The Influence of Service Quality, Product Quality, and Price Perception on Customer Satisfaction at Shanum Florist Fresh Flower Shop in Tuban City

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Abstract: The ornamental flower industry in Indonesia has shown a significant growth trend and is increasingly gaining popularity among the public. Numerous flower shops have emerged in various cities, offering a wide range of cut flowers. This sector holds promising potential for continuous development. Cut flowers of various types also possess high economic value, making them an attractive and profitable business opportunity. This study aims to examine the influence of service quality, product quality, and price perception on customer satisfaction at Shanum Florist Fresh Flower Shop in Tuban City. This study employed a quantitative research approach using a survey method by distributing online questionnaires to respondents selected through a convenience sampling technique, involving a total of 112 participants. The collected data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the assistance of the SmartPLS software. The study results reveal that service quality positively and significantly influences customer satisfaction, while product quality shows a positive yet insignificant impact. Additionally, price perception demonstrates a positive and significant relationship with customer satisfaction.

Keywords: Customer Satisfaction; Florist; Price Perception; Product Quality; Service Quality

1. Introduction

The ornamental flower industry in Indonesia has demonstrated a significant growth trend and is becoming increasingly popular among the public. This can be observed from the growing number of flower shops emerging in various cities, offering a wide range of cut flowers. The sector holds promising potential for continuous development. At present, cut flowers are widely used in various applications, such as floral arrangements, interior decorations, weddings, engagements, and other events. In addition to ther aesthetic appeal, cut flowers of different varieties also possess high economic value, making them a lucrative business opportunity (Asri, 2025).

According to data released by the Central Statistics Agency (Badan Pusat Statistik, 2023), the production of bouquet flowers in Indonesia reached 162.96 million stems in 2023, marking an increase of 25.68% compared to the previous year's figure of 121.07 million stems. This increase reflects a growing demand and rising public interest in bouquet flowers. With the growing use of flowers in decorative purposes, opportunities for floral arrangement businesses are expanding. Moreover, the trend toward visual aesthetics in celebrations and special occasions has encouraged florists to innovate and create more appealing designs (Widyaningsih, 2014).

Shanum Florist has successfully attracted a large number of customers and maintained a high level of repeat purchases. However, the store's net income has fluctuated from month to month. Increases in revenue generally occur during special occasions such as Ramadan, Ed al-Fitr, Teacher's Day, Mother's Day, Christmas, and Valentine's Day, while months without major events—such as May, June, July, September, and October—show declines

due to seasonal factors and consumers' personal financial priorities. These fluctuations are also influenced by the increasing price competition among other flower shops that offer similar products at more competitive prices. This situation compels Shanum Florist to continuously innovate and improve its products and services to maintain customer satisfaction. Moreover, competitors not only provide comparable flowers but also employ appealing marketing strategies that can influence consumers' purchasing decisions (Syifa et al., 2025).

Customer satisfaction is a key factor in building loyalty, which ultimately affects a company's business sustainability amid increasingly competitive market conditions (Sari & Hariyana, 2019). Customer satisfaction is influenced by product quality, service quality, and price. Satisfaction arises when a company's performance meets customers' needs and expectations. If the performance fails to meet expectations, customers tend to feel disappointed. Conversely, when performance exceeds expectations, customers become highly satisfied, which can foster loyalty toward the brand or product (Chrysant et al., 2023). Satisfied and loyal consumers are also more likely to share positive recommendations with others or ther relatives regarding the product or service.

As public interest in purchasing flowers for various purposes continues to grow, it becomes essential to understand the factors that influence customer satisfaction. Based on this background and phenomenon, this study seeks to examine "The Effect of Service Quality, Product Quality, and Price Perception on Customer Satisfaction at Shanum Florist Fresh Flower Shop in Tuban City."

2. Preliminaries or Related Work or Literature Review

2.1. Service Quality

According to the American Society for Quality Control, as cited in Ratnasari and Aksa (2011), quality refers to the ability of a product or service to meet established requirements. Tjiptono (2014) emphasized that quality focuses on accurately fulfilling consumer needs and expectations. Service quality is an essential factor in creating competitive advantage and enhancing customer satisfaction (Azhari et al., 2020; Ilmy Setya Budy, 2023). Schiffman and Kanuk (2008) identified five indicators of service quality: tangibles, reliability, responsiveness, assurance, and empathy. High-quality service is a key element for companies to attract and retain customers (Mutami & Hermani, 2018). Providing quality service is the primary responsibility of every company. Without satisfactory service, it will be difficult for a business to attract and retain consumers in sustaining its operations (Mutami & Hermani, 2018). Therefore, delivering excellent service becomes an effective strategy to attract consumer interest and support sustainable business growth. This is consistent with the findings of a study conducted by Pramudi Makmur (2022), which emphasized that maintaining high service quality plays a crucial role in enhancing customer satisfaction and long-term loyalty.

2.2 Product Quality

According to Kotler and Armstrong (2017, as cited in Purnomo & Wijaksana, 2022), product quality refers to the characteristics or attributes of a product or service that relate to its ability to satisfy customer needs, whether expressed or implied. Product quality is a crucial factor influencing purchasing decisions; therefore, companies must ensure that ther products meet consumer expectations (Ilmy Setya Budy, 2023). Kotler and Keller (2012) identified several indicators of product quality, including durability, aesthetics, conformance to specifications, and perceived quality. Improving product quality represents a significant challenge for companies competing in the global market, as superior quality can reduce costs, enhance efficiency, strengthen competitiveness, and foster long-term customer loyalty and profitability (Azhari et al., 2020).

2.3 Price Perception

According to Kotler and Keller (2007), price perception is an essential element of promotion that plays a significant role in providing customer satisfaction. Price perception reflects the value consumers associate with the alignment between a product's price and its benefits (Kotler & Armstrong, 2008). The indicators of price perception, as suggested by Kotler and Armstrong (2008), include price affordability, price–quality congruence, price competitiveness in the market, and the perceived fairness between price and benefits receved.

Companies that can effectively balance affordability, quality, competitiveness, and perceved value are more likely to attract and retain customers. An appropriate pricing strategy not only enhances sales performance but also strengthens brand reputation and fosters long-term business growth (Kumrotin & Susanti, 2021)

2.4 Customer Satisfaction

Customer satisfaction is the emotional response of pleasure or disappointment that occurs when an individual compares the actual performance of a product or service with ther initial expectations. (Kotler & Keller; Tjiptono & Chandra, 2016). Satisfaction reflects how well a product meets customer expectations and serves as an important indicator of a company's success in building customer loyalty (Abiyyu & Endang Tjahjaningsih, 2023). According to Irawan (2008), the indicators of customer satisfaction include the feeling of satisfaction, the fulfillment of customer expectations, and the tendency to make repeat purchases.

2.5 Conceptual Framework and Hypotheses

Based on the literature review, service quality, product quality, and price perception are considered three key variables with strong potential to influence customer satisfaction. The conceptual framework proposed in this study depicts a direct relationship between these three independent variables and ther dependent variables, as conceptualized in the figure below:
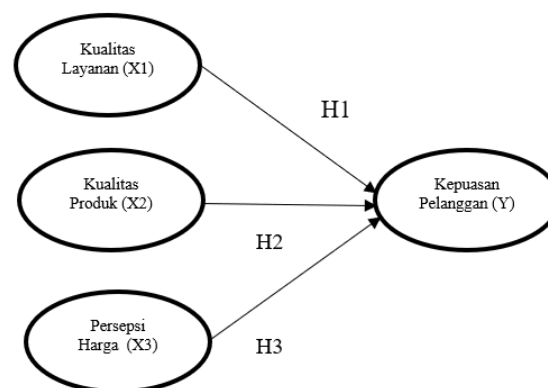

Figure 1. Conceptual Framework

Based on this conceptual framework, the hypotheses formulated for this research are as follows:

H1: There is a positive influence between Service Quality and Customer Satisfaction at the Shanum Florist Fresh Flower Shop in Tuban City.

H2: There is a positive influence between Product Quality and Customer Satisfaction at the Shanum Florist Fresh Flower Shop in Tuban City.

H3 : There is a positive influence of price perception on customer satisfaction at Shanum Florist Fresh Flower Shop in Tuban City.

3. Proposed Method

This study was designed using a quantitative approach with a causal design to explain how the independent variables (Service Quality, Product Quality, and Price Perception) affect the dependent variable (Customer Satisfaction)

3.1. Population and Sample

This study employs a quantitative research approach using a survey method through the distribution of questionnaires. The questionnaire consists of statements developed based on variable indicators and was administered both directly to customers and online via social media platforms using Google Forms to reach a broader range of respondents. The population in this study comprises customers of Shanum Florist Fresh Flower Shop in Tuban City, with a total sample of 112 respondents selected using a non-probability sampling technique with a convenience sampling approach. Convenience sampling involves selecting respondents based on ther availability and accessibility at the time and place of data collection, as well as meeting specific criteria determined by the researcher, as explained by Sugiyono (2020).

The inclusion criteria in this study include customers of Shanum Florist Fresh Flower Shop in Tuban City who have made purchases more than twice and are at least 17 years old. Data analysis and hypothesis testing were conducted using the Structural Equation Modeling (SEM) technique based on Partial Least Squares (PLS) with the assistance of SmartPLS software. PLS, as a variant of SEM, is known for its flexibility, as it can be applied to analyze data with relatively small sample sizes and does not require data normality. The stages of data analysis include model evaluation, model validation, and model estimation. The results of the analysis were used to test the hypotheses and draw conclusions for the study.

3.2. Operational Definitions and Variable Measurement

Each variable in this study is measured using several indicators validated from previous research. Measurement was conducted using an online questionnaire with a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.2.1. Service Quality (X1)

According to Schiffman and Kanuk (2008), several key indicators can be used to assess service quality. In the context of Shanum Florist, these indicators are elaborated as follows:

A. Tangibles (X1.1):

Tangibles refer to the physical appearance of facilities, equipment, and personnel that shape the customer's perception of service quality. The physical facilities and display stands of Shanum Florist are designed to appear clean, organized, and well-maintained, creating a positive first impression for customers and enhancing ther overall shopping experience.

B. Reliability (X1.2):

Reliability reflects the ability of the company to deliver the promised service accurately and dependably. The staff members at Shanum Florist demonstrate reliability by providing prompt, accurate, and consistent service to customers, ensuring that every order and request is handled efficiently and meets the customer's expectations.

C. Responsiveness (X1.3):

Responsiveness measures the willingness and readiness of employees to assist customers and provide timely service. Shanum Florist's employees exhibit responsiveness by quickly addressing customer inquiries and fulfilling requests, thereby minimizing waiting time and enhancing customer satisfaction through attentive service.

D. Assurance (X1.4):

Assurance encompasses the knowledge, courtesy, and competence of employees as well as ther ability to convey trust and confidence. The staff at Shanum Florist possess the necessary expertise and interpersonal skills to assist customers effectively, which fosters a sense of trust and reliability in the quality of products and services offered.

E. Empathy (X1.5):

Empathy refers to the provision of caring, individualized attention to customers. The administrative team of Shanum Florist, particularly through social media platforms, demonstrates empathy by responding swiftly to customer questions and addressing complaints with politeness and understanding, ensuring that each customer feels valued and appreciated.

3.2.2. Product Quality (X2)

Within According to Kotler and Keller (2012), several indicators can be used to evaluate product quality. In the context of Shanum Florist, these indicators are elaborated as follows:

A. Durability (X2.1):

Durability refers to the product's ability to withstand wear and tear over time or under normal usage conditions. The flowers sold at Shanum Florist are known for ther freshness and long-lasting quality, maintaining ther vibrant color and structural integrity for an extended period. This durability ensures customer satisfaction and renforces the florist's reputation for providing high-quality floral products.

B. Aesthetics (X2.2):

Aesthetics relates to the visual appeal and sensory attractiveness of a product. The flowers offered by Shanum Florist are carefully arranged and selected to ensure a pleasing appearance and artistic composition. Ther visual beauty, combined with harmonious color combinations and elegant presentation, creates a strong aesthetic impression that appeals to customers' emotions and enhances the overall value perception of the product.

C. Conformance to Specification (X2.3):

Conformance to specification denotes the degree to which a product meets the design standards or specific requirements promised by the company. At Shanum Florist, each flower arrangement delivered to customers accurately matches the details provided by the staff during the ordering process, including flower type, size, and color composition. This consistency between expectation and delivery strengthens customer trust and reduces perceived risk in purchasing decisions.

D. Perceved Quality (X2.4):

Perceived quality reflects the customer's subjective judgment about a product's overall excellence or superiority. Customers perceve the flowers sold at Shanum Florist as premium-quality products due to ther freshness, fragrance, and meticulous arrangement. This perception of high quality not only enhances customer satisfaction but also encourages repeat purchases and positive word-of-mouth recommendations.Purchase Decision (Y).

3.2.3. Price Perception (X3)

According to Kotler and Armstrong (2008:278), there are four key indicators that can be used to evaluate price perception. In the context of Shanum Florist, these indicators are elaborated as follows:

A. Price Affordability (X3.1):

Price affordability refers to the extent to which customers perceve the product's price as beng within ther financial capability. The prices of floral products at Shanum Florist are considered reasonable and align with the purchasing power of the target customers. This affordability allows a broader range of consumers to access high-quality floral arrangements without feeling financially burdened, thereby enhancing customer satisfaction and purchase intention.

B. Price–Quality Compatibility (X3.2):

Price–quality compatibility reflects the perceived balance between the amount paid and the quality received. Customers at Shanum Florist perceve that the prices charged are fair and correspond to the freshness, beauty, and durability of the flowers they purchase. This alignment between price and quality fosters a sense of fairness and trust, encouraging repeat purchases and positive customer evaluations.

C. Price Competitiveness (X3.3):

Price competitiveness denotes how customers perceve a company's pricing relative to its competitors in the market. Shanum Florist's customers tend to view its prices as more competitive compared to other local florists offering similar products. Maintaining competitive pricing helps Shanum Florist attract price-sensitive customers, strengthen its market position, and sustain profitability amidst growing competition.

D. Price–Benefit Compatibility (X3.4):

Price–benefit compatibility represents the perceved balance between the amount spent and the benefits or value gained from the purchase. Customers believe that the price they pay at Shanum Florist is justified by the benefits receved, such as premium-quality flowers, personalized service, and aesthetic arrangements. This perceived fairness contributes to a positive price–value perception, renforcing overall customer satisfaction and loyalty.

3.2.4. Customer Satisfaction

According to Irawan (2008), several factors or indicators can be used to measure customer satisfaction. In the context of this study, customer satisfaction at Shanum Florist is represented by the following indicators:

A. Feeling of Satisfaction (Y1):

The feeling of satisfaction refers to the emotional response of customers after experiencing the services, products, and pricing offered by a business. Customers of Shanum Florist express a sense of happiness and contentment as they perceve that the florist provides excellent service, fresh and aesthetically pleasing flowers, and fair prices. This positive emotional state indicates that customers' needs and preferences have been effectively fulfilled.

B. Fulfillment of Customer Expectations (Y2):

The fulfillment of customer expectations reflects the degree to which the products, services, and pricing meet or exceed what customers anticipate. At Shanum Florist, customers perceve that the overall experience — including the timeliness of delivery, the freshness of flowers, and the attentiveness of staff — aligns with or even surpasses ther initial expectations. This alignment plays a crucial role in shaping a positive customer perception and renforcing trust in the brand.

C. Repurchase Intention (Y3):

Repurchase intention refers to a customer's tendency or willingness to make repeat purchases in the future. Customers who are satisfied with ther previous experiences at Shanum Florist show a strong inclination to return for future floral purchases, particularly for special occasions such as weddings, celebrations, or seasonal events. This behavioral intention demonstrates the long-term impact of customer satisfaction on loyalty and business sustainability.

3.3. Data Analysis Technique

The collected data will be analyzed using the Partial Least Squares – Structural Equation Modeling (PLS-SEM)method with the SmartPLS 4 software. The PLS-SEM method is chosen for several advantages: (1) it does not require data to be normally distributed, (2) it is effective for relatively small sample sizes, and (3) its objective is more prediction-oriented, which aligns with theresearch goal of explaining the influence of independent variables on the dependent variable. The analysis is conducted in two main stages:

A. Evaluation of the Measurement Model (Outer Model) This stage aims to ensure the validity and reliability of the research instruments.

a) Convergent Validity is tested by examining the values of outer loadings (standard > 0.7) and Average Variance Extracted (AVE) (standard > 0.5).

b) Discriminant Validity is tested through cross-loadings analysis, where an indicator's loading value must be higher on the construct it is intended to measure compared to other constructs.

c) Construct Reliability is tested by examining the values of Composite
Reliability and Cronbach's Alpha, both of which must be greater than 0.7.

B. Evaluation of the Structural Model (Inner Model) This stage aims to test the research hypotheses. The predictive power of the model is evaluated through the coefficient of determination (R-Square) value. Subsequently, the significance of the relationship between variables is tested via the bootstrapping procedure to obtain the T-Statisticsand P-Values. A hypothesis is considered significant if the T-Statistics value is >1.96 and the P-Values are <0.05.

4. Results and Discussion

This section systematically presents the research findings, beginning with a descriptive analysis of respondent characteristics and their perceptions of each variable. Subsequently, the results of the inferential analysis using PLS-SEM are presented, covering the evaluation of the measurement model (Outer Model) and the structural model (Inner Model) for hypothesis testing.

4.1. Respondent Characteristics

Based on the answers from the 112 respondents who completed this research questionnaire, the distribution of respondent age and gender is shown in the tables below:

Table 1. Respondent Age Composition

No.	Age Composition	Count	Percentage (%)
	17 – 20 tahun	29	25,9%
	21 - 25 tahun	54	48,2%
	25 – 30 tahun	20	17,9%
	> 30 tahun	9	8%
	Total	112	100%

Based on the table above, it can be observed that the majority of customers of Shanum Florist Fresh Flower Shop in Tuban City are within the age group of 21–25 years, accounting for 48.2% of the total respondents. Customers aged 17–20 years comprise 29 respondents (25.9%), those aged 26–30 years make up 20 respondents (17.9%), and customers aged over 30 years represent 8 respondents (8%). It can therefore be concluded that Shanum Florist's customer base is predominantly composed of young adults aged 21–25 years. This finding suggests that younger age groups—particularly university students and early-career adults—demonstrate a high interest in purchasing fresh flowers for various purposes such as gifts, decorations, and celebrations.strategy.

Table 2. Respondent Characteristics Based on Occupation

No.	Jobs	Count	Percentage (%)
a.	Pelajar / Mahasiswa	58	51,8%
b.	Guru	13	11,6%
c.	PNS	9	8%
d.	Karyawan Swasta	18	16,1%
e.	TNI / POLRI	5	4,5%
f.	Lainnya	9	8,1%
	Total	112	100%

Table 2 shows The results indicate that the majority of Shanum Florist's customers in Tuban City are students, accounting for 58 respondents (51.8%). Meanwhile, teachers represent 13 respondents (11.6%), civil servants (PNS) account for 9 respondents (8%), private employees comprise 18 respondents (16.1%), military and police personnel (TNI/POLRI) make up 5 respondents (4.5%), and other occupations account for 9 respondents (8%).

It can thus be concluded that the customer base of Shanum Florist is dominated by students, who represent more than half of the total respondents. This finding is reasonable, as students and university-aged individuals typically have higher social engagement needs, often purchasing flowers to express emotions, strengthen social relationships, or participate in various events and celebrations. According to Kotler and Keller (2016:189), younger consumers are more active in purchasing products that symbolize self-expression and renforce social interactions. Therefore, the dominance of the student segment among Shanum Florist's customers aligns with the symbolic consumption behavior characteristic of younger consumers, who perceve flowers not merely as decorative goods but also as meaningful tools for communication and emotional expression.

Table 3. Respondent Characteristics Based on Income

No.	Income	Count	Percentage (%)
1. .	< Rp. 500.000	31	27,7%
2.	Rp. 500.000 – Rp.1.000.000	17	15,2%
3.	Rp. 1.500.000 – Rp. 2.000.000	17	15,2%
4.	Rp. 2.500.000 – Rp. 3.000.000	19	17%
5.	> Rp. 3.000.000	28	25%
	Total	112	100%

Table 3 show that most customers of Shanum Florist in Tuban City have a monthly income of less than Rp 500,000, totaling 31 respondents. Meanwhile, 17 respondents earn between Rp 500,000–Rp 1,000,000, 17 respondents between Rp 1,500,000–Rp 2,000,000, 19 respondents between Rp 2,500,000–Rp 3,000,000, and 28 respondents earn more than Rp 3,000,000. It can be concluded that the majority of Shanum Florist's customers belong to the low-income group (< Rp. 500,000). This finding aligns with Kotler and Keller (2016:189), who state that low-income consumers tend to be more price-sensitive, making perceived price fairness and affordability key factors in shaping customer satisfaction.

4.2 Descriptive Statistical Analysis of Variables

For the Service Quality variable, most respondents gave positive assessments. The highest agreement (35.7% strongly agree) was found on the cleanliness and appearance of Shanum Florist, followed by responsive and reliable service (around 37%) and quick responses via social media (32.1%). These findings indicate that friendly, fast, and professional service plays a key role in shaping customer satisfaction. For the Product Quality variable, respondents also showed positive perceptions. The aesthetic appeal of the flowers gained the highest approval (43.8%), while freshness and overall quality were also rated well (around 35–40%). However, the influence on satisfaction was moderate, as the perishable nature of flowers limits lasting satisfaction.For the Price Perception variable, the majority of respondents agreed that Shanum Florist offers fair and affordable prices. The strongest response (38.4% strongly agree) reflected that customers felt the prices matched the quality and value receved.

In conclusion, the descriptive analysis shows that customers of Shanum Florist in Tuban are generally satisfied, with service quality beng the most influential factor, supported by good product quality and reasonable price perception that together enhance overall customer satisfaction.

4.3 Structural Model Analysis (PLS-SEM)

Inferential data analysis was carried out using the Partial Least Squares (PLS-SEM) method to test the validity of the proposed model and hypothesis.

4.4 Evaluation of the Measurement Model (Outer Model)

The first stage involves evaluating the Outer Model to ensure that the research instruments meet the criteria for validity and reliability. The analysis results indicate that the measurement model demonstrates strong robustness. Convergent validity is confirmed, as all indicators show outer loading values above 0.70, and the Average Variance Extracted (AVE) values for each construct exceed 0.50. Construct reliability is also excellent, with both Composite Reliability and Cronbach's Alpha values surpassing the 0.70 threshold for all variables. Furthermore, discriminant validity is well-established, confirming that each construct measures a unique and distinct concept from the others.

A. Convergent Validity

This validity is evaluated through Outer Loadings and Average Variance Extracted (AVE). An indicator is stated as valid if it has a loading value >0.70. Based on Table 3 *(Note: Assuming a table presenting Outer Loadings and AVE values would follow here)*, all indicators in this study meet this criterion and are thus declared valid.

Table 3. Outer Loadings

Indicator	Construct	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1.1	Service Quality	0.869	0.869	0.025	34.591	0.0
X1.2	Service Quality	0.84	0.839	0.028	30.322	0.0
X1.3	Service Quality	0.886	0.885	0.023	38.997	0.0
X1.4	Service Quality	0.844	0.844	0.025	33.578	0.0
X1.5	Service Quality	0.887	0.886	0.023	39.062	0.0
X2.1	Product Quality	0.898	0.897	0.018	51.068	0.0
X2.2	Product Quality	0.899	0.899	0.021	42.708	0.0
X2.3	Product Quality	0.889	0.889	0.024	37.076	0.0
X2.4	Product Quality	0.939	0.939	0.011	89.249	0.0
X3.1	Price Perception	0.906	0.906	0.015	60.366	0.0
X3.2	Price Perception	0.868	0.866	0.054	16.182	0.0
X3.3	Price Perception	0.871	0.871	0.023	38.413	0.0
X3.4	Price Perception	0.913	0.913	0.015	60.249	0.0
Y1	Customer Satisfaction	0.926	0.926	0.013	71.062	0.0
Y2	Customer Satisfaction	0.906	0.905	0.019	48.313	0.0
Y3	Customer Satisfaction	0.938	0.938	0.011	74.504	0.0

Furthermore, convergent validity is also assessed based on the Average Variance Extracted (AVE). A construct is considered valid if its AVE value is >0.50.

Table 4. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Service Quality (X1)	0.749
Product Quality (X2)	0.821
Price Perception (X3)	0.791
Customer Satisfaction (Y)	0.852

B. Discriminant Validity

This test ensures that each construct measures a unique concept. Based on the Cross Loadings analysis in Table 5.

Tabel 5. Cross Loadings

Indikator	Kualitas Layanan (X1)	Kualitas Produk (X2)	Persepsi Harga (X3)	Kepuasan Pelanggan (Y)
X1.1	0.869	0.758	0.716	0.693
X1.2	0.840	0.756	0.704	0.721
X1.3	0.886	0.729	0.694	0.747
X1.4	0.844	0.754	0.700	0.735
X1.5	0.887	0.836	0.773	0.776
X2.1	0.798	0.898	0.823	0.751
X2.2	0.788	0.899	0.819	0.787
X2.3	0.807	0.889	0.790	0.787
X2.4	0.821	0.939	0.831	0.802
X3.1	0.744	0.806	0.906	0.827
X3.2	0.730	0.808	0.868	0.734
X3.3	0.718	0.767	0.871	0.733
X3.4	0.759	0.823	0.913	0.778
Y.1	0.772	0.776	0.786	0.926
Y.2	0.791	0.786	0.789	0.906
Y.3	0.790	0.828	0.820	0.938

C.   Construct Reliability

Reliability is measured using Composite Reliability and Cronbach's Alpha. A variable is deemed reliable if its value is >0.70. all variables in this study are reliable.

Table 6. Composite Reliability

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Kualitas Layanan (X1)	0.916	0.917	0.937	0.749
Kualitas Produk (X2)	0.927	0.928	0.948	0.821
Persepsi Harga (X3)	0.912	0.915	0.938	0.791
Kepuasan Pelanggan (Y)	0.913	0.914	0.945	0.852

Table 7. Cronbach's Alpha

Variable	Cronbach's Alpha
Service Quality (X1)	0.927
Product Quality (X2)	0.916
Price Perception (X3)	0.913
Customer Satisfaction (Y)	0.912

4.5 Evaluation of the Structural Model (Inner Model)

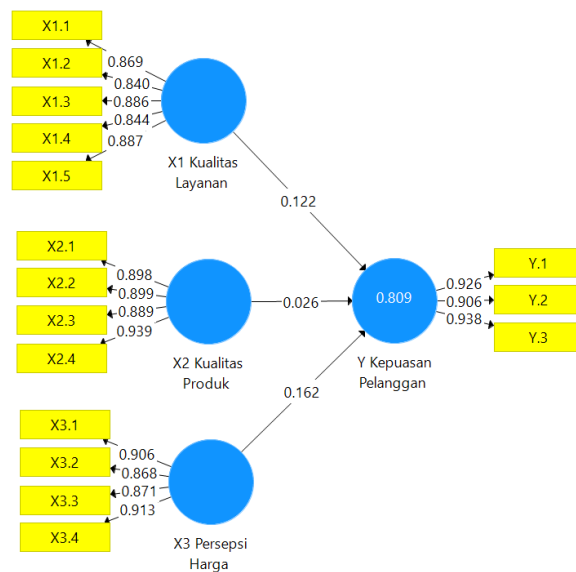This stage tests the predictive power of the model and the relationship between the variables.

Figure 2 displays the results of the PLS analysis.

The coefficient of determination (R-Square) value for the Purchase Decision variable is 0.809. This means that the variables Digital Marketing and Brand Awareness collectively are capable of explaining 80.9% of the variance in the Purchase Decision variable, which indicates that this model possesses very good predictive power.

Table 8. R-Square

Indikator	R square
Kepuasan Pelanggan (Y)	0.809

4.6 Hypotheses Testing

Hypotheses testing was conducted through the bootstrapping procedure to obtain the T-Statistics and P-Values.

Table 9. Path Coefficients

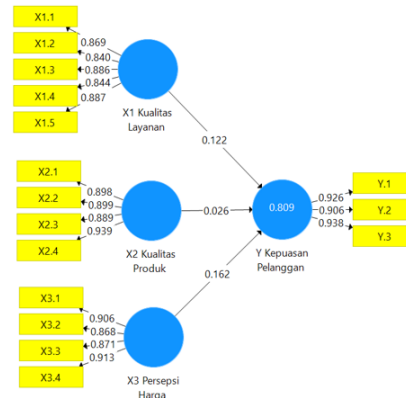|	Original sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Kualitas Layanan (X1) -> Kepuasan Pelanggan (Y)	0.334	0.339	0.099	3.377	0.001
Kualitas Produk (X2) -> Kepuasan Pelanggan (Y)	0.199	0.187	0.132	1.506	0.078
Persepsi Harga (X3) -> Kepuasan Pelanggan (Y)	0.409	0.417	0.125	3.270	0.001

Figure 3. Output Bootstrapping

Based on Table 9 and Figure 3, the results of the hypothesis testing are as follows:

1) Service Quality (X1) has a positive and significant effect on Customer Satisfaction (Y), with a path coefficient of 0.334 and a P-value of 0.000, which is lower than the significance level α = 0.05 (5%). Therefore, H1 is accepted.

2) Product Quality (X2) has a positive but not significant effect on Customer Satisfaction (Y), with a path coefficient of 0.199 and a P-value of 0.078, which is greater than the significance level α = 0.05 (5%). Therefore, H2 is rejected.

3) Price Perception (X3) has a positive and significant effect on Customer Satisfaction (Y), with a path coefficient of 0.409 and a P-value of 0.001, which is smaller than the significance level α = 0.05 (5%). Therefore, H3 is accepted.

4.7 The Influence of Service Quality on Customer Satisfaction

The processing and testing of questionnaire data using PLS revealed a positive and significant influence between the variables of Service Quality and Customer Satisfaction at Shanum Florist in Tuban City. The research results indicate that there is a positive relationship between the two variables. An improvement in the Service Quality provided by Shanum Florist directly increases the level of customer satisfaction. Thus, the proposed hypothesis is accepted. This is reflected in the positive responses to the questionnaire scores, which show that most customers are satisfied with the friendly, prompt, and professional service provided by the florist.

The positive and significant effect of service quality on customer satisfaction at Shanum Florist shows that the better the quality of service provided, the higher the level of customer satisfaction. Responsive service, attention to customer needs, and the consistent quality of fresh flower products are able to create optimal satisfaction, which ultimately enhances customer loyalty and trust in Tuban City. This finding is in line with marketing management theory, which asserts that marketing success is determined by the quality of service that can meet customer needs and expectations. By providing fast, friendly, and communicative service, Shanum Florist has successfully created value that satisfies its customers; therefore, it is reasonable that service quality has a positive and significant impact on customer satisfaction (Buchori & Djaslim, 2010:5).

The service quality indicator with the highest factor loading value is the responsiveness of Shanum Florist's social media administrator in promptly answering questions and responding to customers. This indicates that speed and accuracy in communication are the most important aspects for customers in assessing service quality. Quick responses not only enhance customer satisfaction but also build trust and a sense of professionalism for the store, making customers feel valued and appreciated. Responsive service through social media has become a key factor in strengthening the relationship between Shanum Florist and its customers.

4.8 The Influence of of Product Quality on Customer Satisfaction

The processing and testing of questionnaire data using PLS revealed a positive but not significant influence between the variables of Product Quality and Customer Satisfaction at Shanum Florist in Tuban City. The research findings indicate that, although the relationship between these two variables is positive, it is not statistically significant; therefore, the second hypothesis is rejected. This condition can be explained by the inherent characteristics of flowers as products, which have limited durability and are perishable. Although customers perceve the flowers as good in terms of freshness, beauty, and visual appeal, the resulting satisfaction tends to be temporary and does not strongly influence overall customer satisfaction. Furthermore, flower purchases are often driven by emotional and symbolic factors, such as gifts or special occasions, leading customers to focus more on the meaning and purpose of the purchase rather than the physical quality of the product itself.

Product quality still exerts a positive influence on customer satisfaction, but the effect is not significant because the satisfaction experienced is more strongly shaped by emotional value and the transient nature of the flowers. The product quality indicator with the highest factor loading value is the statement that customers perceve the flowers sold at Shanum Florist to be of good quality. This indicates that, in general, customers acknowledge the quality of Shanum Florist's flowers in terms of freshness, aesthetics, and durability. However, despite this positive assessment, the research results show that high product quality alone does not necessarily increase customer satisfaction.

These findings align with marketing management theory, which emphasizes that marketing success does not rely solely on product quality. Instead, it depends on a combination of price strategy, promotion, service, and distribution, which together create customer value and effectively fulfill consumer needs (Buchori & Djaslim, 2010:5).

4.9. The Influence of Price Perception on Customer Satisfaction

The processing and testing of questionnaire data using PLS revealed a positive and significant influence between the variables of Price Perception and Customer Satisfaction at Shanum Florist in Tuban City. The results indicate a positive relationship between these two variables — the better customers perceive the prices offered, the higher ther level of satisfaction. Customers tend to evaluate satisfaction not only based on service quality and product quality but also on the appropriateness of price in relation to the benefits receved. This finding aligns with the characteristics of the study's respondents, showing that the majority of Shanum Florist customers have an income of less than Rp. 500,000 and are predominantly students, with 58 respondents classified as students or college students. When customers perceve the prices as fair, affordable, and proportionate to the quality of flowers receved, they feel that they are getting added value, which in turn increases ther satisfaction.

The price perception indicator with the highest factor loading value is the appropriateness between price and the benefits receved. This suggests that customers believe the prices at Shanum Florist are fair and reflect the quality and value of the products offered. Consequently, this perception fosters a sense of satisfaction and loyalty, particularly among low-income consumers who tend to be more price-sensitive. This finding supports marketing management theory, which asserts that customer satisfaction can be achieved through an appropriate pricing strategy, where the price is consistent with the benefits perceived by consumers (Buchori & Djaslim, 2010:5). In the context of Shanum Florist, price perception significantly affects customer satisfaction because most customers are students or individuals with limited income. When the price of flowers is perceived as reasonable, affordable, and aligned with the offered quality, customers feel they receve equitable value, leading to increased satisfaction and stronger customer loyalty.

6. Conclusions

Based on the results of the analysis and discussion, The results of the study indicate that service quality is the most influential factor in determining customer satisfaction at Shanum Florist. Friendly, fast, and responsive service—particularly through social media—reflects the store's professionalism and attentiveness. This creates a sense of comfort and appreciation, enhancing the overall shopping experience. Consequently, customer satisfaction is shaped not only by the product receved but also by the quality of service

provided. The product quality is perceived as good by customers in terms of freshness, beauty, and durability of the flowers. However, the findings show that while product quality has a positive influence, it is not statistically significant because flowers have a limited lifespan and wilt quickly, making customer satisfaction temporary. Furthermore, flower purchases are often driven by emotional and symbolic factors rather than physical quality alone, meaning that even though the products are well-rated, ther direct impact on satisfaction is not particularly strong. The study also reveals that price perception plays an important role in shaping customer satisfaction, particularly because the majority of Shanum Florist's customers come from low-income groups. Prices that are perceived as fair, affordable, and proportional to the benefits of the flowers effectively meet customer expectations, thereby increasing satisfaction and loyalty. Conversely, prices considered too high can reduce satisfaction, even when the products offered are of good quality.

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