

**FACTORS OF AFFECTING FOR CUSTOMER SATISFACTION ON SAMSUNG MOBILE
OF ANDROID TYPE :**

**A Case Study on Faculty of Economics' Students at University of Prima Indonesia
In Medan**

Hantono, S.E., M.Sc., Ak¹ Prof. Dr. Zainuddin., B.Sc., S.T., M.Pd²

¹Lecture Faculty of Economics University Prima Indonesia-Accounting Studies

Email: hantono_78@yahoo.com

²Lecture in Educational Management, State University of Medan, Indonesia

Email : zain_djaros@yahoo.com

Abstract

The quality of products is an important thing that should be pursued by any company if it wants produced can compete in the market to satisfy the needs and desires of consumers. This study aims to verify and analyze the Factors of affecting for customer satisfaction on samsung mobile of android type (Case study on faculty of economics' students at university of prima indonesia in medan) The population of study was the Faculty of Economics, University of Prima Indonesia in Medan. Used as a sample of 200 respondents using purposive sampling technique. Data analysis tool used multiple linear regression.

Keywords: Product Quality, Brand and Customer Satisfaction

1. Introduction

Cell phone or mobile phone or hand phone is a telecommunications device electronics have basic capabilities similar to a conventional telephone fixed-line and can be taken anywhere (portable, mobile), does not need to be connected to the telephone network using a wired (cable wireless). The presence of the Android mobile operating system at this time continue to color map gadget sales around the world, including Indonesia. Information interestingly is predicted smartphone sales in Indonesia will break the 12-15 million units, or about 20-25% in 2013. Of the many vendors that bring Android-based smartphone in Indonesia, South Korean vendors, Samsung, becoming the leader in this segment , Currently Samsung is the king of smartphones to Indonesia country region by holding more than 80% of the Android market share, followed by Sony Mobile and local brand vendors Cross and Smartfren.

2. Reader Review and Hypothesis Development

The product quality is characteristic of a product or service that relies on its ability to satisfy the needs of consumers expressed or implied [1]. The product quality is the totality of features and characteristics of the products or services that depend on its ability to satisfy stated or implied needs [2]. Product quality indicators used is [3]:

- a. Full Features
- b. Strong
- c. Attractive packaging
- d. Dynamic\

The importance of a physical product lies not in its interest, but the services that can be rendered. Therefore isitlah products include physical products, product services, and other facilities that can meet the needs and desires [4].

Brand image or brand description is the description of the association and the confidence of consumers towards a particular brand. A number of quantitative and qualitative techniques have been developed to help uncover the perceptions and associations consumers towards a particular brand, such as multi-dimensional scaling, projection techniques and so on [5]. Choosing a brand name for a product is an important activity in terms of the perspective of the promotion for the brand name of an attribute or function convey meaning [6]. Brand image is what is perceived by the consumer to a brand [7]. Indicators of Brand image is measured from:

- a. Attributes

Attributes are characteristics or the various aspects of the advertised brand. Attributes are also divided into two parts: the things that are not related to the product (eg, price, packaging, users, and the use of the image), and matters relating to the product (eg color, size, design).

- b. Benefits

The benefits are divided into three parts are; functional, symbolic, and experience.

- c. Overall evaluation

Overall evaluation, value or subjective interests where customers add on consumption results [8]. Consumer satisfaction is the extent to which the benefits of a product can be felt (perceived) in accordance with what is expected by consumers [7]. Brand image is a set of brand associations formed in the minds of consumers who are accustomed to using certain brands tend to have the consistency of the brand image or it is also called the personality of the brand [9] Customer satisfaction can be measured by using three (3) following indicators :

- (1) The right decision in choosing a brand. (2) Satisfied after use, (c) Hope to use [10]

Research related to this study has been done before by: Feiby Tombokan et al [11] in a study entitled "The Effect of Service Quality, Customer Satisfaction Brand Image User Taplus BNI Main Branch Office Manado". The results showed partial service quality and brand image have a significant effect on customer satisfaction. Simultaneous research results indicate service quality and brand image have a significant effect on customer satisfaction. Evawati [12] in a research entitled "Product Quality and Brand Mc Donald: Influence on Consumer Satisfaction". Research results partially show the product quality and brand image have a significant effect on customer satisfaction. Research results simultaneously show the product quality and brand image have a significant effect on customer satisfaction. Wendri Rusli [13] in a study entitled "The Effect of Brand and Customer Satisfaction Self Image". The results show that the partial self-image and brand preference for partial value positive influence on consumer satisfaction simultaneously While the research results show that the self-image and brand preferences simultaneously have a positive and significant impact on customer satisfaction.

The theoretical framework of this study can be described as follows:

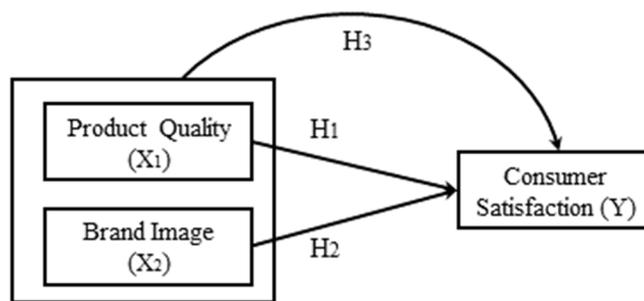


Figure 1. Conceptual Framework

H₁ : Product Quality effect for consumer satisfaction on case studies UNPRI FE students in Medan.

H₂ : Brand Image effect for consumer satisfaction on case studies UNPRI FE students in Medan

H₃ : Product Quality and Brand Image effect for consumer satisfaction on case studies UNPRI FE students in Medan.

Based on the issues that have been formulated and some theoretical studies that have been discussed, the hypothesis of this study was the product quality and brand image influence for consumer satisfaction on case studies UNPRI FE students in Medan either simultaneously or partially.

3. Research Methods

Methods of data collection of this research used survey method. The survey was a data collection by establishing communications with respondents as a source of information, in order to obtain information and data on the variables that are of concern to researchers. Surveys can be: (1) an oral communication is an interview; (2) a written communication by distributing questionnaires (written questions) of the respondents [14]. The questionnaire was a technique of data collection is done by giving a set of questions or a written statement to the respondent to answer. The questionnaire was an efficient data of collection techniques if researchers know for certain variables to be measured and know what can be expected from the respondents. Measurement of the respondents carried out by using a Likert scale. Likert Scale used to measure attitudes, opinions, and perceptions of a person or a group of social phenomenon ". In research, this social phenomenon has been established specifically for researchers, hereinafter referred to as the study variables. The scale of measurement used is a 5-point Likert scale, namely : (1). Strongly Disagree (STS), (2). Disagree (TS), (3). Less Agree (KS), (4). Agree (S), and (5) Strongly Agree (SS).

Validity test used to measure whether or not legitimate or valid questionnaires. A questionnaire considered valid if the questions in the questionnaire were able to reveal something that measured by the questionnaire. Validity test is done with the application of Statistical Product and Service Solutions (SPSS) with bivariate correlation between the respective indicator scores with a total score which criteria were as follows:

- If the count is positive R and $R \text{ count} > r \text{ table}$, then the questions are valid.
- If the count r is negative or $\text{count } r < r \text{ table}$, then the questions is not valid [15].

Reliability is actually a tool to measure a questionnaire which is an indicator of variables or constructs ". A questionnaire said to be reliable or reliable if someone answers the statement is consistent or stable over times. Reliability tests conducted by SPSS with the following criteria:

- If Cronbach's $\alpha > 0.6$, then declared unreliable.
- If the Cronbach's $\alpha < 0.6$ then declared unreliable [15].

The operational definitions in this study were as follows :

- Independent Variable (Variables) X Independent variables used of this study was the Product Quality. Quality Products (X₁) was a first mover customer satisfaction and product quality was global dimension [16]. Product quality indicators used [3] : (1) Full Features, (2) Strong, (3) Attractive packaging , (4) Dynamic Brand image (X₂) is a concept created for customers subjective and personal emotions [17]. Brand image has three components: corporate image (corporate image), user image (the image of the user), and product images (product image) [18].
- Dependent Variable (Variable Bound) Y
This study uses customer satisfaction as the dependent variable. Consumer satisfaction. Customer satisfaction is very important for the success of an enterprise or "Satisfied customers are absolutely vital to business success" [19]. The population of this study was students of the Faculty of Economics, University of Prima Indonesia in Medan. The population of this study was 200 students majoring in management and accounting. Methods of data analysis used statistical analysis. To determine the effect of each variable studied on profitability, this study using multiple linear regression analysis by first testing the classical assumptions.

4. Results and Discussion

Based on data obtained from the questionnaire UNPRI FE students in Medan, it can be seen the value of the minimum, maximum, mean, and standard deviation of each of the variables in Table 1 as follows:

Table 1
Descriptive statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Kualitas_Produk	200	26	41	32.99	2.749
Citra_Merek	200	25	47	33.75	3.512
Kepuasan_Konsumen	200	24	44	33.58	3.587
Valid N (listwise)	200				

Based on the results of the calculations in Table 1 above there were 200 samples. The average quality of the product showed irregularities due to the high data deviationnya standard value was higher than the mean value. These results demonstrate product quality variable data indicates the

result was not good, because the standard deviation reflecting the deviation of the variable data was high as greater than the average value. The same thing also happened on other variables such as brand image and customer satisfaction.

Given the analysis tool used multiple linear regression analysis and research data used secondary data, then to qualify determined that the use of linear regression models need to be tested on some classical assumptions were used that normality test, multicollinearity, heteroscedasticity test and autocorrelation test. Results of the test data indicated that the data in this study are not experiencing problems with classical assumption test, where the multicollinearity test, heteroscedasticity test and autocorrelation test to qualify. The test result data normality use graph analysis can be seen from Figure 2 below :

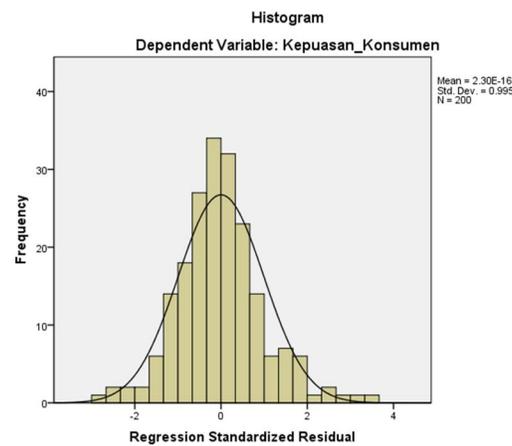


Figure 2. Histograms Normality Data

From Figure 2 above shows the curves tend to be symmetrical (U), it can be said to be normal distribution of data. Normal probability plot results in this study can be seen in Figure 3 below:

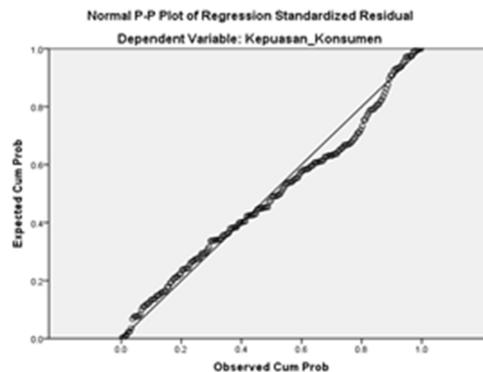


Figure 3. Normal Probability Plots

In figure 3, the graph normal probability plots, the points spread around the normal line and follow the direction of the diagonal line and it shows that the data are normally distributed, then the regression model to meet the assumption of normality. Kolmogorov-Smirnov test results can be seen in Table 2 as follows:

Table 2
Testing Normality with Kolmogorov- Smirnov

		Unstandardized Residual
N		200
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	3.44906930
Most Extreme Differences	Absolute	.090
	Positive	.090
	Negative	-.041
Kolmogorov-Smirnov Z		1.279
Asymp. Sig. (2-tailed)		.076

a. Test distribution is Normal.
b. Calculated from data.

Kolmogorov-Smirnov normality test results in Table 2 indicate that the significant value of $0.07 > 0.05$ thus Kolmogorov Smirnov normality test results can be concluded normal distribution of data. Multikolinieritas testing results in this study were as follows:

Table 3
Testing Multicollinearity

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kualitas_Produk	.895	1.117
	Citra_Merek	.895	1.117

a. Dependent Variable:
Kepuasan_Konsumen

Tabel 3. According to the table above shows the value of tolerance to variable product quality, brand image and customer satisfaction above 0.10 while VIF variable product quality, brand image and customer satisfaction are under 10. Thus multicollinearity test does not happen regression between variables independent. The test results heteroskedastisitas using graph analysis can be seen from the scatter plot graph as follows:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.275 ^a	.076	.066	3.467	1.648

a. Predictors: (Constant), Citra_Merek, Kualitas_Produk
b. Dependent Variable: Kepuasan_Konsumen

Tabel 4, Based on the table above shows the results of data processing obtained statistical values Durbin-Watson (DW) amounted to 1,648. When viewed from the Durbin-Watson test table on $\alpha = 0.05$ to as much as 3 number of independent variables and the number of samples of 200 obtained the lower limit value table (dL) = 1.7382 and the upper bound (dU) = 1.7990. because the value DW = 1,648 obtained is smaller than dl and greater than the value of 4-dl then H0 is rejected so that it

can be concluded the test results autocorrelation autocorrelation. Statistical test results simultaneously shown in Table 5 below:

Table 5
Simultaneous Test (Test F)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	193.400	2	96.700	8.047	.000 ^a
	Residual	2367.320	197	12.017		
	Total	2560.720	199			

a. Predictors: (Constant), Citra_Merek, Kualitas_Produk
b. Dependent Variable: Kepuasan_Konsumen

Results F arithmetic in table 5. The above shows the significance test Simultaneously / together (statistical test F) produces a value Fhitung 8047. At degrees of freedom 1 (DF1) = k -1 = 3-1 = 2, and the degrees of freedom 2 (DF2) = n-k = 200-3 = 197, where n = number of samples, k = the number of variables, the value of F table at the level of 2.65 to 0.05 is thus of F = 8047> F table = 2.65 significance level 0:00. because the probability of significance is much greater than 0:00 sig <0.05, then H0 and H1be accepted. It can be concluded that together Quality Products, Citra Brand influence on consumer satisfaction on Mobile Samsung Android type (A Case Study of Faculty of Economics, University of Indonesia Prima in Medan). Based on the statistical test t seem partial influence of the two variables on the dependent variable as shown in Table 6 as follows:

Table 6
Partial test (t test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	20.805	3.311		6.283	.000		
	Kualitas_Produk	.184	.094	.141	1.944	.053	.895	1.117
	Citra_Merek	.199	.074	.195	2.690	.008	.895	1.117

a. Dependent Variable: Kepuasan_Konsumen

The results of the partial test (t-test) variable quality of the products shows the value t <t table (1,944 <1,972) and the significance value above 0.05 (0.053> 0.05), it can be concluded that the H0 and H1 rejected it means there is no influence significant between variable product quality to customer satisfaction. The results of this study do not support Evawati study [12] which states are the result of research partially significant effect on product quality customer satisfaction. The results of the partial test (t-test) variables indicate the brand image of the t value 2690 and 0008 amounted sig.t, then thitung <t table (2,690> 1,972) and significant values (0.008 < 0:05) so that the partial image of the brand has no significant effect on customer satisfaction. The results of this study do not support the research Wendri Rusli [13] that stating that the preference for partial brand value positive effect on customer satisfaction.nThe linear regression equation is formed:

$$Y = 0.184 + 0.199 \text{ Product Quality Brand (6)}$$

From the multiple linear regression equation, the constant of 0.184 states that if the independent variables are considered constant, then the value of the product quality is fixed at 0.184 0.184 times. Variable brand image has a regression coefficient of 0.199 states that the effect of variable quality products to the satisfaction of the positive consumer. If the quality of the product increases the customer satisfaction will be increased by 0.184 times. Variable brand image has a regression coefficient of 0.199 states that the effect of variable brand image of the positive consumer satisfaction. If the image of the brand increased the customer satisfaction will be increased by 0,199 times. Coefficient determination test used to measure how much influence product quality and brand image to the satisfaction of the consumer. The calculation result can be seen in Table 7 below:

Table 7
Test Coefficient of Determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.275 ^a	.076	.066	3.467	1.648

a. Predictors: (Constant), Citra_Merek, Kualitas_Produk
b. Dependent Variable: Kepuasan_Konsumen

Table 7. In the table above shows that the coefficient of determination coinciding (adjusted R-square) by 6.6%. This means that 6.6% influence consumer satisfaction can be explained by the variation of the independent variables are product quality and brand image. While the rest of 93.4% is explained by other variables not examined in this study.

5. Conclusion

From the results of the previous description it can be concluded that simultaneous to the results of tests carried out simultaneously Product quality and brand image significantly influence customer satisfaction in mobile phones Samsung Type Android (Case Study at the Faculty of Economics, University of Prima Indonesia in Medan) While the partial testing Quality product and brand image does not significantly influence consumer satisfaction on the Android phone Samsung type (A Case Study in the Faculty of Economics, University of Prima Indonesia in Medan).

Reference

- [1] Kotler, Philip dan Gary Amstrong. 2008. *Prinsip-Prinsip Pemasaran. Jilid 1 dan 2*. Edisi Keduabelas. Erlangga. Jakarta.
- [2] Kotler, Philip dan Kevin Lane Keller. 2009. Alih Bahasa : Benyamin Molan. *Manajemen Pemasaran*. Edisi Ketigabelas. Jilid 1 dan 2. Cetakan Keempat. PT. Indeks. Jakarta.
- [3] Selang, Christian. 2013. Bauran Pemasaran (*Marketing Mix*) Pengaruhnya Terhadap Loyalitas Konsumen Pada Fresh Mart Bahu Mall Mandao. **Jurnal Ekonomi Manajemen dan Bisnis Akuntansi (EMBA)**. Vol. 1. No. 3. Juni 2013. Hal. 71 –80. Universitas Sam Ratulangi Manado. Manado.
- [4] Sunyoto, Danang. 2014. *Dasar – dasar Manajemen Pemasaran Konsep, Strategi dan Kasus*. Yogyakarta : CAPS.
- [5] Tjiptono, Fandy. 2007. *Pemasaran Jasa*. Malang: Bayumedia Publishing.
- [6] Morissan. 2012. *Periklanan Komunikasi Pemasaran Terpadu*. Jakarta : Kencana.
- [7] Nugroho, F. Y. 2011. Pengaruh Citra Merek Dan Kepuasan Pelanggan Terhadap Loyalitas Konsumen (Studi Kasus Perilaku Konsumen Rumah Makan Gudeg Pawon Di Janturan Umbulharjo). Yogyakarta: Universitas Pembangunan Nasional Veteran.
- [8] Radji, Djoko Lesmana. 2009. Hubungan Citra Merek, Kepuasan dan Loyalitas Konsumen. **Jurnal Bisnis dan Manajemen** Vol.10 (1) 17-34.
- [9] Rangkuti, Fredy. 2009. *The Power Of Brand*. Jakarta: PT. Gramedia Pustaka Utama.
- [10] Sondoh, S. L., Omar, M. W., Wahid, N. A., Ismail, I., & Harun, A. 2007. *Asian Academy Of Management Journal* ,83-107.
- [11] Tombakan, Feiby, Lotje Kawet, dan Yantje Uhing. 2015. Pengaruh Kualitas Pelayanan, Citra Merek Terhadap Kepuasan Konsumen Pengguna Taplus BNI Kantor Cabang Utama Manado. **Jurnal EMBA**. Vol.3. No.3. Hal. 552-561.
- [12] Evawati. 2012. Kualitas Produk dan Citra Merek (*Brand Image*) Mc. Donald : Pengaruhnya Terhadap Kepuasan Konsumen. **Jurnal Ilmu Ekonomi dan Sosial**. Jilid 1. Nomor 2. November. hlm.184-191.
- [13] Rusli, Wendri. 2011. Pengaruh Merek dan Citra Diri Terhadap Kepuasan Konsumen Produk Telepon Seluler di Kotamadya Yogyakarta. **JRMB**. Volume 6, No.1.
- [14] Nuryaman dan Veronica Christina. 2015. *Metodologi Penelitian Akuntansi dan Bisnis*.Bogor : Penerbit Ghalia Indonesia.
- [15] Sugiyono. 2012. *Metode Penelitian Bisnis*. Bandung : Alfabeta.

-
- [16] Durianto, Darmadi. 2004. *Brand Equity Ten Strategi Memimpin Pasar*. Jakarta : PT. Gramedia Pustaka Utama.
- [17] Ferrinadewi, Erna. 2008. *Merek dan Psikologi Konsumen, Implikasi pada Strategi Pemasaran*. Yogyakarta: Graha Ilmu.
- [18] Lin, Nan-Hong dan Bih-Syah Lin. 2007. The Effect of *Brand Image* and Product Knowledge on Purchase Intention Moderated by Price Discount. *Journal of International Managements Studies*, 121 132.
- [19] Dutka, A. 2001. *AMA Handbook for Customer Satisfaction*, Business Book, USA.