

THE INFLUENCE OF PRICE, SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AT BOUQUET.FILI STORE CIKARANG.

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ABSTRACT

This study aims to analyze the influence of price, service quality, and product quality on customer satisfaction at Store Bouquet.fili in Cikarang. The research is motivated by the increasing trend of gifting bouquets for various celebrations and the high level of competition in the bouquet industry, which requires business owners to deliver both innovation and excellent service. This is a descriptive quantitative research that collected data through questionnaires from 75 respondents who had previously made transactions at Store Bouquet.fili. The data was analyzed using SmartPLS4 through validity and reliability testing, followed by path analysis to determine variable relationships. The results show that price has a positive but not significant effect on customer satisfaction. On the other hand, service quality and product quality both have a positive and significant influence on customer satisfaction. Therefore, it is recommended that Store Bouquet.fili continues to enhance service and product quality as a key strategy to maintain customer loyalty and satisfaction. Future research is advised to include other variables such as promotion or brand image to obtain a more comprehensive understanding.

Keywords: Price, Quality of Service, Quality of Products, Customer Satisfaction

INTRODUCTION

Currently, the flower bouquet trend has grown rapidly, especially among the younger generation and Gen Z. Flower bouquets are not only used as gifts for important events such as graduations, birthdays, or weddings. Besides these major moments, flower bouquets are also often used as a symbol of attention and affection in various small celebrations with friends and family. For example, a flower bouquet can be an expression of gratitude, an apology, or simply a form of appreciation in everyday togetherness. The presence of flower bouquets on these various occasions strengthens emotional bonds between individuals and adds warmth to the celebratory atmosphere, both large and small. Thus, flower bouquets have a broad and important role in expressing feelings and strengthening social relationships (Nurastuti et al., 2022). The world of flower bouquets is also increasingly diverse. If in the past bouquets only consisted of fresh flowers, now many are making bouquets with combinations of other items such as money, snacks, dolls, toys, or even other small gifts. Small and medium enterprises (UMKM) are included in this type of business, which requires additional development to survive in market trends (Junedi et al., 2021). From year to year, the growth of small and medium enterprises (UMKM) experienced a significant decline, especially during the Covid-19 pandemic, which had a broad impact on various economic sectors. Many UMKM faced severe challenges, ranging from declining consumer purchasing power and supply chain disruptions to restrictions on social activities that limited their business operations. This condition caused a slowdown in growth and even the closure of a number of small and medium enterprises in various regions.

However, after the end of the Covid-19 pandemic, there was a positive trend showing the recovery and increased growth of UMKM (Marpuah & Hutauruk, 2023). According to data released by the Indonesian Ministry of Trade, the growth chart of UMKM has begun to show an encouraging increase. This reflects the adaptation and innovation carried out by UMKM players in facing post-pandemic challenges, such as the use of digital technology, improved product quality, and more effective marketing strategies (Junedi et al., 2022). The increase in the growth chart of UMKM is also supported by various government policies aimed at restoring the national economy, including capital assistance programs, entrepreneurship training, and facilitation of market access (Yanti et al., 2025).

With this support, UMKM are expected to rebound and contribute significantly to the Indonesian economy. This trend is an important indicator that the UMKM sector has a strategic role in driving inclusive and sustainable economic growth in the future (Sri Handayani & Syarifudin, 2022). UMKM have experienced rapid development in Indonesia after the New Normal era. According to Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (UMKM), a small business is defined as an independent productive economic activity (Yahya, 2020). This business is carried out by individuals or business entities that are not branches of companies or branches of companies that are owned, controlled, or are directly or indirectly part of medium or large businesses and meet other requirements (Handayani & Hidayat, 2022).

Small and medium enterprises (UMKM) play an important role in Indonesian economic activity, especially in creating jobs and providing household empowerment that supports income (Fauziah et al., 2024). From year to year, the growth of small and medium enterprises (UMKM) has declined. After the end of the Covid-19 pandemic, an

increasing graph of UMKM can be seen, according to the Indonesian Ministry of Trade, and can be described as follows (Harisandi, Yahya, et al., 2023).

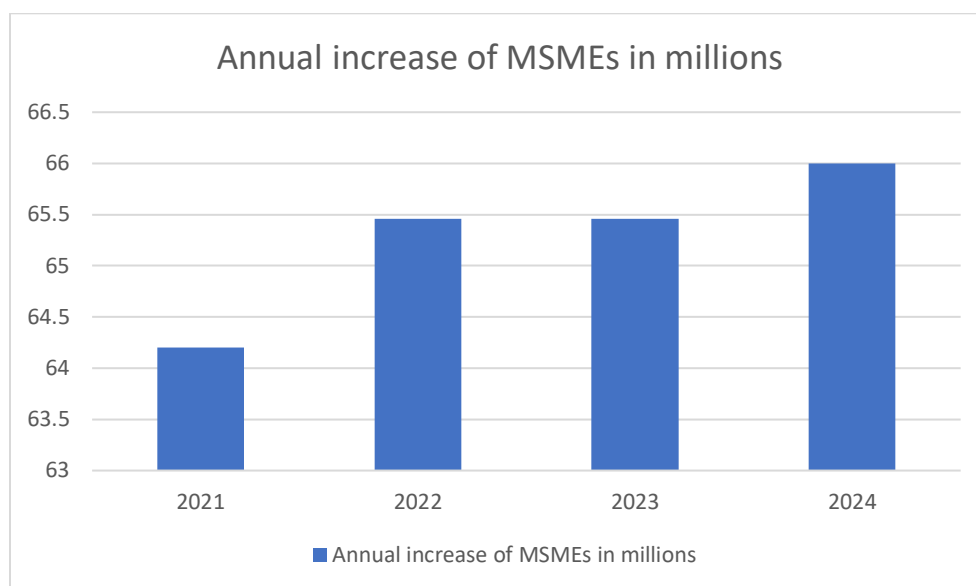


Figure 1. Annual increase of MSMEs in millions

Table 1. Improvement of MSMEs

Year	MSMEs
2021	64,2 Juta
2022	65,46 Juta
2023	65,46 Juta
2024	66 Juta

Source: Ministry of Trade of the Republic of Indonesia

From the data above, it can be said that every business owner has the creativity to sustain and grow their business. This is evident from the monthly data, which consistently shows new businesses emerging across Indonesia. The growth data of MSMEs (Micro, Small, and Medium Enterprises) over the last five years reflects fluctuating changes. In 2018, the total number reached 64.19 million, followed by an increase in 2019 to 65.47 million. However, in 2020, the number declined to 64 million MSMEs before rising again the following year to 65.46 million. The number of MSMEs dropped once more in 2022 to 65 million. According to recorded data, 2023 saw an increase, with a total of 66 million business owners (FAUZAN, 2025). The development of MSME data in Indonesia provides insights into the condition and growth of these enterprises. Micro, Small, and Medium Enterprises remain the backbone of Indonesia's economy to this day (Kurniawan, 2025).

As times progress, entrepreneurs will venture into any business they perceive as having the greatest potential to meet high consumer demand. One such business that combines aesthetic value and creativity is the flower bouquet craft. According to the Indonesian Dictionary, a bouquet is an arrangement of flowers. As stated by Octaviani et al. (2023) in (Adewiyeh & Kurriwati, 2024), a flower bouquet is a beautiful and varied floral arrangement, complemented with foliage, forming an attractive composition.

Nowadays, there are many innovations in bouquet businesses, creating various types such as snack bouquets, money bouquets, and artificial flower bouquets (Yuningsih et al., 2023). Flower bouquets are one of the most fragile agribusiness products, given their delicate physical nature and the need for special handling. Due to the evolving business landscape, bouquet entrepreneurs are compelled to present creative, unique, and affordable products.

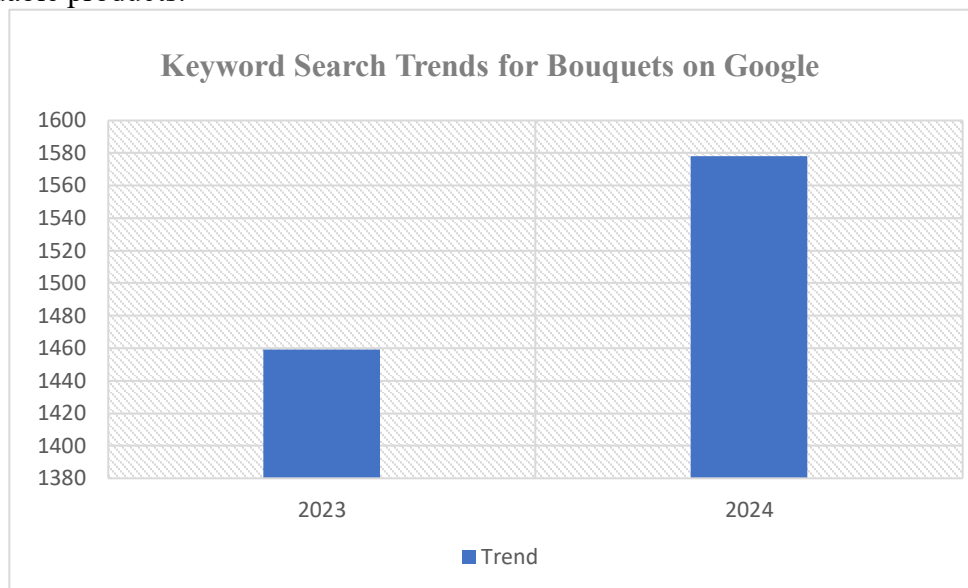


Figure 2. Keyword Search Trends for Bouquets on Google

It can be seen from the data in the graph above that the search for "bouquet" has a rising trend. This trend indicates that Indonesian people have a high interest in bouquet products (H. Sinulingga & T Putra, 2024). The design of flower bouquets is also becoming more creative and follows current tastes. Many young people prefer bouquets in aesthetic colors such as monochrome (black-white), earth tones, or contemporary wrappings. Social media platforms like Instagram, Pinterest, and TikTok have a significant influence in shaping this trend, as many viral bouquet design inspirations are followed by many people. Additionally, personalization has become a highly sought-after value. Consumers can now order bouquets according to their preferences, whether in terms of flower types, colors, or additional gifts included, making the bouquet feel more personal and special (Fadillah, 2024).

Due to the vast market opportunities and the numerous events in Bekasi, it has become the main driver for the growth of flower bouquet shops. In addition, the trend of giving flower bouquets as gifts is increasingly popular, especially among young people (Hidayattulloh et al., 2024). With many bouquet shops located in Bekasi, they are easier to find. The growing variety of bouquet models has led businesses to innovate in various ways, including flower arrangements, fresh hand-held bouquets, artificial flowers, snack bouquets, money bouquets, and other unique bouquets. Moreover, bouquet consumers assess the outcomes based on price, product quality, and service.

In terms of price, flower bouquets are now very varied, ranging from affordable to premium options, making them accessible to various groups. Flower shops, both offline and online, as well as major marketplaces, make it easy for anyone to get flower bouquets according to their needs (Harisandi, Rabiatul Hariroh, et al., 2023). Overall, the trend of flower bouquets for 2024-2025 is heavily influenced by the creativity of the younger

generation, with increasingly unique designs, high personalization, and not limited to just flowers, but also including various interesting and contemporary gift elements (Adzimu D, 2024).

Price is one of the elements of the marketing mix that plays an important role and is one of the main considerations for most consumers in assessing their satisfaction with the offered product (Arsyad S, 2023). Price is also part of the marketing mix that generates income, while other parts incur costs (Octaviani et al., 2023).

Service quality is all forms of activities carried out by the company to meet customer expectations. Service in this context is interpreted as the service or assistance provided by the service provider, which includes convenience, speed, relationships, ability, and friendliness demonstrated through attitudes and behaviors in delivering service for customer satisfaction (Arsyad S, 2023).

According to (Arifani et al., 2022), product quality is a characteristic of a product or service that depends on its ability to satisfy expressed or implied customer needs. Product quality is one of the important factors that make a product chosen by the public and will determine how the public evaluates a particular product. Meanwhile, according to (Napitu et al., 2022), product quality can be defined as the overall combination of product and service characteristics resulting from marketing, engineering, production, and maintenance that allows these products and services to meet customer and consumer expectations.

According to (Hidayah & Yasin, 2024), who studied the Influence of Service Quality on Consumer Satisfaction in Purchasing Flower Bouquets at Nuansa Florist Summersari, it is stated that service quality significantly affects consumer satisfaction through the factors of reliability, responsiveness, assurance, empathy, and physical evidence. According to (Napitu et al., 2022), who studied the Influence of Product Quality and Service Quality on Purchase Decisions at Miyukie Florist Pematangsiantar, it is stated that product quality and service quality significantly affect purchase decisions at Miyukie Florist Pematangsiantar. Another study (Octaviani et al., 2023) titled The Influence of Price and Quality on Consumer Purchase Intentions for Flower Bouquets (Case Study at Syerr Art Collections) states that the variables of price and product quality significantly influence consumer purchase intentions.

Based on the data above, it is evident that bouquet stores are now widely spread in several cities, and it is not uncommon for bouquet artisans to pursue their work as a hobby. This research aims to determine customer satisfaction at the Bouquet.fili store in the Cikarang Pusat area. Bouquet.fili has been established and operating since 2020, relying on connections among friends and has successfully sold over 300 bouquets, including types such as flower bouquets, money bouquets, snack bouquets, shoe bouquets, kitchen spice bouquets, and other requested bouquet types. The expected benefit of this research is to assess customer satisfaction at Bouquet.fili and to identify shortcomings as evaluation material for the owner.

Based on previous studies, there has been limited research specifically addressing the relationship between price, service quality, and product quality with customer satisfaction in the creative industry, such as local bouquet stores (Harisandi, 2024). This research fills that gap by exploring Store Bouquet.fili, which incorporates unique features like personalized and digitalized services. The urgency of this research lies in the need for MSMEs to understand the factors that can improve customer satisfaction amid the intense competition in the creative industry, especially in the post-pandemic era which demands adaptation to digital technology and personalization trends.

The relationship between price, service quality, and product quality variables and customer satisfaction can be examined from previous journals stating that price has a positive and significant effect on customer satisfaction (Gofur, 2019). The service quality variable has a positive and significant effect on customer satisfaction (A. Jannah & A Hayuningtias, 2024). And the product quality variable has a significant effect on customer satisfaction (Syifa & Nurhadi, 2025). Previous journals that have tested the relationship between Price, Service Quality, and Product Quality on Customer Satisfaction have been widely tested (Andriyani & Ardianto, 2020). Therefore, the author is developing a new object to fill the research gap, namely using the research object at Store Bouquet.fili. It is known that the number of Bouquet shops in Bekasi Regency is very large and easily found in several areas of Cikarang. For this reason, the researcher used the Bouquet Store object in Bekasi Regency.

Store Bouquet.fili is a bouquet house specializing in creating custom bouquets according to orders received from customers. Each bouquet is carefully designed to meet the wishes and needs of consumers, so that every product produced has a personal and unique value. This service allows customers to get a bouquet that is not only visually beautiful, but also suitable for the special theme or event they are celebrating.

Bouquet.fili offers a wide variety of popular and best-selling bouquet types on the market. Some of the most sought-after bouquet types include money bouquets, artificial flower bouquets, doll bouquets, and snack bouquets. This product diversity provides a wide choice for consumers to customize gifts according to their tastes and event needs. These bouquets are usually used for various special events such as graduations, birthdays, anniversaries, weddings, and Valentine's Day, making Bouquet.fili one of the main choices for giving memorable and meaningful gifts.

In addition to its flagship products, Bouquet.fili also accepts custom bouquet orders designed specifically according to customer requests. This flexibility allows customers to be creative and express their ideas in the form of unique and personal bouquets. Thus, every bouquet made is not just a gift, but also a work of art that has high emotional value for the recipient.

In terms of price, Store Bouquet.fili provides a very diverse range of options, from affordable prices in the thousands of rupiah to premium products costing millions of rupiah. This allows Bouquet.fili to reach various market segments, from consumers looking for simple gifts to those who want exclusive and luxurious bouquet arrangements. With maintained product quality and responsive service, Bouquet.fili continues to strive to provide maximum satisfaction to every customer.

According to KBBI, consumers include people who use manufactured goods, receive advertising messages, or use services. Other definitions of consumers include users, enjoyers, beneficiaries, eaters, recipients, listeners, and many more.

Consumer satisfaction is the level of satisfaction, desire, and positive experience felt by customers after using a product or receiving a service from a company or organization (Hadi et al., 2024). Meanwhile, according to (Hidayati et al., 2024), consumer satisfaction can be defined as a condition where consumer needs, desires, and expectations are met, or it is a behavioral response of consumers after purchasing a product that they perceive. Consumer satisfaction can be influenced by price, product quality, and service quality.

According to (Lauwson & Megawati, 2024), the influence of price and promotion on consumer satisfaction at flower shops in Palembang City shows that price has a positive and significant effect on consumer satisfaction. According to (Riyanto & Satinah, 2023), the influence of service quality and price on customer satisfaction shows that service

quality and price both have a positive and significant effect on consumer satisfaction. According to (Febriana & Octavia, 2024).

This study contributes both practically and scientifically by offering insights into strategies to improve customer satisfaction in local bouquet businesses through the integration of digital services, product personalization for Gen Z segments, and social media engagement. The novelty of this research lies in its focus on a less-studied object Store Bouquet.fili in Cikarang which represents the dynamics of MSMEs in the creative industry.

METHOD OF IMPLEMENTATION

This type of research is quantitative descriptive research, which aims to determine the degree of relationship and influence between two or more variables (Arsyad S, 2023). Descriptive research is a type of research conducted to provide a more detailed description of a symptom or phenomenon (Adzimu D, 2024). In descriptive research, researchers strive to present accurate data that is consistent with facts obtained directly from the field. The data collected usually consists of detailed information about relevant variables, such as age, gender, education level, occupation, and social status of respondents, so that the resulting description is complete and representative.

In this study, there are 4 interrelated instruments that can be used to explain, predict, and control phenomena, namely Price (X1), Service Quality (X1), Product Quality (X3), and Consumer Satisfaction (Y).

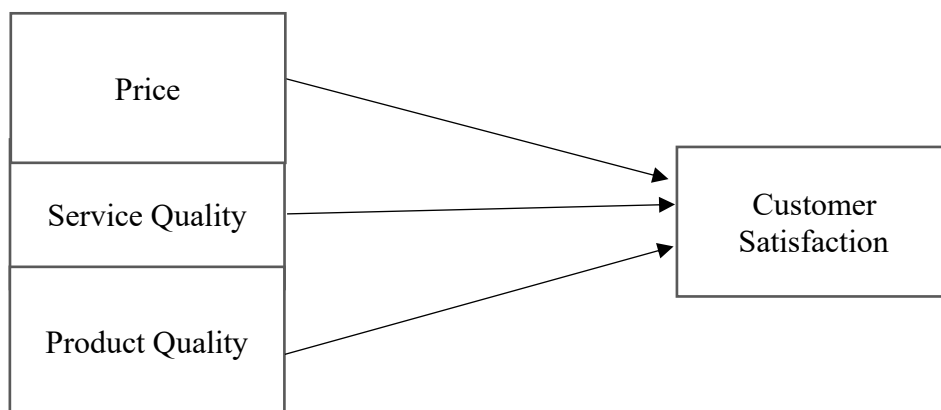


Figure 3. Framework of Thinking

The number and characteristics of the samples collected from consumers will serve as the basis for conducting statistical analysis to test hypotheses and address the research problem statement. Thus, the research results obtained can reflect the views of consumers in a representative manner, even though this sample does not cover the entire Bouquet.fili consumer population. This sample is expected to provide a fairly accurate picture of the level of satisfaction, preferences, and factors that influence consumer purchasing behavior. From the results of distributing the questionnaire to Bouquet.fili consumers, a total of 75 respondents were collected.

In this study, sampling was conducted using non-probability sampling techniques, whereby the sampling method does not give equal opportunity to each element or member of the population to be selected as a sample. Furthermore, the technique used was purposive sampling, which is a technique for determining samples based on specific

considerations (Adzimu D, 2024). In this study, samples were taken from Bouquet.fili consumers who had made transactions at the store.

The purposive sampling technique was used because only respondents who had previously made transactions at Store Bouquet.fili were relevant to provide accurate data on customer satisfaction. This inclusion criterion ensures that respondents have actual experience in interacting with the store's products and services.

RESULTS AND DISCUSSION

The following are the results of a questionnaire distributed to consumers in the Cikarang area. This data will serve as the basis for further analysis of the strengths, weaknesses, and opportunities for improvement that Store Bouquet.fili can implement to enhance the quality of its services and products offered to customers.

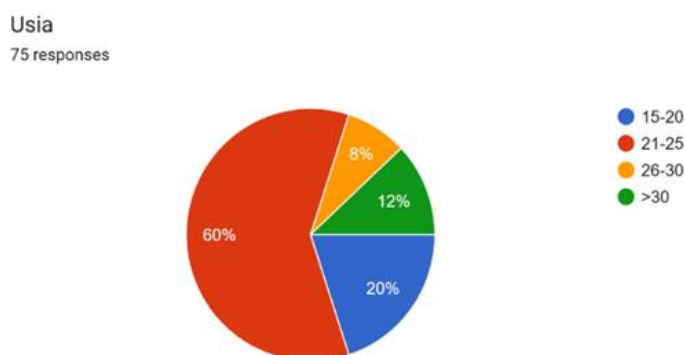


Figure 4. Age of the Respondents

From the age diagram above, it can be concluded that most of the respondents are aged 21-25 years old with a percentage of 60%. Next is the 15-20 age group with a percentage of 20%. Then, 12% are aged >30 years old. Finally, 8% are aged 26-30 years old. This makes a total of 75 respondents.

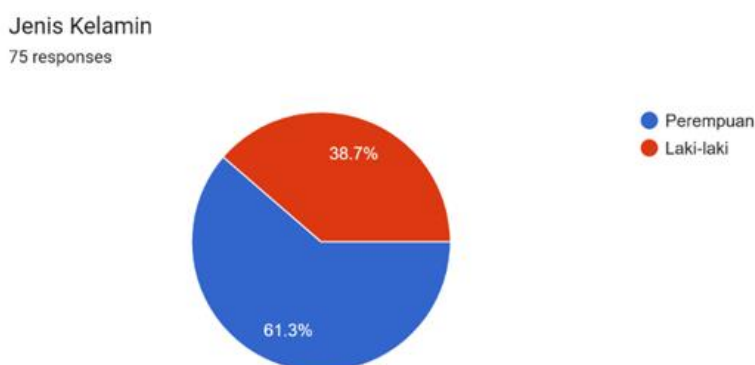


Figure 5. Gender of the Respondent

From the diagram showing gender, it can be concluded that most of the respondents who filled out this research questionnaire were women, accounting for 61.3% of the total sample. The remaining 38.7% were male. It can be concluded that the female

sample was more dominant than the male respondents. Thus, the total number of respondents based on gender was 75.

Validity and Reliability Test

According to Sugiyono (2012:348) as cited in Prambudi & Imantoro (2021), a validity test is conducted to determine the degree of accuracy between the data collected by the researcher and what is actually being measured. The validity test is used to assess whether each item within a variable is valid or not. In this study, an item is considered valid if the value is above 0.70.

The reliability test, according to Sugiyono (2017) as cited in A. Jannah & A. Hayuningtias (2024), is used to measure the consistency of the data, where an instrument is declared reliable if it can produce the same data when used repeatedly to measure the same object. Reliability testing is carried out using statistical analysis (Cronbach's Alpha), and the instrument is considered reliable if the Cronbach's Alpha value is greater than 0.70.

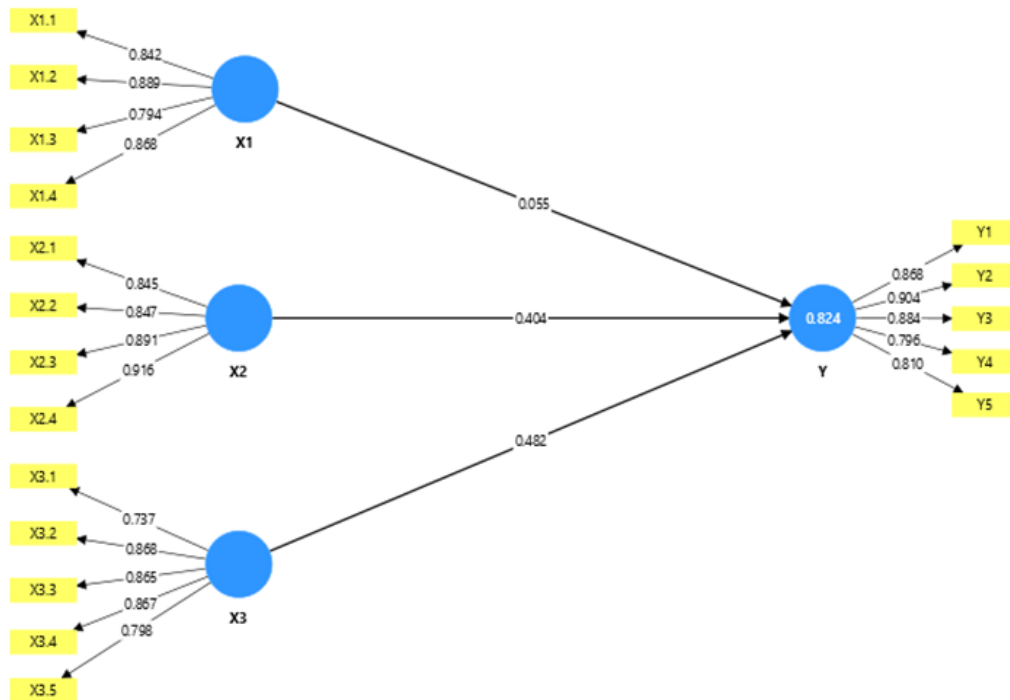


Fig 6. Outer Model

Validity Test

Table 2. Outer Loading

VARIABLE		OUTER LOADING	DESCRIPTION
Price (X1)	X1.1	0.842	Valid
	X1.2	0.889	Valid
	X1.3	0.794	Valid
	X1.4	0.868	Valid
	X2.1	0.845	Valid
	X2.2	0.847	Valid

VARIABLE			OUTER LOADING	DESCRIPTION
Service Quality (X2)	X2.3		0.891	Valid
	X2.4		0.916	Valid
	X3.1		0.737	Valid
	X3.2		0.868	Valid
	X3.3		0.865	Valid
Product Quality (X3)	X3.4		0.867	Valid
	X3.5		0.798	Valid
	Y1		0.868	Valid
	Y2		0.904	Valid
	Y3		0.884	Valid
Customer Satisfaction (Y)	Y4		0.796	Valid
	Y5		0.810	Valid

Based on the table above, it is evident that most of the indicators for the research variables have outer loading values greater than 0.70. Therefore, all indicators are considered appropriate or valid for use in this study and can be used for further analysis.

Average Varian Extracted (AVE)

Table 3. Average Varian Extracted

Variable	Average (AVE)	Variance	Extracted
Price (X1)	0.721		
Service Quality (X2)	0.766		
Product Quality (X3)	0.687		
Customer Satisfaction (Y)	0.728		

Based on the data above, it can be concluded that each variable in this study shows an Average Variance Extracted (AVE) value greater than 0.5. Specifically, the AVE value for price is 0.721, service quality is 0.766, product quality is 0.687, and customer satisfaction is 0.728. This indicates that the values for each variable in this study can be considered valid in terms of discriminant validity.

Composite Reability

Table 4 Composite Reability

Variable	Composite Reability
Price (X1)	0.912
Service Quality (X2)	0.929
Product Quality (X3)	0.916
Customer Satisfaction (Y)	0.930

Based on the data above, it is shown that the composite reliability values for all research variables are greater than 0.7. Specifically, the value for the price variable is

0.912, service quality is 0.929, product quality is 0.916, and customer satisfaction is 0.930. This indicates that all variables have a high level of reliability.

Cronbach's Alpha

Table 5 Cronbach's Alpha

Variable	Cronbach's Alpha	Deskripsi
Price (X1)	0.871	Reability
Service Quality (X2)	0.898	Reability
Product Quality (X3)	0.886	Reability
Customer Satisfaction (Y)	0.906	Reability

Based on the data above, it is shown that the Cronbach's Alpha values for all variables in this study are greater than 0.7. Specifically, the price variable has a Cronbach's Alpha value of 0.871, service quality is 0.898, product quality is 0.886, and customer satisfaction is 0.906. This indicates and confirms that all Cronbach's Alpha values for each variable meet the required threshold, thus all constructs can be considered reliable.

R-Square

Table 6. R²

Variable	R-square	R-square adjusted
Customer Satisfaction (Y)	0.824	0.816

As a guideline, R-square values of 0.75, 0.50, and 0.25 can be considered substantial, moderate, and weak, respectively. The acceptability of an R-square value depends on the context, and in some disciplines, an R-square as low as 0.10 is considered satisfactory—for example, in predicting stock returns (Utami & Kussudyarsana, 2024). Based on the table above, the R-square value for the dependent variable is 0.824, which is greater than 0.75. Therefore, it can be concluded that the relationship between the independent and dependent variables is considered substantial, with a value of 82.4%. A relationship is considered perfect when it reaches 100%, or close to perfect when additional variables are included in the research model. In other words, the variables of price, service quality, and product quality collectively contribute 82.4% to consumer satisfaction.

F-Square

Table 7. F-Square

Variable	Customer Satisfaction (Y)
Price (X1)	0.004
Service Quality (X2)	0.195
Product Quality (X3)	0.205

An f-square value of 0.02 is considered small, 0.15 is moderate, and 0.35 is large. A value less than 0.02 may be considered to have no effect (Utami & Kussudyarsana,

2024). Based on the table above, it can be explained that the price variable has an f-square value of 0.004, which is less than 0.02. Therefore, H_0 is rejected and H_a is accepted. This implies that there is no significant simultaneous effect of the independent variable (price) on the dependent variable (customer satisfaction).

The service quality variable has an f-square value of 0.195, which is greater than 0.02, so H_0 is accepted and H_a is rejected. It can be stated that the independent variable (service quality) has a positive and significant effect on the dependent variable (customer satisfaction).

The product quality variable has an f-square value of 0.205, which is also greater than 0.02, leading to the acceptance of H_0 and rejection of H_a . This result indicates that the independent variable (product quality) has a positive and significant effect on the dependent variable (customer satisfaction).

Hypothesis Testing

Based on the data analysis conducted, the results can be used to test the hypotheses in this study by examining the values of T-Statistics and P-Values. If the probability/significance value (P-Value) is less than 0.05 (5%), the relationship is considered significant. Conversely, if the P-Value is greater than 0.05 (5%), it is considered not significant. In this study, which utilizes SmartPLS, the hypothesis testing results can be seen through the Path Coefficient using the Bootstrapping technique, with the following results.

Table 8. Hypothesis Test Bootstrapping

Variable	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Price -> Customer Satisfaction	0.055	0.049	0.136	0.402	0.687
Service Quality -> Customer Satisfaction	0.404	0.397	0.141	2.870	0.004
Product Quality -> Customer Satisfaction	0.482	0.493	0.144	3.335	0.001

The direct effect testing proposed a total of three hypotheses. Hypothesis testing was conducted using the bootstrapping analysis technique, which is intended to evaluate the direct effects in the structural model. This analysis provides insight into the strength of the relationships between independent and dependent variables, as well as the statistical significance of those relationships based on T-Statistics and P-Values.

Based on the table above, $X_1 \rightarrow Y$ (Price to Customer Satisfaction) shows an Original Sample (O) value of 0.055, indicating a positive effect of price on customer satisfaction. However, with a T-statistic of $0.402 < 1.985$ and a P-Value of $0.687 > 0.05$, this result indicates that price does not have a significant effect on customer satisfaction.

Based on the table above, $X_2 \rightarrow Y$ (Service Quality to Customer Satisfaction) shows an Original Sample (O) value of 0.404, indicating a positive effect of service quality on customer satisfaction. With a T-statistic of $2.870 > 1.985$ and a P-Value of

$0.004 < 0.05$, this confirms that service quality has a positive and significant effect on customer satisfaction.

Based on the table above, $X_3 \rightarrow Y$ (Product Quality to Customer Satisfaction) shows an Original Sample (O) value of 0.482, indicating a positive effect of product quality on customer satisfaction. With a T-statistic of $3.335 > 1.985$ and a P-Value of $0.001 < 0.05$, it is concluded that product quality has a positive and significant effect on customer satisfaction.

This research offers practical implications for MSME owners, especially in the creative sector like Bouquet.fili, indicating that improving service and product quality is an effective strategy to maintain customer loyalty. Businesses can also be directed toward personalization and the use of digital platforms in their service processes to attract the Gen Z market segment, which is currently a major target.

CONCLUSIONS AND SUGGESTIONS

Based on the research findings, it can be concluded that price has a positive but not significant effect on customer satisfaction, while service quality and product quality have a positive and significant effect on customer satisfaction at Bouquet.fili Cikarang. Therefore, the company is advised to place greater emphasis on improving both service quality and product quality in order to maintain and enhance customer satisfaction. For future research, it is recommended to include additional variables, such as intervening or moderating variables, to obtain deeper and more relevant insights in line with the evolving market conditions.

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