

**IMPACTS OF PRICE, PROMOTION AND GO FOOD CONSUMER SATISFACTION IN
FACULTY OF ECONOMIC AND BUSINESS STUDENTS OF BHAYANGKARA
UNIVERSITY SURABAYA**

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ABSTRACT

In the current globalization era, global marketing is marketing that accepts complex (geocentric) world market similarities through the integration of domestic, foreign and international marketing activities that can create synergies while maintaining organizational strategic objectives and competitive advantage as the power of global marketing efforts. The existence of increasingly sophisticated information, transportation and communication technology is very supportive of the existence of global markets and closer distances and accelerating long periods of time. The target population in the study were students of the Faculty of Economics and Business, University of Bhayangkara Surabaya who had made purchases with a minimum of 2 times gofood. in this case the number of students of the Faculty of Economics and Business of the University of Bhayangkara Surabaya who had made purchases with a minimum of 2x gofood was 1083. So with the Slovin sample formula as many as 100 respondents. The variables in this study consisted of independent variables namely price, promotion, and discount, while the dependent variable was customer satisfaction. To find out the outcome simultaneously and partially used multiple linear regression analysis. The conclusion of this research is that there is a simultaneous and partial influence of prices, promotions and discounts on gofood consumer satisfaction among students of the Faculty of Economics and Business, Bhayangkara University, Surabaya. The dominant variable influencing consumer satisfaction is promotion.

Keywords: Price, Promotion, Discount, Customer Satisfaction

PRELIMINARY

Basically humans as consumers buy goods and services is to satisfy the desires and needs of life. This means consumers not only buy the product or goods, but what is purchased is the benefits or uses of the product. Human wants and needs are unlimited, but their resources are limited.

Therefore, in order to obtain an item to meet these desires and needs, someone will be willing to exchange or sacrifice objects or items owned, such as money or other objects.

There is a fundamental difference between the wants and needs of human life. Desires are human needs that are shaped by one's culture and personality. While the need is instinctive, namely a statement of a feeling of lack of something, for example people who feel hungry will look for edible items. This is in accordance with the opinion of Kotler & Armstrong, (2001) There are several kinds of factors that influence why a person buys a certain product to meet his needs and desires. In addition to product types, economic factors, psychological factors, sociological and anthropological or cultural factors also determine a person's buying behavior.

In the current globalization era, global marketing is marketing that accepts complex (geocentric) world market similarities through the integration of domestic, foreign and international marketing activities that can create synergies while maintaining organizational strategic goals and competitive advantage as power over global marketing efforts. The existence of increasingly sophisticated information, transportation and communication technology is very supportive of the existence of global markets and closer distances and accelerating long periods of time.

Consistent with the development of increasingly sophisticated technology in this modern era, many companies are growing and developing rapidly. Likewise consumers, with a variety of many products, of course consumers are increasingly smart and competitive in choosing products that are suitable for consumption. By increasingly intelligent consumers lead to intense competition between producers in an effort to seize the attention of consumers in the market to buy their products.

Tjiptono, (2002) declares that definition of marketing is a social and management process in which individuals or groups get what they need and want through the creation, supply and exchange of all things of value with other people or groups. Meanwhile, Assauri, (1999) declare that marketing: "as an effort to provide and deliver the right goods and services to the right people at the right place and time and at the right price with the right promotion and communication.

The ASEAN Economic Community (AEC) will form ASEAN as a single market and production base to make ASEAN more dynamic and competitive with mechanisms and measures to strengthen the implementation of new existing economic initiatives, accelerate regional integration in priority sectors, facilitate business, power movement skilled work and talent, and strengthening ASEAN institutional mechanisms. As a first step towards realizing the ASEAN Economic Community. At the same time, the ASEAN Economic Community (AEC) will overcome the development gap and accelerate the integration of Cambodia, Laos, Myanmar and Vietnam through the Initiative for ASEAN Integration and other regional initiatives.

Global marketing is the result of work performance of business activities that are directly related to the flow of goods or services from producers to consumers (Assauri, 2017). According to Kotler & Armstrong, (2016) Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and freeing, and freely exchanging products and services of value with others. The definition defines that marketing is a social process where individuals and groups get what they need and want through creation, supply, and freeing, and are free to exchange products and services of value with others.

Indonesia is one of the countries that has decisive role in the implementation of the Asean Economic Community, with the ASEAN Economic Community expanding the Indonesian economic market by increasing export activities to ASEAN Countries, otherwise Indonesia will also become a

market for ASEAN Countries because of its population size Indonesia which is very large allows ASEAN countries to import goods into Indonesia, so that if Indonesia is unable to compete with ASEAN countries, it will threaten Indonesia's local industry, so the need for efforts to improve performance for the existence and sustainability of the company.

Consumer decisions in purchasing explained that consumer behavior is not only influenced by consumer characteristics but can also be influenced by the marketing mix which includes product, price, distribution, and promotion. The variables mentioned above influence the purchasing decision process.

Development era brought many changes to the lifestyle, lifestyle and needs of the community. Various kinds of methods are done by humans not only in survival but also in how to enjoy life. The development of the era makes the shifting patterns of people's lives and lifestyles of urban communities. This condition causes an increase in demand for purchases of goods or food in the form of delivery orders.

For culinary entrepreneurs, especially Micro, Small and Medium Enterprises (MSMEs), which have a limited budget for developing order delivery services, Go-Food can be a very helpful alternative solution. MSME entrepreneurs can have a delivery order service without having to prepare a fleet. That way, entrepreneurs do not need to hire or hire HR for delivery. Even more extreme, entrepreneurs don't even need to have a store or shop to sell. Go-Food also allows more widespread market share.

The Go-Food features developed by Gojek clearly benefits all parties. For consumers, it can be facilitated in terms of ordering food. For Gojek, can increase revenue with the number of orders that enter via Go-Food. As for MSME entrepreneurs, there is a potential increase in turnover from food delivery services.

The significance of entrepreneurship and market orientation as a unity support the success. (Daengs, Asep, 2020:2).

LITERATURE REVIEW

Terry & Rue, (2010) assert management is a typical process that consists of actions: planning, organizing, mobilizing, and supervising carried out to determine and achieve the targets set through the utilization of human resources and other sources. Management is a place in science, so that management can be proven in general terms.

Meanwhile, according to Stoner, Freeman, & Gilbert, (1996) Management is the process of making a plan, organizing, controlling and leading various businesses of members of the entity / organization and also using all resources owned to achieve the goals set. Management is a process of planning, organizing, coordinating, and controlling resources to achieve goals effectively and efficiently. Effective means that the objectives can be achieved in accordance with planning, while efficient means that the task is carried out correctly, organized, and according to schedule. (Griffin, 2004)

Definition of Marketing

Kotler & Armstrong, (2012) claim marketing is a social and managerial process that makes individuals and groups get what they need and want through the creation and exchange of products and values with others. According to Stanton, (1993) marketing is a whole system of business

activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of both potential buyers and buyers.

Marketing is one of the main activities carried out by entrepreneurs which in their efforts to maintain their lives, to develop and also get a big profit. From some of the definitions above it can be concluded that marketing is something that links production activities with consumption. The marketing consists of various activities involving consumers, consumer demand, pricing, implementation of new products, advertising, positioning, market analysis, feedback, review, distribution, sales, communication and identification of design and product development.

Marketing Management

Tjiptono, (2002) affirms definition of marketing is a social and management process in which individuals or groups get what they need and want through the creation, supply and exchange of all things of value with other people or groups. Meanwhile, according to Assauri, (1999) marketing: "as an effort to provide and deliver the right goods and services to the right people at the right place and time and at the right price with the right promotion and communication.

Marketing is one of the main activities carried out by the company to maintain its survival, to grow and make a profit. Marketing is a business function that identifies the needs and wants of customers, determines the target market that can be served most, both by the company and designs products, services and programs that are appropriate to serve the market. The purpose of marketing is to create customer satisfaction (Fhelda & Daeng, 2017)

Another definition similarly stated also by Kotler & Armstrong, (2012) Marketing Management is the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target buyers with a view to achieving organizational goals. Marketing management is needed in the exchange process, because the process requires a lot of energy and skills. How to manage or manage activities, skills, personnel, and resources, and other aspects needed will largely determine the success or failure of the organization to achieve marketing goals and objectives. From the definition above shows that marketing is a set of principles for choosing a target market (target market), evaluating consumer needs, developing goods and services, satisfying desires, providing value to consumers and profits for the company.

Price

Price is the sum of all values given by customers to benefit from having or using a product or service (Kotler & Armstrong, 2008: 345). According to Dharmesta & Irawan, (2005: 185) price is the amount of money (plus a few items if possible) needed to get a combination of goods and their services. According to Tjiptono (2005), Prices are monetary units or other measures including other goods and services exchanged in order to obtain ownership rights or users of goods and services.

Based on some of the above understanding, it can be concluded that the price is the overall value of goods and services provided in the form of money.

Promotion

Lupiyoadi & Hamdani, (2006: 120) suggest promotion is one of the variables in the marketing mix that is significant to be carried out by companies in marketing service products. Promotional activities not only function as a communication tool between the company and consumers, but also

as a tool to influence consumers in purchasing or using services in accordance with their desires and needs.

Hermawan, (2013: 38) argues that the notion of promotion is one of the priorities of marketing activities that are notified to consumers that the company is launching new products that tempt consumers to carry out purchasing activities.

Phillip Kotler & Keller, (2012: 76) suggest that the notion of promotion is promotion means activities that communicate the merits of the product and the customer demand to buy it. This means that promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product.

From some definitions above it can be determined that promotion is an attempt to notify or offer a product or service in order to attract potential buyers. With the promotion, producers and distributors expect an increase in sales figures.

Discount

Kotler, (2003) adds a discount is a direct reduction of the price of an item on purchase over a stated period of time. Meanwhile, Tjiptono's (2007) opinion discount is a discounted price given by the seller to the buyer as an appreciation for certain activities of the buyer that are pleasing to the seller. Based on some of the definitions above it can be concluded that the discount is a price reduction given by the seller to attract consumers to buy a product within a predetermined time period. From some of the definitions above it can be concluded that the discount is a discounted price obtained from the seller to the buyer.

Consumer Satisfaction

According to Kotler & Keller (2009:138), Consumer Satisfaction is someone's happy or disappointed feelings that arise due to comparing the perceived performance of the product (results) against their expectations. According to Kotler & Armstrong, (2008: 16), Consumer Satisfaction is a consumer perception of the performance of product assumptions relative to buyer expectations.

In addition, Daryanto & Ismanto, (2014: 43) said consumer satisfaction is an emotional assessment of consumers after consumers use products where the expectations and needs of consumers who use them are met. Based on some of the above it can be concluded that customer satisfaction is a feeling of pleasure or disappointment felt by consumers for the experience gained from products offered by the company in the hope that their wants and needs can be met.

Conceptual Framework

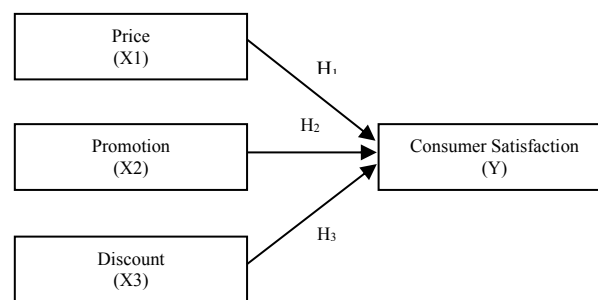


Figure 1. Conceptual Frame

Hypothesis

- H1 : Price has a partial effect on Consumer Satisfaction.
- H2 : Promotion has a partial effect on Consumer Satisfaction.
- H3 : Discounts have a partial effect on Consumer Satisfaction

RESEARCH METHODS

Types of research

Type of research is quantitative research where data obtained are quantitative data (qualitative data change to be quantitative one) so that data processing also uses quantitative statistical formulas to determine whether the variable price, promotion, and discount both together or partially significantly influence satisfaction consumer.

Definition of Variable Operations

1. Price (X1)

The price of an exchange rate that can be equated with money or other goods for the benefits derived from an item or service for a person or group at a certain time and place. According to Kotler & Armstrong, (2008) The indicators are:

- a. Affordability of prices
- b. Price match with product quality
- c. Price competitiveness
- d. Price matches benefits

2. Promotion (X2)

Promotion is a communication activity that provides explanations that convince potential customers about goods and services. According to Kotler & Keller, (2007: 272) indicators are:

- a. Promotion frequency
- b. Promotion quality
- c. Promotion quantity
- d. Time of promotion
- e. The accuracy or appropriateness of the promotional goals

3. Discounts (X3)

Discounts as a result of discounts. According to Sutisna, (2002:200) The indicators are:

- a. The price discount
- b. Discounted period
- c. Type of product that gets a discounted price

4. Consumer Satisfaction (Y)

Consumer satisfaction is a method for a person to process his feelings, experiences and perceptions of the product or service he bought. According to Philip Kotler & Keller, (2009: 140), the indicators are:

- a. Buy more
- b. Saying good things about the company to others and recommending its products to others.
- c. Pay less attention to brands and advertisements of competing products
- d. Buy other products from the same company

Data collection technique

Data collection was carried out using questionnaire and interview methods. Based on the list of questions prepared and held interviews with management students of Ubhara feb Surabaya who bought at least 2x gofood samples.

Data Type

a. Primary data

Sugiyono, (2016) said that "primary data is a data source that directly provides data to data collectors".

b. Secondary Data

Sugiyono, (2016) said that "sources do not directly provide data to data collectors". Using secondary data when researchers collect information from data that has been processed by other parties.

Data source

Data source came from students of the Faculty of Economics and Business, Bhayangkara University, Surabaya. Data obtained in the form of primary data and secondary data

Data collection

a. Observation

Sugiyono, (2016: 203) describe "observation as a data collection technique has specific characteristics when compared to other techniques. Observations are made by looking directly at the field used to determine the feasible factors that are supported through a job analysis survey interview. This study uses observation data by making direct observations at PT. Cahaya Mutiara Farma Sidoarjo to support the correctness of data.

b. Interview

Sugiyono, (2016: 194) "interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to determine the issues that must be investigated, and also if the researcher wants to know things from respondents in more depth and the number of respondents is small / small" . In this study using the interview method through question and answer with several employees at PT. Cahaya Mutiara Farma Sidoarjo related to variables of work conflict, work stress, and work relations to employee performance.

c. Questionnaire

Sugiyono, (2016: 199) "Questionnaire is a data collection technique by giving a set of questions or written statements to respondents to be answered. Questionnaires were given to employees during pre-survey to find out transparency, methods of providing basic salaries, job analysis, and to find out other things in problems in the work environment ". In this study the authors used a questionnaire method by giving a set of questions or written statements to respondents to be answered.

Validity test

Arikunto, (2013) said that "Validity is a measure that shows the levels of validity of an instrument". A valid instrument has a high validity and is able to measure what is desired and vice versa, an

instrument that is less valid means to have low validity so it is unable to measure what is desired and researched. While Sudjana, (2012) to determine the accuracy of the data required validity test techniques. There are two kinds of validity according to the way they are tested, namely external validity and internal validity, namely:

a. External validity

The instrument is achieved if the data generated from the instrument is in accordance with the data or other information regarding the intended research variable.

b. Internal Validity

The instrument is achieved if there is compatibility between the instrument parts and the overall instrument.

Reliability Test

According to Ghozali, (2013) the reliability test is actually a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if someone's answer to the question is consistent from time to time. The reliability test is performed on every question or statement that is valid. This test is used to find out how far the measurement results remain consistent if two or more measurements are taken of the same symptoms using the same measuring device. Reliability measurement can be done in two ways, namely as follows:

1. Re-measurement

This method is done by giving the same question or statement at different times and then see if it remains consistent with previous answers.

2. One-shot measurement

Measurement in this way is done only once and then the results are compared with other questions or statements and measure the correlation between answers to questions that have been asked.

Sugiyono, (2016) convey a reliable instrument is an instrument that when used several times to measure the same object, will produce the same data. There are two types of reliability tests, namely:

a. Internal reliability

Internally instrument reliability can be tested by analyzing the consistency of the items on the instrument with certain techniques. Reliability testing can be done with the Spearman Brown (Split half) two-finger technique. Here is the formula:

$$r_i = \frac{2 r_b}{1+r_b}$$

Description :

r_i = Internal reliability of all instruments

r_b = product moment correlation between the first and second halves

b. External Reliability

Externally the test can be carried out with a re-test (stability), equivalent, and a combination of both (test-retest and equivalent), with the following explanation:

1. Test-retest, a research instrument whose reliability is tested with a test-retest is carried out by testing the instrument several times on the respondent.

2. Equivalent, Instrument with equivalent is a question that is in a different language but means the same.
3. Combined, this reliability test is carried out by trying two equivalent instruments several times on the same respondent so that it uses a combination of test-retest and equivalent techniques in testing.

Data Analysis Techniques

Data analysis technique used is Quantitative Analysis. Quantitative analysis is the end result of data processing in the form of numbers on the answers given by respondents to the questions or statements of each questionnaire item. To find out the results of the data, the technique of data analysis is also used to test the hypotheses put forward by the researchers, because the analysis of the data collected to determine the effect of the independent variables on the related variables is used multiple linear statistical tests.

Analytical method used is multiple linear regression model. Sugiyono (2016) said that "multiple linear analysis intends to predict how the condition (ups and downs) of the dependent variable (criterion), if two or more independent variables as a predictor factor are manipulated (raised the value down). So multiple linear analysis will be carried out if the number of independent variables is at least 2".

Sugiyono (2016) add equation of the multiple linear regression analysis determined is as follows:

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

Where :

- Y = Consumer Satisfaction
- b1 = Variable regression coefficient X1 (Price)
- b2 = Variable regression coefficient X2 (Promotion)
- b3 = Variable regression coefficient X3 (Discount)

An entrepreneur must continue to learn to manage time. Time management skills can facilitate the implementation of the work and plans outlined. (Daengs, Rina, et al. 2020:14).

RESULTS OF HYPOTHESIS TEST

Validity Test Results

Validity Test

Variable/Indicator	r Value	r table	Description
Price (X1)			
X1.1	0,457	0,1946	Valid
X1.2	0,551	0,1946	Valid
X1.3	0,477	0,1946	Valid
X1.4	0,523	0,1946	Valid
Promotion (X2)			
X2.1	0,55	0,1946	Valid
X2.2	0,461	0,1946	Valid
X2.3	0,528	0,1946	Valid
X2.4	0,378	0,1946	Valid
X2.5	0,326	0,1946	Valid
Discount (X3)			
X3.1	0,526	0,1946	Valid
X3.2	0,572	0,1946	Valid
X3.3	0,51	0,1946	Valid
Kepuasan Konsumen(Y)			
Y1	0,576	0,1946	Valid
Y2	0,4	0,1946	Valid
Y3	0,458	0,1946	Valid
Y4	0,478	0,1946	Valid

The r_{table} value obtained is 0.1654. From the table above it can be seen that the r_{count} in each statement on the variable Price, Promotion, Discount and Customer Satisfaction is greater than r_{table} so that it is concluded that the indicators on the statement instrument are declared valid.

Reliability Test

Variable/Indicator	Alpha Value	Description
Price (X_1)	0,884	Reliable
Promotion (X_2)	0,605	Reliable
Discount (X_3)	0,866	Reliable
Consumer satisfaction (Y)	0,712	Reliable

From the table above it can be seen that the Cronbach alpha value of each variable Price, Promotion, Discount and Customer Satisfaction is more than 0.6. This condition means that all of these variables are reliable and can be used in further analysis.

Hypothesis Testing Results

Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,478	1,787		5,303	,000
X1	,110	,107	,113	1,031	,305
X2	,125	,091	,150	1,370	,174
X3	-,060	,123	-,049	-,493	,623

a. Dependent Variable: Y

$$Y = 9,478 + 0,110 X1 + 0,125 X2 - 0,06 X3$$

- The constant of 9,478 means that if the independent variable Price, Promotion and Discount are of constant value, then the magnitude of the dependent variable of Customer Satisfaction is valued at 9,478.
- Price (x1) has a coefficient value of 0.110. If the price increases by one unit, then Consumer Satisfaction will increase by 0.110 units.
- Promotion (X2) has a coefficient value of 0.125. If the promotion increases by one unit, the Customer Satisfaction will increase by 0.125 units.
- Discount (X3) has a coefficient value of - 0.06. If the Online Discount increases by one unit, then Consumer Satisfaction will decrease by 0.06 units

HYPOTHESIS TEST

F test ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	37,057	3	12,352	3,734	,016 ^b
Residual	683,943	96	7,124		
Total	721,000	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

From the results of testing the model simultaneous above obtained F_{count} value of $3.734 > F_{table}$ of 2.70 with a significance of 0.016 and this value is much smaller than $\alpha = (0.05)$, it can be concluded that H_0 is rejected and H_1 is accepted. This means that the Price, Promotion and Discount variables simultaneously (together) have a significant effect on the Consumer Satisfaction variable.

t test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,478	1,787		5,303	,000
X1	,110	,107	,113	2,031	,035
X2	,125	,091	,150	2,370	,014
X3	-,060	,123	-,049	-,493	,623

a. Dependent Variable: Y

From the calculation results in the table above, it is obtained:

1. For Price Variables, the value of t is $2.031 > t_{table} 1.66$ with a significance level of 0.035 less than 0.05 then H_0 is rejected and H_1 is accepted.
2. For the Promotion variable, the value of t_{count} is $2.370 > t_{table} 1.66$ with a significance level of 0.014 smaller than 0.05 then H_0 is rejected and H_1 is accepted.
3. For the Discount variable t_{count} value $-0.493 < t_{table} 1.66$ with a significance level of 0.623 greater than 0.05 then H_0 is accepted and H_1 is rejected
4. It means that the independent variable of Promotion partially has a significant effect on the dependent variable of Consumer Satisfaction

Dominant Test

Model	Standardized Coefficients
	Beta
1 (Constant)	
X1	,113
X2	,150
X3	-,049

Of the three independent variables consisting of Brand, Promotion, and Online Marketing, it can be seen that the Promotion variable has the largest β (beta) coefficient value of 0.150 which is the largest value among the other independent variables. So it can be concluded that the independent variable that has a dominant influence on Consumer Satisfaction is the Brand variable.

Research data collection methods are direct survey and questionnaire. Data analysis techniques used multiple regression analysis. (Pendi, Teodorus, Daengs. 2020:26).

DISCUSSION

Impact of Prices on Consumer Satisfaction

From SPSS analysis result indicates that there is an effect of Prices on Consumer Satisfaction. This can be seen from the value of the t test (Partial test) where for the Price variable the value of t is 2.031 greater than t table of 1.66 with a significance level of 0.035 less than 0.05 which means that the price will be able to affect Consumer Satisfaction. Correlation between the two variables Price to Consumer Satisfaction is positive which indicates the lower the price owned by GoFood, the higher the customer satisfaction. In other words, an increase in Consumer Satisfaction can be formed through giving low prices to the gofood in question.

The positive and significant effect of prices on Consumer Satisfaction shows the importance of prices in increasing consumer satisfaction. If you have a positive price, he will show interest, have attention, and want to buy gofood products.

Impact of Promotion on Consumer Satisfaction

From SPSS analysis result indicates that there is an impact of Promotion on Consumer Satisfaction. This can be seen from the value of the t test (Partial test) where for the promotion variable tcount value of 2.370 is greater than t table of 1.66 with a significance level of 0.014 smaller than 0.05 which means the promotion will be able to affect Consumer Satisfaction. The relationship between the two Promotion variables to Consumer Satisfaction is positive which indicates the Higher Promotion provided by GoFood, the higher the customer satisfaction will be. In other words, an increase in Customer Satisfaction can be formed through frequent and frequent promotions for the relevant gofood products.

The positive and significant influence of promotion on Consumer Satisfaction shows the importance of promotion in increasing consumer satisfaction. If you have a positive promotion, he will show interest, have attention, and want to buy gofood products.

Impact of Discounts on Consumer Satisfaction

SPSS analysis results show that there is an influence of Discounts on Consumer Satisfaction. This can be seen from the value of the t test (Partial test) where for the discount variable t value of - 0.493 is smaller than t table 1.66 with a significance level of 0.623 greater than 0.05 which means that the discount will not be able to affect Consumer Satisfaction . The relationship between the two Discount variables to Consumer Satisfaction is negative which indicates the lower the discount given by GoFood, the lower the customer satisfaction will be. In other words, an increase in Consumer Satisfaction can be formed through the provision of large discounts for products that are of public interest.

The existence of a negative and insignificant influence of discounts on Consumer Satisfaction shows the importance of large or high discounts for products that are in high demand by market share p in increasing consumer satisfaction. If you have a high or large discount, he will show interest, have attention, and want to buy gofood products.

CONCLUSIONS

Based on the results of research and discussion that is used according to the hypothesis conducted, the conclusions can be drawn:

1. The results of the F test analysis obtained a F_{value} of 3.734 with a significance of 0.016. Therefore the value of $F_{\text{count}} (3,734) > F_{\text{table}} (2,70)$ and the resulting significance value of 0.016 and this value is much smaller than $\alpha = (0,05)$, meaning that the variable Price, Promotion and Discount simultaneously affect the variable Customer Satisfaction. Thus the first hypothesis which states that the variable Price (X1), Promotion (X2), and Discount (X3) simultaneously influences the Consumer Satisfaction (Y) gofood on the students of the Faculty of Economics and Business, University of Bhayangkara Surabaya is proven. In addition, among the three independent variables and the dependent variable has a level of relationship in the category of "Medium".
2. The results of the t test analysis for the Price obtained the value of $t_{\text{count}} 2,031$ and $t_{\text{table}} 1,66$. Therefore $(2,031) t_{\text{count}} < (1,66) t_{\text{table}}$ with a significance level of 0.035 less than 0.05 then H_0 is rejected and H_1 is accepted. This means that the Price independent variable partially has a significant effect on the dependent variable of Consumer Satisfaction.

Analysis result for the Promotion obtained $t_{\text{count}} 2,370$ and $t_{\text{table}} 1,66$. Therefore $(2,370) t_{\text{count}} > (1,66) t_{\text{table}}$ with a significance level of 0.014 less than 0.05 then H_0 is rejected and H_1 is accepted. This means that the independent variable Promotion partially has a significant effect on the dependent variable Consumer Satisfaction.

Analysis result for Discounts obtained $t_{\text{count}} - 0,493$ and $t_{\text{table}} 1,66$. Therefore $- 0,493 t_{\text{count}} < 1,66 t_{\text{table}}$ with a significance level of 0.623 greater than 0.05, H_0 is accepted and H_1 is rejected. It means that the independent variable Discounts partially do not significantly influence the dependent variable Consumer Satisfaction.

3. From partial and simultaneous testing of independent variables (X) consisting of Prices, Promotions and Discounts which are dominantly influential on Consumer Satisfaction are Promotion variables (X2), (proven) have a dominant or significant effect with the largest Beta value of 0.150 compared to the independent variable Price (X1) and Discount (X3).

SUGGESTION

1. From the results of the study note that the independent variables Price, Promotion and discount simultaneously have a significant effect on gofood Consumer Satisfaction at the Faculty of Economics and Business at Bhayangkara University, Surabaya.
2. Gofood Consumer Satisfaction at students of the Faculty of Economics and Business, University of Bhayangkara Surabaya, it is expected that gofood is able to provide a sense of comfort and satisfaction with its products, so that consumers will still feel satisfied buying gofood products.
3. It is known from the research results that the independent variable Price, Promotion and Discount partially affect the Gofood Consumer Satisfaction on the students of the Faculty of Economics and Business, University of Bhayangkara Surabaya, so if the company wants to develop, it is expected that the company can provide good products in terms of quality and quantity, service and timeliness in delivering orders so that it will create customer satisfaction in buying Gofood products.

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