

IDENTIFICATION OF CONSUMER PERSPECTIVES ON DISCOUNT OFFERS AT DAKNALGAE RESTAURANT GADING SERPONG

Harthur Karnadi¹, Khenia Kartika Sari², Leonardo Stanley Hubert³, Levina Nathania Budhiman⁴, Livia Margarita⁵, Mahatma Kevin Tio⁶

Business Management, School of Business & Economics, Universitas Prasetiya Mulya

Email: 13112310148@student.prasetiyamulya.ac.id

ABSTRACT

This study aims to identify consumer perspectives on discount offers and their influence on consumer behavior at Daknalgae Restaurant Gading Serpong. Using a qualitative approach, the research employs in-depth interviews with customers and the restaurant owner to gain insights into how discounts are perceived in relation to consumer behavior, perception, and loyalty. The findings reveal that discount offers can increase consumer interest in trying products, expand market reach, and encourage repeat visits. However, long-term dependence on discount strategies may lower consumers' perception of product quality and create loyalty that is solely price-driven. Therefore, discount strategies should be balanced with improvements in product quality and service to foster sustainable consumer loyalty.

Keywords: *DakNalgae Restaurant, Discount, Consumer Perception, Consumer Behavior, Quality, Satisfaction Value, Consumer Loyalty.*

INTRODUCTION

Competition in the culinary business in Gading Serpong has driven restaurants, including DakNalgae, to use discount strategies to attract consumers. Price promotions are considered effective in creating a perception of added value (Kotler & Keller, 2016); however, consumer perceptions are not solely determined by price but also by the quality and benefits received (Zeithaml, 1988). This makes consumer responses to discounts not always uniform, depending on their experiences and evaluations of the product. Moreover, at DakNalgae Restaurant Gading Serpong, no prior research has qualitatively examined consumer perspectives on the implementation of discount strategies. Customer satisfaction is also an essential factor in building loyalty, as satisfied consumers are more likely to make repeat purchases and provide positive recommendations (Kotler & Armstrong, 2018). Therefore, this study aims to explore how consumers perceive discounts at DakNalgae Restaurant Gading Serpong, their perceptions of quality, value, and satisfaction, as well as the extent to which discounts influence repeat visits and recommendations for the restaurant.

Problem Formulation

The research problems in this study are as follows:

1. How does consumer behavior change when they become aware of a discount program at DakNalgae Restaurant Gading Serpong?
2. How do consumers interpret discount offers at DakNalgae Restaurant Gading Serpong in

relation to their perceptions of quality, value, and satisfaction?

3. Does the discount program play a role in encouraging consumers to make repeat visits or recommend DakNalgae Restaurant Gading Serpong to others?

Research Objectives

This study aims to:

1. Explore changes in consumer behavior upon learning about discount programs at DakNalgae Restaurant Gading Serpong.
2. Explore how consumers interpret discount offers in relation to their perceptions of quality, value, and satisfaction at DakNalgae Restaurant Gading Serpong.
3. Investigate consumer perspectives on whether discounts influence their intention to revisit or recommend DakNalgae Restaurant Gading Serpong.

Research Gap

Previous studies have shown that discounts are effective in stimulating purchase intention, particularly in e-commerce and retail settings (Pratama & Hidayat, 2021; Tjiptono, 2019). However, such studies rarely focus on culinary restaurants or the aspects of perceived quality, value, satisfaction, and loyalty. This research fills that gap by exploring consumer experiences with discount programs at DakNalgae Restaurant Gading Serpong, as a representative case in the culinary industry.

LITERATURE REVIEW

Concept of Consumer Behavior, Discount Promotion, and Loyalty

Consumer behavior explains how individuals or groups select, purchase, and use products to fulfill their needs and desires (Kotler & Keller, 2016). The factors shaping consumer behavior include internal aspects such as motivation, perception, and attitude, as well as external aspects such as culture, social class, reference groups, and family (Schiffman & Wisenblit, 2019). In the restaurant context, consumer behavior is not only related to food needs but also to perceived value, emotional experience, and social factors. Promotions such as discounts act as stimuli that shape consumer perceptions and decisions (Hawkins & Mothersbaugh, 2019). Discounts are a form of short-term price promotion proven to effectively increase sales by creating a perception of economic benefit (Blattberg & Neslin, 1990). However, excessive use of discounts may reduce the perception of quality (Darke & Chung, 2005). In the restaurant industry, discounts can attract new customers and encourage repeat visits, although their effectiveness still depends on product and service quality (Tjiptono, 2019).

Consumers' perceptions of quality, value, and satisfaction are formed through their experiences and expectations. Quality reflects the extent to which a product or service meets expectations (Zeithaml, 1988), value represents the trade-off between the benefits obtained and the costs incurred (Kotler & Keller, 2016), and satisfaction arises when the performance of a product or service exceeds expectations (Oliver, 1999). High quality enhances perceived value, high perceived value reinforces positive perceptions, and both contribute to consumer satisfaction. The close interplay among quality, value, and satisfaction serves as a crucial foundation for building loyalty. Consumer satisfaction encourages repeat purchases and positive word-of-mouth, forming both attitudinal and behavioral loyalty (Dick & Basu, 1994). Satisfied consumers are not only loyal but also act as brand advocates (Fornell et al., 1992; Zeithaml et al., 1996). Therefore, maintaining quality, value, and consumer experience is key to fostering long-term loyalty.

Review of Previous Studies

Previous studies have shown that discounts effectively drive purchases across various sectors. In retail, discounts increase impulsive buying and perceived value for money, though their effects tend to be short-term (Blattberg & Neslin, 1990; Darke & Chung, 2005). In e-commerce, discounts improve conversion rates through urgency and scarcity but also encourage consumers to delay purchases while waiting for promotions (Chen & Xie, 2008; Walter, Cleff, & Chu, 2013). In the

restaurant sector, discounts attract new customers but may harm brand image if used too frequently (Gardner, Krishnan, & Padmanabhan, 2022; Zhu et al., 2019). Overall, discounts influence consumer behavior, but their relationship with loyalty remains inconsistent and is often examined only in the short term.

Conceptual Framework

Price Promotion and Discounts in Relation to Consumer Behavior

Price promotions and discounts serve as key stimuli shaping consumer behavior by creating a higher perception of *value for money* (Blattberg & Neslin, 1990). Discounts not only stimulate impulsive purchases but also encourage consumers to try new products or visit new restaurants (Darke & Chung, 2005). Psychological factors such as urgency and scarcity further strengthen purchasing decisions (Kannan & Li, 2017). In the restaurant sector, discounts have been proven to increase initial visit interest and trial of menu items (Gardner, Krishnan, & Padmanabhan, 2022). Thus, price promotions have a positive influence on consumer behavior.

Price Promotion and Discounts in Relation to Perceived Quality, Value, and Satisfaction

Price promotions and discounts shape not only purchasing decisions but also consumer perceptions of quality, value, and satisfaction. Perceived value increases when benefits exceed the price paid (Zeithaml, 1988), meaning that discounts can enhance satisfaction. However, overly frequent discounts may reduce perceived quality (Darke & Chung, 2005), whereas strategic applications—such as limited-time offers—can maintain brand image while increasing perceived value (Blattberg & Neslin, 1990). In the restaurant context, discounts can create positive experiences that enhance satisfaction and loyalty through repeat visits and recommendations (Gardner, Krishnan, & Padmanabhan, 2022).

Consumer Perceptions of Quality and Value Leading to Satisfaction and Loyalty

Consumer perceptions of quality, value, and satisfaction directly influence loyalty. Consumers who perceive high service quality and value for money are more likely to feel satisfied, leading to repeat visits and positive recommendations (Zeithaml, 1988; Kotler & Keller, 2016). In restaurants, positive experiences such as good-tasting food, fast service, and fair pricing reinforce satisfaction, which ultimately serves as the foundation for long-term loyalty (Zhu, Sun, Chang, & Chang, 2019).

Consumer Behavior in Relation to Satisfaction and Loyalty

Consumer behavior encompasses actual actions following promotional exposure, such as purchasing decisions, visit frequency, or trying new products, which lead to satisfaction and loyalty (Schiffman & Wisenblit, 2019; Kotler & Keller, 2016). In the restaurant context, consumers

who feel satisfied after using discounts are more likely to become loyal, return for future visits, and recommend the restaurant to others (Zhu, Sun, Chang, & Chang, 2019).

Framework Diagram

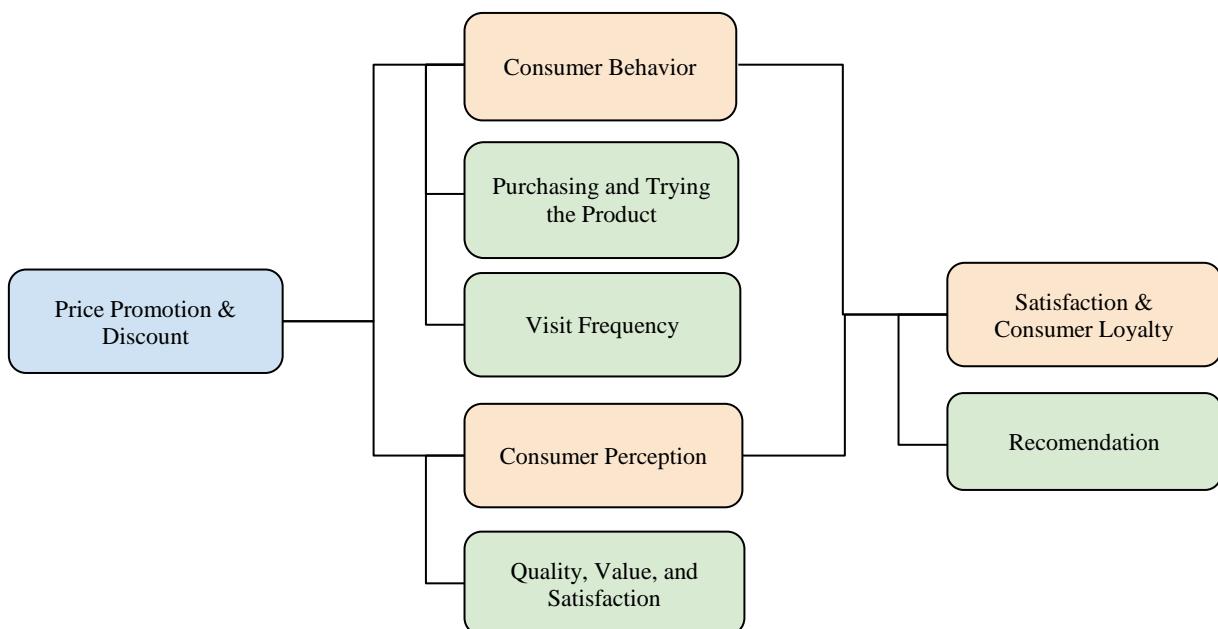


Figure 1. Framework Diagram

RESEARCH METHOD

Data Collection Technique and Sampling

This study employed the *in-depth interview* method to explore consumers' perceptions and experiences regarding discount programs at DakNalgae Restaurant Gading Serpong, as it is considered effective in generating rich and contextual data (Creswell & Poth, 2018). The selection of participants was conducted using *purposive sampling*, deliberately choosing respondents based on specific criteria relevant to the research (Patton, 2015). Data were collected through semi-structured interviews lasting approximately 45 minutes per session, conducted either face-to-face or online, depending on participants' convenience.

The participants consisted of:

1. Restaurant owner: Nicholas Jason S (Entrepreneur, 24 years old), as a key informant providing internal perspectives on the discount program.
2. Six restaurant customers who had direct experience with the discount program and represented the restaurant's consumer base, as follows:
 - Customer 1: Jauw Tosca Yudia (Entrepreneur & Housewife, 52 years old)

- Customer 2: Kenzie Gunawan (Entrepreneur & Student, 20 years old)
- Customer 3: Bagas Sofyan (Entrepreneur, 27 years old)
- Customer 4: Gwenda Wikarsa (Student, 20 years old)
- Customer 5: Natasia Wijaya (Sales Marketing, 20 years old)
- Customer 6: Cleo (Student, 20 years old)

Literature Review

In addition to interviews, this research employed a literature review related to theories of consumer behavior, perceived value, quality, satisfaction, and prior studies on price promotion, discounts, and loyalty (Zeithaml, 1988; Kotler & Keller, 2016; Blattberg & Neslin, 1990; Darke & Chung, 2005). The combination of primary and secondary data allowed for deeper analysis and contextualized the findings within existing theories and previous research.

Data Analysis Plan and Validity

Data were analyzed using *thematic analysis* by transcribing interviews, reviewing field notes, grouping themes related to consumer perception, satisfaction, and loyalty, and interpreting them within the conceptual framework (Braun & Clarke, 2006). To ensure validity, *triangulation* was applied in three forms: source triangulation

(restaurant owner and six customers), methodological triangulation (interviews, observations, literature review), and time triangulation (face-to-face and online sessions conducted at different times). The researcher also conducted *member checking* by confirming interview summaries with the participants. This approach ensured that the data were credible and scientifically reliable (Lincoln & Guba, 1985).

AI Usage Note

In preparing this research document, the author utilized Artificial Intelligence (AI) assistance through ChatGPT solely to support sentence formulation and translation from English

to Indonesian. All analyses, data interpretations, and conclusions were conducted independently by the author. Therefore, the use of AI did not replace the scientific analysis process nor the author's responsibility for the research content.

RESULT AND DISCUSSION

Summary of Interview Results

The following is a summary of the interviews with the owner and customers of the DakNalgae Gading Serpong restaurant, which can be seen in Table 1. Summary of Interview Results.

Table 1. Summary of Interview Results with Informants

Variable	Respondent	Summary of Responses
Reaction to Discounts	Owner	Positive; aims to increase brand awareness (reviews & posts from customers).
	Customers	Positive; interested in trying (Jauw Tosca, 52); happy when knowing about promos (Kenzie Gunawan, 20 & Bagas Sofyan, 27); positive and appealing (Gwenda Wikarsa, 20); positive, happy, and interested (Natasia Wijaya, 20); happy to try different menu items (Cleo, 20). Customers tend to add light orders during promotions, although this pattern is limited to a few visits.
Behavior Related to Discounts (menu, quantity, frequency)	Owner	
	Customers	Not always a determining factor (Jauw Tosca, 52); initially unaware of the promo but encouraged to choose discounted menus (Kenzie Gunawan, 20 & Bagas Sofyan, 27); buy more favorite dishes when there's a promo (Gwenda Wikarsa, 20); add more orders or try new menus (Natasia Wijaya, 20 & Cleo, 20).
Perception of Quality & Service	Owner	Discounts do not reduce quality perception; focus is on awareness, not low prices.
	Customers	Discounts encourage trying but quality remains the main factor (Jauw Tosca, 52 & Kenzie Gunawan, 20); not a determinant since evaluations are objective (Bagas Sofyan, 27); less concerned about quality, more focused on favorite menus (Gwenda Wikarsa, 20); quality and service meet expectations (Natasia Wijaya, 20 & Cleo, 20).
Satisfaction / Value	Owner	Discounts increase value for new customers and enhance brand awareness.
	Customers	Feel added value due to more affordable prices or getting more for the same price (Jauw Tosca, 52; Kenzie Gunawan, 20; Bagas Sofyan, 27; Gwenda Wikarsa, 20; Natasia Wijaya, 20; Cleo, 20).
Loyalty / Repeat Order	Owner	Online and dine-in promotions encourage repeat orders; special events increase customer visits.
	Customers	Decision to return depends on satisfaction, not merely promotions (Jauw Tosca, 52 & Bagas Sofyan, 27); more motivated to return because of promotions (Kenzie Gunawan, 20; Gwenda Wikarsa, 20; Natasia Wijaya, 20; Cleo, 20); willing to recommend to others if satisfied (Natasia Wijaya, 20 & Gwenda Wikarsa, 20).

Analysis of Price Promotions and Discounts on the Concept of Consumer Behavior

The interview results indicate that consumers respond to price promotions and discounts by adjusting their purchasing behavior at

DakNalgae Restaurant Gading Serpong. The restaurant owner, Nicholas Jason S (24), explained that discounts are used to increase brand awareness (customers posting reviews and content on social media) and encourage both online and dine-in

purchases through price reductions and additional gifts. Most customers—such as Jauw Tosca (52), Kenzie Gunawan (20), and Cleo (20)—perceived discounts as an incentive to try new menu items or add more orders, though they did not always lead to increased visit frequency. These findings suggest that discounts are effective as short-term motivators but are not the primary driver of loyalty.

Theoretically, sales promotions such as discounts can shape purchase decisions by enhancing product appeal and perceived value (Kotler & Armstrong, 2018; Zeithaml, 1988). Discounts encourage impulsive purchases and product trials, although long-term decisions remain dependent on product quality and previous experience (Pratama & Hidayat, 2021; Gardner, Krishnan, & Padmanabhan, 2022). Thus, it can be concluded that price promotions and discounts elicit positive responses in consumer behavior—especially in product trials, purchase volume, and review posting on social media. However, their impact on long-term loyalty and visit frequency depends more on product quality and service experience.

Analysis of Price Promotions and Discounts with Consumer Perceptions of Quality, Value, and Satisfaction

The interview results reveal that price promotions and discounts generate positive responses regarding perceived value and customer satisfaction at DakNalgae Restaurant without reducing food quality. According to the owner, Nicholas Jason S (24), strategies such as offering complimentary drinks or free menu items can enhance satisfaction while maintaining quality. Customers like Jauw Tosca (52), Natasia Wijaya (20), Kenzie Gunawan (20), and Cleo (20) perceived added value and were motivated to try new menu items, while Gwenda Wikarsa (20) emphasized that taste quality remains the main factor driving loyalty.

Theoretically, discounts increase consumers' perceived value by adding benefits relative to cost, thereby improving satisfaction (Zeithaml, 1988). Promotional framing, such as offering gifts, can shape perceptions of quality and satisfaction (Darke & Chung, 2005), while combining discounts with quality service enhances satisfaction and repeat visits (Pratama & Hidayat, 2021; Gardner, Krishnan, & Padmanabhan, 2022). Therefore, discounts and price promotions enhance consumers' perceived value and satisfaction, while perceptions of quality remain stable, particularly when food and service quality are not compromised by discounts. This demonstrates that a well-designed discount strategy can improve the

overall consumer experience without damaging the restaurant's quality image.

Consumer Perceptions of Quality and Value Leading to Customer Satisfaction and Loyalty

The interview results indicate that consumers' perceptions of food quality, value, and satisfaction strongly influence loyalty and revisit intentions. Nicholas Jason S (24) stated that customers satisfied with food quality and who perceive added value from promotions tend to place repeat orders and recommend the restaurant to others. Customers—both adults (Jauw Tosca, 52; Natasia Wijaya, 20) and younger ones (Kenzie Gunawan, 20; Cleo, 20)—affirmed that satisfaction primarily stems from taste quality and service experience, while discounts act as secondary motivators rather than primary factors (Gwenda Wikarsa, 20).

From a theoretical perspective, customer satisfaction is a key predictor of loyalty, including repurchase intention and word-of-mouth (Anderson & Sullivan, 1993). Loyalty develops through consistent satisfaction that meets or exceeds customer expectations (Oliver, 1999), while perceptions of quality and value significantly shape satisfaction and loyalty behavior (Cronin, Brady, & Hult, 2000). Thus, the interview findings align with theory: positive perceptions of quality, value, and satisfaction drive customer loyalty. Promotional and service strategies that maintain quality while offering added value can strengthen customer loyalty at DakNalgae Restaurant.

Analysis of Consumer Behavior Concepts in Relation to Customer Satisfaction and Loyalty

The interviews show that consumer behaviors—such as trying new menu items and taking advantage of promotions—directly influence satisfaction and loyalty at DakNalgae Restaurant Gading Serpong. Customers who perceive additional value from their experiences, such as Cleo (20) and Kenzie Gunawan (20), exhibited increased satisfaction and stronger revisit intentions, while food quality remained the main evaluation factor (Gwenda Wikarsa, 20; Jauw Tosca, 52).

Theoretically, consumer behavior plays a positive role in shaping motivation, perception, and individual preferences that influence purchase decisions and post-purchase satisfaction (Hawkins & Mothersbaugh, 2019). Consumers who respond actively to promotions or new experiences tend to be more loyal because they feel engaged and appreciated (Schiffman & Wisenblit, 2019). Therefore, active consumer behavior toward offers and services plays a crucial role in creating long-term satisfaction and loyalty. Based on interview findings and literature, it can be concluded that

consumer behavior concepts shape levels of satisfaction and loyalty. Customers who show adaptive behavior toward promotions or engage actively with restaurant services tend to feel more

satisfied and are more likely to become loyal patrons.

Framework Diagram

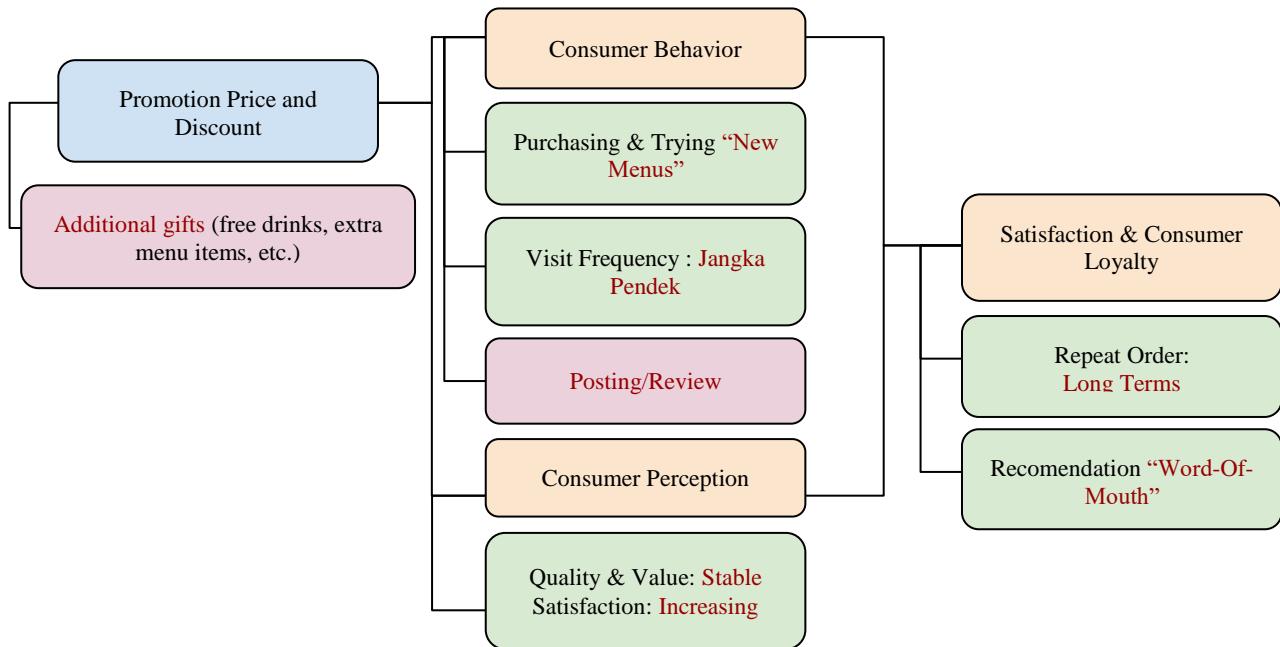


Figure 2. Framework Diagram

CONCLUSION

Research findings indicate that price promotions and discounts at DakNalgae Restaurant Gading Serpong have a strong and positive impact on consumer behavior, particularly in encouraging new menu trials and additional purchases (Jauw Tosca, 52; Kenzie Gunawan, 20). Discounts enhance consumers' perceived value and satisfaction without diminishing perceptions of food or service quality (Bagas Sofyan, 27; Gwenda Wikarsa, 20), aligning with consumer behavior and value perception theories (Blattberg & Neslin, 1990; Zeithaml, 1988). Customer satisfaction has been proven to be the primary factor shaping loyalty and revisit intentions (Natasia Wijaya, 20; Cleo, 20; Oliver, 1999). Overall, a well-planned discount strategy effectively enhances awareness, added value, and the overall customer experience without compromising quality or brand image.

Based on these findings, several recommendations for the restaurant include:

1. Evaluate Discount Effectiveness

The restaurant should regularly assess the effectiveness of its discount programs. This evaluation can include monitoring repeat orders, increased additional menu purchases, and positive customer reviews. The results will help determine whether the current strategy is successful or requires adjustment, ensuring that

future actions are more targeted and data-driven.

2. Focus on Quality and Service

Maintaining consistent food quality, cleanliness, and service is essential to improving customer satisfaction and loyalty, thereby making promotional efforts more effective.

3. Diversify Discount Formats

The restaurant can offer bundled package discounts to convey added value without reducing prices, while simultaneously introducing other menu items indirectly. This approach encourages customers to perceive that all menu options are worth trying.

4. Optimize Digital Media and Customer Segmentation

Promotions can be strengthened through digital platforms such as Instagram and TikTok, tailored to the age and preferences of target customers—young consumers tend to prefer creative and visual content, while older customers emphasize taste quality and service. This strategy helps attract new audiences while reinforcing the restaurant's online brand image.

5. Utilize Technology (AI/Chatbot)

The restaurant can implement Artificial Intelligence-based chatbots through platforms such as ManyChat or Meta Business Suite to automatically send promotional messages (e.g.,

Happy Hour deals), respond to inquiries, record customer preferences, and collect feedback. This technological integration supports strategic evaluation and enhances customer engagement.

ACKNOWLEDGEMENT

We would like to express our deepest gratitude to all parties who have contributed to this research. Thank you to colleagues who have provided advice, support, and inspiration during the research process. We would also like to thank all participants and respondents who have taken the time to participate in this research. We would also like to thank the institutions that have provided support and facilities in carrying out this research. All contributions and assistance provided are very meaningful for the smoothness and success of this research. Thank you for all the hard work and collaboration that has been established.

BIBLIOGRAPHY

Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12(2), 125–143. <https://doi.org/10.1287/mksc.12.2.125>

Blattberg, R. C., & Neslin, S. A. (1990). *Sales promotion: Concepts, methods, and strategies*. Prentice Hall.

Chen, Y., & Xie, J. (2008). Online consumer review: Word-of-mouth as a new element of marketing communication mix. *Management Science*, 54(3), 477–491. <https://doi.org/10.1287/mnsc.1070.0810>

Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218. [https://doi.org/10.1016/S0022-4359\(00\)00028-2](https://doi.org/10.1016/S0022-4359(00)00028-2)

Darke, P. R., & Chung, C. M. Y. (2005). Effects of pricing and promotion on consumer perceptions: It depends on how you frame it. *Journal of Retailing*, 81(1), 35–47. <https://doi.org/10.1016/j.jretai.2005.01.002>

Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6–21. <https://doi.org/10.1177/002224299205600103>

Gardner, R., Krishnan, R., & Padmanabhan, V. (2022). Promotional strategies and consumer behavior in the food service industry. *International Journal of Hospitality Management*, 102, 103–115.

Hawkins, D. I., & Mothersbaugh, D. L. (2019). *Consumer behavior: Building marketing strategy* (14th ed.). McGraw-Hill Education.

Kannan, P. K., & Li, H. A. (2017). Digital marketing: A framework, review, and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45. <https://doi.org/10.1016/j.ijresmar.2016.11.006>

Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson Education.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. Beverly Hills, CA: Sage Publications.

Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4_suppl1), 33–44. <https://doi.org/10.1177/00222429990634s105>

Pratama, R., & Hidayat, A. (2021). The influence of price discount and product quality on purchase intention in e-commerce. *Journal of Business and Management Review*, 2(5), 345–356. <https://doi.org/10.47153/jbmr25.1562021>

Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (11th ed.). Pearson.

Tjiptono, F. (2019). *Strategi pemasaran* (4th ed.). Andi Offset.

Walter, T., Cleff, T., & Chu, G. (2013). Brand experience's influence on customer satisfaction and loyalty: A mirage in marketing research? *International Journal of Management Research and Business Strategy*, 2(1), 130–144.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>

Zhu, Y., Sun, H., Chang, L., & Chang, S. (2019). Impact of pricing promotions on restaurant brand image and customer loyalty. *Journal of Foodservice Business Research*, 22(4), 345–362.