EXPLORING PRODUCT QUALITY ON AUTOMOTIVE CUSTOMER PERCEPTION

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Abstract

Departing from the phenomenon of a decline in product sales indicated by customer complaints regarding product quality, the researchers conducted a study to determine what factors shape the quality of automotive products seen from customers' perceptions who have made product purchases. The survey approach carries to answer research questions. Respondents are customers who have made a purchase, while the number of respondents is 104 people. Researchers use factor analysis techniques to determine the factors that shape product quality. The study results indicate that three factors make up the reputation, variety, and prospects.

Keywords: Product Quality, Customer Satisfaction.

Abstrak

Berangkat dari adanya fenomena penurunan penjualan produk yang diindikasikan oleh karena kompain pelanggan mengenai kualitas produk, peneliti melakukan penelitian untuk mengetahui factor apa saja yang membentuk kualitas produk automotive dilihat dari persepsi pelanggan yang telah melakukan pembelian produk. Pendekatan survey dilakukan untuk menjawab pertanyaan penelitian. Responden merupakan pelanggan yang telah melakukan pembelian, adapun jumlah responden sebanyak 104 orang. Peneliti menggunakan teknik analisi factor untuk mengetahui factor yang membentuk kualitas produk. Hasil penelitian mengindikasikan terdapat 3 faktor yang membentuk yaitu reputasi, variasi dan prospek.

Kata kunci: Kualitas Produk, Kepuasan Pelanggan.

INTRODUCTION

To achieve predetermined organizational goals, each company directs its business activities to produce products that can provide customer satisfaction. In the long term, the company gets the expected benefits. (Cengiz, 2010) Through the products it produces, companies create and foster subscriptions. Therefore, a company's success by the successful marketing efforts of the products it produces. (Hanif, Hafeez & Riaz, 2010). This success by the accuracy of the products it produces provides satisfaction from the target consumers it determines. In other words, one way direct at providing quality products to consumers who want to target. (Yi & Nataraajan, 2018) In this case, marketing efforts support the company's success on appropriate marketing steps to determine the target market strategy, such as providing quality products. (Suchánek, Richter & Králová, 2015).

The phenomenon in the field indicates that in one of the automotive products, where car sales have decreased, this is presumably due to several factors, one of which is the vehicle quality factor which tends to decrease. This condition can see from the rise of claims and complaints due to several things consumers complain about product quality. Therefore it is necessary to find out the factors that shape product quality in terms of consumer perceptions. Therefore, this study aims to determine what factors shape product quality based on consumer perceptions based on this background.

RESEARCH METHODS

To find out the factors that make up the quality of the product, the researcher uses a quantitative approach to analyze the factors that make up the quality of the product. To determine consumer perceptions of the product's quality, the researchers distributed research questionnaires to consumers who had purchased certain automotive products. A total of 104 consumers were willing to fill out the questionnaire prepared by the researcher. Consumers are customers who come during periodic service at several dealers in Bandung.

The research instrument was built based on some literature regarding the quality of automotive products, summarized into several indicators: quality, rating, type of car, Choice of car type product, Market share, and needs, which became 12 statement items.

After the data recapitulation carries the validity and reliability tests carry out first, the researchers perform factor analysis tests to find out what factors make up the quality of the product.

RESULTS AND DISCUSSION

The results of testing the validity and reliability of statements regarding product quality as shown in table 1 below:

Table 1. Validity and reliability test results

Statements	Correlation	Result
Instr1	.465	Valid
Instr2	.383	Valid
Instr3	.399	Valid
Instr4	.330	Valid
Instr5	.630	Valid

Instr6	.575	Valid
Instr7	.535	Valid
Instr8	.465	Valid
Instr9	.470	Valid
Instr10	.446	Valid
Instr11	.463	Valid
Instr12	.456	Valid
CR value	0,817	Reliable

From the results of the factor analysis test, it knows that the KMO is 0.738 with a significance level of 0.000. Therefore, the calculation results indicate that the KMO value is relatively good because it is above 0.50 and with a sufficient level of significance with the extraction value results showing a value above 0.3 as presented in table 1 with a total variation of 3 factors formed with a cumulative total of 61.23 %.

Table 2. Extraction results and the total cumulative factor formed

Statements	Extraction	
Instr1	.896	
Instr2	.443	
Instr3	.796	
Instr4	.508	
Instr5	.647	
Instr6	.663	
Instr7	.467	
Instr8	.896	
Instr9	.387	
Instr10	.454	
Instr11	.639	
Instr12	.553	
	Variance	Cumulative
Factor 1	33.726	33.726
Factor 2	16.756	50.482
Factor 3	10.756	61.238

Table 2 above indicates that the research instrument has a good extraction value and forms into three factors. These three factors can be explained in table 3 below as follows:

Statements	Factor 1	Factor 2	Factor 3
Instr1	.779		
Instr5	.699		
Instr2	.673		
Instr6	.660		
Instr4	.622		
Instr3	.569		
Instr7	.513		
Instr11		-.922	
Instr12		-.922	
Instr10			.876
Instr9			.743
Instr8			.661

Table 3 shows the factors that have formed for the indicators based on the research instrument, namely factor 1 explaining reputation with Quality and Rating indicators. In contrast, factor 2 describes variations with indicators of the type of car and product choice of car types, while factor 3 explains prospects with indicators of market share and customer requirements.

The product is an essential element of the marketing program. (Juhana, Manik, Febrinella & Sidharta, 2015). People satisfy their needs and want with products, so providing good quality will be beneficial for customers. (Kurniawan & Sidharta, 2016) Products can be tangible or intangible benefits that can satisfy customers. Of the products offered are similar, the

difference between one company's product and another is the quality of the product itself. To assess the quality of the products offered, related to the functional aspects of the goods and are the main characteristics that consumers consider when buying an item. Distinctive features secondary or complementary characteristics (Kalaignanam, Kushwaha & Eilert, 2013) that reflect the possible level of success in the use of goods. Related to the level of conformity to the specifications previously determined based on the wishes of consumers. The confirmation reflects the degree to which product design characteristics and operating characteristics meet established standards. Closely related to the durability of how long the product can continue to use. (Kalaignanam, Kushwaha & Swartz, 2017). Services provided before sales and during the sales process until after-sales. Characteristics of product that indicate speed, comfort in repairs, and good complaints. The product's attractiveness, the image and reputation, and the company's responsibility towards it. (Suhidayat, Affandi & Sidharta, 2016). Usually, due to the buyer's lack of knowledge of the attributes or characteristics of the product to be purchased, the buyer prepares the quality from the aspect of price, brand name, and company reputation.

The results of the study support previous research related to the quality of automotive products, such as research by Kalaignanam, Kushwaha & Eilert (2013), Xu, Blankson & Prybutok (2017), and Waluya, Iqbal & Indradewa (2019) that prove the quality product is essential on customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

The result of the factor analysis calculation shows that there are three factors that makeup product quality based on automotive customer perception. These three factors can be called reputation, variety, and prospects. In general, the instrument can be used as a reference to see product quality in terms of customer perception. However, this study still has several shortcomings where respondents from only one particular automotive brand do not use various available automotive brands; this is due to the limitations of researchers in collecting data. For further research, testing can do by involving various automotive brands and better analytical techniques.

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