

SATISFACTION OF CONSUMERS OF BOUQUET PRODUCTS IN PONOROGO, EAST JAVA



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ABSTRACT

This study aims to determine consumer satisfaction with bouquet products in Ponorogo among Jenar Buket Ponorogo customers. This study employs a quantitative approach with the accidental sampling method of 100 consumers. The data analysis techniques used were the validity test, reliability test, normality test, heteroscedasticity test, multicollinearity test, autocorrelation test, multiple linear regression test, determination test, and hypothesis test, which were processed using the Statistical Package for the Social Sciences (SPSS) for Windows, version 25. The results of this study indicate that product quality and product customization have a positive and significant effect on consumer satisfaction of Jenar Buket, while service performance does not have a significant effect. The results of the determination test indicated that product quality, service performance, and product customization had an influence of 67.5% on consumer satisfaction, while the remaining 33% was influenced by other variables not explained in this study.

Keywords: Quality Product; Performance Service; Customization Product

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INTRODUCTION

Currently, there are numerous ways to express love to loved ones. There are many ways to achieve this, such as through action and by offering kind words (Syarif, 2023). However, to be more impressive, many objects generally embody feelings of love. The gift is intended to be treasured by loved ones, with the hope that it will evoke a sense of remembrance or a cherished memory of the person who gave it, leaving a lasting impression (Syahril, 2023). A bouquet is one of the types of gifts that can be given for various events.

A bouquet is a business opportunity. Big enough for the moment, this is where society is. Many people are seeking bouquets for both formal and informal occasions. The bouquet itself is a manual business that requires special skills to produce good quality so that it can fulfill the desires of consumers. Generally, bouquets are made in the form of flower bouquets. However, now more and more innovative bouquet sellers create various types of bouquets, such as snack bouquets, money bouquets, and make-up bouquets, among others. Consumers can, by request, access this information (Syahril, 2023).

Indonesia's bouquet industry has enormous potential and is still expanding (Syahril, 2023). Bouquet demand continues to increase because it is considered a meaningful gift. (Syahril, 2023). The Indonesian people appreciate beauty and aesthetics, so bouquets have become a popular choice for various events (Aliza et al., 2024). As in other areas of Indonesia, the Bouquet business in Ponorogo also has very promising potential. At the time, there is an event opportunity for the Bouquet business. In addition to wedding events, Thanksgiving, and other celebration customs, Ponorogo residents also participate in giving bouquets.

One of the Bouquet craftsmen in Ponorogo is "Jenar Buket," who moved into the field of creative business in 2021 to the present moment. Jenar Bouquet itself sells the product through online platforms such as Instagram, TikTok, and Shopee, as well as has an offline store located at Jalan Ramawijaya No. 9A, Surodikraman, Ponorogo. Until now, Jenar Buket has produced a variety of Bouquet products, ranging from snack bouquets to flower bouquets and money bouquets, in response to consumer demand.

Consumer behavior refers to how individuals use products and services (Hermawan, 2023). Understanding the consumer's needs, wants, and preferences is essential to comprehending their behavior (Andreas, 2023). Everyone wants loyal customers so that a business can generate a profit. Then, a business also expects repeat purchases. Interest also matters. The first interesting aspect is that buying a product or service motivates the consumer to think about it constantly, and growth becomes a strong desire (Hermawan, 2023). As a result, when the time comes, the consumer wants to fulfill their wish and use it to achieve their goal. When consumers purchase a product or service to fulfill their desires, they also create a sense of satisfaction with the product or service (Arie, 2024).

Satisfaction among consumers is essential for building a business forward. (Aliza et al., 2024). Satisfied consumers can also become boosters of a business's success. The assessment of whether a product or service lives up to the customer's expectations is known as consumer satisfaction (Nurlaili, 2024). This can be accomplished in a number of ways, which will raise customer happiness. Customer satisfaction can be greatly impacted by high-quality items (Fahrurrozi, 2024).

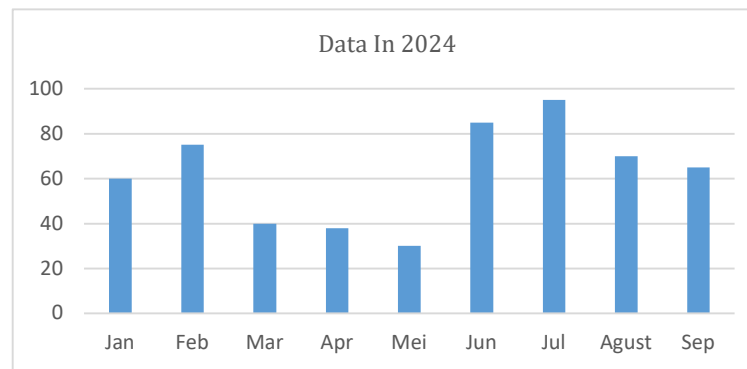
Quality is an essential product for fulfilling the hopes of consumers (Bella et al., 2024). A quality product fulfills the needs of the consumer by showing the goods or services offered (Achmad, 2024). Consumer preferences are intimately linked to high-quality items. so that the customer can add value to the product once it is desired

(Achmad, 2024). Customer value is the evaluation of customers based on the efforts they make (Achmad, 2024) to feel satisfied with a product or service (Hermawan, 2023). Apart from function, a product consumer will look for goods with quality and a good product (Bella et al., 2024). Jenar Buket's performance service becomes a crucial factor in ensuring consumers feel satisfied after purchasing a product.

Performance service is the evaluation of customers to assess the quality of the services they provide (Arie, 2024). They own the ability to evaluate their experience with the service. Companies need to ensure that consumers are satisfied with the services they provide. In the increasingly fierce competition, consumer satisfaction and business success are now more critical (Achmad, 2024). Quality service has become the main priority for businesses. A business needs to understand what consumers want and need (Liora et al., 2023). Providing service to the extraordinary consumer can increase market power (Bella et al., 2024). To strengthen its superiority, a company can enhance its service to consumers, as well as request or customize services in response to consumer requests.

The process of designing a product to meet the unique needs of customers is known as customization (Martin et al., 2022). The goal is to provide products upon request to consumers. Consumers do not want a choice; they only want what they want. Customize products to increase the perceived value of the mark to consumers (Dhita et al., 2018). Input consumers are crucial in this situation because they determine what the company should produce. Customization refers to the extent to which a business creates goods or unique services to fulfill the tastes and needs of its consumers (Shuai et al., 2023).

The following chart shows the Sales at Jenar Buket from January to September 2024:



Source: Researcher Observation, 2024

Figure 1
Graph Amount of Products as of January – September 2024

Based on the Figure 1, it can be concluded that Bouquet sales at Jenar Buket shop have experienced fluctuations in sales of Bouquet products from January to September 2024, with varying levels of consumer satisfaction, as well as seasonal variations in sales of Buket products. Here, it is said to be seasonal because there are celebrations and big days, so consumers do not always buy Bouquet products.

Based on observations with the owner of Jenar Buket, which experienced a drastic decline from March to May 2024, as consumers do not always buy products regularly, certain product bouquets were sold out at the time. Therefore, a company cannot set the same sales target every month. The monthly sales target varies based on

market conditions. Fluctuations underscore the importance of maintaining quality and delivering an optimal experience to foster loyalty among existing customers and attract new ones.

Based on the background presented, research aims to identify factors that influence consumer satisfaction with Bouquet products in Ponorogo and to explore methods to increase the sales of Bouquet products.

LITERATURE REVIEW RESEARCH FRAMEWORK, AND HYPOTHESES

Product Quality

When consumers make purchases, they often base their decisions on the quality of the product (Ghalih et, al., 2023). A product is considered high quality if it satisfies customers' expectations and wants (Wilibrodus et, al., 2023). The quality of a product is one of the primary reasons why customers are happy with it (Nada et, al., 2021). The higher the quality of a product, the more satisfied the consumer will be (Ghalih et, al., 2023).

In this study, Product Quality indicators, according to Tjiptono (2016) are as follows:

- 1) Product Performance
This relates to the practical function of a product and represents the main aspect that consumers focus on when deciding to purchase.
- 2) Product Features
Relates to the selection and development of product performance components, which help introduce fundamental features.
- 3) Product Reliability
Issues related to the likelihood that a product will perform its intended purpose each time it is used over a certain period of time and under certain circumstances.
- 4) Conformity
This reflects a commitment to meeting customer specifications.
- 5) Durability
A measure of durability that reflects economic conditions.
- 6) Repairability
Quality related to craftsmanship, ease of use, and speed in offering product repair services.
- 7) Appearance
A subjective aspect of aesthetics related to consumer taste.

Performance Service

Good performance service can increase the value of the product purchased by consumers. This can result in repeat purchases and word-of-mouth recommendations. (Nada et, al., 2021) Consumer satisfaction increases along with the quality of performance service offered. Performance service can affect consumer satisfaction. If the performance service provided is good, consumers feel satisfied (Mahira, 2021).

Service performance indicators are as follows (Kotler & Keller, 2016) :

- 1) Punctuality, related to the service provider's capacity to meet scheduled product deliveries.
- 2) Friendliness, serving customers politely.
- 3) Responsiveness, responding to customer complaints quickly and appropriately.

- 4) Information Availability, assessing whether product information is easily accessible to consumers.
- 5) Ease of Transaction, which is the consumer's assessment of how easy and convenient a transaction is to complete.

This includes several aspects such as product search, payment, and delivery.

Product Customization

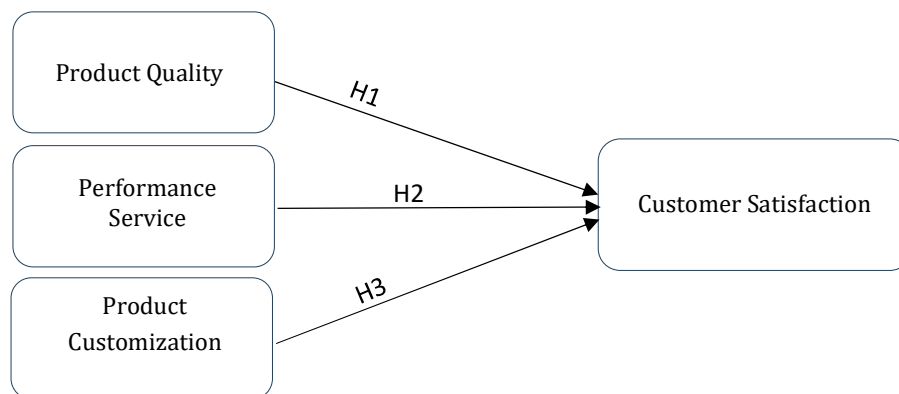
Product customization gives consumers the opportunity to create creative products according to their wishes (Nuryadin, 2022). Product customization can affect consumer satisfaction. If their product customization is in accordance with their expectations and desires, consumers feel satisfied (Cristhoper, 2024).

Product customization indicators are as follows (Sugiyono, 2016):

- 1) Variety Choice: A wide selection of options is available to consumers.
- 2) Additional Options: Customers can customize their bouquets and add a unique touch by adding additional options.
- 3) Custom Design: Customers can showcase their creativity with customized designs and receive unique bouquets.
- 4) Product Size: Customers can tailor the product to their event and budget.
- 5) Custom Packaging: The bouquet's aesthetic value can be enhanced and a memorable impression can be created through attractive packaging.

Research Framework

The conceptual framework of research is a theoretical structure that regulates the relationship between existing theories and the elements of the problem that have been identified (Sugiyono, 2017). The research framework for this time is product quality (X1), Service Performance (X2), and Product Customization (X3) Consumer Satisfaction (Y) as related variables. The following is an overview of the framework for this research:



Source: processed by researchers, 2025

Figure 2
Conceptual Framework of Research

Hypotheses

When consumers make a purchase, they often base their decision on product quality. If a product meets consumer expectations and desires, it is considered high-quality. Research that has been conducted (Jaka, 2024) states that the quality of a product greatly

influences customer satisfaction. Previous research has shown that product quality can influence consumer satisfaction. The higher the quality of a product, the more satisfied consumers will be. Based on the description above, the first hypothesis proposed in this study is:

H1 : Product quality has a significant effect on consumer satisfaction of consumers of Bouquet Products

Good performance service can increase the value of products purchased by consumers. This can lead to repeat purchases and word-of-mouth recommendations. Customer satisfaction increases along with the quality of the performance service offered. Research conducted (Achmad, 2024), found that performance service significantly influences customer satisfaction. Based on the description above, the second hypothesis proposed in this study is:

H2 : Service performance has a significant effect on consumer satisfaction of consumers of Bouquet Products

Product customization gives consumers the opportunity to create products according to their own preferences. Research (Stephen, 2024) indicates that product customization significantly impacts consumer satisfaction. Based on the above description, the third hypothesis proposed in this study is:

H3 : Product customization has a significant effect on consumer satisfaction of consumers of Bouquet Products

METHOD

This is a quantitative study. A study was conducted at the Jenar Buket Ponorogo Shop, a spacious venue that accommodates creativity, located on Jl. Ramawijaya No.9A, Surodikraman, Ponorogo District, Ponorogo Regency Ponorogo, East Java. The population in this study consisted of all consumers who had purchased bouquets at Jenar Buket Ponorogo, comprising 100 respondents. The sampling method used in this study was accidental sampling. The accidental sampling method is a strategy based on opportunity, where every individual who happens to meet the researcher can be included in the sample, as long as the interaction is considered relevant and suitable as a source of research data (Sugiyono, 2019).

The data in this study are based on primary data. Primary data comes from the first source, which researchers collect to answer research questions derived from distributing questionnaires to respondents (Sugiyono, 2017). The primary data sources of this study are observation data and questionnaire data. The method used in this study for data collection is a questionnaire, a quantitative data collection method that is used to obtain information from respondents. The questionnaire data collection tool is often referred to as a questionnaire to gather answers to questions about the research object. The questionnaire will be distributed online using Google Forms. The questionnaire will be distributed to consumers of Jenar Buket Ponorogo. The questionnaire will be analyzed using a 5-point Likert scale, with responses ranging from 1 (strongly disagree) to 5 (strongly agree).

The statistical tests conducted in this study began with a validity test to determine whether or not the statements in the questionnaire were valid. then a reliability test to measure the accuracy of respondents' answers to the questionnaire. then a normality test to determine whether the residual value follows a normal distribution or not. Then a heteroscedasticity test to determine whether the residual

value of the regression model has a different variant from one observation to the next. Multicollinearity test to ensure whether the independent variables have a high level of relationship to each other then an autocorrelation test to determine whether period t and period $t-1$ are correlated. Multiple linear regression analysis test to find a linear relationship between the independent and dependent variables. then a determination test to determine the percentage of the influence of the dependent variable on the independent variable. Hypothesis test to determine whether the independent variable affects the dependent variable.

RESULTS AND DISCUSSION

Validity Test

Validity Testing in the study involves a comparison between the r count obtained from the Mark Pearson correlation and the r table (Sugiyono, 2013).. For now, the R table can be seen in the distribution mark R table, with a significance level of 5%, namely 0.195. Table 1 presents of the validity of the variable instruments based on the results of SPSS data.

Table 1
Validity Test Results of Quality Product (X1)

Questionnaire	Calculate R value	Table R Value	Information
1	1	0.195	Valid
2	0.415	0.195	Valid
3	0.375	0.195	Valid
4	0.387	0.195	Valid
5	0.448	0.195	Valid
6	0.511	0.195	Valid

Source: Primary data is processed by researchers, 2025

The results of data processing in Table 1 show that the r -value count in the questionnaire is significantly higher than in the r table ($0,511 > 0,195$). Therefore, the instruments on the questionnaire quality product are declared valid.

Table 2
Validity Test Results of Performance Service (X2)

Questionnaire	Calculate R value	Table R Value	Information
1	0.383	0.195	Valid
2	0.354	0.195	Valid
3	0.287	0.195	Valid
4	0.312	0.195	Valid
5	0.462	0.195	Valid

Source: Primary data is processed by researchers, 2025

The results of data processing in Table 2 show that the r -value count in the questionnaire is significantly higher than in the r table ($0,462 > 0,195$). Therefore, the instruments on the questionnaire for the performance service are valid.

Table 3
Validity Test Results of Customization Product (X3)

Questionnaire	Calculate R value	Table R Value	Information
1	0.445	0.195	Valid
2	0.356	0.195	Valid
3	0.414	0.195	Valid
4	0.394	0.195	Valid
5	0.509	0.195	Valid

Source: Primary data is processed by researchers, 2025

The results of data processing in Table 3 shows that the r-value count in the questionnaire is significantly higher than in the r table ($0,509 > 0,195$). Therefore, the instruments on the questionnaire customization product are declared valid.

Table 4
Validity Test Results of Satisfaction Consumer (Y)

Questionnaire	Calculate R value	Table R Value	Information
1	0.475	0.195	Valid
2	0.474	0.195	Valid
3	0.421	0.195	Valid
4	0.571	0.195	Valid

Source : Primary data is processed by researchers, 2025

The results of data processing in Table 4 shows that the r-value count in the questionnaire is significantly higher than in the r table ($0,571 > 0,195$). Therefore, the instruments on the questionnaire for consumer satisfaction were declared valid.

Reliability Test

Reliability test study in this study utilizes IBM SPSS 25 to calculate Cronbach's Alpha. A variable is said to be reliable if it gives a mark of Cronbach's Alpha of more than 0.6 (Sugiyono, 2013). The results of the reliability test on each statement item of every variable in the study are as follows:

Table 5
Reliability Test Results

Variables	Cronbach's Alpha	Standard	Information
Quality Product	0.929	0.6	Reliable
Performance Service	0.925	0.6	Reliable
Customization Product	0.923	0.6	Reliable
Satisfaction Consumer	0.922	0.6	Reliable

Source: Primary data is processed by researchers, 2025

The results of the reliability test data processing in Table 5 indicate that all research instruments are reliable, as all α values for the variables (quality, product, performance, service, customization products, and consumer satisfaction) are greater than 0.6 ($\alpha > 0.6$).

Normality Test

The normality test in this study was conducted using the IBM SPSS version 25 program, employing the Kolmogorov-Smirnov test with an asymptotic. A significant level of more

than 0.05 to be considered normal (Sugiyono, 2017). The results of the normality test can be seen in Table 6 :

Table 6
Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	1.36403955
Most Extreme Differences	Absolute	0.055
	Positive	0.034
	Negative	-0.055
Test Statistics		0.055
Asymp. Sig. (2-tailed)		0.200

Source: Primary data is processed by researchers, 2025

The results of processing the data in Table 6 shows that Mark Asymp. Sig. (2-tailed) of 0.200 more big than 0.05 ($0.200 > 0.05$). It can be concluded that the data is normally distributed.

Heteroscedasticity Test

In this study, the Glejser test, a heteroscedasticity test, was employed (Sugiyono, 2019). The Glejser method is one technique for identifying heteroscedasticity in linear regression models. Using the Glejser method. A significance value $> 0,05$ indicates no heteroscedasticity.

The results of the heteroscedasticity test can be seen in Table 7 as follows:

Table 7
Heteroscedasticity Test Results

Variables	Sig	No Heteroscedasticity Occurs
Product Quality	0.823 > 0.05	
Performance Service	0.596 > 0.05	
Product Customization	0.811 > 0.05	

Source: Primary data is processed by researchers, 2025

The results of data processing in Table 7 show that the sig. value of product quality (0.823), the sig. value of service performance (0.596), and the sig. value of product customization (0.811). It turns out that the sig. Value of all variables is > 0.05 , so there is no heteroscedasticity in the resulting regression equation.

Multicollinearity Test

Multicollinearity test is applied in research to identify whether independent variables show strong correlation with each other (Sugiyono, 2013). Decision-making in the multicollinearity test is done by comparing the tolerance value and Variance Inflation Factor as follows:

- If the VIF value is <10 or the tolerance value is >0.01 , it can be concluded that there is no multicollinearity in the regression model.
- If the VIF value is >10 or the tolerance value is <0.01 , it is stated that there is multicollinearity among the independent variables in the regression model.

The results of the Multicollinearity Test in this study can be seen in Table 8 :

Table 8
Multicollinearity Test Results

Variables	Colinearity Statistics	
	Tolerance	VIF
Product Quality	0.952	1,051
Performance Service	0.911	1,097
Product Customization	0.930	1,075

Source: Primary data is processed by researchers, 2025

The results of data processing in Table 8 show the tolerance values for product quality variables (0.952), performance service (0.911), and product customization (0.930), as well as the VIF values for product quality variables (1.051), performance service (1.097), and product customization (1.075). Because the tolerance values for all variables are greater than 0.1 (tolerance value > 0.1) and the VIF value is less than 10 (VIF value < 10), it can be concluded that there is no multicollinearity between the independent variables.

Auto-Correlation Test

The Auto-Correlation Test is a statistical analysis used to determine whether there is a correlation between a period and a previous period (Sugiyono, 2017). DL and DU values can be obtained from the Durbin-Watson statistical table. With $n = 100$ and $k = 3$, the DL value is 1.613 and the DU value is 1.736. So $4 - DU$ or $4 - 1.736 = 2.264$ (Sugiyono, 2017).

From the output results of the auto correlation test using IBM SPSS 25, as seen in Table 9, as follows:

Table 9
Auto Correlation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	0.298	0.089	0.061	1,385	1,869

Source: Primary data is processed by researchers, 2025

The results of data processing, as shown in Table 9 indicate that the Durbin-Watson statistic is 1.869. $DU < DW < 4 - DU$ or $1.736 < 1.869 < 2.264$. Then we can conclude that there is no auto-correlation.

Analysis of Multiple Linear Regression

Analysis of multiple linear regression. Primary objective is to determine the existence of influence between independent variables (quality, service performance, and product customization) and the dependent variable (consumer satisfaction). The following output results can be seen in Table 10:

Table 10
Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	1,283	1,247		1,029	0.306
Quality Product	0.240	0.068	0.342	3,550	0.001
Performance Service	0.043	0.082	0.050	0.530	0.597
Customization Product	0.416	0.089	0.479	4,668	0,000

Source: Primary data is processed by researchers, 2025

Based on the results of the data in Table 10, the multiple regression equation is :

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 1.283 + 0.240X_1 + 0.043X_2 + 0.416X_3 + e$$

The equality regression above can be explained as follows:

- 1) Value of a (constant) = 1.283
It means that if a variable quality product, performance service, or customized product has a value of 0, then the consumer's satisfaction is 1,283.
- 2) Coefficient value regression variable quality product (b1) = 0.240
It means that every one unit increase in variable quality product will increase consumer satisfaction by 0.240, assuming the variable is free from other values.
- 3) Coefficient value regression variable service performance (b2) = 0.043
This means that every one unit increase in the variable performance service will result in a 0.043 unit increase in consumer satisfaction, assuming other factors do not influence the variable.
- 4) Coefficient value regression variable customization product (b3) = 0.416
It means that every one unit increase in variable customization of a product will increase consumer satisfaction by 0.416, assuming the variable is free from other values.

Determination Test

The determination test is used to determine how much the magnitude of the contribution of each independent variable explains the dependent variable (Ghozali, 2018). The following determination test results in research:

Table 11
Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.811	0.675	0.646	1,229

Source: Primary data is processed by researchers, 2025

The R-squared value in Table 11 is 0.675. This means that variable quality products, performance service, and customized products contribute 67,5% to variable satisfaction among consumers. $100\% - 67,5\% = 32,5\%$ is influenced by factors other than the researcher's variable.

T Test (Partial)

T-test, namely for testing the significance or non-significance, of variable quality product, performance, service, and customization about consumer satisfaction, with a partial level of significance at 5%. (Edy et, al., 2024). With the provision that $t\text{-count} > t\text{-table}$ and value significance < 0.05 , then the independent variables are partially influential on the dependent variable; conversely, even so (Edy et, al., 2024).

The following output results can be seen in table 12 :

Table 12
T-test

Model		Unstandardized Coefficient	Std.Error	Standardized Coefficient	T	Sig
		B		Beta		
1	Constant	1,283	1,247		1,279	0.306
	Quality Product	0.240	0.068	0.342	3,550	0.001
	Performance Service	0.043	0.082	0.050	0.530	0.597
	Customization Product	0.416	0.089	0.479	4,668	0,000

Source: Primary data is processed by researchers, 2025

Influence Quality Product on Consumer Satisfaction

Based on the results of the hypothesis test, the quality of the product has a significant influence on the satisfaction of Jenar Buket Ponorogo consumers. This is because Jenar Buket consumers stated that the product has superior quality, a long-lasting bouquet, and an interesting design. The results of this study are relevant to the research conducted by Andreas and Hariyadi (2024), which stated that product quality has a significant effect on customer satisfaction.

Influence Performance Service on Consumer Satisfaction

Based on the result of the hypothesis test, the performance service is not influential or significant to the satisfaction of Jenar Buket Ponorogo consumers. This is because Jenar Buket consumers have varying expectations that extend beyond performance to include service. The result is that it is neither influential nor significant due to the numerous complaints from consumers. As a result, this has no influence or significance because the service performance provided by Jenar Buket, whether good or bad, does not affect consumer satisfaction. However, this can be influenced by other factors, such as the quality of the product and the availability of customization options. The results of this study are relevant to the research conducted by Dhita et, al. (2018) which states that service performance does not have a significant effect on consumer satisfaction.

Influence of Customized Product on Consumer Satisfaction

Based on the results of the hypothesis test, the customized product has a significant influence on the satisfaction of Jenar Bouquet Ponorogo consumers. This is because Jenar Bouquet consumers stated that they desire customization of products. This research is in line with research conducted by Stephen et, al. (2024), which concluded that product customization has a significant influence on consumer satisfaction.

CONCLUSION AND SUGGESTION

High-quality products have a big impact on Jenar Buket Ponorogo customers' contentment. This data demonstrates the high caliber of Jenar Buket's goods. Jenar Buket needs to put quality items first in order to satisfy customers and fulfill their expectations.

Performance service has no significant impact on Jenar Buket Ponorogo customers' satisfaction, indicating that there is strong evidence that performance service does not affect customer contentment. This demonstrates that a company cannot rely solely on performance services to boost customer happiness.

Customization has a major impact on Jenar Buket Ponorogo customers' delight. This demonstrates how creating unique products that are engaging and pertinent to the occasion may have a direct impact on customers' perceptions and levels of happiness.

Based on the results of the analysis conducted by researchers related to product quality, performance service, product customization on product satisfaction, the suggestions that researchers can provide are that Jenar Buket should focus on improving the quality of their products. This procedure includes using high-quality materials and ensuring product durability, which can result in higher consumer satisfaction and increased purchases. Jenar Buket needs to reconsider their service strategy. Prioritizing performance service requires them to investigate other factors that can increase consumer satisfaction, as well as product features or consumer service methods. Jenar Buket should strive to provide a higher level of customization to meet the unique preferences of their consumers, which can increase their overall satisfaction and loyalty.

For future researchers, it is recommended to expand the scope of consumer satisfaction research on bouquet products by considering the latest driving factors such as personalization (which has been mentioned in product customization), speed of delivery service, and digital purchasing experiences (e.g., through social media platforms or e-commerce), which are very relevant in this era.

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