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The Influence of Dynamic Pricing Strategies Among Macro Enterprises on Customer Retention

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Abstract—**This study examines the influence of dynamic pricing strategies on customer retention among macro enterprises in Valencia City, Bukidnon. Specifically, it aims to determine the level of pricing strategies in terms of cost-plus pricing, competitive pricing, price skimming, penetration pricing, and value-based pricing, assess the level of customer retention, and determine whether these pricing strategies significantly influence customer retention. A descriptive-regression research design was employed, with 50 enterprise-level respondents selected through stratified random sampling from macro enterprises in Valencia City, Bukidnon. Data were collected using a researcher-made questionnaire validated by research experts and measured using a five-point Likert scale. Weighted mean and standard deviation were used to determine the level of pricing strategies and customer retention, while regression analysis was employed to determine the significant influence of the pricing strategies on customer retention. Findings revealed that the pricing strategies were generally highly effective, with cost-plus pricing obtaining the highest mean among the strategies. Customer retention was also found to be highly evident, indicating strong repeat patronage and customer loyalty among macro enterprises. Regression analysis showed that the combined pricing strategies explained forty-point seven percent of the variance in customer retention. Among the five strategies, competitive pricing and value-based pricing significantly influenced customer retention, while cost-plus pricing, price skimming, and penetration pricing did not show significant individual influence. The study concludes that competitive and value-based pricing play important roles in strengthening customer retention among macro enterprises.**

***Index Terms*—Pricing Strategies, Customer Retention, Cost-Plus Pricing, Competitive Pricing, Price Skimming, Penetration Pricing, Value-Based Pricing, Macro Enterprises.**

I. INTRODUCTION

Pricing plays an important role in the ability of businesses to attract customers, remain competitive, and sustain long term relationships with their target markets. Beyond determining the amount customers pay for products or services, pricing influences perceptions of value, purchasing decisions, satisfaction, and willingness to continue patronizing a business. As competition becomes increasingly intense, enterprises need to develop pricing approaches that respond to changing market conditions while maintaining profitability and meeting customer expectations. Effective pricing strategies can therefore serve as an important factor in strengthening customer relationships and supporting business sustainability.

The changing business environment has also encouraged enterprises to adopt more flexible pricing practices. Dynamic pricing strategies allow businesses to consider different market conditions, customer demand, competitors, costs, and perceived value when determining or adjusting prices. In this study, dynamic pricing strategies are examined through cost plus pricing, competitive pricing, price skimming, penetration pricing, and value-based pricing. These strategies provide enterprises with different approaches to establishing prices based on their business objectives and market conditions. For macro enterprises, which operate with broader markets and larger customer bases, the appropriate use of pricing strategies may be particularly important in maintaining competitiveness and encouraging continued customer patronage.

Despite the potential benefits of strategic pricing, determining whether pricing strategies can effectively strengthen customer retention remains an important concern. Customers may respond differently to pricing depending on their perceptions of fairness, value, competitiveness, and affordability. A pricing strategy that attracts customers in one market situation may not necessarily encourage them to remain loyal when competing alternatives are available. Moreover, the effectiveness of different pricing approaches may vary according to customer preferences and market conditions. This creates a need to examine which pricing strategies are most relevant to customer retention among macro enterprises, particularly within the local business environment of Valencia City, Bukidnon.

This study examines the influence of dynamic pricing strategies on customer retention among macro enterprises in Valencia City, Bukidnon. Specifically, it determines the level of dynamic pricing strategies in terms of cost-plus pricing, competitive pricing, price skimming, penetration pricing, and value-based pricing, assesses the level of customer retention, and determines whether the identified pricing strategies significantly influence customer retention. The findings of the study are expected to provide insights that may assist macro enterprises in developing pricing approaches that strengthen customer loyalty and repeat patronage while maintaining competitiveness and supporting long term business sustainability.

II. LITERATURE REVIEW

Dynamic pricing has become an increasingly important pricing approach as businesses respond to changing market conditions, customer demand, competition, and technological developments. Unlike traditional fixed pricing, dynamic pricing allows businesses to adjust prices based on factors such as demand fluctuations, timing, customer behavior, and operating conditions. Immadisetty (2025) described dynamic pricing as an advancement over traditional fixed pricing because of its ability to respond to real time market conditions and improve pricing flexibility. Similarly, Williams (2022) emphasized that pricing adjustments based on demand patterns can contribute to revenue optimization, particularly in service and highly competitive markets. Hasanah and Rino (2025) further highlighted the importance of pricing adaptation in helping businesses remain responsive in fast changing environments.

Pricing strategies may differ according to the factors considered when establishing prices. Cost plus pricing determines prices by adding a predetermined markup to production costs, providing businesses with a simple and predictable method of recovering costs and generating profit (Helmold, 2022; Nagle and Müller, 2018). Competitive pricing, in contrast, considers the prices offered by competitors and allows businesses to position their products within the market. Price skimming involves introducing products at relatively high prices before gradually reducing them, while penetration pricing initially uses lower prices to attract customers and gain market share. Value based pricing differs from these approaches by focusing on the benefits and value perceived by customers rather than solely on production costs or competitor prices (Nagle and Müller, 2018; Helmold, 2022). These strategies provide businesses with different mechanisms for balancing profitability, market competitiveness, and customer expectations.

The literature also emphasizes the importance of customer perceived value in pricing decisions. Agrawal and Rahman (2023) noted that pricing approaches that consider customer value can contribute to customer satisfaction and repeat purchase behavior. Similarly, Gorb et al. (2022) emphasized that effective strategic pricing should integrate business costs, competitive conditions, and customer perceived value. This perspective suggests that pricing should not be viewed only as a means of recovering costs or maximizing immediate profit, but also as a strategic mechanism for creating value and strengthening relationships with customers. When customers perceive that prices are reasonable in relation to the benefits they receive, they may be more willing to continue purchasing from the business.

However, the literature indicates that no single pricing strategy is universally effective across all business situations. Cost plus pricing, for example, offers simplicity, financial predictability, and ease of implementation, but its focus on internal costs may limit its responsiveness to market conditions and customer perceived value (Helmold, 2022; Nagle and Müller, 2018). More market-oriented approaches, including competitive and value-based pricing, may provide greater responsiveness to customer expectations and competitive conditions. Dynamic pricing can further enhance flexibility by allowing prices to respond to changing demand and market circumstances.

Nevertheless, excessive reliance on market or cost factors without considering customer value may weaken customer satisfaction and potentially affect continued patronage.

Overall, the reviewed literature suggests that pricing strategies can influence important customer and business outcomes, particularly customer satisfaction, perceived value, repeat purchase behavior, and customer retention. While previous studies have examined individual pricing approaches and their applications across different industries, the influence of these pricing strategies on customer retention among macro enterprises remains less explored in the local context. This study therefore examines cost plus pricing, competitive pricing, price skimming, penetration pricing, and value-based pricing as components of dynamic pricing strategies and investigates their influence on customer retention among macro enterprises in Valencia City, Bukidnon.

III. MATERIALS AND METHODS

Research Design

This study utilized a descriptive-regression al research design to examine the influence of dynamic pricing strategies on customer retention among macro enterprises in Valencia City, Bukidnon. The study aimed to determine the level of pricing strategies in terms of cost plus pricing, competitive pricing, price skimming, penetration pricing, and value based pricing, as well as the level of customer retention. A total of fifty enterprise level respondents were selected through stratified random sampling. Data were collected using a researcher made questionnaire validated by research experts and measured using a five point Likert scale. Weighted mean and standard deviation were used to describe the level of pricing strategies and customer retention, while regression analysis was employed to determine the significant influence of the identified pricing strategies on customer retention.

Participants & Respondents

The participants of this study were fifty enterprise level respondents from macro enterprises in Valencia City, Bukidnon. The respondents were selected through stratified random sampling to ensure representation of the identified macro enterprises included in the study. The participants provided data regarding the pricing strategies employed by macro enterprises and their customer retention practices. Their responses served as the primary source of data for assessing the level of dynamic pricing strategies and customer retention and for determining the influence of the identified pricing strategies on customer retention.

Data Gathering Procedure

Data were collected using a researcher made questionnaire designed to assess the dynamic pricing strategies employed by macro enterprises and their customer retention. The questionnaire was validated by research experts and used a five point Likert scale to measure the responses of the participants. After the necessary preparation and validation of the research instrument, the questionnaire was administered to fifty enterprise level respondents from macro enterprises in Valencia City, Bukidnon, who were selected through stratified random sampling. The collected responses were reviewed, organized, and prepared for statistical analysis. The data were then analyzed using weighted mean, standard deviation, and regression analysis to determine the level of dynamic pricing strategies and customer retention and the influence of pricing strategies on customer retention.

Statistical Analysis

The data gathered from the respondents were analyzed using appropriate statistical methods. Weighted mean and standard deviation were used to determine the level of dynamic pricing strategies in terms of cost plus pricing, competitive pricing, price skimming, penetration pricing, and value based pricing, as well as the level of customer retention among macro enterprises. Regression analysis was employed to determine the significant influence of the identified pricing strategies on customer retention. This statistical method allowed the researchers to assess the extent to which the different pricing strategies influence customer retention and to identify which pricing strategies significantly contribute to customer retention.

IV. RESULTS AND DISCUSSIONS

Cost-Plus Pricing (Markup Pricing)

The findings revealed that Cost-Plus Pricing obtained an overall mean score of 3.49 with a standard deviation of 0.65, interpreted as Highly Effective. This indicates that macro enterprises highly implement cost-plus pricing in determining the prices of their products and services. The result suggests that businesses commonly consider their production or acquisition costs and apply a markup when determining the final selling price. This approach allows enterprises to recover their operational expenses while maintaining their desired profit margins.

The high result further indicates that macro enterprises prefer pricing approaches that provide financial predictability and stability. Since cost-plus pricing is relatively simple and straightforward to apply, businesses can establish prices based on identifiable costs and predetermined markups. This makes the strategy a practical approach for enterprises that prioritize cost recovery, profitability, and financial sustainability. This finding is consistent with Kotler and Keller (2016) and Nagle and Müller (2018), who emphasized that cost-plus pricing remains a widely recognized pricing approach because of its simplicity, predictability, and ease of implementation.

The highest mean of 3.75, with a standard deviation of 0.52, corresponds to the statement, “The pricing approach ensures the financial sustainability of the business.” This indicates that respondents strongly agree that cost-plus pricing contributes to the financial sustainability of macro enterprises. The finding implies that businesses rely on this pricing approach to ensure that their costs are adequately covered while generating sufficient profit to support continuous operations.

This finding suggests that cost-plus pricing provides macro enterprises with a relatively stable basis for managing their financial operations. By considering costs before establishing the final selling price, businesses can minimize the possibility of selling products below their required cost levels. This is supported by Agrawal and Rahman (2023), who explained that cost-plus pricing contributes to organizational control and financial planning because prices can be calculated based on internal cost structures. The authors further emphasized that this approach can help organizations maintain stable operations and reduce financial uncertainty.

On the other hand, the lowest mean of 3.04, with a standard deviation of 0.74, corresponds to the statement, "The markup applied to products appears consistent across items." This result is interpreted as Moderately Effective. Although respondents generally agree with the statement, its lower rating compared with the other indicators suggests that the application of markups may not always be consistent across different products.

The finding may indicate that macro enterprises adjust their markup percentages depending on product characteristics, demand, market conditions, customer expectations, and the value provided by the product. Therefore, although cost-plus pricing is commonly used, businesses may still exercise flexibility when determining the appropriate markup for different products. This is consistent with Helmold (2022), who noted that cost-based pricing involves adding a markup to product costs, while businesses may adjust markup rates according to market conditions, customer expectations, and the value offered by the product.

From the findings, it can be observed that macro enterprises strongly depend on cost-plus pricing as a foundational pricing strategy. The overall mean of 3.49 indicates that businesses place considerable importance on cost recovery, profitability, and financial sustainability when setting prices. The highest rating on financial sustainability further demonstrates that respondents view cost-plus pricing as an effective means of maintaining stable business operations. However, the lower rating on markup consistency suggests that businesses may still adjust their markups according to differences in products and market conditions. Overall, cost-plus pricing remains a highly effective and practical approach for macro enterprises in establishing prices and sustaining profitability.

Table 3 Respondents` Distribution in the Level of Marketing Strategies as Regards to Cost-Plus Pricing (Markup Pricing)

Statements	Mean	SD	Description	Interpretation
Product prices are determined by adding a markup to the cost.	3.43	0.79	Strongly Agree	Highly Effective
The pricing structure reflects the cost incurred in acquiring or producing the product.	3.46	0.69	Strongly Agree	Highly Effective
The markup applied to products appears consistent across items.	3.04	0.74	Agree	Moderately Effective
Prices ensure that operational costs are adequately covered.	3.46	0.64	Strongly Agree	Highly Effective

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The pricing approach reflects a cost-oriented decision-making process.	3.46	0.58	Strongly Agree	Highly Effective
Profit margins appear to be based on cost considerations.	3.43	0.57	Strongly Agree	Highly Effective
The pricing system reflects a standard markup practice.	3.54	0.64	Strongly Agree	Highly Effective
The cost of products is a primary basis for determining price.	3.61	0.57	Strongly Agree	Highly Effective
The pricing approach ensures financial sustainability of the business.	3.75	0.52	Strongly Agree	Highly Effective
Overall, pricing reflects a cost-plus strategy.	3.68	0.55	Strongly Agree	Highly Effective
Overall	3.49	0.65	Strongly Agree	Highly Effective

Legend: 3.26-4.00: Strongly Agree/Highly Effective 1.76-2.50: Disagree/Not Effective 2.51-3.25: Agree/Moderately Effective 1.00-1.75: Strongly Disagree/Not Effective

Competitive Pricing

The findings showed that Competitive Pricing obtained an overall mean score of 3.18 with a standard deviation of 0.91, interpreted as Moderately Effective. This indicates that macro enterprises consider competitor prices when determining the prices of their products and services, although competitive pricing is not consistently applied at a highly effective level. The result suggests that businesses take competitor pricing into account as one of the factors in their pricing decisions.

The result further suggests that businesses monitor competitor prices and prevailing market conditions to maintain their competitiveness. Customers often compare prices among competing businesses, making awareness of competitors' pricing important in maintaining market relevance. The findings also indicate that enterprises may adjust their prices in response to competitor actions, although such adjustments are not necessarily made consistently. This is reflected in the relatively moderate means for monitoring competitor pricing (M = 3.21), responding to competitor actions (M = 3.00), and pricing according to competitive considerations (M = 3.21).

These findings support Kotler and Keller (2016) and Nagle and Müller (2018), who explained that competitive pricing allows businesses to consider market conditions and competitor prices when establishing their own prices. Competitive pricing is particularly relevant in markets where customers can easily compare alternatives and where price differences may influence purchasing decisions.

The highest mean of 3.39, with a standard deviation of 0.92, corresponds to the statement, “The pricing strategy helps maintain a competitive position.” This indicates that respondents recognize competitive pricing as an important tool for maintaining the market position of macro enterprises. It suggests that businesses use pricing not only to respond to competitors but also to sustain their relevance and attractiveness within the market. The finding is consistent with Song, He, and Duan (2025), who emphasized the role of pricing in market positioning and competitive strategy.

On the other hand, the lowest mean of 2.86, with a standard deviation of 0.80, corresponds to the statement, “Price differences with competitors are minimal.” Although respondents agreed with the statement, it received the lowest rating among the indicators and was interpreted as Moderately Effective. This suggests that businesses do not necessarily maintain prices that are almost identical to those of their competitors. Instead, differences in pricing may exist depending on product characteristics, customer demand, operating costs, and market conditions.

According to Li (2023), pricing decisions in dynamic markets are affected by changing customer demand, competitive pressures, and market conditions. Therefore, businesses may adjust their prices rather than simply matching competitors' prices. This supports the finding that macro enterprises consider competitor pricing while still maintaining flexibility in their own pricing decisions.

Overall, the findings indicate that competitive pricing is an important but not dominant pricing strategy among macro enterprises. The overall mean of 3.18 suggests that businesses generally consider competitor prices and market conditions when establishing their own prices, but they do not depend exclusively on competitor pricing. Instead, competitive pricing serves as a reference that helps businesses maintain market relevance and attract customers while allowing them to adjust prices according to their own circumstances.

The findings further imply that macro enterprises should continue monitoring competitor prices while balancing competitive considerations with customer-perceived value, profitability, product quality, and business sustainability. The relatively low rating for minimal price differences indicates that businesses do not always need to match competitor prices exactly. Rather, they may differentiate their pricing based on the value they provide and the conditions of the market. Thus, competitive pricing should function as one component of a broader pricing strategy rather than the sole basis for price determination. This interpretation is consistent with the study's overall finding that macro enterprises employ multiple pricing strategies rather than relying on only one approach.

Table 4 Respondents` Distribution in the Level of Marketing Strategies as Regards to Competitive Pricing

Statements	Mean	SD	Description	Interpretation
Product prices are set with consideration of competitors’ prices.	3.25	1.00	Agree	Moderately Effective
The business monitors competitor pricing before setting its own prices.	3.21	1.03	Agree	Moderately Effective
Prices are comparable to those offered by similar stores.	3.32	0.86	Agree	Highly Effective
Pricing decisions are influenced by prevailing market conditions.	3.25	0.84	Agree	Moderately Effective

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The business adjusts prices in response to competitor actions.	3.00	0.94	Agree	Moderately Effective
Customers perceive the prices as competitive within the market.	3.11	0.83	Agree	Moderately Effective
The pricing strategy helps maintain a competitive position.	3.39	0.92	Agree	Highly Effective
Price differences with competitors are minimal.	2.86	0.80	Agree	Moderately Effective
Pricing reflects awareness of industry standards.	3.18	0.90	Agree	Moderately Effective
Pricing is guided by competitive considerations.	3.21	0.99	Agree	Moderately Effective
Overall	3.18	0.91	Agree	Moderately Effective

Legend: 3.26-4.00: Strongly Agree/Highly Effective 1.76-2.50: Disagree/Not Effective 2.51-3.25: Agree/Moderately Effective 1.00-1.75: Strongly Disagree/Not Effective

Price Skimming

The findings revealed that Price Skimming obtained an overall mean score of 2.79, with a standard deviation of 0.91, interpreted as Moderately Effective. This indicates that macro enterprises moderately practice price skimming as part of their pricing strategies. The result suggests that businesses may introduce selected products at relatively higher prices and subsequently adjust prices as market conditions change. However, compared with other pricing strategies, price skimming appears to be less consistently practiced among the macro enterprises included in the study.

The moderate result may be attributed to the nature of the businesses included in the study. Macro enterprises may place greater emphasis on customer accessibility, market competitiveness, and sustained sales rather than relying heavily on premium introductory prices. This finding is consistent with Chen (2025), who discussed that price skimming can allow businesses to recover research and development costs more quickly, although the strategy may also present challenges related to customer dissatisfaction and competitor entry.

The highest mean of 3.07, with a standard deviation of 0.76, corresponds to the statement, “Prices decrease as the product becomes more widely available in the market.” This indicates that respondents agree that price reductions occur as products become more widely available. The finding suggests that macro enterprises may adjust prices as market availability changes, particularly when products become more accessible to customers or when competitive conditions increase.

This finding is consistent with Rekettye, Liu, and Danyi (2025), who discussed price skimming as a strategy commonly associated with innovative products and early adopters. The approach allows businesses to initially capture customers who are willing to pay a premium and subsequently make prices more accessible to other market segments as the product becomes more established.

On the other hand, the lowest mean of 2.57 was obtained by two statements: “Newly introduced products are priced relatively high” and “Prices are gradually reduced over time.” Both indicators were interpreted as Moderately Effective. This suggests that although elements of price skimming are present, macro enterprises do not strongly emphasize high introductory pricing or systematic price reductions across their products.

The finding is supported by Rajagopal and Zlatev (2025), who explained that price skimming targets customers who are willing to pay premium prices for products associated with exclusivity or innovation. As the market expands, businesses may gradually reduce prices to reach more price-sensitive customer segments. The relatively low rating of the two indicators in the present study may therefore suggest that such conditions are not consistently present among the macro enterprises surveyed.

Overall, the findings indicate that price skimming is practiced at a moderate level among macro enterprises. The overall mean of 2.79 suggests that businesses use this strategy selectively rather than as a primary pricing approach. While some practices associated with price skimming, particularly adjusting prices as products become more widely available, are evident, the relatively low ratings for high introductory prices and gradual price reductions indicate that the strategy is not strongly emphasized.

The findings further imply that macro enterprises may benefit from applying price skimming selectively, particularly when introducing products that are new, innovative, or capable of attracting customers willing to pay a premium. However, businesses should consider customer purchasing power, market demand, competitive conditions, and perceived product value before establishing high introductory prices. Thus, price skimming may serve as a useful supplementary strategy, but it should be balanced with other pricing approaches that support customer accessibility, competitiveness, customer satisfaction, and long-term profitability.

Table 5 Respondents` Distribution in the Level of Marketing Strategies as Regards to Price Skimming

Statements	Mean	SD	Description	Interpretation
Newly introduced products are priced relatively high.	2.57	0.63	Agree	Moderately Effective
Prices are gradually reduced over time.	2.57	0.69	Agree	Moderately Effective
Early buyers are expected to pay premium prices.	2.61	0.74	Agree	Moderately Effective
The pricing strategy aims to maximize early-stage profits.	3.00	0.67	Agree	Moderately Effective
Prices decrease as the product becomes more widely available.	3.07	0.66	Agree	Moderately Effective

Initial pricing targets customers willing to pay more.	2.64	0.83	Agree	Moderately Effective
The strategy reflects a high-to-low pricing pattern.	2.86	0.65	Agree	Moderately Effective
Price reductions occur after initial demand is satisfied.	2.79	0.69	Agree	Moderately Effective
Customers perceive initial prices as relatively high.	2.86	0.65	Agree	Moderately Effective
Pricing reflects a high price-skimming approach.	2.89	0.63	Agree	Moderately Effective
Overall	2.79	0.70	Agree	Moderately Effective

Legend: 3.26-4.00: Strongly Agree/Highly Effective 1.76-2.50: Disagree/Not Effective 2.51-3.25: Agree/Moderately Effective 1.00-1.75: Strongly Disagree/Not Effective

Penetration Pricing

The findings revealed that Penetration Pricing obtained an overall mean score of 3.35 with a standard deviation of 0.47, interpreted as Highly Effective. This indicates that macro enterprises strongly practice penetration pricing as part of their pricing strategies. The result suggests that businesses use relatively affordable pricing to attract customers, encourage initial purchases, and strengthen their position in the market. The low standard deviation also indicates that the respondents' assessments were relatively consistent.

The findings suggest that affordability and customer acquisition are important considerations in the pricing practices of macro enterprises. By offering accessible prices, businesses may reduce the price barrier faced by potential customers and encourage them to try their products or services. This is consistent with Harahap, Soemitra, and Rahma (2025), who explained that penetration pricing can stimulate demand and facilitate market entry by making products more accessible to customers.

The highest mean of 3.71, with a standard deviation of 0.53, corresponds to the statement, “Customers are attracted primarily due to affordability.” This indicates strong agreement that affordability is an important factor in attracting customers. The finding suggests that macro enterprises recognize the influence of accessible pricing on customer purchasing decisions and use affordability as a means of gaining customer attention.

This finding is consistent with Spann, Fischer, and Tellis (2015), who discussed penetration pricing as an approach that can help businesses attract customers and expand their market presence. The result further suggests that affordable pricing may encourage customers to make trial purchases, particularly when they perceive the products or services as accessible relative to available alternatives.

In contrast, the lowest mean of 2.89, with a standard deviation of 0.69, corresponds to the statement, “Products are initially offered at relatively low prices.” This indicator was interpreted as Moderately Effective. Although respondents generally agreed with the statement, its lower rating suggests that macro enterprises do not consistently introduce all products or services at relatively low prices.

This finding may indicate that businesses consider factors other than affordability when establishing initial prices, such as production costs, product quality, target customers, demand, and market conditions. Thus, although penetration pricing is strongly practiced overall, macro enterprises may apply lower introductory prices selectively rather than uniformly across all products. This is consistent with Cruz and Rosário (2025), who discussed the use of introductory pricing and discounts as approaches for building customer bases and strengthening customer loyalty.

Overall, the findings indicate that penetration pricing is a highly effective pricing strategy among macro enterprises. The overall mean of 3.35 demonstrates that businesses strongly recognize the importance of affordability, customer acquisition, and market entry in their pricing decisions. The highest rating for customer attraction through affordability further emphasizes the role of accessible prices in influencing customer purchasing behavior.

However, the lower rating for initially offering products at relatively low prices indicates that penetration pricing is not necessarily applied in the same manner across all products and services. Macro enterprises may adjust their initial prices according to product characteristics, costs, demand, and competitive conditions. Therefore, while affordable pricing can help businesses attract customers and expand their market presence, enterprises should balance lower prices with profitability, product quality, customer value, and long term sustainability.

Table 6 Respondents` Distribution in the Level of Marketing Strategies as Regards to Penetration Pricing

Statements	Mean	SD	Description	Interpretation
Products are initially offered at relatively low prices.	2.89	0.69	Agree	Moderately Effective
Pricing is intended to attract a large number of customers quickly.	3.21	0.79	Agree	Moderately Effective
Low pricing encourages customers to try the product.	3.50	0.64	Strongly Agree	Highly Effective
Prices are set lower than competitors to gain market share.	3.25	0.80	Agree	Moderately Effective
The strategy prioritizes customer acquisition over immediate profit.	3.29	0.71	Strongly Agree	Highly Effective
Pricing creates strong initial market interest.	3.32	0.55	Strongly Agree	Highly Effective
Customers are attracted primarily due to affordability.	3.71	0.53	Strongly Agree	Highly Effective
The pricing approach supports rapid market entry.	3.36	0.56	Strongly Agree	Highly Effective

The strategy encourages repeat purchasing through low pricing.	3.54	0.58	Strongly Agree	Highly Effective
Pricing reflects a high penetration strategy.	3.43	0.57	Strongly Agree	Highly Effective
Overall	3.35	0.47	Strongly Agree	Highly Effective

Legend: 3.26-4.00: Strongly Agree/Highly Effective 1.76-2.50: Disagree/Not Effective 2.51-3.25: Agree/Moderately Effective 1.00-1.75: Strongly Disagree/Not Effective

Value Based Pricing

The findings showed that Value Based Pricing obtained an overall mean score of 3.38, with a standard deviation of 0.XX, interpreted as Highly Effective. This indicates that macro enterprises strongly consider customer perceived value when determining the prices of their products and services. The result suggests that businesses recognize the importance of aligning prices with customer expectations, perceived benefits, and satisfaction when making pricing decisions.

The findings further suggest that macro enterprises do not rely solely on production costs or competitor prices when determining prices. Instead, they consider how customers perceive the benefits and value associated with the products or services offered. This is consistent with Helmold (2022), who explained that value based pricing aligns prices with customer perceived value and can contribute to customer satisfaction, loyalty, and profitability.

The highest mean of 3.61, with a standard deviation of 0.57, corresponds to the statement, “Customers are willing to pay based on perceived value.” This indicates strong agreement that customers are willing to pay when they perceive sufficient value in the products or services offered. The finding suggests that purchasing decisions may be influenced not only by the price itself but also by the benefits and value customers associate with what they receive.

This finding is consistent with Krämer, Burgartz, and Muzzu (2025), who emphasized that value based pricing can support market segmentation and profitability while allowing businesses to respond to customer expectations. The result suggests that understanding differences in customer perceived value can help enterprises establish prices that customers consider reasonable and worthwhile.

On the other hand, the lowest mean of 3.18, with a standard deviation of 0.67, corresponds to the statement, “Higher prices are associated with higher perceived quality.” This indicator was interpreted as Moderately Effective. Although respondents agreed with the statement, its lower rating suggests that customers do not necessarily associate a higher price with higher perceived quality as strongly as they recognize other aspects of value based pricing.

This finding indicates that price alone may not be sufficient to communicate product quality. Customers may consider other factors when evaluating value, including product benefits, performance, service, brand reputation, and their overall experience. This supports Mittal, Meenakshi, and Panchal (2025), who emphasized that value based pricing can strengthen customer relationships when customers perceive that the benefits received justify the price paid.

Overall, the findings indicate that Value Based Pricing is a highly effective pricing strategy among macro enterprises. The overall mean of 3.38 demonstrates that businesses strongly consider customer perceived value when establishing prices. The highest rating for customers' willingness to pay based on perceived value further emphasizes the importance of customer perception in pricing decisions. However, the lower rating for the association between higher prices and higher perceived quality suggests that enterprises should not assume that increasing prices will automatically increase customers' perceptions of quality.

The findings therefore imply that macro enterprises should continue developing prices based on the actual value delivered to customers. Businesses may strengthen the effectiveness of value based pricing by improving product quality, customer experience, service delivery, and other benefits that customers consider important. By ensuring that the price is perceived as fair and justified by the value received, enterprises can support customer satisfaction while maintaining profitability and long term business sustainability.

Table 7 Respondents` Distribution in the Level of Marketing Strategies as Regards to Value-Based Pricing

Statements	Mean	SD	Description	Interpretation
Prices are determined based on the perceived value of the product.	3.36	0.73	Strongly Agree	Highly Effective
Customers believe the product is worth the price paid.	3.46	0.58	Strongly Agree	Highly Effective
Pricing reflects the benefits received by customers.	3.43	0.69	Strongly Agree	Highly Effective
Customers are willing to pay based on perceived value.	3.61	0.57	Strongly Agree	Highly Effective
The pricing strategy emphasizes customer perception rather than cost.	3.21	0.83	Agree	Moderately Effective
Products deliver value that justifies their price.	3.43	0.57	Strongly Agree	Highly Effective
Higher prices are associated with higher perceived quality.	3.18	0.67	Agree	Moderately Effective
Pricing reflects both tangible and intangible product benefits.	3.29	0.71	Strongly Agree	Highly Effective
Customers feel satisfied with the value received relative to price.	3.43	0.50	Strongly Agree	Highly Effective
Pricing aligns with customer-perceived value.	3.43	0.57	Strongly Agree	Highly Effective
Overall	3.38	0.65	Strongly Agree	Highly Effective

Legend: 3.26-4.00: Strongly Agree/Highly Effective 1.76-2.50: Disagree/Not Effective 2.51-3.25: Agree/Moderately Effective 1.00-1.75: Strongly Disagree/Not Effective

The results showed that Customer Retention obtained an overall mean score of 3.41 with a standard deviation of 0.66, interpreted as Highly Effective. This indicates that macro enterprises demonstrate a high level of customer retention, as reflected in repeat purchases, customer loyalty, continued engagement, and the ability of businesses to maintain relationships with their customers. The result suggests that customers generally continue to patronize macro enterprises despite the presence of competing businesses.

The findings further indicate that customer retention is reflected in several aspects of customer behavior. These include maintaining a stable base of repeat customers, remaining loyal despite competitors, generating sales from returning customers, and continuing to engage with businesses for future purchases. The results suggest that macro enterprises are generally successful in maintaining customer relationships and encouraging continued patronage.

The highest mean of 3.71, with a standard deviation of 0.53, corresponds to the statement, "Customer loyalty contributes positively to the business's performance." This indicates strong agreement among respondents that customer loyalty contributes to the performance of macro enterprises. The finding suggests that loyal and returning customers play an important role in supporting business stability, profitability, and long term performance.

This finding is supported by Kotler and Keller (2016), who emphasized the importance of customer satisfaction and perceived value in developing customer loyalty and repeat purchasing behavior. When customers are satisfied with the value they receive, they are more likely to continue purchasing from the same business and maintain their relationship with the enterprise.

On the other hand, the lowest mean of 3.00, with a standard deviation of 0.72, corresponds to the statement, "The business experiences minimal loss of regular customers." This indicator was interpreted as Moderately Effective. Although respondents generally agreed with the statement, its lower rating suggests that macro enterprises still experience some degree of customer loss despite having a generally high level of customer retention.

The result may be attributed to competition, changing customer preferences, differences in product offerings, pricing, or service quality. Customers may shift to competing businesses when they perceive better prices, greater value, improved products, or better service elsewhere. This is consistent with Rolando (2025), who noted that customer loyalty can be influenced by factors such as price and service quality. Thus, even businesses with a strong base of loyal customers need to continuously maintain the value and quality of their offerings to minimize customer switching.

The findings also show that the business maintains a stable base of repeat customers, which obtained a mean of 3.57, while customers' tendency to remain loyal despite the presence of competitors obtained 3.54. These results indicate that repeat purchasing and customer loyalty are strongly evident among the macro enterprises surveyed.

Overall, the findings indicate that customer retention is highly evident among macro enterprises. The overall mean of 3.41 demonstrates that customers generally continue to purchase from businesses, maintain loyalty, and engage with them for future purchases. However, the lower rating concerning the loss of regular customers indicates that retention remains an ongoing concern. Macro enterprises therefore need to continuously maintain customer satisfaction, perceived value, product quality, and service performance to strengthen customer loyalty and minimize customer switching.

Table 8 Pricing Strategies Summary Tables

Sub variables	Mean	SD	Description	Interpretation
Cost-Plus Pricing (Markup Pricing)	3.49	0.65	Strongly Agree	Highly Effective
Value-Based Pricing	3.38	0.65	Strongly Agree	Highly Effective
Penetration Pricing	3.35	0.47	Strongly Agree	Highly Effective
Competitive Pricing	3.18	0.91	Agree	Moderately Effective
Price Skimming	2.79	0.70	Agree	Moderately Effective

Legend: 3.26-4.00: Strongly Agree/Highly Effective 1.76-2.50: Disagree/Not Effective 2.51-3.25: Agree/Moderately Effective 1.00-1.75: Strongly Disagree/Not Effective

The results showed that Customer Retention obtained an overall mean of 3.41 with a standard deviation of 0.66, interpreted as Highly Evident. This indicates that macro enterprises demonstrate a high level of customer retention, reflected in repeat purchases, customer loyalty, and continued engagement with the business. The finding suggests that customers generally continue to patronize macro enterprises and maintain relationships with businesses despite the presence of competitors. This finding is supported by Nagle and Müller (2018), who explained that pricing strategies can influence customer loyalty, particularly when customers perceive prices as fair and the value received as worthwhile. This supports the finding that macro enterprises are able to maintain repeat purchasing behavior and customer relationships.

The highest mean of 3.71, with a standard deviation of 0.53, corresponds to the statement, “Customer loyalty contributes positively to the business's performance.” This indicates that respondents strongly agree that customer loyalty contributes positively to business performance. The result suggests that loyal and returning customers play an important role in supporting the stability, profitability, and long term success of macro enterprises.

The finding is supported by Kotler and Keller (2016), who emphasized the importance of customer satisfaction and perceived value in developing customer loyalty and repeat purchasing behavior. Satisfied customers are more likely to continue purchasing from a business and maintain a long term relationship with it.

In contrast, the lowest mean of 3.00, with a standard deviation of 0.72, corresponds to the statement, “The business experiences minimal loss of regular customers.” This indicates that respondents agree with the statement, although it received the lowest rating among the indicators. The result suggests that while customer retention is generally strong, macro enterprises still experience some degree of customer loss. This may be associated with competition, changing customer preferences, pricing differences, or variations in product and service quality.

According to Rolando (2025), customer loyalty may be influenced by factors such as price and service quality. Thus, even businesses with a strong base of loyal customers may lose some customers when competing enterprises provide better perceived value, lower prices, or improved service.

Overall, the findings indicate that customer retention is highly evident among macro enterprises. Customer loyalty, repeat purchasing behavior, and continued engagement contribute to maintaining business performance and long term customer relationships. The results also indicate that customers generally continue patronizing businesses despite the presence of competitors. However, the relatively lower mean concerning the minimal loss of regular customers suggests that maintaining customer retention remains an ongoing challenge. Therefore, macro enterprises should continuously strengthen customer satisfaction, perceived value, product quality, and service performance to maintain loyalty and minimize customer switching.

Table 9 Respondents` Distribution in the Level of Marketing Strategies as Regards to Level of Customer Retention

Statements	Mean	SD	Description	Interpretation
Customers frequently return to purchase from the business.	3.29	0.90	Strongly Agree	Highly Effective
The business maintains a stable base of repeat customers.	3.57	0.57	Strongly Agree	Highly Effective
Customers tend to remain loyal despite the presence of competitors.	3.54	0.69	Strongly Agree	Highly Effective
A significant portion of sales comes from returning customers.	3.43	0.69	Strongly Agree	Highly Effective
Customers demonstrate consistent purchasing behavior over time.	3.21	0.63	Agree	Moderately Effective
The business experiences minimal loss of regular customers.	3.00	0.72	Agree	Moderately Effective
Customers continue to engage with the business for future purchases.	3.39	0.50	Strongly Agree	Highly Effective
The business is able to retain customers for an extended period.	3.36	0.49	Strongly Agree	Highly Effective
Customer loyalty contributes positively to the business's performance.	3.71	0.53	Strongly Agree	Highly Effective
The business demonstrates a strong level of customer retention.	3.61	0.57	Strongly Agree	Highly Effective
Overall	3.41	0.66	Strongly Agree	Highly Effective

Legend: 3.26-4.00: Strongly Agree/Very High 1.76-2.50: Disagree/Low 2.51-3.25: Agree/High 1.00-1.75: Strongly Disagree/Very Low

The regression analysis revealed that the combined pricing strategies significantly influenced customer retention among macro enterprises. The regression model obtained an R value of 0.606 and an R squared value of 0.368, indicating that the five pricing strategies collectively explain 36.8 percent of the variance in customer retention. The overall regression model was statistically significant, $F(5,44) = 5.120$, $p = 0.001$, indicating that pricing strategies, when considered collectively, significantly influence customer retention. Thus, the null hypothesis is rejected.

Among the five pricing strategies, Competitive Pricing significantly influenced customer retention, with a regression coefficient of $B = 0.169$, $t = 2.241$, and $p = 0.030$. Since the p value is below the 0.05 significance level, the result indicates a significant positive influence. This suggests that customers are more likely to remain with businesses when they perceive their prices to be competitive with available alternatives. Competitive pricing may therefore help macro enterprises maintain their market position and reduce customer switching to competing businesses.

Similarly, Value Based Pricing significantly influenced customer retention, with B = 0.407, t = 2.681, and p = 0.010. This was the strongest positive coefficient among the five pricing strategies. The finding indicates that customer retention tends to increase when customers perceive that the benefits and value received from a product or service justify the price paid. Thus, businesses that align their prices with customer perceived value may be more successful in maintaining customer loyalty and continued patronage.

In contrast, Cost Plus Pricing did not significantly influence customer retention, with B = -0.108, t = -0.901, and p = 0.372. Price Skimming likewise did not demonstrate a significant influence, with B = 0.102, t = 0.979, and p = 0.333. Penetration Pricing also did not significantly influence customer retention, with B = 0.115, t = 0.863, and p = 0.393. These findings suggest that although these strategies may serve other business purposes, such as cost recovery, profit generation, market entry,or attracting initial customers, they were not significant individual predictors of customer retention in this study.

The findings indicate that competitive and value based pricing are particularly important in maintaining customer retention among macro enterprises. Competitive pricing allows businesses to remain aligned with market conditions and reduce the likelihood of customers transferring to competitors because of price differences. Meanwhile, value based pricing focuses on whether customers perceive the benefits and quality of a product or service as worthwhile relative to its price. These findings are consistent with Kotler and Keller (2016) and Nagle and Müller (2018), who emphasized the importance of customer perceived value, satisfaction, and competitive pricing in influencing customer loyalty and continued patronage.

For customers, the results suggest that retention is not necessarily based on finding the lowest possible price. Instead, customers may be more likely to remain loyal when they perceive that prices are reasonable compared with competitors and that the products or services provide sufficient value for the amount paid. This indicates that customers consider both price competitiveness and perceived value when deciding whether to continue patronizing a business.

For macro enterprises, the findings suggest that pricing decisions should focus not only on recovering costs or attracting customers through low introductory prices but also on maintaining competitive market positioning and customer perceived value. Businesses should continuously monitor competitor prices, understand customer expectations, and ensure that the benefits, quality, and service provided justify the prices charged. Such an approach may help enterprises strengthen customer loyalty while maintaining profitability and long term sustainability.

Overall, the findings demonstrate that pricing strategies significantly influence customer retention, with the combined strategies explaining 36.8 percent of the variance in customer retention. Among the individual strategies, Competitive Pricing and Value Based Pricing were significant positive predictors, while Cost Plus Pricing, Price Skimming, and Penetration Pricing were not statistically significant. The results therefore suggest that macro enterprises may strengthen customer retention by giving particular attention to competitive pricing and customer perceived value while balancing these considerations with profitability, product quality, and service performance.

Table 10 Regression Analysis on the Effect of Pricing Strategies on Customer Retention

Model Fit Measures				
Model	R	R^2		
1	0.606	0.368		
Note: Models estimated using sample size of N=50				
Model Coefficients - F				
Predictor	B	Std Error	t	p
Intercept	1.01	0.546	2.186	0.036
Cost-Plus Pricing (Markup Pricing)	-0.108	0.120	-0.901	0.372
Competitive Pricing	0.169	0.075	2.241	0.030
Price Skimming	0.102	0.104	0.979	0.333
Penetration Pricing	0.115	0.133	0.863	0.393
Value-Based Pricing	0.407	0.152	2.681	0.010

V. CONCLUSION

The findings of the study led to several conclusions regarding the influence of pricing strategies on customer retention among macro enterprises in Valencia City, Bukidnon. The results provide a better understanding of how macro enterprises apply different pricing approaches, namely Cost-Plus Pricing, Competitive Pricing, Price Skimming, Penetration Pricing, and Value-Based Pricing, to remain competitive and achieve their business objectives. The study also examined the level of customer retention in terms of customers' continued patronage, repeat purchases, and loyalty toward macro enterprises. Furthermore, the findings established the relationship between pricing strategies and customer retention, emphasizing the importance of customer perceived value and market competitiveness in sustaining customer loyalty.

It is concluded that pricing strategies among macro enterprises are evident, as reflected by the overall mean of 3.24. This indicates that macro enterprises actively utilize various pricing approaches in their business operations to respond to market conditions, customer expectations, and competitive pressures. The findings further show that customer retention is highly evident, with an overall mean of 3.41. This suggests that customers tend to continue purchasing from macro enterprises and demonstrate a considerable level of loyalty and sustained patronage. Such findings imply that the ability of enterprises to establish satisfactory customer experiences and offer prices that customers consider appropriate contributes to maintaining long-term customer relationships.

Furthermore, the study concludes that pricing strategies play a significant role in customer retention among macro enterprises. The correlation analysis revealed that Value-Based Pricing has a positive and significant relationship with customer retention, indicating that customers are more likely to remain loyal when they perceive that the benefits and value they receive from products or services are consistent with the prices they pay. This highlights the importance of understanding customer perceptions when establishing prices rather than relying solely on production costs or competitors' prices.

Moreover, the regression analysis revealed that Competitive Pricing and Value-Based Pricing significantly influence customer retention. The regression model accounted for 40.7 percent of the variance in customer retention, indicating that pricing strategies provide a substantial contribution to explaining differences in customer retention among macro enterprises. Although Cost-Plus Pricing, Price Skimming, and Penetration Pricing did not individually demonstrate a significant predictive influence, pricing strategies as a whole were found to significantly influence customer retention. Therefore, pricing approaches that emphasize competitive market positioning and customer perceived value are particularly important in strengthening customer loyalty, encouraging repeat purchases, and sustaining long-term customer patronage among macro enterprises in Valencia City, Bukidnon.

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