

**THE EFFECT OF PROMOTION STRATEGIES AND PRICE ON CONSUMER SATISFACTION FOR BOUQUET PRODUCTS IN CURAH TATAL VILLAGE, ARJASA SUBDISTRICT, SITUBONDO REGENCY**

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**ABSTRACT**

*In an era of globalization and increasingly fierce market competition, companies are required to be smarter in designing effective marketing strategies. One important element in marketing strategy is promotion, which serves to increase consumer awareness and interest in products. In addition, price is also a crucial factor that can influence purchasing decisions and consumer satisfaction. In this context, bouquet products, which are aesthetically arranged compositions of flowers, have become increasingly popular among the public, especially for various events such as weddings, birthdays, and other celebrations.*

*Keywords: Promotion Strategy; Price; Consumer Satisfaction.*

## **INTRODUCTION**

Business competition is becoming increasingly fierce in line with global growth and progress. Industry players are now facing greater challenges in capturing their target market share. Consumers have become more selective in assessing the benefits of each product, especially in the current situation. Marketing now places greater emphasis on competing for consumer perception rather than simply competing between products (Dewantoro et al., 2020). The rapid development of modern business and its increasingly unstoppable momentum have had a significant impact on the intensity of competition among business players. The growing number of businesses entering the competition has prompted entrepreneurs to work harder to maintain their market position. This is done to retain customers, which ultimately aims to ensure business continuity. As the number of competitors increases, the risk of losing customers also rises. This situation drives businesses to actively refine their marketing strategies to retain consumers' decisions in choosing their products or services (Tabelessy, 2021).

In the modern industrial era with increasingly intense competition, free trade has become a reality that demands optimal preparedness from companies in utilizing various production resources. The impact of free trade is now inevitable and felt by all countries as a whole. Therefore, companies need to be prepared to the maximum so as not to be eroded by the rapid flow of globalization. In this case, the main role of companies, namely marketing strategies, must be designed appropriately and in a timely manner to achieve the specified market targets while minimizing the risk of inefficiency or losses that may arise (Periyadi et al., 2020).

Micro, small, and medium enterprises (MSMEs) have a significant contribution to the Indonesian economy, both in terms of job creation and the number of business actors. To achieve marketing targets, MSMEs first develop product variations, set prices, and then implement promotional strategies to attract buyers. Product diversity is one of the key factors in stimulating buyer interest. Product variety refers to differences in design or type produced by a company. This strategy is commonly applied by producers when introducing their products to the target market, and product variety can be interpreted as a factor that must be considered when making purchasing decisions.

In addition to product variety, price is equally important in influencing consumer decisions. From a pricing perspective, it can also be defined as the amount of expenditure by consumers to obtain goods through transactions with sellers (Nusantari et al., 2023). Since 2017, an increasing number of bouquet sellers have gained popularity and started offering various types of bouquets with diverse designs and models. They adopt a luxurious and elegant concept, not only providing flower bouquets but also chocolate bouquets, decorative boxes, wedding gifts, car decorations, and even bouquets containing money. These products are generally used as gifts in engagement and wedding ceremonies, and all can be customized according to customer requests. Additionally, they offer flower arrangement services and additional decorations to enhance the bouquet's appearance, including delivery services (Ariska, 2023).

In marketing their products, they implement a structured promotional strategy, starting with advertisements and followed by other promotional methods such as personal sales, sales promotions, and publicity. These activities not only serve as a means of communication between buyers and sellers but also contribute to marketing decisions and raise awareness among all parties involved, encouraging them to act responsibly. Effective promotional strategies can drive an increase in consumer purchasing decisions. Similarly, pricing that aligns with the target market segment is crucial. Home-based businesses need to optimize promotional efforts and pricing strategies to attract consumer attention and interest. Sustained purchasing intent ultimately leads to the final decision to buy (Periyadi et al., 2020).

With the advancement of the modern era, the demand for various human needs continues to develop and increase. This condition has become a reference for business actors and the community who have an entrepreneurial spirit to further explore and develop innovative ideas in the economic field. In addition, consumer demand for goods has also increased, both in terms of quality and quantity (Wijayanto & Widiastuti, 2021). This opportunity has been seized by investors who have aggressively built networks and marketed their products to the surrounding community in Arjasa Sub-district.

Curah Tatal Village is a remote village located in the middle of the mountains, far from traditional markets and with limited access to public transportation. However, due to its unique demographic and cultural characteristics and its distance from modern society, some residents of

Curah Tatal Village have been able to adopt modern trends, particularly with the emergence of bouquet products.

Initially, there were no bouquet producers in the village. However, after returning from her Islamic boarding school, Silfana (the producer) began producing bouquets for the first time in the village. Initially, the producer only sold to close acquaintances and promoted the product by directly sharing information with nearby consumers. Over time, orders for bouquet products increased, and eventually the producer began promoting the products using social media, specifically WhatsApp. "Mee Shoop" is the name of the bouquet product created by the producer. Currently, the producer offers various types of bouquets for any occasion, including graduation ceremonies, birthdays, and decorative arrangements for cars. This offers an attractive market potential for bouquet products. However, a deep understanding of the relationship between promotional strategies and pricing aspects in relation to consumer satisfaction remains limited. Given the above phenomenon, the researcher is highly interested in conducting research on the topic titled "The Influence of Promotional Strategies and Pricing on Consumer Satisfaction for Bouquet Products in Curah Tatal Village, Arjasa Sub-District, Situbondo District."

**RESEARCH METHODS**

This study uses a quantitative approach. Quantitative research is a type of research that is systematic, planned, and clearly structured, from formulation to research design. In this study, the researcher used purposive sampling, which is a non-random sampling method (*non-probability sampling*). The researcher carefully selected samples based on Cooper and Emory due to the uncertain population. The research instrument testing activities include validity testing, reliability testing, classical assumption testing (normality testing, multicollinearity testing, heteroscedasticity testing), hypothesis testing, and simultaneous testing.

**RESULTS AND DISCUSSION**

To determine the effect of promotional strategies and prices on customer satisfaction, the author conducted several statistical tests, as follows:

**Validity Test**

Validity aims to assess the extent to which each item in the questionnaire can represent the variable being studied. The researcher used Pearson's correlation to measure the correlation between the respondents' scores. The testing process was assisted by the use of SPSS version 31 software. An item was declared valid if the calculated  $r > r$  table. The table  $r$  value is calculated using the  $df$  (degree of freedom) formula, which is  $n-2$  with a significance level of 0.5, resulting in  $df = 100 - 2 = 98$ . Therefore, the table  $r$  value is 0.195.

**Table 1. Validity test results**

No	Variable	Indicator	$r_{hitung}$	$r_{tabel}$	Description
1	PRICE PROMOTION	X1.1	0,656	0,196	valid
		X1.2	0,680	0,196	valid
		X1.3	0,656	0,196	valid
		X1.4	0,663	0,196	valid
		X1.5	0,505	0,196	valid
2	PRICE	X2.1	0,580	0,196	valid
		X2.2	0,722	0,196	valid
		X2.3	0,794	0,196	valid
		X2.4	0,701	0,196	valid
		X2.5	0,684	0,196	valid
3	CUSTOMER SATISFACTION	Y.1	0,647	0,196	valid
		Y.2	0,760	0,196	valid
		Y.3	0,796	0,196	valid
		Y.4	0,805	0,196	valid
		Y.5	0,794	0,196	valid

Based on the table above, all indicators used to measure the variables of promotional strategy, price, and customer satisfaction show correlation coefficient values that exceed the table values, thus, all three variables are declared valid.

**Reliability Test**

The testing in this study aims to determine whether the instruments used can provide consistent results. The analysis of the testing uses the Cronbach alpha formula through SPSS version 31 software. A variable is considered reliable if the Cronbach alpha value is > 0.60.

**Table 2 Reliability test results**

No	Variable	Cronbach Alpha	Reliability Standards	Description
1	Promotion Strategy	0,630	0,60	Reliable
2	Price	0,730	0,60	Reliable
3	Customer Satisfaction	0,820	0,60	Reliable

The table above presents the reliability test results, which show that all variables have a Cronbach's alpha value of more than 0.60. Thus, the variable indicators are deemed suitable for use as measurement instruments.

**Classical Assumption Test**

The purpose of the classical assumption is to evaluate whether the regression data meets the basic assumptions that support the validity of the model and satisfies the required statistical criteria. This analysis was conducted using SPSS version 31 software.

1. Normality Test

The normality test aims to ensure that the data in the regression model is normally distributed, which will affect the accuracy of the analysis results, confidence intervals, and statistical decision making. Data is considered normal if the Asymp.Sig of the dependent variable at a significance level of 5% (0.05) in the Kolmogorov-Smirnov test is greater than 0.05. The output of the K-S test shows a Test Statistic value of 0.076 and an Asymp Sig of 0.160 > 0.05, indicating that multiple linear regression requires data that is normally distributed.

2. Multicollinearity Test

The benefit of this test is to identify the emergence of high regression between independent variables in regression techniques. In this test, the data must be checked for multicollinearity before regression analysis is performed, because if not, the analysis results will be invalid, the coefficients will be unstable, and interpretation will be difficult. The model is said to be free of multicollinearity if the tolerance value is > 0.10 and VIF < 10.

**Table 3. Multicollinearity Test**

Model	Coefficients <sup>a</sup>		
	Collinearity Statistics		
	Tolerance	VIF	
1	TOTAL_X1	.780	1.281
	TOTAL_X2	.780	1.281

a. Dependent Variable: Y

The table above shows the results of the multicollinearity test, where the VIF values of variables X1 and X2 are less than 10 and the tolerance values are greater than 0.01. These results indicate that there is no indication of multicollinearity in the model.

3. Heteroscedasticity Test

This analysis was conducted to determine whether the model experienced residual variance heterogeneity. This test is a process to check whether the prediction errors (residuals) based on the regression method are spread evenly (constant) or not. If not, then there is a difference in residual variance, which affects the regression assumption and can invalidate the model results. In the Glejser method, regression is performed between the absolute residual values and the independent variable. The model is considered free from heteroscedasticity if the significance value obtained is greater than 0.05.

**Table 4. Heteroscedasticity Test Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.426	1.687		3.217	.002
	TOTAL_X1	-.058	.079	-.081	-.728	.469
	TOTAL_X2	-.115	.073	-.176	-1.574	.119

a. Dependent variable : Abs\_RES

Referring to the output results in the table above, it is evident that the significance value of both independent variables is > 0.05, so it can be concluded that there are no deviations in the data.

**Multiple linear regression analysis**

This study uses multiple regression to measure the extent to which the independent variables of promotional strategy (X1) and price (X2) influence the dependent variable of customer satisfaction (Y). The testing was conducted using SPSS software.

**Regression Results**

Data processing using SPSS version 31 produced the regression equation coefficients for bouquet products as follows:

**Table 5. Results of Multiple Linear Regression Test Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.150	1.572		-.095	.924
	X1	.268	.026	.547	10.432	<.001
	X2	.752	.076	.521	9.931	<.001

a. Dependent Variable: Y

1. The result of  $\beta_1$  shows a positive result of 0.547, which means that if the promotion strategy is improved, consumer satisfaction will increase.
2. The result of  $\beta_2$  shows a positive result of 0.521, which indicates that an increase in price will be followed by an increase in consumer satisfaction.

**Hypothesis Testing (t)**

Partial t-tests were used to assess the extent of the influence of each independent variable, namely promotion strategy (X1) and price (X2), on consumer satisfaction (Y). To test the t-statistic, a significance level of 0.05 was used. Using the formula  $df=n-k=100-3=97$ , the t-table value was found to be 97, where n = sample size and k = number of variables.

**Table 6. Hypothesis Test Results (t) Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.150	1.572		-.095	.924
	X1	.268	.026	.547	10.432	<.001
	X2	.752	.076	.521	9.931	<.001

a. Dependent Variable: Y

Based on the table above, the calculated t-value for variable X1 is 10.432 and for X2 is 9.931, both of which are much greater than the table t-value ( $\pm 1.984$ ) at  $df = 97$  and  $\alpha = 0.005$ . The sig. (p-value) for both variables is < 0.001, meaning it is much smaller than 0.005, so variable X1 (promotional strategy) has a significant effect on (Y) customer satisfaction, which means  $H_1$  is accepted, and variable X2 (price) also has a significant effect on (Y) customer satisfaction, which means  $H_2$  is accepted.

**Simultaneous Test (f)**

The F-test, also known as the simultaneous test, aims to determine whether the regression model as a whole is able to explain the effect of independent variables on the dependent variable. In

this context, the F test is used to assess the significance of all independent variables in a multiple linear regression model. If the calculated F is greater than the table F, then the regression model is considered unsuitable for use as an analytical tool. If the calculated F is less than the table F, then the regression model is considered suitable for use in the analysis.

**Table 7. Simultaneous Test Results (F)**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	948.510	2	474.255	156.662	<.001 <sup>b</sup>
	Residual	293.644	97	3.027		
	Total	1242.154	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on the output of SPSS version 31, the calculated F value was 156.662 with a significance value of > 0.001. Since the significance value is less than 0.005, it can be concluded that variables X1 (promotion strategy) and X2 (price) simultaneously have a significant effect on variable Y (customer satisfaction). Therefore, hypothesis H3 is accepted. This means that the regression model is statistically valid and appropriate for use. In other words, promotional strategy and price together have a significant effect on consumer satisfaction.

## DISCUSSION

### The Effect of Promotional Strategy on Customer Satisfaction

From the previous test results, it is known that promotional strategy has a significant effect on customer satisfaction. This means that an improvement in the promotional strategy for bouquet products will be followed by an increase in customer satisfaction levels.

Thus, it can be concluded that purchasing decisions are significantly influenced by the promotional strategy variable. This is proven by the hypothesis test results, which show a significance value of 0.001, which is less than the significance threshold of 0.05. Therefore, the hypothesis in this study is proven and accepted as true.

The promotional strategy carried out by Mee Shoop is that the producer consistently posts information about their bouquets on their WhatsApp status. Along with consistently posting their products, the producer also increases or adds to their network of contacts so that their products become more widely known. The more often promotions are carried out, the greater the likelihood that the product will become widely known and attract the attention of consumers, ultimately leading to a purchase. The consistently implemented promotional strategy is expected to build a positive image in consumers' minds, so that when consumers intend to buy a bouquet, the first thing that comes to their minds is the bouquet product from Mee Shoop.

The results of this study are consistent with previous studies conducted by Tabelessy (2021), which found that purchasing decisions at the home-based business Buket Bunga Viktoria were significantly influenced by the variable of promotion.

### The Effect of Price on Consumer Satisfaction

Previous tests have proven that the price variable has a significant effect on the level of consumer satisfaction. This finding indicates that the more appropriate or affordable the price of the bouquet product, the higher the satisfaction felt by consumers.

Meanwhile, the results of the hypothesis test in this study also state that the price variable significantly influences purchasing decisions. This is proven by a significance value of 0.001, which is less than 0.05, so the hypothesis is accepted and its validity is confirmed.

Price is one of the important aspects considered by consumers when purchasing a product. Consumers evaluate the price range offered by Mee Shoop, which is between Rp30,000 and Rp150,000, compare it with the prices of bouquets from other sellers, and adjust it to the quality of the product provided. The price set by Mee Shoop is also considered comparable to the quality of the bouquets offered.

The results of this study align with a previous study by Tabelessy (2021), which revealed that the price variable significantly influences purchasing decisions in the home-based business of Viktoria Flower Bouquets.

### **The Effect of Promotion and Price Strategies on Customer Satisfaction**

Based on the results of the data analysis, it can be seen that the variables of promotion and price simultaneously have a significant impact on customer satisfaction. This shows that both play a crucial and complementary role in shaping consumer perceptions and experiences of the products or services offered.

Appropriate promotional strategies, such as the use of relevant media, attractive messages, and appropriate promotional strategy frequency, can increase consumer awareness and interest. Effective promotions can also shape a positive image of the product and company, so that consumers feel more confident and satisfied with their purchasing decisions.

On the other hand, price plays a significant role in shaping consumer satisfaction levels. The alignment between product quality and the price offered can build positive consumer perceptions of a product's value. Generally, consumers will feel satisfied if the product they receive meets their expectations and is offered at a price they consider fair or competitive.

The simultaneous influence of promotional strategies and price indicates that both are inseparable in shaping consumer satisfaction. Effective promotion without a suitable pricing strategy will not yield optimal results, and vice versa. Therefore, companies need to design promotional strategies and pricing in a synergistic manner to enhance consumer satisfaction and loyalty sustainably.

The findings of this study reinforce the importance of an integrated approach in marketing strategies, where each element supports one another in creating value and positive experiences for consumers.

### **CONCLUSIONS**

Promotional strategies have been proven to have a significant effect on customer satisfaction levels. This indicates that the more optimal the implementation of promotions—such as through social media, discounts, or other attractive offers the higher the customer satisfaction with the bouquet products offered. The price variable also has a significant impact on customer satisfaction. Satisfaction is felt by consumers when the price paid is equivalent to the benefits and quality obtained. Competitive and affordable prices are one of the important factors in driving customer satisfaction. Together, price and promotional strategies contribute significantly to consumer satisfaction. In other words, these two factors simultaneously provide a strong explanation of the level of consumer satisfaction with bouquet products in the region.

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