



Plagiarism Checker X Originality Report

Similarity Found: 11%

Date: Monday, June 29, 2020

Statistics: 693 words Plagiarized / 6077 Total words

Remarks: Low Plagiarism Detected - Your Document needs Optional Improvement.

Impacts of Price, Promotion and Gofood Consumer Satisfaction In Faculty of Economic and Business Students of Bhayangkara University Surabaya 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 I. INTRODUCTION 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 Philip Kotler and Gery 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 P. and K. L. K. 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 where individuals and groups get what they need and want through creation, supply, and freering, 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. II.

LITERATURE REVIEW Definition of Management 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 (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. Meanwhile, according to Private et al., (2008: 5) 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 (Daengs, 2017) Another definition similarly stated also by 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 Swastha&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 Rambat

&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.

Kotler& Armstrong (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 III. 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.

Population and Sample 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, University of Bhayangkara Surabaya who had made purchases with a minimum of 2x gofood as much as 1083.

The sampling technique used was Accidental sampling in Sugiyono's(2009: 85) opinion is a sampling procedure that selects the sample of the person or unit most easily found or accessed with a sample size of 100 respondents with the Slovin formula. Research Location and Time a. The location of this research object was carried out at the Faculty of Economics and Business, University of Bhayangkara, Surabaya, located at Jalan A.

Yani 114 Surabaya, East Java, 60231. b. When this research was conducted in January 2020 to April 2020. Definition of Variable Operations This study consists of 3 (three) independent variables and 1 (one) dependent variable, including: 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 and 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 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 Ubharafeb Surabaya who bought at least 2x gofood samples. Data Type The data used in this study uses two data, namely primary data and secondary data. Each data with the following explanation: 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 Data collection techniques that greatly support the implementation of research using data collection methods are: 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.

Data Testing Based on the data acquisition, uses primary data that is data in the form of a questionnaire (list of questions or statements) that is distributed to students of the Faculty of Economics and Business, Bhayangkara University, Surabaya. And also using secondary data obtained from the interview method of the students of the Faculty of Economics and Business, Bhayangkara University, Surabaya.

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: $r_i = 2 \cdot r_{bb}$ Description : r_i = Internal reliability of all instruments r_{bb} = 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 b_1 = variable regression coefficient X1 (Price) b_2 = Variable regression coefficient X2 (Promotion) b_3 = Variable regression coefficient X3 (Discount) IV RESEARCH RESULTS ANALYSIS 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 rtable value
obtained is 0.1654. From the table above **it can be seen that the** rcount in each
statement on the variable Price, Promotion, Discount and Customer Satisfaction is
greater than rtable so that it is concluded that the indicators on the statement
instrument are declared valid.

Reliability Test Variable/Indicator _Alpha Value _Description __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 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 __
 $Y = 9,478 + 0,110 X1 + 0,125 X2 - 0,06 X3$ a.

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. b. 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.
c. 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. d. 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 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 results of testing the model simultaneous above obtained Fcount value of 3.734 > Ftable 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

	Beta	Std. Error	t	Sig.
(Constant)	9,478	1,787	5,303	,000
X1	,110	,107	,113	,2031
X2	,125	,091	,150	,2370
X3	-,060	,123	-,049	-,493

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 > ttable 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 tcount is 2.370 > ttable 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 < ttable 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. 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. V. 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 aFvalue of 3.734 with a significance of 0.016. Therefore the value of Fcount (3,734) > Ftable (2.70) and the resulting significance value of 0.016 and this value is much smaller than ?? = (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 tcount 2.031 and ttable 1.66. Therefore $(2,031) tcount < (1,66) ttable$ 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 tcount 2.370 and t table 1.66. Therefore $(2,370) t count > (1,66) t table$ 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 tcount - 0.493 and ttable 1.66. Therefore $- 0.493 t count < 1,66 t table$ 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). VI. 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 GofoodConsumer 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 Gofoodproducts.

References Armstrong, P. K. and G. (2012). Prinsip-prinsip Pemasaran (Edisi 13 J). Jakarta: Erlangga. Arikunto, S. (2013). Prosedur Penelitian: Suatu Pendekatan Praktik. Jakarta: Rineka Cipta. Assauri, S. (1999). Manajemen Pemasaran Konsep, Dasar dan Strategi. Jakarta: PT Raja Grafindo Persada. Assauri, S. (2017). Manajemen Pemasaran. Jakarta: Rajawali Pers. Daryanto, & Ismanto, S. (2014). Konsumen dan Pelayanan Prima. Malang: Gava Media.

Daengs dan Febrina, 2017, Strategi Pemasaran Untuk Meningkatkan Penjualan Alat Kesehatan di UD PUtra Pratama SURabaya, Vol 02. No 02, Jurnal Pengabdian LPPM Untag Surabaya Ghozali, I. (2013). Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi. Semarang: Badan Penerbit Universitas Diponegoro. Griffin, R. W. (2004). Manajemen. Jakarta: Erlangga. Hermawan, A. (2013). Komunikasi Pemasaran. Jakarta: Erlangga.

Kotler dan Armstrong. (2008). Prinsip-Prinsip Pemasaran Jilid I. In Erlangga. Kotler, P. (2003). Manajemen Pemasaran (11th ed.). Jakarta: Gramedia. Kotler, P., & Armstrong, G. (2008). Prinsip-prinsip Pemasaran. Jakarta: Erlangga. Kotler, P., & Armstrong, G. (2012). Prinsip – prinsip Pemasaran. Jakarta: Erlangga. Kotler, P. and K. L. K. (2016). MARKETING MANAGEMENT (15th Editi). Pearson Education, Inc. Kotler, P., & Keller. (2007). Manajemen Pemasaran. Jakarta: PT Indeks. Kotler, P.,

& Keller, K. L. (2009). Manajemen Pemasaran. Edisi Ketigabelas (4th ed.; B. Molan, ed.). Jakarta: INDEKS. Philip Kotler dan Gery Armstrong. (2001). Aktiviti Promosi. Rambat, L., & Hamdani, A. (2006). Manajemen Pemasaran Jasa (2nd ed.). Jakarta: Salemba Empat. Stanton, W. J. (1993). Prinsip-Prinsip Pemasaran. Jakarta: Erlangga. Stoner, A. ., & Freeman, J. dan E. (1996). Manajemen Jilid I. In terj. Alexander Sindoro. Jakarta: PT Prahallindo. Sudjana, N. (2012).

Penelitian Hasil Proses Belajar Mengajar. Bandung: Remaja Rosda Karya. Sugiyono. (2009). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta. Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: PT Alfabet. Sutisna. (2002). Perilaku Konsumen dan Komunikasi Pemasaran. Bandung: PT Remaja Rosdakarya. Swasta, B., Dharmesta, & Irawan. (2008). Manajemen Pemasaran Modern. Yogyakarta: Liberty. Swastha, B., & Irawan. (2005). Manajemen Pemasaran Modern.

Yogyakarta: Liberty. Terry, G., & Rue, L. W. (2010). Dasar-Dasar Manajemen (11th ed.). Jakarta: Bumi Aksara. Tjiptono, F. (2002). Strategi Pemasaran. In Strategi Pemasaran (p. 151). Yogyakarta: Penerbit Andi. Tjiptono, F. (2005). Strategi Pemasaran. Yogyakarta:

Andi Offset. Tjiptono, F. (2007). Strategi Pemasaran (2nd ed.). Yogyakarta: Andi Offset.

INTERNET SOURCES:

<1% -

https://www.researchgate.net/publication/258105740_Determinants_of_a_Successful_Migration_to_Cloud_Computing_in_Iranian_Telecommunication_Industry

<1% - <https://subjecto.com/speed-velocity-and-acceleration>

<1% - <https://ijicc.net/index.php/ijicc-editions/31-volume-11-2020>

<1% -

https://www.researchgate.net/publication/5286098_Quantifying_the_Relative_Importance_of_Predictors_in_Multiple_Linear_Regression_Analyses_for_Public_Health_Studies

<1% - https://en.wikipedia.org/wiki/Economic_problem

<1% -

<https://id.123dok.com/document/qogr935z-proceeding-international-seminar-on-accounting-for-society-sustainable-development-challenge-and-opportunity-for-professional-accountants-in-developing-countries-eprints-unpam.html>

<1% - <https://quizlet.com/203493839/chapter-13-marketing-flash-cards/>

<1% -

<https://fifthperson.com/why-singapore-should-look-towards-asean-rather-than-china-for-growth/>

<1% - <http://www.revistaespacios.com/a19v40n07/19400714.html>

<1% -

https://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bangkok/---sro-bangkok/documents/publication/wcms_310231.pdf

<1% - <http://www.revistaespacios.com/a19v40n07/a19v40n07p14.pdf>

<1% - <https://www.asean.org/wp-content/uploads/images/archive/22325.pdf>

<1% -

<https://www.businessmanagementideas.com/marketing/marketing-definition/20516>

<1% - <http://repository.unpas.ac.id/30693/6/BAB%20II.pdf>

<1% - <https://www.nineps.com/marketing-definitions.php>

<1% -

<https://oxfordbusinessgroup.com/overview/decisive-moment-incumbent-administration-readies-electoral-challenge-year-economic-growth-and>

<1% -

<http://www.ijstr.org/final-print/apr2016/The-Role-Of-Dynamic-Capability-In-Supporting-Transformation-And-Sustainability-Of-Permodalan-Nasional-Madani-Ltd.pdf>

<1% -

<https://specialties.bayt.com/en/specialties/q/281738/what-is-food-inflation-its-causes-and-impacts/>

<1% - <https://rjoas.com/issues/2019-07.pdf>

<1% - <https://hbr.org/1996/11/the-questions-every-entrepreneur-must-answer>

<1% - <https://ir.pgn.co.id/static-files/1fbdceaf-2b27-49c2-9edc-18bd2608e424>

<1% - <https://windra-pasmr.blogspot.com/2012/04/management-concept.html>

<1% - http://www.pondiuni.edu.in/storage/dde/downloads/mbaii_mm.pdf

<1% - <https://andriharis12.wordpress.com/category/uncategorized/>

<1% - <https://quizlet.com/186243259/chapter-1-flash-cards/>

<1% -

<https://www.thebalancecareers.com/directory-of-inspirational-quotations-for-business-and-work-4165531>

<1% - <https://www.studymode.com/essays/Maybelline-1122484.html>

<1% - <https://www.slideshare.net/vinitsuchak/applications-of-statistics>

<1% - https://issuu.com/smilelikeachild9/docs/a_real_business_that_is_highly_fulf/15

<1% - <http://lib.dr.iastate.edu/cgi/viewcontent.cgi?article=1897&context=rtid>

<1% -

<https://www.dummies.com/business/start-a-business/business-plans/set-business-marketing-plan-goals-and-objectives/>

<1% - https://mpra.ub.uni-muenchen.de/89434/1/MPRA_paper_89434.pdf

<1% - <https://www.definitions.net/definition/goods%20and%20services>

<1% -

<https://www.gov.im/media/1348726/notice-1000-man-trade-based-money-laundering-july-18.pdf>

<1% - <https://www.linkedin.com/in/rev-carlene-appel-mdiv-pc-cerc-ctp-b690a82b>

<1% - <http://iosrjournals.org/iosr-jbm/papers/Vol21-issue12/Series-2/J2112026470.pdf>

<1% - <https://www.ntia.doc.gov/page/chapter-1-theory-markets-and-privacy>

<1% - <https://brainly.com/question/7574621>

<1% - https://www.ijrrjournal.com/IJRR_Vol.7_Issue.1_Jan2020/IJRR0034.pdf

<1% - <https://www.slideshare.net/davidfranclinok/customer-sactation>

<1% -

<https://www.scribd.com/document/365501762/Proceedings-of-1st-ICBAS-2016-18112016>

<1% - <http://www.ijsrp.org/research-journal-1116.php>

<1% - <https://id.scribd.com/doc/215418835/Annual-Report-2012-Bank-Bukopin-Syariah>

<1% -

<https://ejournal.undip.ac.id/index.php/index/oai?verb=ListRecords&set=ijred&metadataPrefix=nlm>

<1% -

https://www.researchgate.net/publication/329499480_Effect_of_Price_and_Product_Com

pletteness_to_Consumer_Purchase_Decision_at_Tokopediacom

<1% - <https://fitrimariani33.blogspot.com/>

<1% - <https://www.mass.gov/files/documents/2017/11/16/120730-duals-demo-rfr.doc>

<1% -

<https://www.scribd.com/document/424974501/THE-INFLUENCES-OF-COGS-COST-OF-GOODS-SOLD-AND-SALES-VOLUME-docx>

<1% - <https://www.sciencedirect.com/science/article/pii/S1478409216300565>

<1% -

https://www.researchgate.net/publication/281857387_Individual_Differences_in_the_Participation_in_a_Brand_Community_A_Validation_of_the_Goal-Directed_Behavior_Model

<1% -

<https://www.cleverism.com/qualitative-and-quantitative-data-collection-methods/>

<1% - <https://www.grin.com/document/446743>

<1% -

<https://quizlet.com/184311371/psychology-120-chapter-2-how-psychologists-conduct-research-flash-cards/>

<1% - https://ijicc.net/images/vol12/iss9/12910_Sujana_2020_E_R.pdf

<1% - <https://work.chron.com/causes-workplace-problems-14202.html>

<1% - http://shodhganga.inflibnet.ac.in/bitstream/10603/3704/12/12_chapter%202.pdf

<1% - <https://edirc.repec.org/indonesia.html>

<1% - <https://www.ijicc.net/index.php/volume-13-2020/188-vol-13-iss-5>

<1% - <https://nimade92.blogspot.com/>

<1% - <https://it.scribd.com/document/441084784/Proceeding-UIC-Dec-pdf>

<1% - <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32014R0515>

<1% - <http://iratde.com/index.php/jtde/article/download/379/299/>

<1% -

[http://www.wiete.com.au/journals/WTE%26TE/Pages/Vol.4,%20No.2%20\(2005\)/16-Alias32.pdf](http://www.wiete.com.au/journals/WTE%26TE/Pages/Vol.4,%20No.2%20(2005)/16-Alias32.pdf)

<1% -

https://saylordotorg.github.io/text_research-methods-in-psychology/s09-psychological-measurement.html

<1% - <https://www.researchgate.net/topic/Quantitative-Analysis/3>

<1% - <http://www.intellspot.com/linear-regression-models/>

<1% - <https://www.educba.com/linear-regression-in-excel/>

<1% -

https://mafiadoc.com/paper-title-maximum-two-rows_59eda88d1723ddb924d82717.html

<1% - <https://www.youtube.com/watch?v=Sz5AdyOiSLE>

<1% -

<https://stats.stackexchange.com/questions/60825/is-a-p-value-of-0-04993-enough-to-r>

eject-null-hypothesis

<1% - <https://quizlet.com/12411477/sociology-1301-final-exam-flash-cards/>

<1% -

<https://stats.stackexchange.com/questions/398965/probability-of-normal-random-variable-yielding-highest-value-among-other-normal>

<1% - https://repository.unja.ac.id/3863/56/539_548.pdf

<1% - <https://www.jkms.org/DOIx.php?id=10.3346/jkms.2020.35.e158>

<1% -

https://www.researchgate.net/publication/329987721_The_effect_of_corporate_image_on_customer_satisfaction_through_Brand_equity

<1% - <https://mahluktercerdas.blogspot.com/2018/>

<1% - <https://www.regulations.gov/document?D=CMS-2019-0006-0016>

<1% -

<https://id.123dok.com/document/zg87o08y-prosiding-abstrak-kia-5-stei-2018.html>

<1% - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3615973/>

<1% -

https://mafiadoc.com/mediterranean-journal-of-social-sciences_5bb74129097c47015c8b46a1.html

<1% -

<https://www.thefreelibrary.com/Corporate+social+responsibility+and+employee+behavior%3a+mediating+role...-a0459227336>

<1% - <http://repository.upi.edu/4193/>

<1% -

https://www.researchgate.net/publication/332645940_Marketing_Mix-7Ps_The_Effect_on_Customer_Satisfaction

<1% - https://www.ijicc.net/images/vol8iss2/8206_Hakimah_2019_E_R.pdf

<1% - <http://bme2018.upiconf.org/kfz/pages/abstracts1.php>

<1% -

https://www.researchgate.net/publication/330682257_PENGARUH_PERSEPSI_KUALITAS_NAMA_MERK_DAN_BRAND_AWARENESS_TERHADAP_KEPUTUSAN_PEMBELIAN

<1% - <http://repository.bakrie.ac.id/2624/5/04%20DAFTAR%20PUSTAKA.pdf>

<1% - http://repository.upi.edu/15066/9/S_TE_1005173_Bibliography.pdf

<1% - <http://scholar.unand.ac.id/22056/9/DAFTAR%20PUSTAKA.pdf>

<1% - http://eprints.ums.ac.id/26943/7/I_DAFTAR_PUSTAKA.pdf

<1% - <http://hacklab.utpinux.org/>

<1% - http://eprints.ums.ac.id/27714/7/DAFTAR_PUSTAKA.pdf

<1% -

<https://ebookpdf.com/sugiyono-2016-metode-penelitian-kuantitatif-kualitatif-dan-r-d-bandung-pt-alfabet>