



# Florist Training and Quality of Entrepreneurship Services in Kejutbypugo Bekasi City

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**Abstract.** Florist training is an activity carried out by florists to improve their abilities in arranging fresh, imitation flowers in the form of bouquets, decorative boards and so on according to consumer requests. Florist training helps florists create creative and innovative products to be able to compete with competitors and achieve competitive advantage. Through this training, florists will have many references regarding the variety, models and designs of their products, thus increasing the attractiveness of consumers to purchase sukatbypugo products. This is in accordance with what was done by jasatbypugo, which took part in training, workshops and bouquet exhibitions with the aim of getting ideas, references and motivation to carry out good and superior entrepreneurship. The quality of entrepreneurial service at Suhutbypugo is also carried out in order to achieve consumer satisfaction. The focus of this research is florist training and entrepreneurial service quality. Relevant to the problem formulation in this research is florist training and the quality of service for entrepreneurship in Bekasi City. This type of research is qualitative where the researcher determines the people who want to be interviewed to obtain information. The sampling technique is purposive sampling. The results of this research are: 1) Providing florist training is useful for developing florist ideas and creativity and increasing references related to flower bouquet design; 2) The florist training program can improve the quality of entrepreneurial services for flower bouquet products, because this training increases the flying hours of florists so they are able to provide the best service; and 3) The challenges faced by entrepreneurs in maintaining the quality of flower bouquet business services are florists' consistency in marketing, lack of ability to manage social media, lack of product innovation, and product introduction to potential consumers.

**Keywords:** Florist Training Quality of Entrepreneurship Services, Kejutbypugo.

## 1 Introduction

Business development in the current era of disruption is very rapid, an entrepreneur is required to be able to keep up with existing needs and developments. Every business undertaken needs to think about efforts to sustain its business to achieve competitive advantage. Good business can lead to a business with the aim of making as much profit or profits as possible. However, to make all this happen, good service quality is needed, which determines whether a business will gain consumer satisfaction and competitive advantage (Saputra & Mahaputra, 2022). Service quality is the quality that sellers provide to what they offer to

consumers. The quality of the products or services sold will lead to consumer satisfaction with the product and the company's image. This requires business actors to provide the best service and know how to provide the best service so that consumers are satisfied. According to Kaswan (2016) training is an effort made to increase workers' knowledge and skills. Training for florists is very important for a flower bouquet business to increase ideas, creativity and innovation, because without consumers there will be no buying and selling transactions, thereby threatening business continuity. The focus of this research is on florist training and the quality of entrepreneurial services. The subfocuses of this research are: 1) Type of training; 2) Training methods; 3) Service standards; 4) Excellent service culture; and 5) Utilization of social media.

Based on the background above, the problem formulation in this research includes: 1) What are the benefits of florist training in producing quality flower bouquets?; 2) How can a florist training program improve the quality of entrepreneurial services for flower bouquet products?; and 3) What challenges do entrepreneurs face in maintaining the quality of flower bouquet business services?.

## **2 Literature Review (Qualitative)**

### **2.1 Florist Training**

Training is a planned procedure that aims to improve employee knowledge, abilities and work behavior. Training is the process of developing a person's talents, skills, knowledge and attitudes so that they can do their job more successfully. Training is a systematic procedure for developing the knowledge, skills and attitudes of individuals or groups so that they can achieve certain goals. The indicators contained in training are: 1) Type of training: Type of training is a classification or grouping depending on various variables, including training objectives, techniques, or subjects; 2) Training methods: The methods or procedures used to provide training content, develop skills, and achieve training objectives are referred to as training methods. To ensure training efficacy, appropriate training techniques must be used; 3) Training facilities: Buildings, equipment and resources used to support the delivery of training programs are referred to as training facilities. Training facilities are very important to create an effective and productive environment for business actors or florist trainees; and 4) Instructor: is a person whose job is to organize and teach a training or learning program. They have knowledge, skills and competencies related to the training material or subjects taught, and they are responsible for assisting participants in achieving training or learning objectives (Thayeb & Santosa, 2021).

Factors for a business undertaking entrepreneurship training include: 1) Increased competitiveness: Individuals who are aware of job market competition can be motivated to improve their abilities through training to be more competitive; 2) Personal needs: Personal qualities such as a desire to learn, curiosity, and personal ambition can motivate a person to take a personal development course; 3) Upskilling: The desire to improve one's abilities and knowledge in a particular

area, such as web development, foreign languages, or personal finance, may motivate someone to take training; and 4) Job demands: If a person's job requires improving or developing certain abilities, such as training in the use of special software or equipment, this may be an attractive incentive to undertake training (Hasibuan, 2017).

## 2.2 Quality of Entrepreneurship Services

The amount of excellence in service and assistance offered to prospective entrepreneurs or company owners in their efforts to establish, develop or run their companies is referred to as entrepreneurial service quality. Entrepreneurship services cover a wide range of topics that drive company growth and success, as well as supporting individuals in the planning, creation and operation of their own companies. Quality entrepreneurial services are essential in helping individuals achieve their corporate goals. This reduces risk, accelerates growth, and improves company performance. Managing the quality of entrepreneurial services requires careful planning, constant review, and a focus on the needs and expectations of aspiring entrepreneurs and company owners (Solikha & Suprpta, 2020).

Important factors in the quality of entrepreneurial services are: 1) Access to information and market research: Providing market knowledge, research and analysis to help identify company prospects and make decisions; 2) Evaluation and feedback: Analyze the results and provide comments to aspiring entrepreneurs to help them improve company strategies and achieve success; and 3) Customer satisfaction: Customer and company owner satisfaction with entrepreneurial services must be measured and increased as needed (Ilhamalimy & Mahaputra, 2021).

## 2.3 Previous Research

**Table 1.** Previous Research

No	Author	Title	Research Results	Comparison or Novelty
1	(Riyanto, Yanti, & Ali, 2017)	The Effect of Training and Organizational Commitment on Performance of State University of Jakarta Student Cooperative	There is a fairly strong significant positive influence between training and performance; The training factor together with organizational commitment influences the performance of the KOPMA UNJ management	Florist Training and Training Methods and Means

2	(Hasibuan, 2017)	(KOPMA UNJ) Management The Influence of Occupational Health and Safety, Training and Teamwork on the Performance of Medical Personnel at Budi Kemuliaan Hospital, Batam	1) Occupational safety and health have a positive and significant effect on the performance of medical personnel; 2) Training has a positive and significant effect on the performance of medical personnel; 3) Teamwork has a positive and significant effect on the performance of medical personnel; and 4) From the results of previous research it can be concluded that Occupational Health and Safety, Training and Teamwork also have a positive and significant effect on employee performance	Florist Training and Entrepreneurship Service Quality
3	(Soekardjo, 2020)	The Role of Marketing Information Systems, Service Quality and Entrepreneurial Marketing and Satisfaction with Millennial Generation Loyalty in Visiting Tourist Attractions	1) The marketing information system has an influence on visitor satisfaction; 2) service quality has no effect on visitor satisfaction; 3) Entrepreneurial marketing influences visitor satisfaction; 4) the marketing information system has no direct effect on customer loyalty for East Java Park tourism; 5) Entrepreneurial marketing has a direct influence on Jatim Park customer loyalty; 6) Customer satisfaction has a direct influence on customer loyalty; and 7) Marketing Information Systems have an indirect effect on customer loyalty at Jatim Park through customer satisfaction; and 8) Entrepreneurial marketing has a direct and indirect influence on customer loyalty at Jatim Park through customer satisfaction, meaning	Florist training, use of social media, service standards, access to information and market research
4	(Purnomo, 2017)	Effectiveness of Entrepreneurship Training in Increasing Entrepreneurship Knowledge and Motivation in Deaf People	The training carried out must also pay attention to the limitations of participants in terms of Communication and Another weakness of this training is that the training module was created without going through expert judgment. This assessment is needed to find out whether the modules created are appropriate and whether there are things that need to be added to the training	Florist training, use of social media, service standards, access to information and market research
5	(Sjafrizal, Dwinarko, & Maddonna, 2020)	CREATIVE ECONOMIC ENTERPRISES (UEP) MARKETING TECHNIQUES TRAINING AT	The community service activities of the UBJ Fikom permanent lecturer team in the Marga Mulya sub-district, Bekasi city, were very satisfying, because: (1) Of the planned target participants, there were 30 people, and it turned out	Florist training, use of social media, service standards, access to information and market research

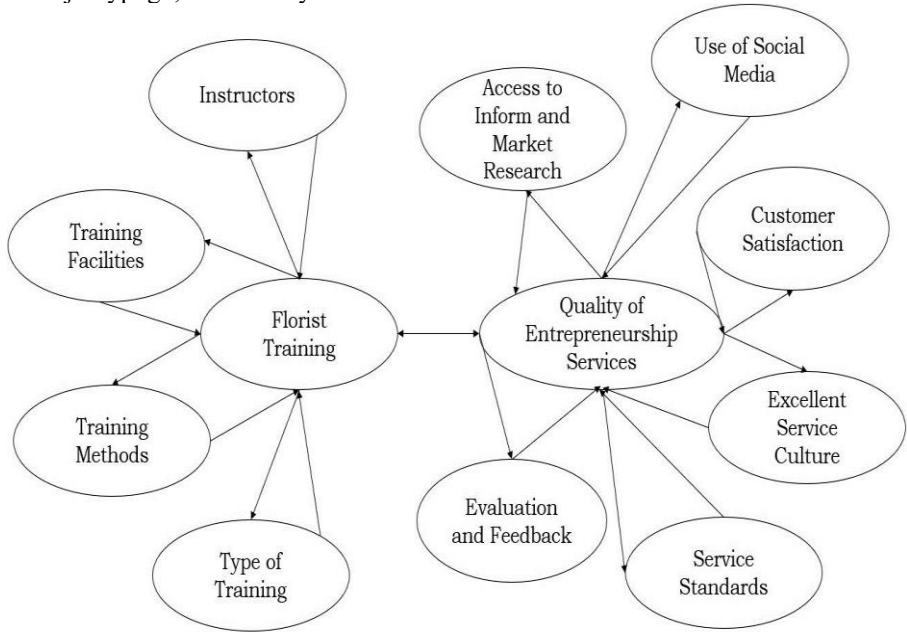
		KARANG TARUNA MARGA MULYA VILLAGE, BEKASI CITY	that the participants who attended had exceeded the target, namely 31 people; 2) It is a necessity for Karang Taruna administrators/members, where in the Karang Taruna program; and 3) The results of the assessment carried out by the UBJ Abdimas Team regarding the results of the practice of making newsletters in groups are satisfactory	
6	(Husadha, Meutia, & Narpati, 2019)	Entrepreneurship and Handicraft Training at the Bekasi Orphanage	That participants can increase their knowledge as well as stimulate training participants to be more creative in creating lesson materials and assignments	Florist training, use of social media, service standards, access to information and market research

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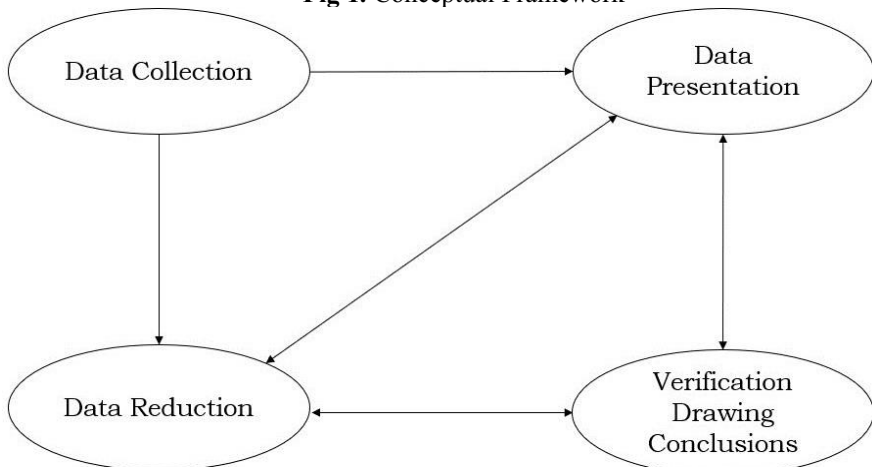
Source: Previous Results, Google Scholar

## 2.4 Conceptual Framework

This research discusses Florist Training and the Quality of Entrepreneurship Services in Kejutbypugo, Bekasi City.



**Fig 1.** Conceptual Framework



**Fig. 2.** Components of Data Analysis: Interactive model, Source: Qualitative Data Analysis

The following describes three activity streams that occur simultaneously after data collection: 1) Data Reduction: This is described as the process of selecting, abstracting, simplifying, and modifying "rough" material received from field notes. The amount of data collected is large enough that it must be carefully preserved. The amount of data collected will increase as the researcher spends more time in the field. As a result, the reduced data will present a better picture and make it easier for researchers to obtain additional data as needed; 2) Data Presentation: The next stage is to provide the data after it has been reduced. A presentation is defined as an organized collection of information that allows for the potential to draw conclusions and take action. Presentation in qualitative research is offered in the form of brief descriptions, correlations between categories, and the like. Often used to display data, it makes it easier to understand what is happening and plan future work based on what is known; and 3) Draw conclusions and/or confirm: The third phase is to reach conclusions and validate them. The initial conclusion will change if there is strong evidence that justifies the next data collection step. However, if valid and consistent evidence is found in the initial steps, then the conclusion presented is the final or final result.

### 3 Method

This research uses a qualitative approach, which focuses on the quality of goods or services that play an important role. Another focus is on the training provided to florists to develop their competence and knowledge regarding flower bouquets, starting from designing, assembling until they are ready to be sold to consumers or fulfill consumer wishes. Researchers immediately carried out research at the location, namely at Suhutbypugo, in order to carry out direct observations, interviewing informants or someone involved in the Suhutbypugo flower bouquet business. This research aims to find out the focus of the problem under study and look at the facts about the Kejutbypugo business (Ali & Limakrisna, 2013).

### 4 Results and Discussion

#### **What are the benefits of florist training in producing quality flower bouquets**

Florist training provides several advantages in creating high-quality flower arrangements. This training helps prospective florists or those who want to improve their flower arranging skills to get better results. In training or workshops attended by florists, they will gain a lot of knowledge and skills in arranging flower bouquets, flower decorations and the like. Flower bouquet training is provided by those who are experts, skilled and have relevant experience in flower bouquets for those who are just starting a flower bouquet business or for those who are developing their skills and business regarding flower bouquets. Flower bouquet training is useful in developing ideas, obtaining references for flower bouquet designs and increasing the creativity of florists or flower bouquet businesses.

With this training, various flower bouquet model variants will be created, which consumers can choose or make according to consumer needs and desires. This creates a business advantage with the ability to provide flower bouquet products according to

consumer wishes. With this ability, consumers will make purchasing decisions easily and achieve customer satisfaction.

### **How can a florist training program improve the quality of entrepreneurial services for flower bouquet products**

The training program for florists themselves is aimed at improving the reliability and performance of the florists themselves. With the training he takes part in, the florist's own experience and flying hours will increase, so that he is able to complete flower bouquet products quickly and well. Florists will be familiar with and easily complete flower bouquet designs according to their customers' wishes. In this training, they also taught about the use of social media in marketing flower bouquets, so that potential consumers can easily find them and create marketing effectiveness.

The use of social media for florists is quite effective because on social media such as Instagram they can include catalogs or variations of beautiful flower bouquet products, so that they can attract potential consumers. Apart from that, potential consumers can easily find the flower bouquet products they need and look for product-related information just by sending a message to the seller. Prospective consumers who are interested and send messages regarding flower bouquet product specifications will easily be given information to sellers, so that with this training they can improve the quality of entrepreneurial services for flower bouquet products.

### **Challenges do entrepreneurs face in maintaining the quality of flower bouquet business services**

Running a business, especially flower bouquet products, is quite challenging. Because it is not a primary need and people do not always buy flower bouquets, apart from special days such as birthdays, graduations, weddings, proposals and so on. So often the Instagram social media accounts used to post flower bouquet products are not up to date. Flower bouquet business people or florists must be able to see the opportunities that exist, by looking for as much information as possible regarding events that require flower bouquets.

Apart from that, asking for testimonials from consumers who have purchased flower bouquets is also a challenge in itself, to continue to maintain the quality of flower bouquet business services. Asking consumers for feedback or reviews is also a challenge in itself. Feedback, reviews or testimonials are very useful as an evaluation of the flower bouquet business. Another challenge is when they are unable to meet the needs and desires of potential consumers due to limited flower bouquet designs, so sellers are often reluctant to respond to buyers' requests.

## **5 Conclusion**

Based on the problem formulation, literature review, previous research and the discussion above, the following research conclusions were obtained: 1) Providing florist training is useful for developing florist ideas, creativity and increasing references related to flower bouquet design; 2) The florist training program can improve the quality of



entrepreneurial services for flower bouquet products, because this training increases the flying hours of florists so they are able to provide the best service; and 3) The challenges faced by entrepreneurs in maintaining the quality of flower bouquet business services are florists' consistency in marketing, lack of ability to manage social media, lack of product innovation, and product introduction to potential consumers.

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