The Relationship between Pricing and Brand Strategy with Customer Satisfaction Levels

Pandi Putra
Institute Social Sciences and Business Andi Sapada; Parepare, Indonesia
E-Mail: fandyamsir89@gmail.com

Basri Modding
Institute Social Sciences and Business Andi Sapada; Parepare, Indonesia
E-Mail: basri.modding@amsir.ac.id

Bakhtiar Tijjang
Institute Social Sciences and Business Andi Sapada; Parepare, Indonesia
E-Mail: btijjang62@gmail.com

Nurfadhilah
State Islamic Institute of Parepare; Parepare, Indonesia
E-Mail: dhila.bakhtiar@gmail.com

Safrida
Institute Social Sciences and Business Andi Sapada; Parepare, Indonesia
E-Mail: syafrida168@gmail.com

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ABSTRACT

The telecommunications industry in Indonesia faces intense competition, prompting companies like Telkomsel to optimize pricing and brand strategies to enhance customer satisfaction. This study examines the influence of price and brand equity on customer satisfaction among Telkomsel's 5G service users at the PT. Telkomsel Branch in Pinrang Regency. Employing a quantitative descriptive approach, data were collected from 45 respondents through incidental sampling using observation, interviews, questionnaires, documentation, and literature reviews. Multiple linear regression analysis was conducted using SPSS 26. The findings reveal that price significantly affects customer satisfaction (t = 2.649, p = 0.011 < 0.05), indicating that competitive pricing enhances perceived value. Brand equity also has a significant impact (t = 7.665, p = 0.000 < 0.05), with its stronger influence (beta = 0.707) highlighting the role of brand reputation in driving satisfaction. Together, price and brand equity explain 72.5% of satisfaction variance (F = 55.358, p = 0.000 < 0.05). The study concludes that Telkomsel should maintain competitive pricing and strengthen brand equity through enhanced network reliability and marketing to sustain customer loyalty in Pinrang Regency's competitive market. These insights provide strategic recommendations for optimizing 5G service offerings.

Keywords*: Brand Equity, Brand Image, Customer Satisfaction, Price*

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ABSTRAK

Industri telekomunikasi di Indonesia menghadapi persaingan ketat, mendorong perusahaan seperti Telkomsel untuk mengoptimalkan strategi harga dan ekuitas merek guna meningkatkan kepuasan pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh harga dan ekuitas merek terhadap kepuasan pelanggan pengguna layanan 5G Telkomsel di PT. Telkomsel Cabang Kabupaten Pinrang. Pendekatan deskriptif kuantitatif digunakan, dengan data dikumpulkan dari

45 responden melalui pengambilan sampel insidental menggunakan metode observasi, wawancara, kuesioner, dokumentasi, dan studi pustaka. Analisis regresi linier berganda dilakukan menggunakan SPSS 26. Hasil penelitian menunjukkan bahwa harga berpengaruh signifikan terhadap kepuasan pelanggan ($t = 2.649$, $p = 0.011 < 0.05$), menandakan bahwa harga kompetitif meningkatkan nilai yang dirasakan. Ekuitas merek juga memiliki pengaruh signifikan ($t = 7.665$, $p = 0.000 < 0.05$), dengan dampak lebih kuat (beta = 0.707), menegaskan peran reputasi merek dalam kepuasan. Bersama-sama, harga dan ekuitas merek menjelaskan 72,5% varians kepuasan ($F = 55.358$, $p = 0.000 < 0.05$). Kesimpulannya, Telkomsel perlu mempertahankan harga kompetitif dan memperkuat ekuitas merek melalui keandalan jaringan dan pemasaran untuk menjaga loyalitas pelanggan di pasar kompetitif Pinrang.

Kata kunci: *Ekuitas Merek, Citra Merek, Kepuasan Pelanggan, Harga*

INTRODUCTION

The telecommunications industry in Indonesia is marked by intense competition, compelling companies to devise strategic marketing approaches to capture and retain customers. To remain competitive, companies must prioritize understanding consumer behavior and aligning their offerings with consumer expectations (Weinstein, 2020; Erislan, 2024). Marketing management, as defined by Kotler and Keller (2016), involves the art and science of selecting target markets and creating, delivering, and communicating superior customer value to attract and retain customers. In this context, price and brand equity emerge as critical factors influencing consumer satisfaction. Price, as noted by Hurriyati et al. (2020), Yang et al. (2020), and Hardini et al. (2022), represents the monetary value exchanged for goods or services and significantly affects market demand, competitive positioning, and a company's market share. A well-calibrated pricing strategy can enhance revenue and profitability, making it a cornerstone of marketing success. Similarly, brand equity, encompassing brand loyalty, awareness, perceived quality, and associated assets, adds value to both the company and its consumers by shaping perceptions and fostering trust (Kataria & Saini, 2020; Pandiangan & Nisa, 2024). For telecommunications providers like Telkomsel, these elements are vital for maintaining customer satisfaction and loyalty in a highly competitive market.

Telkomsel, a leading cellular operator under Telkom Indonesia since 1995, commands the largest subscriber base in Indonesia, with 169.2 million users in 2021, far surpassing competitors like Indosat (60 million) and XL (59.9 million). Operating across various regions, including its Pinrang Regency Branch, Telkomsel markets products such as kartuHalo, simPATI, Kartu AS, and Loop cards, while also engaging in educational and promotional activities to enhance customer experience. However, the rise of competitors like Indosat, XL, and Smartfren has intensified market rivalry, particularly in the 4G and emerging 5G segments. This competitive landscape challenges Telkomsel to maintain its market leadership by ensuring customer satisfaction, which is critical for fostering loyalty and preventing customers from switching to competitors (Amang et al., 2023). Customer satisfaction, as defined by Nurul and Mulyowahyudi (2019) and Tjiptono and Diana (2022), occurs when consumers' needs and expectations are met or exceeded, influencing their likelihood to repurchase and recommend the brand. Dissatisfaction, conversely, can harm a company's reputation and sales, underscoring the need for effective pricing and brand strategies (Marpaung & Mekaniwati, 2020; Mink & Szimanski, 2022; Ratan et al., 2022).

The research gap in this study arises from the limited exploration of how price and brand equity specifically influence customer satisfaction among 5G service users in a regional context like Pinrang Regency. According to Gultom (2020), brand equity, price, and location significantly influence purchasing decisions, but the study focused on the food industry, leaving a gap in telecommunications-specific research. Similarly, Mardikaningsih and Putra (2021) and Mashadi et al. (2024) found that price, brand equity, and service quality affect customer satisfaction in delivery services, with price having a dominant influence, yet their study did not address telecommunications or 5G services. Sari and Prihartono (2021) and Soedargo and Mulya (2023) demonstrated that price and product quality impact purchasing decisions, but their research on bed sheet products did not explore brand equity's role in customer satisfaction. Nurdin and Hardianti (2022) highlighted the influence of digital marketing and brand equity on purchase interest, yet their focus on digital marketing strategies overlooked pricing's role in telecommunications. Marlius and Darma (2023) confirmed that brand equity and price affect purchasing decisions for mobile phones, but their study did not examine customer satisfaction or the telecommunications sector. These studies collectively indicate a lack of research on the combined effect of price and brand equity on customer satisfaction in the context of Telkomsel's 5G services in a specific regional setting.

This study aims to address this gap by examining the influence of price and brand equity on customer satisfaction among Telkomsel's 5G service users at the Pinrang Regency Branch. By employing a quantitative descriptive approach and multiple linear regression analysis using SPSS 26, the research seeks to provide insights into how these factors contribute to customer satisfaction and offer strategic recommendations for Telkomsel to enhance its market position. The findings are expected to contribute to the literature on telecommunications marketing and guide practitioners in optimizing pricing and brand strategies to foster customer loyalty.

LITERATURE REVIEW & HYPOTHESES DEVELOPMENT

Price and Customer Satisfaction

According to Kotler (2017) and Marlius and Darma (2023), price represents the monetary value consumers exchange for goods or services, significantly influencing market demand, competitive positioning, and company profitability. In the telecommunications industry, pricing strategies are pivotal in marketing management, which Suharyanto et al. (2023) and Tjiptono (2023) defines as the process of planning, implementing, and controlling marketing activities to achieve organizational goals efficiently. Price is the only marketing mix element that generates revenue, requiring careful alignment with consumer expectations to enhance satisfaction (Armantier et al., 2017; Sujana & Yusni, 2024). Kotler (2017) identifies key price indicators such as affordability, price-quality alignment, competitiveness, benefit alignment, and influence on consumer decisions that shape customer perceptions.

Customer satisfaction, as Arli et al. (2018) and Indrasari (2019) explains, occurs when a product's performance meets or exceeds expectations, fostering loyalty and repeat purchases. In Telkomsel's context, competitive pricing for 5G services can attract price-sensitive customers, where rivals like Indosat and Smartfren compete aggressively. Andani and Kurniawan (2022) found that price positively impacts consumer satisfaction indicating its role in enhancing perceived value. Effective pricing strategies, integrated with marketing management, ensure Telkomsel meets consumer needs, reducing the likelihood of switching to competitors (Amang et al., 2023). By aligning prices with service quality, Telkomsel can strengthen customer trust and satisfaction, critical for maintaining its market leadership.

H1: Price has a significant partial effect on customer satisfaction.

Brand Equity and Customer Satisfaction

According to Aaker (2018), brand equity encompasses assets like brand awareness, associations, perceived quality, and loyalty, which add value to products and differentiate them in competitive markets. In telecommunications, a strong brand fosters trust, encouraging customer retention amidst competition from providers like XL and Smartfren (Roos et al., 2009; Abbas et al., 2021). Customer satisfaction, defined by Fu and Juan (2017), arises when performance aligns with expectations, driving loyalty and positive word-of-mouth. Ramanadin (2023) found that brand equity significantly influences satisfaction highlighting its role in shaping consumer perceptions. For

Telkomsel, high brand equity, built on network reliability and reputation, enhances 5G service appeal.

The interplay of price and brand equity further amplifies satisfaction, competitive pricing reinforces brand value, while a strong brand justifies premium prices (Nurul & Mulyowahyudi, 2019). Gultom (2020) demonstrated that price and brand equity together influence consumer decisions, suggesting a synergistic effect on satisfaction. Marpaung and Mekaniwati (2020) note that brand equity, combined with fair pricing, builds consumer trust, crucial for satisfaction in competitive markets. Telkomsel's ability to leverage its brand while maintaining competitive pricing can differentiate it from rivals, ensuring customer loyalty. This combined effect is critical in Pinrang Regency, where market dynamics demand strategic integration of these factors.

H2: Brand equity has a significant partial effect on customer satisfaction.
H3: Price and brand equity simultaneously influence customer satisfaction.

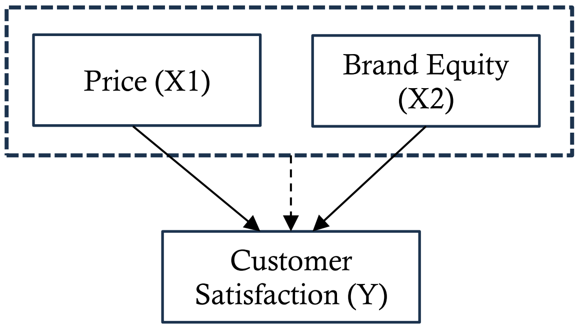

Figure 1. Conceptual Framework

According to Sugiyono (2017), the framework of thinking provides a theoretical structure to illustrate relationships between variables, guiding the research process. Figure 1 depicts the conceptual model, showing price (X1) and brand equity (X2) as independent variables influencing customer satisfaction (Y) among Telkomsel's 5G users in Pinrang Regency. The framework suggests that competitive pricing enhances satisfaction through affordability and perceived value, while brand equity contributes via awareness, loyalty, and quality perceptions (Aaker, 2018; Chotijah, 2018). It posits both partial and simultaneous effects, as price and brand equity collectively shape consumer experiences. The model aligns with statistical findings from multiple linear regression, confirming significant relationships with t-values of 2.649 for price and 7.665 for brand equity, and an F-value of 55.358 for their combined effect (Ramanadin, 2023). This framework guides Telkomsel's strategy to optimize pricing and strengthen brand equity, ensuring customer satisfaction in a competitive market. By visualizing these connections, Figure 1 serves as a roadmap for analyzing how strategic marketing can enhance loyalty and market position in Pinrang Regency's telecommunications landscape.

RESEARCH METHOD

This study employs a mixed-methods approach, integrating quantitative and qualitative techniques to examine the influence of price and brand equity on customer satisfaction among Telkomsel's 5G users at the Pinrang Regency Branch. The quantitative component involves numerical data analyzed statistically, while the qualitative component includes verbal data to provide contextual insights (Sugiyono, 2017). Primary data were collected directly from respondents using questionnaires designed to capture perceptions of price, brand equity, and satisfaction. Secondary data, sourced from journals, theses, and books, supplemented the primary data to provide a theoretical foundation. The population consists of Telkomsel customers in Pinrang Regency, with a sample of 45 respondents selected using Roscoe's approach, which recommends a sample size of 10–15 times the number of variables (three in this study:

price, brand equity, and customer satisfaction). Incidental sampling was applied, selecting respondents based on chance encounters with the researcher, ensuring suitability as data sources (Amang et al., 2023).

Data collection methods included observation, interviews, questionnaires, documentation, and literature reviews to ensure comprehensive data gathering. Questionnaires were structured to measure the independent variables, namely price (X1) and brand equity (X2) and the dependent variable, customer satisfaction (Y), using validated and reliable indicators. The study utilized SPSS 26 for data analysis, employing descriptive statistics to summarize respondent characteristics, validity and reliability tests to ensure data quality, and multiple linear regression to analyze the relationships between variables. Hypothesis testing involved t-tests to assess the partial effects of price and brand equity and an F-test to evaluate their simultaneous effect on customer satisfaction.

The coefficient of determination (R^2) was calculated to measure the extent to which price and brand equity explain variations in satisfaction (Nurul & Mulyowahyudi, 2019). The research design ensures robust analysis by combining statistical rigor with qualitative insights, aligning with the study's objective to explore Telkomsel's 5G service satisfaction in a regional context. Incidental sampling, while convenient, was carefully implemented to include diverse respondents, enhancing representativeness within the constraints of the study's scope. The use of SPSS 26 facilitated precise statistical testing, ensuring reliable results for hypothesis validation (Ramanadin, 2023). This methodological framework provides a solid basis for understanding how pricing and brand strategies influence customer satisfaction in Pinrang Regency's competitive telecommunications market.

RESULTS

This study examines the impact of price and brand equity on customer satisfaction among Telkomsel's 5G service users at the Pinrang Regency Branch, providing a detailed analysis of respondent demographics, data quality, and statistical relationships. The findings are based on a sample of 45 respondents, selected through incidental sampling to ensure a diverse representation of Telkomsel's customer base in Pinrang Regency.

Table 1. Respondent Demographic Characteristics

Category	Subcategory	Frequency	Percentage
Gender	Male	24	53.3%
	Female	21	46.7%
Age	17–20 years	5	11.1%
	21–30 years	29	64.4%
	31–40 years	7	15.5%
	41–50 years	4	9.0%
Education	High School/Vocational	16	35.5%
	Diploma	4	9.0%
	Bachelor's Degree	23	51.0%
	Master's Degree	2	4.4%

Table 1 summarizes the demographic characteristics, revealing that 53.3% (24) of respondents were male and 46.7% (21) were female, indicating a balanced gender distribution. The age profile shows 11.1% (5) aged 17–20, 64.4% (29) aged 21–30, 15.5% (7) aged 31–40, and 9.0% (4) aged 41–50, with the majority being young adults, reflecting the typical demographic of 5G adopters. Education levels include 35.5% (16) with high school/vocational education, 9.0% (4) with diplomas, 51.0% (23) with bachelor's degrees, and 4.4% (2) with master's degrees, suggesting a well-educated sample. This demographic diversity strengthens the study's applicability to Telkomsel's broader customer base, as incidental sampling allowed for capturing varied perspectives (Sugiyono, 2017). The demographic data provide a contextual foundation for interpreting the statistical analyses, ensuring the results reflect a representative subset of Telkomsel's 5G users in Pinrang Regency.

Table 3. Validity Test

Variable	Indicator	R-count	R-table	Information
Price (X1)	Indicator 1	0.641	0.2940	Valid
	Indicator 2	0.654	0.2940	Valid
	Indicator 3	0.655	0.2940	Valid
	Indicator 4	0.821	0.2940	Valid
	Indicator 5	0.695	0.2940	Valid
Brand Equity (X2)	Indicator 1	0.692	0.2940	Valid
	Indicator 2	0.633	0.2940	Valid
	Indicator 3	0.705	0.2940	Valid
	Indicator 4	0.720	0.2940	Valid
	Indicator 5	0.645	0.2940	Valid
Customer Satisfaction (Y)	Indicator 1	0.740	0.2940	Valid
	Indicator 2	0.683	0.2940	Valid
	Indicator 3	0.717	0.2940	Valid
	Indicator 4	0.850	0.2940	Valid
	Indicator 5	0.816	0.2940	Valid

To ensure robust data quality, validity and reliability tests were conducted using SPSS 26. Table 2 presents the validity test results for the questionnaire indicators of price (X1), brand equity (X2), and customer satisfaction (Y). All indicators yielded r-count values ranging from 0.641 to 0.850, surpassing the r-table value of 0.2940 at a 0.05 significance level with a degrees of freedom (df) of 43, confirming their validity (Aslan & Bas, 2020). Specifically, price indicators had r-count values of 0.641–0.821, brand equity indicators ranged from 0.633–0.720, and customer satisfaction indicators ranged from 0.683–0.850, indicating strong correlations with their respective constructs. Reliability tests demonstrated Cronbach's alpha values of 0.711 for price, 0.738 for brand equity, and 0.830 for customer satisfaction, all exceeding the 0.60 threshold, confirming the instruments' reliability (Alita et al., 2021). These results ensure that the questionnaire items accurately and consistently measured the intended variables, providing a solid foundation for subsequent statistical analyses. The high reliability and validity underscore the robustness of the data collection process, critical for drawing meaningful conclusions about customer satisfaction in the context of Telkomsel's 5G services (Nurul & Mulyowahyudi, 2019).

Table 3. Multiple Linear Regression and Partial Test

Model	Un-Std. Coef. B	Std. Coef. Std. Error	Std. Coef. Beta	t
(Constant)	-0.249	0.428		-0.581
Price	0.292	0.110	0.244	2.649
Brand Equity	0.763	0.100	0.707	7.665

Multiple linear regression analysis was performed to assess the relationships between price, brand equity, and customer satisfaction. Table 3 presents the regression results, including coefficients and partial t-test outcomes. The regression equation is $Y = -0.249 + 0.292X1 + 0.763X2$, where the constant is -0.249, the price coefficient (X1) is 0.292 (standardized beta = 0.244, $t = 2.649$, $p = 0.011 < 0.05$), and the brand equity coefficient (X2) is 0.763 (standardized beta = 0.707, $t = 7.665$, $p = 0.000 < 0.05$). The negative constant suggests that without price and brand equity, customer satisfaction would be slightly negative, emphasizing their importance. The price coefficient indicates that a one-unit increase in price perception increases satisfaction by 0.292 units, while brand equity has a stronger effect, increasing satisfaction by 0.763 units per unit increase. The t-test results confirm that both price and brand equity have significant partial effects on customer satisfaction, as their t-values exceed the t-table value of 2.018 at a 0.05 significance level. These findings align with previous research, which highlights price and brand equity as key drivers of consumer satisfaction in competitive markets (Andani & Kurniawan, 2022). The stronger influence of brand equity suggests that Telkomsel's reputation and perceived quality play a critical role in enhancing 5G user satisfaction in Pinrang Regency.

Table 4. Simultaneous Test (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	8.468	2	4.234	55.358	0.000
Residual	3.212	42	0.076		
Total	11.680	44			

The simultaneous effect of price and brand equity was tested using an F-test. Table 4 shows the results, with an F-value of 55.358 ($p = 0.000 < 0.05$), surpassing the F-table value of 3.22 (df1 = 2, df2 = 42). The sum of squares for regression (8.468) and residual (3.212) yields a mean square of 4.234 for regression, indicating a strong combined effect of the independent variables on customer satisfaction. This confirms that price and brand equity together significantly influence satisfaction, supporting the study's hypothesis that both factors are critical in Telkomsel's 5G service context. The coefficient of determination analysis revealed an R^2 value of 0.725, meaning that price and brand equity explain 72.5% of the variance in customer satisfaction, with the adjusted R^2 of 0.712 indicating a robust model fit after accounting for the number of predictors. The remaining 27.5% of variance is attributed to unexamined factors, such as service quality, promotions, or network performance, which could be explored in future research (Ramanadin, 2023). These results provide actionable insights for Telkomsel to optimize pricing strategies and strengthen brand equity to enhance customer satisfaction and loyalty in Pinrang Regency's competitive telecommunications market.

The findings highlight the critical role of strategic pricing and brand management in driving customer satisfaction. The significant partial effects of price and brand equity, combined with their strong simultaneous impact, suggest that Telkomsel can leverage these factors to maintain its market leadership. The high R^2 value indicates that the model effectively captures the key drivers of satisfaction, though the unexplained variance suggests additional factors warrant investigation. For instance, service quality and promotional activities, as noted by Amang et al. (2023), could further enhance satisfaction. The demographic diversity of the sample ensures that the results are relevant to a broad segment of Telkomsel's 5G users, while the rigorous statistical methods validate the findings' reliability. These insights align with prior studies, such as Gultom (2020), which found that price and brand equity significantly influence consumer behavior in competitive markets. Telkomsel can use these results to refine its 5G service offerings, ensuring competitive pricing and a strong brand image to foster customer loyalty in Pinrang Regency.

DISCUSSION

The findings of this study provide compelling evidence that price and brand equity significantly influence customer satisfaction among Telkomsel's 5G users at the Pinrang Regency Branch, aligning with theoretical frameworks and prior research. According to Andani and Kurniawan (2022), price plays a pivotal role in shaping consumer satisfaction, particularly in competitive markets where affordability and perceived value are critical. The t-test results, with a t-value of 2.649 ($p = 0.011 < 0.05$) for price, confirm its significant partial effect on customer satisfaction, as the coefficient of 0.292 indicates that higher price perceptions positively enhance satisfaction. This suggests that Telkomsel's pricing strategy, when perceived as fair and aligned with 5G service quality, fosters positive consumer experiences. In the context of Pinrang Regency, where competitors like Indosat and Smartfren offer lower-priced alternatives, Telkomsel's ability to balance affordability with quality is crucial. This finding resonates with Kotler (2017) and Safitri (2018), that price influences consumer decisions through its alignment with perceived benefits, reinforcing Telkomsel's need to maintain competitive yet value-driven pricing to retain its market leadership.

Building on the pricing effect, brand equity emerges as an even stronger driver of customer satisfaction, as evidenced by the t-test result of 7.665 ($p = 0.000 < 0.05$) and a regression coefficient of 0.763. According to Ramanadin (2023), brand equity, encompassing awareness, loyalty, and perceived quality, significantly shapes consumer satisfaction by fostering trust and differentiation. Telkomsel's established reputation and reliable network enhance its brand equity, making its 5G services more appealing in Pinrang Regency's competitive market. The stronger beta coefficient for brand equity (0.707) compared to price (0.244) suggests that consumers value Telkomsel's brand image and reliability over mere cost considerations. This aligns with Aaker (2018) framework and Wiedmann et al. (2018), which posits that a strong brand adds value by shaping positive consumer perceptions. The interplay of price and brand equity further amplifies satisfaction, as competitive pricing reinforces brand value, while a strong brand justifies premium prices, as noted by Nurul and Mulyowahyudi (2019). The simultaneous F-test result ($F = 55.358$, $p = 0.000 < 0.05$) confirms that price and brand equity collectively explain 72.5% of the variance in customer satisfaction, supporting Gultom (2020) findings that these factors jointly influence consumer behavior in competitive settings.

The high R^2 value of 0.725 indicates that the model robustly captures the key drivers of satisfaction, though the remaining 27.5% of variance suggests other factors, such as service quality or promotions, warrant further exploration. According to Amang et al. (2023), service quality significantly enhances satisfaction in telecommunications, suggesting that Telkomsel could complement its pricing and branding strategies with improved network reliability or customer support. The findings underscore the need for Telkomsel to address competitive pressures in Pinrang Regency by leveraging its strong brand while ensuring price competitiveness. This integrated approach aligns with Fu and Juan (2017) definition of satisfaction, where meeting or exceeding consumer expectations drives loyalty and positive word-of-mouth.

The implications of these findings are significant for Telkomsel's strategic planning. To enhance customer satisfaction, Telkomsel should maintain competitive pricing that reflects the high quality of its 5G services, ensuring affordability without compromising perceived value. Simultaneously, strengthening brand equity through targeted marketing campaigns, enhanced network reliability, and positive customer experiences can further solidify consumer trust and loyalty. By integrating these strategies, Telkomsel can mitigate the risk of customers switching to competitors like XL or Smartfren, maintaining its market leadership in Pinrang Regency. Future research could explore additional variables, such as service quality or digital marketing, to address the unexplained variance and provide a more comprehensive understanding of customer satisfaction in the 5G era.

CONCLUSION

Based on the results of the research and discussion that have been conducted, it can be concluded that the hypothesis that has been set in this study is proven. The results of the t-test show that the price variable has a significant effect on customer satisfaction. This indicates that the more competitive and appropriate the price offered, the higher the level of customer satisfaction. In addition, the brand equity variable has also been shown to have a significant effect on customer satisfaction. This finding confirms that a strong brand image, high brand awareness, and positive perceptions of the brand can increase customer satisfaction. Furthermore, the results of the simultaneous F-test show that the price and brand equity variables together have a significant effect on customer satisfaction at PT. Telkomsel Branch of Pinrang Regency. This confirms that in the company's marketing strategy, both price factors and brand equity must be managed properly in order to optimally increase customer loyalty and satisfaction. Thus, this study provides implications that PT. Telkomsel Branch of Pinrang Regency needs to continue to pay attention to pricing strategies and strengthening brand equity to maintain and increase customer satisfaction.

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