

**THE EFFECT OF PRODUCT VARIETY, DISCOUNT PRICE, AND SERVICE QUALITY ON CUSTOMER SATISFACTION (CASE STUDY AT EDY DECORATION LAMONGAN)**

Edi Saputro  
*Faculty of Economics and Business*  
*Islamic University of Lamongan*  
Lamongan, Indonesia  
[edisaputro@unisla.ac.id](mailto:edisaputro@unisla.ac.id)

Nurus Safaatillah  
*Faculty of Economics and Business*  
*Islamic University of Lamongan*  
Lamongan, Indonesia  
[nurussafaatillah@unisla.ac.id](mailto:nurussafaatillah@unisla.ac.id)

Ike Susanti  
*Faculty of Economics and Business*  
*Islamic University of Lamongan*  
Lamongan, Indonesia  
[ik33susanti@unisla.ac.id](mailto:ik33susanti@unisla.ac.id)

Emalia Nova Sustyorini  
*Faculty of Economics and Business*  
*Islamic University of Lamongan*  
Lamongan, Indonesia  
[emaliaberlian@ac.id](mailto:emaliaberlian@ac.id)

---

**Article Info**

**Keyword:**

Customer Satisfaction, Product Variety, Discount Price, Service Quality.

---

**ABSTRACT**

The purpose of this study is to assess whether product variety, discount pricing, and service quality impact customer satisfaction at Edy Decoration Lamongan. A descriptive quantitative method was used, and participants were selected through purposive sampling. Data collection involved observations, interviews, and questionnaires. The results show that each of the three variables independently influences customer satisfaction. Collectively, they also have a significant effect. Notably, the discount price variable showed the strongest influence, highlighting its substantial role in boosting customer satisfaction.

---

**INTRODUCTION**

The increasingly fierce competition in the business world requires every company to not only design the right marketing strategy, but also maintain service quality in order to remain competitive and develop sustainably. Customer satisfaction is an important factor that must be considered because it is a consumer response to the company's performance in meeting their needs and expectations (Amini & Wiranatakusuma, 2020).

Customer satisfaction, according to Kotler and Keller in Capriati (2023), stems from how well a product's performance matches the expectations of the customer. To achieve this, businesses must keep innovating to ensure their offerings remain engaging and satisfying, thereby securing a lasting competitive advantage.

The advancement of technology and the ongoing development of businesses in the global marketplace have led to fierce competition, mainly due to the abundance of similar products. To stay ahead, companies must formulate strategies that are not only effective in gaining customers but also in keeping them loyal.

The biggest challenge in the modern business world is to build sustainable satisfaction so that customers become loyal (Tjiptono & Diana, 2019). Customer satisfaction reflects consumer attitudes that are formed from their experiences after making a purchase (Shafwan, Qomariah, & Rahayu, 2019). Therefore, companies must be oriented towards customer satisfaction as a basis for achieving business goals (Norawati, Arman, Ihsan, & Putra, 2019), because satisfied customers tend to establish long-term profitable relationships with companies (Lie, Sudirman, Efendi, & Butarbutar, 2019).

Apart from paying attention to customer satisfaction, companies also need to consider product variety as an important factor in attracting consumer interest. The variety of products offered can create a positive perception in the eyes of consumers because it provides a more complete and attractive choice (Kotler & Keller in Gunawan, 2021).

Diverse products not only increase attractiveness, but also increase the opportunity for consumers to find products that suit their needs. In this context, Edy Dekorasi Lamongan as a decoration rental service provider has offered various types of products, but still faces challenges in terms of product completeness which has an impact on consumer purchasing decisions.

Discounts are one of the simplest yet effective sales promotion strategies because they can have a quick impact on increasing sales within a certain period of time (Yufa & Lestari, 2023). Consumers tend to be more interested in products that are discounted than products with normal prices, because discounts give the impression of an advantage in purchasing (Dirgantaran, 2019). This price reduction not only attracts attention, but also encourages consumers to make purchasing decisions immediately, especially when discounts are given in exchange for large purchases, fast payments, or off-season purchases (Dewangga Putra & Maryam, 2021). In addition, discounts can also be seen as a form of appreciation from sellers to consumers for certain actions that support sales activities (Prasetyo, 2020). Therefore, the use of discounts as a marketing strategy remains relevant in both offline and online stores.

Creating customer satisfaction, especially in the service industry, requires companies to prioritize service quality as a core strategy. A company's ability to meet customer expectations and needs is reflected in the level of service it provides (Mahsyar & Surapati, 2020). Amini & Wiranatakusuma (2020) define service quality as the difference between customers' expectations and their perception of the service delivered.

Satisfying service will leave a positive impression, attract consumer interest, and form customer loyalty (Dewi & Wulandari, 2021; Winarno, Nalendra, & Givan, 2020). The sense of satisfaction that arises from a good service experience can encourage customers to return to using the company's services (Haryoko, Pasaribu, & Ardiyansyah, 2020). Therefore, in service industries such as rental businesses, excellent service quality is a major factor that determines business success, because it can increase revenue while preventing a decline in sales due to customer dissatisfaction.

Recognizing the importance of product variety, price discounts, and service quality in shaping customer satisfaction in the rental service industry, this research aims to examine the influence of these three factors in greater depth. Edy Dekorasi Lamongan is selected as the case study to assess how well its implemented strategies contribute to customer satisfaction.

## **RESEARCH METHODS**

The study adopts a descriptive quantitative framework to explore the relationship between product variety, discount pricing, and service quality with customer satisfaction. The use of a quantitative method is justified by its ability to produce objective results based on statistically analyzable numeric data (Sugiyono, 2020). The study population includes all customers of Edy Dekorasi Lamongan, with 190 participants chosen through purposive sampling, specifically those who had used the company's services more than once within the last six months. The study uses quantitative data derived from both primary and secondary sources. Primary data were obtained through distributed questionnaires, interviews, and observation, while secondary data came from documents, transaction data, and supporting literature.

The research variables consist of customer satisfaction (Y) which is measured through indicators of loyalty, satisfaction, and customer complaints; product variety (X1) which is measured based on size, appearance, price, and product availability (Kotler & Keller in Lestari & Faizin, 2020); Discount Price (X2) which is measured through indicators of quantity discounts, seasonal discounts, and cash discounts (Tjiptono, 2019); and service quality (X3) which includes reliability, response, assurance, empathy, and physical evidence (Parasuraman et al. in Rifa'i, 2019). Data collection techniques include questionnaires using a five-point Likert scale, observation, and interviews. SPSS software was employed to analyze the data through a series of steps, including validity and reliability tests, classical assumption tests, and multiple linear regression analysis to assess the impact of each variable on customer satisfaction.

## RESULTS AND DISCUSSION

### Validity Test

**Table 1. Validity Test**

Variables	Item Statement	r count	r table	Conclusion
Product Variety (X1)	X1.1	0,794	0,142	Valid
	X1.2	0,830	0,142	Valid
	X1.3	0,824	0,142	Valid
	X1.4	0,760	0,142	Valid
Discount Price (X2)	X2.1	0,813	0,142	Valid
	X2.2	0,855	0,142	Valid
	X2.3	0,853	0,142	Valid
Service Quality (X <sub>3</sub> )	X3.1	0,761	0,142	Valid
	X3.2	0,780	0,142	Valid
	X3.3	0,750	0,142	Valid
	X3.4	0,768	0,142	Valid
	X3.5	0,799	0,142	Valid
Customer Satisfaction (Y)	Y1	0,802	0,142	Valid
	Y2	0,827	0,142	Valid
	Y3	0,816	0,142	Valid
	Y4	0,818	0,142	Valid
	Y5	0,865	0,142	Valid
	Y6	0,863	0,142	Valid
	Y7	0,851	0,142	Valid

*Source: Data processed by SPSS 26 (2025)*

Based on Table 1, the analysis results show that all statement items on variables X1, X2, X3, and Y in the research instrument are declared valid.

### Reliability Test

**Table 2. Reliability Test Results**

Variables	Cronbach's Alpha	Reliability	Description
Product Variety (X1)	0,862	0,7	Reliable
Discount Price (X2)	0,827	0,7	Reliable
Service Quality (X3)	0,848	0,7	Reliable
Customer Satisfaction (Y)	0,864	0,7	Reliable

*Source: Data processed by SPSS 26 (2025)*

Table 2 demonstrates that each construct measured in the research achieved a Cronbach's Alpha greater than 0.70, suggesting strong internal consistency and suitability as measurement instruments.

**Classical Assumption  
 Test Normality Test**

**Table 3. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		190
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.42626078
Most Extreme Differences	Absolute	.052
	Positive	.052
	Negative	-.022
Test Statistic		.052
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

*Source: Data processed by SPSS 26 (2025)*

According to Table 3, the normality test produced an Asymp. Sig (2-tailed) value of 0.200. This result is above the 0.05 significance level, which suggests that the residual data in this study are normally distributed.

**Multicollinearity Test**

**Table 4. Multicollinearity Test Results**

Variables	Tolerance Value	Nilai VIF	Description
Product Variety	0,535	1,870	Nonmulticollinearity
Discount Price	0,487	2,053	Nonmulticollinearity
Service Quality	0,609	1,641	Nonmulticollinearity

*Source: Data processed by SPSS 26 (2025)*

It can be concluded from the analysis that multicollinearity is not a concern in this study's regression model, as all independent variables have tolerance levels over 0.10 and VIF values below 10.

**Heteroscedasticity Test**

**Table 5. Heteroscedasticity Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.821	.749		5.099	.000
	Product Variety	.026	.052	.050	.511	.610
	Discount Price	-.115	.066	-.179	-1.746	.082

Service Quality	-.049	.043	-.104	-1.135	.258
a. Dependent Variable: abs_residual					

Source: Data processed by SPSS 26 (2025)

Based on the heteroscedasticity test, all variables yielded significance values above 0.05, suggesting that the regression model is free from heteroscedasticity problems.

### Multiple Linear Regression Analysis

**Table 6. Multiple Linear Regression Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.001	1.240		1.614	.108
	Product Variety	.462	.085	.280	5.420	.000
	Discount Price	.768	.109	.382	7.059	.000
	Service Quality	.495	.071	.337	6.959	.000
a. Dependent Variable: Customer Satisfaction						

Source: Data processed by SPSS 26 (2025)

As shown in the results in Table 6, the multiple linear regression equation obtained from the analysis is presented below:

$$Y = 2,001 + 0,462X_1 + 0,768X_2 + 0,495X_3$$

The multiple regression equation above means:

1. Constant Value (a = 2.001): This figure implies that if Product Variety, Discount Price, and Service Quality have no influence (i.e., are set to zero), Customer Satisfaction will still hold a base value of 2.001.
2. Regression Coefficient X<sub>1</sub> (Product Variety = 0.462): This indicates that if Product Variety increases by one unit, Customer Satisfaction is expected to rise by 0.462 units, provided the other factors remain unchanged.
3. Regression Coefficient X<sub>2</sub> (Discount Price = 0.768): A one-unit rise in Discount Price is expected to increase Customer Satisfaction by 0.768 units, assuming other factors are held constant.
4. Regression Coefficient X<sub>3</sub> (Service Quality = 0.495): This value indicates that improving Service Quality by one unit will increase Customer Satisfaction by 0.495 units when other variables are fixed.

### Partial Test (t Test)

As outlined in Table 6, the partial test results reveal that each variable has a t-value exceeding the t-table reference of 1.973 and a significance value below 0.05. These results confirm that all three factors independently affect customer satisfaction at Edy Decoration Lamongan in a statistically significant way.

**Simultaneous Test (F Test)**

**Table 7. Simultaneous Test Results (F Test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3069.874	3	1023.291	171.071	.000 <sup>b</sup>
	Residual	1112.594	186	5.982		
	Total	4182.468	189			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Service Quality, Product Variety, Discount Price						

*Source: Data processed by SPSS 26 (2025)*

As shown in Table 7, the F-test results indicate an F count of 171.071, which is well above the F table value of 2.653, with a significance level under 0.05. This confirms that the three variables, Product Variety, Discount Price, and Service Quality have a simultaneous effect on Customer Satisfaction at Edy Decoration Lamongan.

**Coefficient of Determination**

**Table 8. Test Results of the Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857 <sup>a</sup>	.734	.730	2.446
a. Predictors: (Constant), Service Quality, Product Variety, Discount Price				

*Source: Data processed by SPSS 26 (2025)*

As presented in Table 9, the coefficient of determination (R-Square) is 0.734, indicating that product variety, discount price, and service quality collectively account for 73.4% of the variation in customer satisfaction, while the remaining 26.6% is due to factors outside the scope of this study.

**Dominance Test**

According to the dominance test outlined in Table 6, Discount Price stands out with the highest beta coefficient of 0.382, indicating a stronger influence on Customer Satisfaction than Product Variety or Service Quality. This suggests that discount strategies should be at the forefront of efforts to improve customer satisfaction at Edy Decoration Lamongan.

**The Effect of Product Variety on Customer Satisfaction**

The results of the partial test indicate that product variety plays a significant role in shaping customer satisfaction at Edy Dekorasi Lamongan. With a t-count of 5.420 surpassing the t-table value of 1.973 and a significance level of 0.000 (<0.05), it is evident that diverse product offerings lead to higher satisfaction levels. Customers appreciate having options in size, design, pricing, and overall concept, allowing them to choose products that best match their preferences (Hasibuan et al., 2022). Utami (2006), in Rainy & Widayanto (2019), also highlights that diversity within a product category indicates depth, which can positively influence consumer interest.

Consistent with this, Silitonga & Saputra (2025) found a positive and significant correlation between product variety and satisfaction levels at Edy Dekorasi Lamongan. Offering a range of

themes, materials, and colors enhances customer freedom in decision-making, which in turn strengthens perceptions of service quality (Muhidin et al., 2023). These results reaffirm marketing concepts that emphasize product diversity as a strategic driver of customer satisfaction (Wulandari, 2024), a conclusion supported by the findings of Siska et al. (2022) and Wulandari (2024).

### **The Effect of Discount Price on Customer Satisfaction**

The partial test analysis indicates that Discount Price significantly and positively affects customer satisfaction at Edy Dekorasi Lamongan, evidenced by a t-count of 7.059 exceeding the t-table of 1.973, with a significance of 0.000 ( $< 0.05$ ). This illustrates that discounting policies help improve customers' perception of service quality. Discounts are commonly used by businesses as price reductions to reward specific actions, such as making large purchases or paying promptly (Dirgantaran, 2019). They are also widely recognized as effective in stimulating buying interest and increasing satisfaction with services or products (Prabarini et al., 2019).

This study further strengthens the argument that Discount Price is a key driver of customer satisfaction. When pricing is flexible and affordable, it fosters favorable impressions among consumers. Discount offers are seen as financial advantages that improve the overall customer experience by helping them save money, which leads to greater satisfaction (Siska & Purba, 2022). Pricing strategies must be carefully planned, as extreme pricing either too high or too low, can distort consumer perception. These conclusions are in line with findings by Widiarti & Utami (2024), who found that discounts affect purchasing behavior, and by Purba & Sarumah (2022), who identified a strong link between discounts and impulsive consumer actions.

### **The Effect of Service Quality on Customer Satisfaction**

The partial test results show a strong positive and significant effect of service quality on customer satisfaction at Edy Decoration Lamongan. The analysis produced a t-count of 6.959, which surpasses the t-table value of 1.973, with a significance level of 0.000, confirming the impact. This demonstrates that higher service quality directly contributes to higher customer satisfaction. As explained by Mahsyar & Surapati (2020), quality service represents the company's dedication to meeting customer expectations in a consistent and professional manner. When services fulfill or exceed what customers anticipate, they generate a more positive experience, reinforce trust, and cultivate loyalty (Dewi & Wulandari, 2021).

This finding highlights the critical importance of service excellence for businesses like Edy Dekorasi. According to Karundeng et al. (2021), consistent service quality not only ensures customer retention but also enhances word-of-mouth referrals. Furthermore, service quality helps shape a positive perception that the business is attentive to customer needs (Agung et al., 2023). Similar conclusions are drawn by Octavia & Santi (2023) and Uzir et al. (2021), who found that service quality significantly influences customer satisfaction.

### **The Effect of Product Variety, Discount Price and Service Quality on Customer Satisfaction**

The simultaneous testing results show that product variety, discount pricing, and service quality all significantly influence customer satisfaction at Edy Dekorasi Lamongan, as evidenced by the F value of 171.071, which is greater than the F table value of 2.653, with a significance value of 0.000. This demonstrates that customer satisfaction arises from the combined effect of various strategic components. A broad product range ensures more choices, discount pricing adds economic value, and quality service builds favorable customer experiences (Wijaya et al., 2022; Agung et al., 2023). These three variables collectively play a pivotal role in shaping customer loyalty and satisfaction (Putra & Yuliana, 2021). To ensure long-term customer retention, Edy Dekorasi Lamongan must implement a well-rounded strategy that synchronizes its product, pricing, and service offerings.

## CONCLUSION

The study concludes that product variety, discount price, and service quality all exert significant partial and simultaneous effects on customer satisfaction at Edy Dekorasi Lamongan. Product variety shows a significant effect with a t-count of 5.420, while discount price and service quality have t-values of 7.059 and 6.959, respectively, with all significance levels at 0.000—below the 0.05 threshold. These findings suggest that each factor plays a vital role in shaping how customers evaluate their experience. Furthermore, the F test confirms a significant simultaneous influence, with an F count of 171.071 exceeding the F table value of 2.653. Among the three, the discount price stands out as the most influential factor, with a beta coefficient of 0.382. This demonstrates the importance of discount strategies in increasing customer satisfaction and reinforcing positive perceptions of the brand.

## REFERENCES

- Agung, R. A. K., Kurniawan, A. P. & Juru, P. (2023). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan PT. Borwita Citra Prima Maumere. *Jurnal Penelitian Mahasiswa*, 3(1).
- Amini, D.K., dan Wiranatakusuma, D.B. (2020). The influence of service quality, price, corporate image, and location towards customer satisfaction on autocare universitas muhammadiyah yogyakarta. *Journal of Economics Research and Social Sciences*, 4(1), 1–14.
- Capriati, Z. F. (2023). Pengaruh Keragaman Produk Dan Harga Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Loyalitas Pelanggan Minimarket Di Koperasi Visiana Bakti Tvri Jakarta. In *Scientific Journal Of Reflection: Economic, Accounting, Management and Business* (Vol. 6, Issue 1).
- Dewangga Putra, E., & Maryam, S. (2021). Peran Program Diskon, Media Iklan Dan Word Of Mouth Terhadap Keputusan Pembelian Pada Factory Outlet Rown Division Surakarta (Vol. 05, Issue 02).
- Dewi, N.K.A.S., dan Wulandari, N.L.A.A. (2021). Pengaruh kualitas produk , harga dan kualitas pelayanan terhadap kepuasan konsumen di hidden garden agro cafe baturiti tabanan bali. *Jurnal Manajemen, Kewirausahaan Dan Pariwisata*, 1(2), 717–728.
- Dirgantaran, M. (2019). Pengaruh Diskon Harga Terhadap Keputusan Pembelian Pada Konsumen Matahari Departemen Store Mall Panakukang Dengan Minat Beli Sebagai Variabel Intervening Di Kota Makassar. Doctoral Dissertation, Universitas Islam Negeri Alauddin Makassar, 7–105.
- Haryoko, U.B., Pasaribu, V.L.D., dan Ardiyansyah, A. (2020). Pengaruh harga dan kualitas pelayanan terhadap kepuasan konsumen pada firman dekorasi (wedding organizer). *Jurnal POINT*, 2(1), 1–17.
- Kotler, Philip, Armstrong, G. (2017). *Perinsip-perinsip pemasaran*, Jakarta: Erlangga.
- Lie, D., Sudirman, A., Efendi, dan Butarbutar, M. (2019). Analysis of mediation effect of consumer satisfaction on the effect of service quality, price and consumer trust on consumer loyalty. *International Journal of Scientific and Technology Research*, 8(8), 421–428.
- Rainy, A., & Widayanto. (2019). Pengaruh Keragaman Produk Dan E-Service Quality Terhadap Minat Beli Ulang Melalui Kepuasan Konsumen (Studi pada Mahasiswa Universitas Diponegoro Pelanggan Zalora).
- Rifa'i, Khamdan. (2019). *Membangun Loyalitas Pelanggan*. Jember: Pustaka Ilmu.
- Shafwan, D., Qomariah, N., dan Rahayu, J. (2019). The influence of quality of service, facilities and location of customer satisfaction. *Jurnal Unmuh Jember*, 2(1), 1–9.
- Silitonga, A. Y., & Saputra, H. (2025). Pengaruh Variasi Produk dan Kualitas Pelayanan terhadap Kepuasan Konsumen pada Cafe Hay's Kuphi Corner di Lubuk Pakam. *Jurnal Mirai Management*, 10(1), 273-281).
- Siska, J., & Purba, T. Pengaruh Diskon dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada PT Wellindo Blast Media di Kota Batam. *Jejak Artikel*, 5(1), 2622-4305.
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung:ALVABETA.

- Tjiptono, Fandy dan Anastasia Diana. (2019). *Kepuasan Pelanggan Konsep, Pengukuran, Dan Strategi*. Yogyakarta: Penerbit ANDI.
- Wijaya, A., Fathurrohman, Y. E., Sisca, Mathory, E. A. S., Ernanda, R., Purnomo, Y. J., Hutabarat, M. L. P., Nugroho, A., Wardhana, M. A., Purba, B., Sugiarto, M., Simarmata, H. M. P., Simanjuntak, M., Fitrianingrum, A., & Hendra. (2021). *Ilmu Manajemen Pemasaran: Analisis dan Strategi* (R. Watrionthos (ed.)). Yayasan Kita Menulis.
- Winarno, S.H., Nalendra, A.R.A., dan Givan, B. (2020). The effect of service quality, corporate image, and price perceived in creating customer satisfaction and loyalty on education business. *Jurnal Bisnis Dan Manajemen*, 10(1), 45–56.
- Wulandari, T. (2024). Pengaruh Brand Image, Variasi Produk, dan Price Fairness terhadap Kepuasan Pelanggan Pada Kopi Kenangan di Kota Kediri. *Jurnal Ekonomi dan Keuangan Islam*, 2(4), 294-308.
- Yufa, I. H. N., & Lestari, W. D. (2023). Pengaruh Kualitas Pelayanan, Dan Pengaruh Potongan Harga Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Melalui Kepuasan Pelanggan Sebagai Variabel Mediasi. *Jurnal Mirai Management*, 8(2), 614- 626.