

THE EFFECT OF SERVICE QUALITY, PROMOTION, PRICE AND DISCOUNT ON CONSUMER SATISFACTION WITH SERVICES RENT FLOWER BOARDS AT DONI FLORIST

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Abstract: This study aims to determine the effect of service quality, promotion, price and discounts on consumer satisfaction in flower board rental services at Doni Florist. Types of research Which used in study This is study quantitative . Data collection techniques sample in study This use purposive sampling with using the Slovin formula to obtain a sample of 87 respondents from a population of 656. Data obtained with use instrument interview And instrument questionnaire that has been tested for validity and reliability. Data analysis using multiple regression and hypothesis testing using the SPSS version 26 test tool. Results study This concluded that service quality has a very positive influence and significant to satisfaction consumer at Doni Florist. While on the promotion variable there is a positive but insignificant influence on consumer satisfaction at Doni Florist. Then on the price and discount variables there is no positive and insignificant influence on consumer satisfaction at Doni Florist. Proven from the results of the t-test that the Quality variable Service with t count $2.937 > t$ table 1.663 and significance $0.004 < 0.05$. Promotion variable with t count $1.939 > t$ table 1.663 and significance $0.056 > 0.05$. Variables Price with t count $1.596 < t$ table 1.663 and significance $0.114 > 0.05$. Discount variable with t count $0.660 < t$ table 1.663 and significance $0.511 > 0.05$. As well as results test F Which show mark F count $77,631 > F$ table 2.117 with Sig. $0.000 < 0.05$.

Keywords: Service Quality, Promotion, Price, Discount, and Consumer Satisfaction

1. Introduction

The flower board or flower arrangement business is a business which providing services by offering a series of flower boards for events certain. The amount request essay board flower from various party, making this business very potential to be pioneered and is a profitable business opportunity. The flower board business serves consumer demand with quality series which attractive, stylish writing, neatness, design and with the price that affordable. Utility board flower that is for give greeting or message in program certain.

Among the services offered are flower boards for wedding events, inauguration events, birthday events, graduations, condolences, and many more. In ancient times humans still use letter, send message, and call for give greetings. By using this method, only the sender and only the recipient knows. Now there is a new innovation in giving greetings with art, namely through flower arrangements. Where, greetings that given can see, in value by person other and enliven program the. And a number of series board flower become method promotion for other business actors.

The flower board business is a business that is growing quite rapidly, not only in big cities, but also entering the regions and many are looking for it for certain events. With the increasing development in this era of competition, flower board business owners are required to be creative. So that it has an advantage over other competitors. Therefore, the researcher intends

to research the Doni Florist flower board business. Which is managed by Mr. Doni Napitupulu himself. He started his business in 2017, his business is located in Batu Aji, Batam.

Table 1. Florist Flower Board Rental 2017-2021

No	Year	Consumer Rental Types			Total
		Single	Double	Triple	
1	2017	69	56	1	126
2	2018	95	82	7	184
3	2019	177	96	10	288
4	2020	20	7	0	27
5	2021	25	6	0	31
TOTAL		386	247	18	656

Source: Doni Florist

From the data above it can be concluded that the problem occurred related to the drastic decline in sales in 2019-2020, namely due to the *Covid-19* pandemic that hit in early 2020.

Table 2. Florist Flower Board Rental Turnover from 2017-2021

No	Year	Total Turnover			Total
		Single	Double	Triple	
1	2017	8,970,000	14,000,000	350,000	23,320,000
2	2018	12,350,000	20,500,000	2,450,000	35,300,000
3	2019	23,010,000	24,000,000	3,500,000	50,510,000
4	2020	2,600,000	1,750,000	-	4,350,000
5	2021	3,250,000	1,500,000	-	4,750,000
TOTAL		50,180,000	61,750,000	6,300,000	118,230,000

Source: Doni Florist

The price table above is obtained from Doni Florist, the price sold by Doni Florist based on its type is Single: Rp. 130,000, Double: Rp. 250,000, Triple: Rp. 350,000.

In 2020-2021 were the most difficult times for all business people in Indonesia, and one of those affected was Doni Florist. Due to the implementation of Community Activity Restrictions (PPKM) by the government and not being allowed to hold events that gather crowds, therefore the decline in rentals has decreased significantly in those years. In 2022, Doni Florist had to restart its business from scratch due to the impact of the pandemic in 2020-2021 which reduced tenants. And entering 2023, Doni Florist wants to increase its sales again and start considering factors to influence customer satisfaction so that later the sales figures that declined in 2019-2021 can be increased again, including Doni Florist having to think about factors in terms of providing the best quality of service, promoting its products more actively, setting lower prices compared to other competitors and give discounts to consumers or customers.

According to Kotler (2005), service quality is a model that describe condition customer in to form hope will services from past experiences, word of mouth, and advertising with compare service Which they expect with What that they receive or feel. So with the quality of qualified service, friendly to consumer, And need consumer fulfilled, so of course the consumer's

decision to make a purchase at Doni Florist That become more strong.

According to Suryadi (2011), Promotion is a series of activities to communicate, provide knowledge and convince people about a product so that he acknowledges the greatness of the product, also bind his thoughts and feelings in a form of loyalty to product. Along development era and progress technology, Doni Florist promotes its flower board rental services on its social media. This will make it easier for consumers who are now increasingly lazy to travel directly to meet the seller and can order it only through social media while sorting the designs made by Doni Florist.

According to Umar (2002), break down prices is a number of mark Which exchanged consumer with benefit from Which own or product or service users whose value is set by the seller for One price Which The same to buyer. Price can influence public for get satisfaction they Alone with expecting the expected price match.

Table 3. Florist Flower Board Rental Prices with competitors

Number of Boards	Doni Florist	Sahara Florist	Key Florist
Single	130,000	150,000	150,000
Double	250,000	280,000	300,000
Triple	350,000	400,000	450.00

Source: Doni Florist and Competitors

Based on the price details above, the rental price given by Doni Florist is much cheaper than that sold by competitors. It can be predicted that Doni Florist can increase its sales in 2023 by not raising the price of renting its flower boards.

Discounts are often given to attract customers because discounts can attract consumers effectively and more quickly (Prabarini) *et al.* 2019). Discount is a price reduction where the price is lower than the normal price for a certain period of time. In the pricing strategy, decision makers in the company must review the reactions of various internal and external sides of the company, which can have an effect or vice versa on the decision on pricing.

Satisfaction customer is evaluation finished buy or results evaluation after compare What Which felt and with his hopes (Yamit, 2010). Kotler & Keller (2012) argues, satisfaction is feeling somebody will pleasure or disappointment resulting from comparing product performance which felt (or results) with hope they. If performance No fulfil hope, customer No satisfied. If performance in accordance with expectations, customers are satisfied. If performance exceeds expectations, customers are very satisfied or happy. Customer assessment of product performance depends on Lots factor, especially type connection loyalty results customer with brand. Consumers often form more favorable perceptions from a product with brand which they already feel positive.

Considering the importance of customer satisfaction, Doni Florist must... try increase business his efforts from aspect quality services, promotions, prices, and discounts, to attract consumers to choose Doni Florist in renting flower boards at Doni Florist.

Based on the statement above, the researcher is interested in conducting study with title **"Influence Service Quality, Promotion, Price and Discount on Consumer Satisfaction in Flower Board Rental Services at Doni Florist"**

Identify the Problem

In connection with background behind on, so can identified problem in 2019 to 2020 there was

a very drastic decline in sales at *Doni Florist*. In order to increase *Doni Florist's* sales again, the researcher raised the title "The Influence of Service Quality, Promotion, Price and Discount on Consumer Satisfaction on Flower Board Rental Services at *Doni Florist*". So that later researchers can provide conclusions and suggestions on the problems faced by *Doni Florist*.

Research Objectives

The purpose of the research was to find out the things that we wanted to know achieved by the author. The research objectives that are to be achieved in study this, namely:

1. To determine the influence of service quality on customer satisfaction at *Doni Florist* flower board rental services.
2. For know influence Promotion to satisfaction consumer at *Doni Florist* flower board rental services.
3. For know influence price to satisfaction consumer on *Doni Florist* flower board rental services.
4. For know influence strategy marketing to satisfaction consumer on flower board rental services *Doni Florist*.

To determine the influence of product quality, service quality, price and strategy marketing to satisfaction consumer on flower board rental services *Doni Florist*.

2. Method

Study This is study Which shaped quantitative with an associative approach. Types of methods study Which used is method study Quantitative with survey research, where the author distributes questionnaires to collect data data. Method quantitative interpreted as method study Which based on the philosophy of positivism, used for research on populations or a specific sample, data collection is quantitative or statistical, with objective to test the established hypothesis. This research describes the facts and explains the conditions from the research object, based on the data obtained. The variables that will be explained and analyzed using statistical methods is Service Quality (X1), Promotion (X2), Price (X3), Discount (X4), and Satisfaction Consumer (Y) both in terms of partially or completely simultaneous

3. Result and Discussion

Results

Data Quality Test

Research that measures variable with using a questionnaire instrument must done testing quality of the data obtained. Testing this aiming for know whether the instrument used is valid and reliable because the accuracy of the processed data is very important quality results study.

Validity Test

After the research data in the form of questionnaire answers from respondents' research is collected, then data tabulation is carried out and analysis is carried out testing the quality of the collected data. Testing quality data done with validity test. Criteria testing is.

- a) If $r \text{ count} > r \text{ table}$, then the instrument is stated valid
- b) If $r \text{ count} < r \text{ table}$, so instrument stated No valid.

Mark $r \text{ table}$ can seen on the table r with equality $N-2 = 87 - 2 = 85$

$= 0.2108$. If mark r results calculation product moment or $r \text{ count} > r \text{ table}$ (for $\alpha = 0.05$ and degrees freedom ($df = n-2$) with mark 0.2108) so statement the stated *valid*. And from table

below, the calculated r value for all statements is $> r$ table (0.2108). This means that the measuring instrument used is valid. The following are the test results. Validity from each research variable:

Table 4. Test Results Validity Quality Service (X1)

Variables	Statement	R Count	R Table	Sign	Information
Quality Service	X1.1	0.841	0.2108	0.05	Valid
	X1.2	0.859	0.2108	0.05	Valid
	X1.3	0.809	0.2108	0.05	Valid
	X1.4	0.831	0.2108	0.05	Valid
	X1.5	0.832	0.2108	0.05	Valid

Source: Results Research Data Processing

Table 5. Test Results Validity Promotion (X2)

Variables	Statement	R Count	R Table	Sign	Information
Promotion	X2.1	0.824	0.2108	0.05	Valid
	X2.2	0.716	0.2108	0.05	Valid
	X2.3	0.83	0.2108	0.05	Valid
	X2.4	0.711	0.2108	0.05	Valid

Source: Results Research Data Processing

Table 6. Test Results Price Validity (X3)

Variables	Statement	R Count	R Table	Sign	Information
Price	X3.1	0.646	0.2108	0.05	Valid
	X3.2	0.805	0.2108	0.05	Valid
	X3.3	0.681	0.2108	0.05	Valid
	X3.4	0.793	0.2108	0.05	Valid

Source: Results Research Data Processing

Table 7. Test Results Validity Discount (X4)

Variables	Statement	R Count	R Table	Sign	Information
Discount	X4.1	0.616	0.2108	0.05	Valid
	X4.2	0.876	0.2108	0.05	Valid
	X4.3	0.574	0.2108	0.05	Valid

Source: Results Research Data Processing

Table 8. Test Results Validity Satisfaction Consumer (Y)

Variables	Statement	R Count	R Table	Sign	Information
Satisfaction Consumer	Y1	0.759	0.2108	0.05	Valid
	Y2	0.89	0.2108	0.05	Valid

Variables	Statement	R Count	R Table	Sign	Information
	Y3	0.879	0.2108	0.05	Valid
	Y4	0.434	0.2108	0.05	Valid
	Y5	1	0.2108	0.05	Valid

Source: Results Research Data Processing

b. Reliability Test

Test Reliability done for get level accuracy toolcollection data which used. Test reliability done with use SPSS V 25 test statistics *Cronbach's Alpha*. Criteria testing reliability as follows:

- If *cronbach's alpha* on 0.6 then variable the *reliable*.
- If *alpha cronbach* in lower 0.6 so variable the No *reliable*.

Table 9. Test Results Reliability

No	Variables	N of Item	Cronbach's Alpha	Cronbach Alpha required	Information
1	Quality Service	5	0.976	0.6	Reliable
2	Promotion	4	0.946	0.6	Reliable
3	Price	4	0.964	0.6	Reliable
4	Discount	3	0.953	0.6	Reliable
5	Satisfaction Consumer	5	0.88	0.6	Reliable

Source: Results Research Data Processing

From the table on seen that *Cronbach's Alpha* more big from 0.60, and the thing this show that every grain statement in questionnaire *reliable* or can be trusted. Or in other words, all grain statements used is stable and consistent in measure each variable study.

3. Assumption Test Classic

For can use regression multiple, data used must fulfil condition assumption assumption classic consisting of from: data normality, *multicollinearity*, and *heteroscedasticity*.

a. Data Normality Test

Normality test aiming For test whether sample used have normal distribution or no. In the linear regression model, the assumption this indicated by the error values that are normally distributed. A good regression model is a regression model that is owned normal distribution or approaching normal, namely own pattern that approaches the diagonal line. Normality test in study this use tool help SPSS version 26. Selected data, normality the data can see through histogram graph and normal image P – Plot. With criteria as following.

- Data it is said distributed normal, if data or point spread around diagonal lines and follow diagonal line direction.
- Data is said No normally distributed, if the data or point spread Far from line direction or No follow diagonal.

The condition for data that is suitable for testing is that the data is must normally distributed. This test used for test whether in a regression model, variables independent, variable dependent, or both of them have normal distribution or no. Testing done with histogram

approach. Here this is results testing normality obtained with help SPSS version 26.

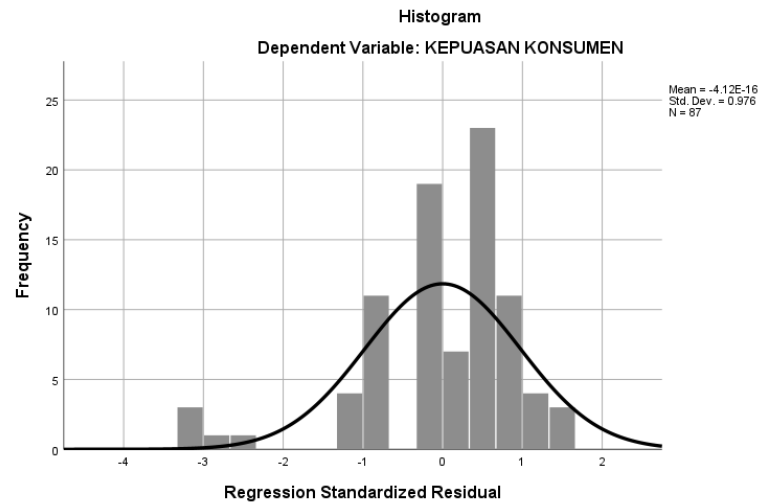


Figure 1: Results Test Normality Histogram
Source: Results Research Data Processing

In picture on can seen that variable Y (consumer satisfaction) distributed No normal, thing This shown by the distribution of the data that comes out Far from line direction or No follow diagonal.

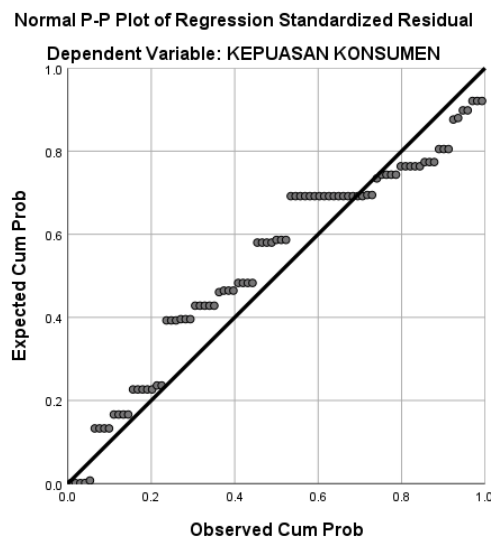


Figure 2: Results Normality Test Normal P-Plot
Source: Results Research Data Processing

From the picture on obtained results that s part distributed data abnormal, data distribution outside the diagonal line. A variable can it is said to be normal if picture distribution dot, dot, dot (*point-point*) data spread around the diagonal line and spread dot, dot, dot (*point-point*) unidirectional data or following the diagonal line.

b. Multicollinearity Test

multicollinearity test is used to test is in model regression is used to determine whether or not there is a correlation between the independent variables. The model regression Which Good should No happen correlation between variable independent. To detect the presence or absence of multicollinearity, it can be seen from the magnitude of *Variance Inflation Factor* (VIF) and *Tolerance* . The guidelines There is two.

See mark *Tolerance* :

- a) No happen Multicollinearity , If mark *Tolerance* > 0.10 .
- b) Happen Multicollinearity , If mark *Tolerance* $< \text{or} = 0.10$.

See VIF value (*Variance Inflation Factor*):

- a) No happen Multicontinuity , If VIF value < 10.00 .
- b) Happen Multicontinuity , if VIF value $> \text{or} = 10.00$.

Table 10. Test Results Multicollinearity

Model		Collinearity Statistics Tolerance	VIF
1	(Constant)		
	Quality Of Service	0.185	5.413
	Promotion	0.089	11,229
	Price	0.148	6,753
	Discount	0.354	2,828

Source: Results Research Data Processing

Based on the data in the table on show that Tolerance value on variables service quality of 0.185 > 0.10 and VIF of 5.413 < 10 indicates that the quality variable service No happen Multicontinuity , but in variables Promotion happen Multicontinuity This because of mark *tolerance* variable Promotion of 0.089 < 0.10 and VIF of 11,229 > 10 . In the Price variable , the value *tolerance* is 0.148 > 0.10 and VIF 6.753 < 10 This to signify that the price variable No happen Multicontinuity , and variables Discount is of 0.354 > 0.10 and VIF of 2.828 < 10 , this to signify that the price variable No happen Multicontinuity .

c. Heteroscedasticity Test

Test This aiming For do test whether on A model regression happen absence same Variants from residual in One observation to another observation. If the variants are different then it is called heteroscedasticity. Wrong One method For know There is No his heteroscedasticity in a multiple linear regression model, namely with look at the *scatterplot* graph. If there is no particular pattern and no spread above or below the number 0 on the Y axis, then it can be it is concluded that there is no heteroscedasticity. For the research model that Good is one in which there is no heteroscedasticity.

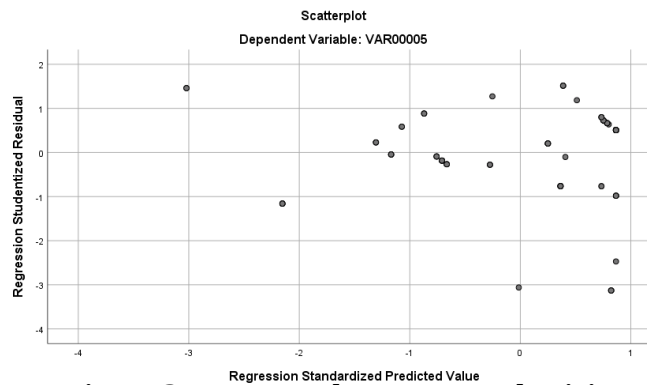


Figure 3: Test Results Heteroscedasticity
Source: Results Research Data Processing

From the picture on can seen that dots (*point-point*) show a pattern certain because it is not spread in a way evenly between number 0 on the Y axis . Then can concluded that variable the there is heteroscedasticity .

4. Analysis Multiple Linear Regression

In multiple linear analysis that has been done , then obtained coefficient regression, value t_{count} and level significant . Model equality regression linear multiple as following:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

Information :

Y = Variable Dependent

a = Constant

b_1, b_2, b_3 = Coefficient regression to be interpreted

$X_1 X_2 X_3$ = Variable Independent

Table 11. Test Results Regression Multiple

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta
1	(Constant)	4,810	1,022	
	Quality Of Service	0.295	0.101	0.345
	Promotion	0.356	0.183	0.328
	Price	0.208	0.130	0.209
	Discount	0.057	0.086	0.056

Source: Results Research Data Processing

Based on results processing data on table 4.18 in on can obtained equality linear regression multiple as follows:

$$Y = 4810 + 0.295 X_1 + 0.356$$

It means :

1. Constants as big as 4,810 It means Variables Quality of Service , Promotion , Price and Discount No experience changes (considered) constant), then Satisfaction Consumer which is formed is as big as 4,810 .
2. Coefficient X_1 (Quality Service) is valuable positive as big as 0.295 matter This show that There is connection Quality Service with Satisfaction Consumer if variable Quality

Improved service One unit , then Satisfaction Consumer which is formed will increase by 0.295 units , with assumption that other variables No experience change .

3. The coefficient X2 (Promotion) has a value positive as much as 0.356 things This show that There is connection Promotion with Satisfaction Consumer if variable increased price One unit, then Satisfaction Consumers who will formed will increase by 0.356 units, with assumption that other variables No experience change.
4. The coefficient of X3 (Price) has a value positive as much as 0.208 things This show that There is Price relationship with Satisfaction Consumer if Increased Price variable One unit, then Satisfaction Consumers who will formed will increase by 0.208 units, with assumption that other variables No experience change.
5. The coefficient X4 (Discount) has a value positive by 0.057 things This show that There is connection Discount with Satisfaction Consumer if variable Enhanced discount One unit, then Satisfaction Consumers who will formed will increase by 0.057 units, with assumption that other variables No experience change.

b. Hypothesis Testing

1. Partial Test (T Test)

T test is used For test how much Far level significance influence variable independent (Quality) Services, Promotions, Prices and Discounts) in influence variable dependent (consumer satisfaction) partial. Testing significant coefficient correlation partial and coefficient regression in a way partial done with see level significance, if level the significance generated from calculation below 0.05, then hypothesis rejected or which means that there is positive and significant influence between variables X and Y. Equation the formula is as following :

H₀ = Variable X does not influential to variable Y

H₁ = Variable X has an effect to variable Y

Rules taking decision in testing This is :

1. If **t_{counts}** > **t_{table}** and value Significant < 0.05, then **H₀** rejected **H₁** is accepted , so variable independent (X) influential significant to variable dependent (Y).
2. If **t_{counts}** < **t_{table}** and values Significant > 0.05, then **H₀** accepted **H₁** is rejected , so variable independent (X) no influential significant to variable dependent (Y).

**Table 12. Test Results In general Partial
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,810	1,022		4.705	.000
1 Quality Of Service	.295	.101	.345	2,937	.004
Promotion	.356	.183	.328	1,939	.056
Price	.208	.130	.209	1,596	.114
Discount	.057	.086	.056	.660	.511

Source: Results Research Data Processing

Based on the data in the table , then can known that :

1. On the variable Quality Service (X1) is available influence positive and significant, things This because of mark **t_{count}** 2.937 > **t_{table}** 1.6 63 and level its significance is 0.0 04 < 0.05

- then thus H_0 rejected and H_1 accepted, meaning there is positive and significant influence between variable Service Quality (X1) against variable consumer satisfaction (Y).
- On Variables Promotion (X2) is available influence positive and not significant, in this case This because of mark $t_{count} 1.939 > t_{table} 1.663$ and the level its significance is $0.056 > 0.05$ then Thus H_0 is rejected and H_1 is rejected, meaning that there is positive and negative influences significant between variable promotion (X2) against variable Satisfaction Consumer (Y).
 - On the Price variable (X3) there is no the influence that positive and negative significant, thing This because of mark $t_{count} 1.596 < t_{table} 1.663$ and level its significance is $0.114 > 0.05$ then thus H_0 accepted and H_a rejected, It means there is no positive and insignificant influence between Price variable (X3) against variable Satisfaction Consumer (Y).
 - On the variable Discount (X4) there is no the influence that positive and not significant, things This because of mark $t_{count} 0.660 < t_{table} 1.663$ and level its significance is $0.511 > 0.05$ then thus H_0 accepted and H_1 is rejected, It means there is no positive and insignificant influence between variable Discount (X4) against variable Satisfaction Consumer (Y).

2. Simultaneous Test (F Test)

F test is performed For test is there any influence in a way together (simultaneously) between each and every variable independent with variable dependent . The criteria used is :

- If the probability > 0.05 then H_0 is accepted.
- If the probability < 0.05 then H_0 is rejected.

Rules taking decision in testing This is :

- If $F_{counts} > F_{table}$ and values significant < 0.05 then H_0 is rejected H_1 accepted , so variable independent (X) influential significant to variable dependent (Y).
- If $F_{counts} < F_{table}$ and value significant > 0.05 then H_0 is accepted H_1 is rejected , so variable independent (X) no influential significant to variable dependent (Y).

The results of the F test are shown in the table. as following :

**Table 13. Test Results in General Simultan
ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	574,681	4	143,670	77,631	.000 ^b
	Residual	151,756	82	1,851		
	Total	726,437	86			

Source: Results Research Data Processing

If you look at it from the results of the regression test that have been obtained, results calculation show that $F_{count} 77.631 > 2.117 F_{table}$ and value The significance value in the ANNOVA table is 0.000, which means mark the more small from 0.05 then can known that mark the states that H_0 is rejected, and indicates there is influence between the four variables studied , meaning that Quality Service (X1), Promotion (X2), Price (X3), Discount (X4) in a way together influential significant to satisfaction consumers.

3. Coefficient Test Determination (R^2)

Analysis This used in the relationship For know amount or percentage donation influence

variable independent in model regression has an influence on the *dependent variable*. So the coefficient The numbers shown show the extent to which the model is formed.can explain the actual conditions.

**Table 14. Test Results Adjusted R square (R^2)
Model Summary ^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.889 ^a	.791	.781	1.36040	1,735

Source: Results Research Data Processing

From the table above, can known that there is influence from Quality Services, Promotions, Prices and Discounts to Consumer Satisfaction. Numbers on *Adjusted R square* or also known as coefficient determination is of 0.781 or The same with 78.1 %. The figure is has the meaning that by 78.1% of the variables Satisfaction Consumer can explained by variables Quality Services, Promotions, Prices and Discounts, while the rest namely 21.9% influenced by variable other who does not researched .

2. Discussion

Influence Quality Service to Satisfaction Consumer

In the test, partial This there is influence positive and significant between variable Quality Service (X1) to variable Satisfaction Consumer (Y), thing This because of t - value $2.937 > t$ table 1.663, and the level its significance is $0.004 < 0.05$.

From the explanation this can also be reinforced by research previously by Suparno Saputra and Resty Yulistianis Sudarsa entitled Influence Quality Service To Satisfaction Consumers at Grand Setiabudi Hotel & Apartment that results the research they tested , the results of the F test were simultaneous quality variables service influential positive and significant amounting to 74,575.

Influence Promotion to Satisfaction Consumer

On the variable Promotion (X2) is available influence positive and negative significant to variable Satisfaction Consumers (Y), because t - value $1.939 > t$ - table 1.663 and the level its significance is $0.056 > 0.05$.

However different with study formerly by Listiawati et al . With title Influence Promotions and Prices for Satisfaction Consumers at PT Indomaret Suralaya say that Promotion and Price are the same influential to satisfaction consumers .

The Influence of Price on Satisfaction Consumer

In the Price variable (X3) no there is positive and negative influences there is significant influence between Price variable (X3) against variable Satisfaction Consumer (Y), thing This because of t - value $1.596 < t$ table 1.663 and level its significance is $0.114 > 0.05$.

However different with study previously by Widya Ningsih Putri et al. , with title journal The Influence of Price and Location on Satisfaction Customers at Batik Tulis Business at BUMDes Amarta who explained that the results of the t-test (partial) that they tested, it is known that mark significant Price is 0.006 more small from 0.05 and t count 2.885 more big from t table 2.00665. Then can concluded that Price variable has an effect in a way partial to variable satisfaction Customers in the Batik business Write on BUMDes Amarta.

Influence Discount to Satisfaction Consumer

On the variable Discount (X4) no there is positive and negative influences there is significant influence between variable Discount (X4) against variable Satisfaction Consumer (Y), thing This because of t value $0.660 < t_{table} 1.663$ and the level its significance is $0.511 > 0.05$. However different with study previously by June Siska et al., about journal his entitled Influence Discount and Quality Service to Satisfaction Customers at PT Wellindo Blas Media Kota Batam who get discounts and quality Service his influential positive to satisfaction customer.

4. Conclusions

Based on results research and discussion that has been done in chapter previously about connection Quality Services , Promotions , Prices and Discounts to Satisfaction Consumer Donny *Florist* , then can withdrawn conclusion as following ;

1. Variables Quality Service
Quality Variable Service in a way partial own influence positive and significant to variable Satisfaction Consumers , because mark $t_{count} 2.937 > t_{table} 1,663$ and level its significance is $0.004 < 0.05$. Based on criteria above , Quality Service (*Quality Service*) own role important in influence Satisfaction Consumers in Doni *Florist* .
2. Variables Promotion
Variables Promotion in a way partial No influential positive and negative significant to variable satisfaction consumer , thing This because of mark $t_{count} 1.939 > t_{table} 1.663$ and the level its significance is $0.056 > 0.05$. Based on criteria above , Promotion No so own role important in influence Satisfaction Consumers in Doni *Florist* .
3. Price Variable
Price Variables in partial No influential positive and negative significant to variable satisfaction consumer , thing This because of mark $t_{count} 1.596 < t_{table} 1.663$ and level its significance is $0.114 > 0.05$. Based on criteria above , Price not so own role important in influence Satisfaction Consumers in Doni *Florist* .
4. Variables Discount
Variables Discount in a way partial No influential positive and negative significant to variable satisfaction consumer , thing This because of mark $t_{count} 0.660 < t_{table} 1.663$ and the level its significance is $0.511 > 0.05$.
Based on criteria above , Price not so own role important in influence Satisfaction Consumers in Doni *Florist* .
5. Study This prove that there is influence in a way simultaneous between Quality Services , Promotions , Prices and Discounts to Satisfaction Consumers in 87 samples studied . This is obtained from results processing that shows that $77.631 > 2.117 F_{table}$ and value The significance level in the ANNOVA table is 0.000, which means mark the more small from 0.05.

After learn the entire research process involving all over the problem being tested , then can given advice as following :

1. For Companies
In results study This, Quality Service (X1) has influence big to satisfaction consumers, so that writer recommend to Donny *Florist* For still guard Quality Service for consumers still endure in rent back to Doni *Florist*.

In results study this , it is hoped Donny *Florist* still apply Promotion (X2) though Promotion No so influential to satisfaction consumers , with objective improved his promotion to be more known many people and consumers Donny *Florist* will the more increase.

In results study this, Price (X3) is not own influence big to satisfaction consumers , for Donny *Florist* so you can guard to stability the price that has been There is because of price board flowers in Doni *Florist* classified as Enough cheap compared to its competitors.

In results study this, Discount (X4) no so own influence big to satisfaction consumers. For Donny *Florist* For Can apply discount to consumers who have become customer or consumers who rent with amount Lots.

2. For Universities or Faculty

Research result This can become description for faculty or all over student about connection from a number of part *marketing mix* against satisfaction consumers, and can to browse a number of other factors (variables) that have influence more significant to variable other.

3. For Writer Furthermore

In thesis this, writer determine 5 variables, for researcher furthermore can developed with more variations Lots or use correlation other variables such as intervening or moderating variables so that study will more interesting from study previously.

Suggestions are compiled based on findings research that has been discussed. Suggestions can be refers to the action practical, development theory new, and/or study continued.

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