

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the results of the discussion of the influence of price, service quality, and consumer tastes, several conclusions can be drawn, namely:

1. Price has a partial effect on consumer satisfaction in using wedding organizer services, the results are significant and have a negative correlation. This shows that if the price affects consumer satisfaction but in a negative direction, the higher the selling price of wedding organizer services, the lower the consumer satisfaction.
2. Service quality has a partial effect on customer satisfaction in using wedding organizer services, the results are significant and have a positive correlation. This also happens because the better the quality of service provided by the wedding organizer services, the more satisfied the wedding organizer service users are, so that there is a positive correlation between the quality of service provided and consumer satisfaction.
3. Consumer tastes have a partial effect on consumer satisfaction in using wedding organizer services, the results are significant and have a negative correlation. This indicates that consumer tastes can affect consumer satisfaction in using the services of a wedding organizer. This

satisfaction obtained because consumers have perceptual criteria that determine the level of consumer satisfaction themselves.

B. Implications

From the results of the research and conclusions that have been presented, there are several implications, namely as follows:

1. Price is a decision that consumers must consider before using the services of a wedding organizer. So the researchers would like to suggest that wedding organizer services pay more attention to the price variable. This was done in order to increase the marketing of wedding organizer services in the Ajibarang Sub-District. What can be done is by giving discounts, and giving bonuses to consumers.
2. In terms of service quality, wedding organizer services should improve or maintain service quality, interaction quality, result quality, and create customer satisfaction. In terms of service quality indicators such as reliability, responsiveness, assurance, empathy, and real must be good to achieve good service quality. If the quality produced is good and in accordance with consumer needs, the wedding organizer services already have good value in the eyes of consumers and can lead to consumer satisfaction.
3. In terms of consumer tastes, it has a considerable influence on consumers' desire to choose the desired and needed wedding organizer services. So the researchers would like to suggest that wedding organizer services always ask consumers' wishes about what things are

needed when they want to use the services of a wedding organizer. This is done so that consumers taste what he chooses.

C. Research Limitations

4. This research has been carried out to the fullest by the authors and with scientific procedures set. However, this research still has limitations, one of the limitations in this study is not entering data about wedding organizer services, because many things contain the privacy of the wedding organizer services. Therefore, it is hoped that further research can conduct research with a wider and different object from this research.

