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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

Humans are social beings, social beings are creatures who need each other, cannot live alone and need each other. In addition, humans are also producers and consumers of goods and services. Producers are people who create goods or services that other people need, while human consumers need goods or services that have a use value for these products. In this case, the demand and supply functions for goods and services arise.Demand is the total amount of goods/services that consumers want to buy at various price levels**.** The law of demand states that when the price of a good increases, ceteris paribus (other factors are held constant), the quantity demanded of that good decreases (inversely/negatively).

The target population in this study are Ubhara students who have made purchases with gofood at least 2 times. in this case the number of Ubhara students who have made purchases with gofood at least 2x iss 1083. So with the Slovin formula the sample is 100 respondents. The variables in this study consisted of independent variables, namely prices, promotions, and discounts, while the dependent variable was consumer satisfaction. To determine the effect simultaneously and partially, multiple linear regression analysis was used.

The conclusion of the study is that there is a simultaneous and partial effect of prices, promotions and discounts on consumer satisfaction of Gofood on Changera students. The dominant variable affecting consumer satisfaction is promotion

Keywords: Price, Promotion, Discount, customer satisfaction

ABSTRACT

Humans are social beings, social beings are creatures that need each other, cannot live alone and need each other. In addition, humans are also producers and consumers of goods and services. Producers are people creating goods or services that others need while human consumers need goods or services that have a use value for the product. In this case arises the function of demand and supply for goods and services. Demand is the total amount of goods / services that consumers want to buy at various prices levels. The law of demand states that when the price of an item increases, ceteris paribus (other factors are considered constant), the amount of demand for that item will decrease (inversely / negative)

The target population in this study is Ubhara students who have made purchases with a minimum of 2 times gofood. in this case the number of Changeara students who have made purchases with at least 2x gofood is 1083. So with the Slovin sample formula as many as 100 respondents. The variables in this study consist of independent variables namely price, promotion, and discount, while the dependent variable was customer satisfaction. To determine the effect simultaneously and partially used multiple linear regression analysis.

The conclusion of the study is that there is a simultaneous and partial influence of prices, promotions and discounts on consumer satisfaction for gofood management students in ubhara. The dominant variable affecting customer satisfaction is promotion

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PRELIMINARY

Humans are social beings, social beings are creatures who need each other, cannot live alone and need each other. In addition, humans are also producers and consumers of goods and services. Producers are people who create goods or services that other people need, while human consumers need goods or services that have a use value for these products. In this case, the demand and supply functions for goods and services arise.Demand is the total amount of goods/services that consumers want to buy at various price levels. The law of demand states that when the price of a good increases, ceteris paribus (other factors are held constant), the quantity demanded of that good will decrease (inversely/negatively). Supply is the seller's willingness to deliver various goods at a certain price level at a certain time and under certain conditions. The law of supply states that when the price of a good increases, ceteris paribus (other factors are assumed to be unchanged), the quantity supplied of that good will also increase (in direct proportion/positive) The demand for goods is influenced by, among others, prices, promotions, discounts and consumer satisfaction

In the current era of globalization. According to Rahardja, (2010), demand is the desire of consumers to buy an item at various price levels during a certain period of time. In other words, new demand can occur when consumers have a need for the item and also have the purchasing power to get the product.

Along with the timesIn this modern era, many companies are growing and developing rapidly. Likewise consumers, with a variety of products, of course consumers are getting smarter and more competitive in choosing products that are suitable for consumption and use. With increasingly intelligent consumers, it creates intense competition between producers of similar goods in an effort to grab the attention of consumers in the market to buy their products.

In the current MEA era, the process of mutual influence has reached a wider level, namely between countries. The ASEAN Economic Community which took effect in early 2016 aims to increase cooperation between Asean countries in the economic field by integrating the economic system, namelycreate free trade. The ASEAN Free Trade Area (English: ASEAN Free Trade Area, AFTA) is an agreement by ASEAN regarding the local production sector in all ASEAN countries. When the AFTA agreement was officially signed, ASEAN had six members, namely, Brunei, Indonesia, Malaysia, the Philippines, Singapore and Thailand. Free tradeis a policy in which the government does not discriminate against imports or exports.

Marketing is an organizational function and a set of processes for creating, communicatingprovide, and deliver value to consumers and build customer relationships that benefit the organization and sits stakeholders(Priansa, 2017). Global marketing is the result of business activity performance that is directly related to the flow of goods or services from producers to consumers.Assauri (2017). According toP. and KLK Kotler (2016), Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and freering, and freely exchanging products and services of value with others. The definition defines that marketing is a social process by which individuals and groups obtain what they need and want through creation, offering, and freering, and freely exchanging products and services of value with others.

Indonesia is one of the countries that plays an important 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, on the other hand Indonesia will also become a market for ASEAN countries because it is seen from the population IndonesiaThe very large size allows ASEAN countries to import goods into Indonesia, so that if Indonesia is not able to compete with ASEAN countries it will threaten Indonesia's local industry, so that efforts are needed to improve performance for the existence and sustainability of the company.

Consumer decisions in Purchasing explains 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 affect each other's purchasing decision process

The development of the era brought many changes to the lifestyle, lifestyle and needs of the community. There are various ways that humans do not only in survival but also how to enjoy life. The development of the times has made the shift in people's lifestyles and urban lifestyles. This condition causes an increase in demand for the purchase of goods or food in the form of delivery orders.

Micro, small and medium entrepreneurs mainly provide food sales services where they only have small capital so to develop their delivery services using online-based application services. In this case, Go-Food can be used as an alternative choice. This condition makes it easier for SMEs without preparing a fleet between goods. Thus it will reduce the salary burden of the delivery department. This model does not require companies to have warehouses or shops to sell. In addition, it allows the expansion of market share, with the addition of a display in the GoFood application carried out by Gojek. Consumers will provide many choices and advantages in ordering food. For Gojek, the more users of the GoFood feature, the more income will increase.

Definition of Management

According to R. Terry,(2010) Mmanagement is a unique process consisting of the following actions: planning, organizing, mobilizing, and controlling which are carried out to determine and achieve the goals that have been set through the use of human resources and other sources. Thus the manager will coordinate over a number of activities carried out by other people.

Meanwhile, according to Henry Fayol (2013) states that management contains the idea of five main functions, namely designing, organizing, commanding, coordinating, and controlling. These five functions are often abbreviated as POCCC (Planning, Organizing, Commanding, Coordinating, Controlling). Management is the process of providing work direction to people in an organization in order to achieve goalsMillet, (2012). Therefore, management can be interpreted as an effort made by managers to carry out organizational activities in order to achieve the goals set.

Definition of Marketing

Marketing isthe social and managerial process by which groups and individuals obtain what they want and need through creating, offering, and exchanging products of value with others (Kotler :2012). According toStanton (1993) Marketing is defined as a comprehensive system of business activities aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of existing and potential buyers.

Meanwhile, according toPrivate et al., (2008:5)Marketing is one of the main activities carried out by entrepreneurs which in their efforts are to maintain their lives, to develop and also to earn big profits. From some of these opinions, it can be concluded that marketing is an activity that connects the activities of producers and consumers. Thus marketing will include activities involving consumer demand, pricing, new product implementation, advertising, positioning, market analysis, feedback, reviews, distribution, sales, communication and product design identification and development.

Marketing Management

According to Tjiptono (2012:2)Marketing management is defined as a total system of business activities designed to plan, price, and distribute products, services and ideas that are capable of satisfying the desires of target audiences in order to achieve organizational goals. Meanwhile, according toAssauri (1999) explains that marketing management is an activity of analyzing, planning, implementing and controlling programs designed to establish, build and maintain profits from exchanges through target markets in order to achieve long-term organizational goals.

Another similar definition was also put forward by (Armstrong and Kotler, 2012)Marketing Management is a series of processes carried out by companies to create value for customers and build strong relationships with them in order to create value from these customers. Marketing management as an art and science to select markets and targets and obtain and maintain them which are designed in such a way as to satisfy their customers. How to manage or organize activities, skills, manpower, and resources, and other aspects will greatly determine the success or failure of the organization. achieve marketing goals and objectives to generate profit for the company.

Price

Price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of having or using the product or service. (Kotler & Armstrong, 2010:314). According to Swastha & Irawan, (2005:185) price is the amount of money (plus some goods if possible) required to obtain a number of combinations of goods and services.

According to toTjiptono (2005), Price is a monetary unit or other measure (including other goods and services) that are exchanged in order to obtain ownership rights or use of goods and services.
From some of these definitions, it can be seen that the price is the entire value of an item or service that is given in the form of money to obtain the right or use of the goods and services.

Promotion

According to Rambat & Hamdani, (2006:120)Promotion is one of the variables in the marketing mix implemented by companies in marketing products or services and serves as a communication tool between companies and consumers, influencing consumers in purchasing activities or using services in accordance with the wishes and needs of consumers.

Sistaningrum (2002:98) put forward the notion of promotion is an effort or company activity in influencing actual consumers and potential consumers so that they want to make purchases of products offered now or in the future.

Kotler & Armstrong (2012:76) proposes advancement implies exercises that convey the benefits of the item and convince target clients to get it (advancement is a movement that imparts the advantages of an item and convinces target purchasers to purchase the item).

From a portion of the definitions above, it very well may be reasoned that advancement is an organization's work to make mindfulness, advise, convince and impact shoppers to make acquisition of the items offered by the organization to expand marketing projections.
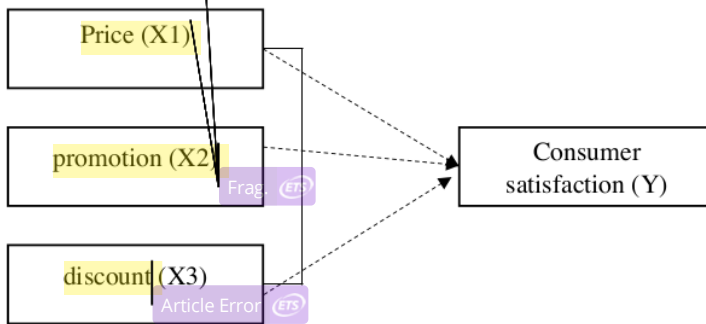
Discount

According to Kotler (2007:485)Discounts are basic price adjustments to reward customers for certain reactions, such as early bill payments, volume purchases, and off-season purchases. Meanwhile, according toTjiptono (2007)Discount is a discount given by the seller to the buyer as a reward for certain activities from the buyer that are pleasing to the seller. The existence of discounts will provide interest for consumers to have these products. From some of the opinions above it can be concluded that a discount is a price reduction given by the seller to attract consumers' interest in buying a product within a predetermined period of time.

Consumer Satisfaction

According to Kotler & Keller (2009:138), Buyer Fulfillment is an individual's sensations of joy or dissatisfaction emerging from contrasting the apparent execution of the item (results) against their assumptions. According to Kotler & Armstrong (2008:16), Customer Fulfillment is the shopper's impression of the apparent presentation of the item comparative with the purchaser's assumptions..

Other than that, Daryanto & Ismanto (2014:43) Consumer satisfaction, according to this definition, is an emotional judgment of customers after they have used products that meet their expectations and demands. Based on the foregoing, it can be stated that consumer satisfaction is a feeling of joy or disappointment felt by customers as a result of their encounter with the company's products with the hope that their needs will be met.

conceptual framework

Price (X1)

promotion (X2)

discount (X3)

Consumer satisfaction (Y)

Source: author (2020)

Figure 1. Conceptual Framework

Hypothesis
1. That the variables of Price, Promotion and Discount simultaneously and significantly affect the Gofood Consumer Satisfaction on Ubhara students.
2. That the variables Price, Promotion and Discount partially and significantly affect the Gofood Consumer Satisfaction on Ubhara students.
3. That Promotion variablehas a dominant influence on Gofood consumer satisfaction in Ubhara students

RESEARCH METHODS
Types of research
Because the data gathered are quantitative data (quantitative qualitative data), the data processing also employs quantitative statistical algorithms to establish whether price, promotion, and discount variables have a substantial impact on consumer satisfaction.

Population and Sample

The study's target group is ubhara students who have made at least two purchases with gofood. In this scenario, there are 1083 pupils who have made a purchase of at least 2x gofood. The sampling method is called "accidental sampling." According toSugiyono (2009:85)is a sampling procedure that selects a sample of people or units that are easy to find. The sample used using the slovin formula is 100.

Research Location and Time
a. The location of the object of this research is carried out at the Faculty of Economics and Business, Bhayangkara University, Surabaya, which is located at Jalan A. Yani 114 Surabaya, East Java, 60231.
b. This research was conducted from January 2020 to April 2020.

Variable Operational Definition
This study consists of 3 (three) independent variables and 1 (one) dependent variable, including:
1. Price (X1)
   Price is the exchange value of money or goods that have a use value for someone at a time Kotler and Armstrong, (2008) The indicators are:
   a. Affordability of price
   b. Product quality price match
   c. Price competitiveness
   d. Benefits and price match
2. Promotion (X2)
   Promotion is an activity that aims to provide clarity and convince potential buyers of goods or services. According toKotler & Keller, (2007:272) The indicators are:
   a. Promotion frequency
   b. Promotion quality
   c. Promotion quantity
   d. Promotion time
   e. Accuracy or suitability of promotional objectives
3. Discount (X3)
   Discounts as a result of rebates. According toSutisna (2002:200) The indicators are:
   a. The amount of the discount
   b. Discount period
   c. Types of products that get a discount
4. Consumer Satisfaction (Y)
   Consumer satisfaction is a person's method of processing his feelings, experiences and perceptions of the goods and services he buys. According toKotler & Keller (2009:140), the indicators are:
   a. Buy again
   b. Say good things about the company to others and recommend its products to others.
   c. Lack of attention to brands and advertisements of similar products
   d. Buy other products from the same company

Data collection technique
Questionnaires and interviews were used to gather information. Direct interviews with students from ubhara Surabaya who purchased at least two samples of gofood were conducted based on a list of questions that had been prepared.

Data Type
The information was gathered in the form of primary and secondary data.
a. Primary information
   Primary data is the sort of data used in this study. Data gathered directly by researchers through experiments or field activities is referred to as primary data.. This data is original or original data and was first obtained. This data is very useful for research that is being carried out and also for future research as secondary data(Timothy., 2017)
b. Secondary Data
   Secondary data is information derived indirectly from the research item, such as data that has already been acquired by others in a variety of ways or approaches.

Data source

The data for this study was gathered from student respondents ubhara. The information gathered in the form of primary and secondary data

Data collection

Data collection techniques to support the implementation of research using data collection methods are:

a. Observation

According to Sugiyono (2016:203) "When compared to other data collection approaches, observation has distinct properties." Observations were made by looking directly at the field which was used to determine the appropriate factors that were supported through interviews with Ubhara students to support the truth of the data.

b. Interview

If the researcher wants to perform a preliminary study to uncover problems that need to be studied as well as learn more from respondents who are more in-depth and the number of respondents is modest, interviews are employed as a data collection approach. (Sugiyono, 2018) In this study using the interview method through questions and answers with several students related to the variables of price, promotion, discount on consumer satisfaction gofood.

c. Questionnaire

According to Sugiyono (2016: 199) "A questionnaire is a data collection technique in which respondents are given a set of printed statements to respond to. Ubhara students were given questionnaires to see how much the pricing, promotion, and discount variables influenced gofood's consumer satisfaction ".

Data Test

This study relies on primary data, which was collected in the form of a questionnaire (a collection of questions or statements) that was distributed to students at Bhayangkara University Surabaya. In addition, secondary data from the ubhara students' interview approach was used..

Validity test

According to Sugiyono, (2018) The degree of accuracy between data that occurs in the research object and data that can be provided by research is known as validation. Valid data is information that "does not differ" between data reported by researchers and data found in the research item. It can be determined by comparing the item scores to the overall score. It can be concluded if the r correlation is greater than 0.30.

$$r = \frac{n(\sum XY) - (\sum X \sum Y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum Y^2 - (\sum Y)^2]}}$$

Information :

X = item score
Y = total score
XY = statement score
N = number of respondents to be tested
r = correlation product moment

Information :

1. If the instrument or item in the question has a substantial connection with the total score, the question is judged valid (r count r table).
2. If the instrument or item in the question does not have a substantial correlation with the total score, the question is considered invalid.

Reliability Test

According to Sujarweni, (2015), A reliability test measures a respondent's consistency and consistency in answering questions about question constructs, which are the aspects of a variable and are organized in a questionnaire form.

The reliability test is a test of the consistency of the instrument to measure the data. A reliable instrument is an instrument that produces a consistent measure(Sarmanu, 2017). Reliability test in quantitative research can use Cronbach's alpha method, if the correlation is 0.7 then the item is said to provide a sufficient level of reliability, on the contrary if the correlation value is below 0.7 then the item is said to be less reliable

$$r = \left[\frac{k}{k-1}\right]\left[1 - \frac{\sum \sigma b^2}{\sigma t^2}\right]$$

Information :

r = reliability
k = number of statement items
$\sum \sigma b^2$ = total item variance

σt^2 = total variance

Data Analysis Techniques

According to Sugiyono, (2018) If a researcher wants to anticipate how the status (up or down) of the dependent variable will change, he or she will employ multiple regression analysis. If there are at least two independent variables, multiple regression analysis will be performed. After the test results reveal the interval scale, this analysis is used. A regression equation with two o is known as a multiple linear regression equation. The general form of this multiple linear regression equation is:

Y= a + 1X1 + 2X2 + 3X3$\beta\beta\beta$

Information :
Y = dependent variable or affected variable variabel
a = Constant
b = Regression coefficient
X = Independent variables or variables that affect

Coefficient of Determination Analysis (Adjusted R Square)

The determinant coefficient is one criterion for selecting a suitable model, but it is not the only one. The amount of independent variables included in the model is usually the main flaw of employing the coefficient of determination. R2 will grow with each additional independent variable, regardless of whether the variable has a meaningful effect on the dependent variable. Many academics agree that

$$R2 = 1 - (1-R2)\left[\frac{ni}{nk-1}\right]$$

Information :
R2 = Coefficient of determination
n = Number of respondents
k = Many independent variables

F Uji test

The F test is used to determine the effect of the independent factors on the dependent variable at the same time (simultaneously).. According to Sugiyono (2018: 182) the F test is used to test the effect of the independent variables together on the dependent variable.

Test steps:
1. Determining the Hypothesis
   H0 : Simultaneously there is no influence of Store Atmosphere (X1), Price (X2), Service Quality (X3) on Consumer Satisfaction (Y)$\beta1 = \beta2 = \beta3 = 0$
   H1 : Simultaneously there is an effect of Store Atmosphere (X1), Price (X2), Service Quality (X3) on Consumer Satisfaction (Y). Determine the magnitude of the significant level, which is 0.1 or 10%$\beta1 \neq \beta2 \neq \beta3 \neq 0(\alpha)$
2. Determine F count
   According to (Sugiyono, 2017: 182) the F-Test calculation is carried out with the following formula:

$$Fcount = \frac{\frac{R^2}{K}}{\frac{(1-R^2)}{(n-k-1)}}$$

Information :
F count = F calculated compared to F table (nK-1) = degrees of freedom
R2 = Multiple correlation coefficient
K = Number of independent variables
N = Number of samples
3. The test criteria are as follows
   a. H0 is approved and H1 is refused if F count F table.
      It can be demonstrated that the independent variable (X) has no effect on the dependent variable at the same time (Y)
   b. If the F count is more than the F table, H0 is rejected and H1 is accepted.
      It may be demonstrated that the independent variable (X) influences the dependent variable at the same time (Y).
In other words, if the significant value (sig) of the F test is less than 0.1, then H0 is rejected and H1 is accepted.

t test

The t-test, also known as the partial test, is used to see how each independent variable affects the dependent variable independently, (Sugiyono 2018:183).

To find out loyalty (X1), team work (X2), and competence (X3) partially affect the employee performance variable (Y), the T test is used, namely:

1. Determining the Hypothesis
   a. *H0 : 1* = 0, meaning that Store Atmosphere (X1) has no effect individually (partial) on Consumer Satisfaction (Y).
   b. *H1 : 10*, means that Store Atmosphere (X1) has a partial effect on Consumer Satisfaction (Y)
   c. *H0 : 2*= 0, meaning that the price (X2) has no influence individually (partial) on Consumer Satisfaction (Y)
   d. *H1*: 2 = 0, meaning that the price (X2) has a partial effect on Consumer Satisfaction (Y).
   e. *H1*: 3 0, meaning that service quality (X3) has no partial effect on Consumer Satisfaction (Y).
   f. *H1 : 3 0*, meaning that service quality (X3) has a partial effect on consumer satisfaction (Y).
2. Specifies the limit of the value of Ttable
   The level that the researcher wants is = 10% (0,1) with df = (nk) , where n is the number of samples and k is the number of independent variables.
3. Determining Tcount
   The calculation of the T test is carried out with the following formula:

$$\text{Tcount} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

   Information :
   r   : Correlation
   n   : Number of respondents
4. The criteria for testing the decision of the T test are:
   a. If t < 0.1 is significant, then H0 is accepted, which means that the independent variables partially have no effect on the related variables.
   b. If significant t > 0.1 then H0 is rejected there is an influence between the independent variable and the dependent variable.
   c. It is rejected that there is an influence between the independent variable and the dependent variable.

Partial Coefficient of Determination

To find out which variables have the dominant influence among the independent variables consisting of loyalty, team work and competence as well as the dependent variable on employee performance, it is done by looking at the standardized ranking of the regression coefficients (β) or *standardized of coefficient* beta of each significant independent variable. The variable that has the largest beta coefficient is the independent variable (X) which is dominant to the dependent variable (Y).

ANALYSIS AND DISCUSSION
Validity Test Results

Validity test

Variables/Indicators	r value	r table	Information
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
Consumer Satisfaction(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 rtable value obtained is 0.1654. From the table above, it can be seen that rcount in each statement on the variables Price, Promotion, Discount and Consumer Satisfaction is greater than rtable so that it can be concluded that the indicators on the statement instrument are declared valid.

Reliability Test

Reliability Test

Variables/Indicators	Alpha Value	Information
Price (X1)	0.884	Reliable
Promotion (X2)	0.605	Reliable
Discount (X3)	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 Consumer 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

Multiple Linear Regression Equation

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

$$Y = 9{,}478 + 0.110\,X1 + 0.125\,X2 - 0.06\,X3$$

a. The consistent of 9.478 implies that assuming the autonomous factors Value, Advancement and Rebate are steady, the reliant variable of Shopper Fulfillment is 9.478.
b. Price (x1) has a coefficient worth of 0.110. On the off chance that the cost is expanded by one unit, buyer fulfillment will increment by 0.110 units.
c. Promotion (X2) has a coefficient worth of 0.125. On the off chance that the Advancement is expanded by one unit, Buyer Fulfillment will increment by 0.125 units.
d. Discount (X3) has a coefficient worth of - 0.06. Assuming the Online Markdown is expanded by one unit, Buyer Fulfillment will diminish by 0.06 units

HYPOTHESIS TEST
F Uji test

ANOVAa

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

a. Dependent Variable: Y

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

From the consequences of testing the model together (all the while) over, the Fcount esteem is 3,734 > Ftable of 2.70 with importance 0.016and this worth is a lot more modest than = (0.05), it very well may be presumed that Ho is dismissed and H1 is acknowledged. This implies that the factors Value, Advancement and Markdown at the same time (together) significantly affect the variable Customer Satisfaction α

t test

Coefficientsa

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	0.035
	X2	,125	,091	,150	2,370	0.014
	X3	-,060	,123	-,049	-,493	,623

a. Dependent Variable: Y

From the aftereffects of the estimations in the table above, it is gotten:
1. At the cost variable, the tcount esteem is 2.031 > t table 1.66 with an importance level of 0.035 which is under 0.05, so Ho is dismissed and H1 is acknowledged.
2. For the Advancement variable, the tcount esteem is 2.370 > t table 1.66 with an importance level of 0.014 which is under 0.05, so Ho is dismissed and H1 is acknowledged.
3. For the rebate variable tcount - 0.493 < t table 1.66 with an importance level of 0.623 more prominent than 0.05 then Ho is acknowledged and H1 is dismissed
4. This implies that the free factor Advancement in part significantly affects the reliant variable Customer Fulfillment

Dominant Test

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

Of the three independent variables consisting of prices, promotions and discounts, it can be seen that the Promotion variable has the largest (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 the dominant influence on consumer satisfaction is the promotion variable.

DISCUSSION
Price Effect on Consumer Satisfaction
The aftereffects of SPSS examination show that there is an impact of cost on customer fulfillment. This can be seen from the worth of the t-test (incomplete test) where at the cost variable, the tcount worth of 2.031 is more prominent than the t-table of 1.66 with an importance level of 0.035 under 0.05, which means that the price will be able to affect consumer satisfaction. The relationship between the two price variables on consumer satisfaction is positive which indicates the lower the price owned by gofood, the higher the consumer satisfaction. In other words, an increase in consumer satisfaction can be formed through the provision of low prices for the gofood concerned.
The existence of a positive and significant effect of price on consumer satisfaction shows the importance of price in increasing consumer satisfaction. If it has a positive price, it will show interest, have attention, and want to buy gofood products.
The Effect of Promotion on Consumer Satisfaction

The aftereffects of SPSS investigation show that there is an impact of Advancement on Shopper Fulfillment. This can be seen from the worth of the t test (incomplete test) where for the advancement variable the tcount worth of 2.370 is more noteworthy than the t table of 1.66 with an importance level of 0.014 under 0.05, which means that the promotion will be able to affect consumer satisfaction. The relationship between the two Promotion variables on Consumer Satisfaction is positive which indicates the higher the promotion provided by Gofood, the higher the consumer satisfaction. In other words, increasing consumer satisfaction can be formed through intensive and frequent promotions for the relevant gofood products.

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

The Effect of Discounts on Consumer Satisfaction

The aftereffects of SPSS investigation show that there is an impact of Limits on Purchaser Fulfillment. This can be seen from the worth of the t test (Fractional test) where for the rebate variable the determined t worth of - 0.493 is more modest than t table 1.66 with an importance level of 0.623 more noteworthy than 0.05 which means that the discount will not be able to affect consumer satisfaction. . The relationship between the two discount variables on consumer satisfaction is negative, which indicates the lower the discount provided by gofood, the lower the consumer satisfaction. In other words, an increase in consumer satisfaction can be formed through the provision of large discounts for products that are of interest to the public.

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

CONCLUSION

Based on the results of research and discussion used according to the hypothesis, it can be concluded:

1. The aftereffects of the investigation of the F test got a Fcount of 3.734 with a meaning of 0.016. Since the worth of Fcount (3.734) > Ftable (2.70) and the subsequent importance worth of 0.016 and this worth is a lot more modest than = (0.05), it implies that the factors Value, Advancement and Rebate all the while (together)) affects the Buyer Fulfillment variable. Subsequently the main theory which expresses that the factors Value (X1), Advancement (X2), and Limits (X3) at the same time affect Shopper Fulfillment (Y) Gofood on understudies of the Personnel of Financial aspects and Business, Bhayangkara College Surabaya, is demonstrated. Also, the three autonomous factors and the reliant variable have a relationship level in the "Medium" classification.

2. The consequences of the t-test examination at costs acquired tcount upsides of 2.031 and t-tables of 1.66. Along these lines (2.031) t number-crunching < (1.66) t table with an importance level of 0.035 is more modest than 0.05, then, at that point Ho is dismissed and H1 is acknowledged. This implies that the free factor Cost in part significantly affects the reliant variable of Shopper Fulfillment. The aftereffects of the investigation for Advancement acquired tcount 2.370 and t table 1.66. Consequently (2.370) t number juggling > (1.66) t table with an importance level of 0.014 which is more modest than 0.05 then Ho is dismissed and H1 is acknowledged. This implies that the free factor Advancement mostly huge impact on the reliant variable Buyer Fulfillment.

   The consequences of the investigation for the markdown acquired tcount - 0.493 and t table 1.66. Accordingly - 0.493 t tally < 1.66 t table with an importance level of 0623 more noteworthy than 0.05 then Ho is acknowledged and H1 is dismissed. This implies that the autonomous variable Markdown part of the way has no huge impact on the reliant variable Purchaser Fulfillment.

3. From partial and simultaneous testing the independent variable (X) which consists of Price, Promotion and Discount which dominantly affects Consumer Satisfaction is the Promotion variable (x2), (proven) has a dominant or significant effect with the largest Beta value of 0.150 compared to independent variables Price (x1) and Discount (x3).

Suggestion

1. From the consequences of the examination, it is realized that the free factors Value, Advancement and Rebate all the while significantly affect Gofood Purchaser Fulfillment on Changeara understudies.

2. Gofood Consumer Satisfaction on Changeara students, it is hoped that Gofood will be able to provide a sense of comfort and satisfaction with their products, so that consumers will still feel satisfied buying Gofood products.

3. From the results of the study, it is known that the independent variables Price, Promotion and Discount partially affect the Gofood Consumer Satisfaction on Changera students, so if culinary entrepreneurs want to develop, it is expected that culinary actors are able to provide good product variants in terms of quality

and quantity, service and timeliness. in delivering orders so that it will create consumer satisfaction in buying gofood products.

Sp. (ETS)   Sentence Cap. (ETS)

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Prep. You may be using the wrong preposition.

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Sp. This word is misspelled. Use a dictionary or spellchecker when you proofread your work.

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Missing "," Review the rules for using punctuation marks.

P/V You have used the passive voice in this sentence. You may want to revise it using the active voice.

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P/V You have used the passive voice in this sentence. You may want to revise it using the active voice.

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