

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran *marketing public relations* (MPR) dalam memoderasi strategi harga terhadap *customer awareness* pada kegiatan Gerakan Pangan Murah (GPM) di Kota Jambi. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik analisis menggunakan *SmartPLS* versi 4.0. Sampel dalam penelitian ini terdiri dari 96 responden yang dipilih melalui teknik *purposive sampling*. Pengumpulan data dilakukan melalui observasi, kuesioner dan studi pustaka. Hasil penelitian menunjukkan bahwa strategi harga memiliki pengaruh positif dan signifikan terhadap *customer awareness*. Selain itu, *marketing public relations* juga berpengaruh positif dan signifikan terhadap *customer awareness*. Pengujian efek moderasi menunjukkan bahwa *marketing public relations* berperan dalam memoderasi hubungan antara *marketing public relations* terhadap strategi harga, namun *marketing public relations* sebagai moderasi justru berperan memperlemah hubungan antara strategi harga terhadap *customer awareness*. Implikasi dari penelitian ini menegaskan bahwa perusahaan perlu memperhatikan kebijakan dari *marketing public relations* untuk meningkatkan *customer awareness* secara efektif. karena perusahaan tidak hanya mengandalkan strategi harga dalam membangun *customer awareness*. Oleh karena itu, perlu keseimbangan antara strategi harga dengan *marketing public relations* agar pemasaran dapat tercapai secara optimal.

**Kata Kunci:** Strategi Harga, *Marketing Public Relations*, *Customer Awareness*

## **ABSTRACT**

*This study aims to analyze the role of marketing public relations (MPR) in moderating price strategies for customer awareness in the activities of the cheap food movement (GPM) in Jambi City. The research method used is a quantitative approach with analysis techniques using SmartPLS version 4.0. The sample in this study consisted of 96 respondents who were selected through purposive sampling techniques. Data collection was carried out through observation, questionnaires and literature studies. The results of the study show that pricing strategies have a positive and significant influence on customer awareness. In addition, marketing public relations also has a positive and significant effect on customer awareness. Testing the effect of moderation shows that marketing public relations plays a role in moderating the relationship between marketing public relations and pricing strategies, but marketing public relations as moderation plays a role in weakening the relationship between price strategies and customer awareness. The implication of this study emphasizes that companies need to pay attention to the policies of marketing public relations to increase customer audience effectively. Because the company does not only rely on price strategies in building customer awareness. Therefore, it is necessary to balance the pricing strategy with marketing public relations so that marketing can be achieved optimally.*

**Keywords: Pricing Strategy, Marketing Public Relations, Customer Awareness**