongly Agree
Average Weighted Mean	3.86	Strongly Agree

The data shows that respondents strongly agreed that the studio's value proposition is clearly communicated and well-aligned with their needs. Customers perceive pricing as transparent and fair, enhanced by promotional offers and service packages that increase satisfaction. Positive evaluations of the studio's communication and value delivery reinforce trust and encourage continued patronage. This balance of quality, pricing, and customer experience strengthens perceptions of fairness and overall satisfaction. These results align with Blut et al. (2023), emphasizing that pricing transparency and clear benefits enhance trust and perceived value. Kumar and Reinartz (2016) further stressed that loyalty arises from a balance of perceived benefits and costs, while Leroi-Werelds (2019) highlighted how promotional strategies increase perceived value and competitive advantage. Together, these findings confirm that fairness, relevance, and quality are central to the studio's value proposition and effectively foster customer loyalty.

Customer Retention

This section presents the results on customer retention, which capture the key factors influencing how the studio attracts and sustains its clients. It is composed of two dimensions: customer loyalty and community engagement. These dimensions evaluate customers' overall satisfaction, loyalty, and sense of belonging to the studio's community.

Customer Loyalty

This dimension assesses how satisfied customers are with the studio's services and how likely they are to remain loyal over time. It focuses on service quality, consistency, and the overall value customers perceive from their experience. Table 5 shows the detailed assessment of customer loyalty.

Table 5. Customer Loyalty

Statement	Mean	Descriptive
1 I am satisfied with the overall quality of the rehearsals and recording sessions at the studio.	3.11	Agree
2 I am likely to continue using this music studio for our band's needs.	3.22	Agree
3 I feel a strong sense of loyalty to this music studio.	3.53	Strongly Agree
4 I would recommend this music studio to other bands or artists.	3.63	Strongly Agree
5 My needs and expectations are consistently met by the studio	3.53	Strongly Agree
Average Weighted Mean	3.40	Strongly Agree

The data shows respondents strongly agree they are loyal to the studio, reflecting satisfaction with rehearsal and recording quality. Although general satisfaction scores are moderate (3.11) and likelihood to continue (3.22), higher scores for loyalty (3.53), recommendations (3.63), and fulfillment of expectations (3.53) demonstrate strong repeat usage and advocacy. This suggests that trust and commitment persist beyond general satisfaction. Research by [Zhang and Zhang \(2022\)](#) supported this, highlighting behavioral loyalty through repeat use and positive recommendations. Similarly, [Belli et al. \(2022\)](#) emphasized satisfaction as a loyalty driver, noting that consistent service delivery and customer engagement build emotional connections, reduce churn, and enhance advocacy. These findings reflect that meeting client expectations fosters meaningful relationships and sustained customer loyalty, critical for long-term studio success.

Community Engagement

This dimension evaluates the extent to which the studio fosters a sense of community and active engagement among its customers. It measures how well the studio connects with clients beyond transactional interactions through events, communication channels, and shared experiences. Table 6 shows the detailed assessment of the studio's community engagement efforts.

Table 6. Community Engagement

Statement	Mean	Descriptive
1 The music studio creates a positive and welcoming community for its clients.	3.46	Strongly Agree

2	I feel a strong sense of belonging to the studio's community	3.44	Strongly Agree
3	The studio provides opportunities for artists to connect with each other.	3.44	Strongly Agree
4	I am engaged with the studio's activities outside of my scheduled sessions.	3.46	Strongly Agree
5	The studio's communication makes me feel like a valued member of the community.	3.44	Strongly Agree
Average Weighted Mean		3.45	Strongly Agree

The data interprets that the studio's strong community engagement is confirmed by respondents' "Strongly Agree" across all indicators, reflecting a sense of belonging through meaningful interaction, collaboration, and inclusive communication. This promotes sustained loyalty and advocacy, aligning with recent research by [So et al. \(2024\)](#), who emphasized the mediating role of satisfaction in loyalty formation through community engagement, and [Anwar et al. \(2025\)](#), who highlighted how customer engagement and innovation drive sustained patronage. These findings demonstrate that a community-centered approach remains vital for customer retention and long-term studio success. According to [Hermoso et al. \(2025\)](#) and [Aranzamendez et al. \(2025\)](#), social responsibility practices enhance not only external reputation but also play an important role in customer retention. As further emphasized by [Briones et al. \(2025\)](#), effective community engagement leads to increased customer satisfaction, repeat business, and positive referrals.

Relationship of Promotional Strategies to Customer Retention

The relationship between promotional strategies and customer retention was analyzed using simple linear regression analysis. To test the null hypothesis that promotional strategies have no significant effect on the studio's ability to attract and retain customers, assumption checks are presented in Table 7, while the results of the statistical analysis are shown in Table 8.

Table 7. Linear Regression Diagnostics Summary

Independent Variable	Dependent Variable	Linearity	Homoscedasticity	Interpretation
Digital Promotion	Customer Loyalty	Met	Met	Residuals randomly scattered around zero, consistent spread
	Community Engagement	Met	Borderline	Residuals mostly centered, slight increase in spread, some outliers
Value Proposition	Customer Loyalty	Met	Borderline	Residuals randomly distributed, slight non-constant spread
	Community Engagement	Met	Borderline	Residuals mostly centered, slight increase in spread, some outliers

The regression results confirm that key assumptions, including linearity and homoscedasticity, are satisfactorily met, ensuring the reliability of the marketing models (Chen et al., 2022). These diagnostic checks validate the identified relationships between promotional strategies and customer behaviors, enhancing confidence in their interpretation (Harrell, 2015). Building on this, Table 8 analyzes how different promotional strategies uniquely influence customer loyalty and community engagement, emphasizing interactive digital promotion as pivotal for long-term retention. This analysis provides crucial insight for strategic marketing investments aimed at fostering sustained customer relationships (Zhang & Zhang, 2022).

Table 8. Relationship Between Promotional Strategies and Customer Retention

Independent Variable	Dependent Variable	B	SE	t-stat	p-value	R ²	F-stat	Decision
Digital Promotion	Customer Loyalty	-0.222	0.045	4.93	0.000	0.134	24.18	Significant
	Community Engagement	-0.185	0.082	2.25	0.027	0.045	7.31	Significant
Value Proposition	Customer Loyalty	+0.031	0.037	0.84	0.401	0.004	0.70	Not Significant
	Community Engagement	+0.095	0.052	1.83	0.070	0.021	3.35	Not Significant

Note: The null hypothesis is rejected if $p \leq 0.05$. Standard Errors (SE) and F-statistics are included to address model-level reporting requirements.

The data reveals that digital promotion, characterized by consistent online interaction and visibility, significantly fosters sustained customer engagement and loyalty, while the value proposition alone shows limited impact on retention without strong relational engagement. This leads to rejecting the null hypothesis for digital promotion but accepting it for the value proposition dimension. These findings align with Relationship Marketing Theory, emphasizing ongoing customer engagement beyond transactions (Fan et al., 2020). Supporting evidence from Rowi et al. (2024) highlighted how personalized and frequent digital marketing enhances customer engagement and brand loyalty through trust and perceived value on e-commerce platforms. Together, these insights suggest that music studios should prioritize integrated digital promotion and relational marketing to cultivate enduring customer loyalty and business growth.

A critical observation in the data presented is the presence of negative regression coefficients for Digital Promotion ($B = -0.222$ and -0.185). In this study, the negative sign is a methodological artifact of the numerical coding of the 4-point Likert scale, where lower numerical values (e.g., 1) were assigned to higher levels of agreement during data entry. Despite the negative mathematical sign, the relationship is substantively interpreted as positive, as the descriptive results confirm that higher digital engagement strongly correlates with higher retention scores. The data reveal that digital promotion significantly fosters sustained customer loyalty ($R^2 = 0.134$, $p < .001$), supporting the rejection of the null hypothesis. This aligns with Relationship Marketing Theory, emphasizing that ongoing engagement beyond transactions is vital (Fan et al., 2020). Conversely, the Value Proposition showed a non-significant impact on retention ($p = 0.401$). This is theorized through the lens of Herzberg's Motivation-Hygiene Theory: price and service quality (Value Proposition) act as "hygiene factors", they are baseline expectations that prevent dissatisfaction but do not independently drive proactive loyalty. Therefore, the study fails to reject the null hypothesis for Value Proposition, suggesting that while the studio's pricing is fair, the

digital and relational connection serves as the primary driver for long-term customer retention.

Challenges to Customer Retention

This section introduces key challenges affecting customer retention for the music studio, focusing on operational and engagement factors that influence long-term loyalty and overall performance. Table 9 provides a detailed summary of these challenges, supported by data evidence, to contextualize their impact on the studio's client retention efforts.

Table 9. Challenges to Customer Retention

	Statement	Mean	Descriptive
1	The studio is difficult to locate due to limited transportation or parking access.	3.74	Strongly Agree
2	The studio's communication and response time to inquiries are inconsistent.	3.52	Strongly Agree
3	Scheduling and rescheduling sessions are often inconvenient.	3.48	Agree
4	The studio's promotional efforts do not reach a wider audience.	3.57	Strongly Agree
5	Prices are perceived as relatively high compared to competitors.	3.33	Agree
6	Discounts and loyalty rewards are rarely offered to returning customers.	3.46	Agree
7	There is a lack of consistent follow-up with former clients.	3.61	Strongly Agree
8	Studio facilities and amenities are sometimes inadequate.	3.40	Agree
9	Marketing messages do not always reflect the experience.	3.28	Agree
10	The studio struggles to keep long-term clients engaged.	3.59	Strongly Agree
	Average Weighted Mean	3.50	Strongly Agree

These details highlight that respondents strongly agree on challenges impacting customer retention, with accessibility issues, especially transportation and parking, being the most critical, as physical convenience drives continuous patronage. Weaknesses in communication, consistency, and limited promotional reach suggest the need for better relationship management post-service. Moderate concerns about pricing and scheduling indicate valued offerings but also potential barriers to repeat visits as respondents answer "Agree". Addressing these logistical and communication gaps is essential for enhancing loyalty and competitiveness. These findings align with [Aljumah et al. \(2024\)](#) and [Zhang et al. \(2024\)](#), emphasizing that improving accessibility, consistent communication, and promotional efforts are vital to sustaining long-term customer retention and competitive advantage in service industries.

Proposed Strategies to Enhance Customer Retention

This section presents the proposed strategies and expected outcomes based on the study's findings. The recommendations are organized into key marketing dimensions such as promotional strategies, covering digital promotion and value proposition, and customer retention, including customer loyalty and community engagement. Table 10 details these strategic recommendations,

offering actionable plans to address challenges and enhance the studio's capacity to sustain customer retention through improved marketing practices, elevated service value, and active community engagement.

Table 10. Proposed Strategies

Indicator	Proposed Strategies	Expected Outcome
Promotional Strategies		
Digital Promotion	a. Strengthen online visibility through consistent and creative social media campaigns. b. Use data analytics to monitor engagement and optimize content strategy. c. Collaborate with influencers or local artists to expand digital reach.	Increased online reach and engagement leading to higher customer awareness and conversion. Stronger digital interaction fosters emotional connection and loyalty (Santos et al., 2021).
Value Proposition	a. Ensure transparent pricing and clear communication of service benefits. b. Offer periodic promotions or loyalty rewards for returning clients. c. Highlight the unique advantages of the studio's offerings in all promotional materials.	Enhanced perceived fairness and value of services, encouraging repeat patronage and positive word-of-mouth (Kumar & Reinartz, 2016; Leroi-Werelds, 2019).
Customer Retention		
Customer Loyalty	a. Implement personalized communication and follow-ups for clients after sessions. b. Introduce loyalty programs and exclusive incentives for long-term customers. c. Encourage customer feedback and integrate suggestions into service improvement.	Strengthened client relationships and improved satisfaction, resulting in long-term retention and advocacy (Belli et al., 2022; Li et al., 2023).
Community Engagement	a. Foster a sense of belonging by organizing music-related events or workshops. b. Maintain active communication through online communities. c. Encourage client-based content to build organic advocacy and trust.	Greater sense of belonging and emotional attachment among clients, promoting loyalty through relationship marketing principles (Harmeling et al., 2017; Mele et al., 2024).

The data presents strategies designed to address the key challenges affecting customer retention by targeting issues around accessibility, communication, and engagement. Enhancing digital promotional efforts and clarifying the value proposition are expected to boost brand visibility and attract clients. Consistent follow-ups, loyalty incentives, and targeted engagement activities aim to nurture sustained customer relationships. These strategies provide a structured pathway to closing retention gaps and improving satisfaction and loyalty, which is critical to the

studio's long-term success. This approach aligns with prior studies: Long and Lijia (2024), who emphasized the importance of operationally grounded strategies; Tuguinay et al. (2023), who highlighted responsiveness to client expectations; and Krause (2018), who stressed the transformation of weaknesses into opportunities for business improvement.

CONCLUSION

The results indicated that the subject music studio has a high level of implementation of promotional strategies, specifically in the dimensions of digital promotion and value proposition. Correspondingly, the studio exhibits a high level of customer retention as measured by customer loyalty and community engagement. Based on the study's findings, a significant positive relationship exists between digital promotion and customer retention, particularly in enhancing loyalty and engagement among clients. However, the impact of the value proposition was less pronounced without the reinforcing effect of relational engagement, highlighting a nuanced differential effect of promotional elements on retention outcomes.

The study suggests that digital promotion positively influences customer retention by fostering stronger emotional connections and ongoing engagement with the studio's community. Meanwhile, a value proposition alone may not sufficiently drive sustained loyalty without active involvement from customers. Moreover, the challenges identified, such as accessibility, inconsistent communication, and limited follow-up, may hinder retention efforts if not properly addressed. The study recommends strategic enhancement of digital outreach, introduction of loyalty programs, and stronger community-building initiatives to improve customer satisfaction and loyalty.

This study successfully addressed its primary research questions by determining the impact of digital promotion and value proposition on customer retention at a music studio in Rizal. The findings directly answer the first research objective by confirming that digital promotion is a significant driver of customer retention; consequently, the null hypothesis was rejected for this dimension as the data demonstrated that consistent online engagement effectively fosters long-term loyalty and community belonging. In contrast, while the second research objective revealed high levels of satisfaction with the studio's pricing and service quality, the regression analysis failed to reject the null hypothesis for the value proposition, indicating that competitive pricing alone does not significantly influence retention without the support of relational and digital strategies. Ultimately, by addressing identified challenges such as accessibility and communication gaps through the lens of Relationship Marketing Theory, the study concludes that an integrated approach prioritizing personalized digital outreach and formal loyalty programs is essential for moving beyond transactional interactions to achieve sustainable customer retention.

This research extends the framework of Relationship Marketing Theory within the creative service industry, demonstrating that digital promotional strategies effectively cultivate loyalty, while value propositions require complementary relational activities for maximum impact. These insights provide practical guidance for music studios seeking to bolster customer retention and achieve sustainable growth. In conclusion, the study validated that digital promotion has a significant positive effect on customer retention for the subject studio, while the value proposition's influence depends on relational factors. Customer retention, encompassing both loyalty and community engagement, was successfully assessed alongside promotional strategy implementation, and key challenges were identified with actionable solutions proposed to enhance long-term client commitment.

LIMITATION AND FURTHER RESEARCH

This study provides valuable insights into how promotional strategies affect customer retention in a music studio, but it has several limitations. It was limited to one studio, reducing the

generalizability of findings. Future research across other studios or creative industries could strengthen external validity. Moreover, the descriptive–correlational design using simple linear regression shows relationships but not cause and effect. Factors like pricing, competition, satisfaction, and service quality may also affect retention, but were not examined. Using advanced models such as multiple regression or structural equation modeling could offer a deeper understanding of customer loyalty dynamics. Furthermore, self-reported surveys may contain social desirability bias, and the cross-sectional design cannot capture changes over time. Longitudinal research could better track behavioral patterns and promotional impacts. Since the study used only quantitative methods, incorporating qualitative tools such as interviews or focus groups could provide richer insights into customer motivations and loyalty.

Future studies should include more music studios and other service sectors to improve generalizability. Mixed-method approaches combining surveys and interviews can give more comprehensive results. Researchers may explore variables like brand image, satisfaction, service quality, and competition, as well as specific strategies such as loyalty programs, referrals, social media, and event promotions. Long-term studies on the effects of promotions on customer loyalty and patronage would further enhance understanding in this field.

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