

Effect of Availability, Product Quality, Promotion and Price on Consumer Satisfaction of Asus Laptop Users in Banda Aceh City

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ABSTRACT:

This research is motivated by the conditions of competition in the business world in Indonesia from time to time which are getting tighter, so companies must create new marketing strategies to maintain and gain a higher market share. As for the problem of this research is whether the influence of availability, product quality, promotion, and price affect the consumer satisfaction of Asus Laptop users in Banda Aceh City. The purpose of this study was to analyze the influence of each variable, namely availability (X1), product quality (X2), promotion (X3), and price (X4) on consumer satisfaction (Y). The sample in this study were Asus laptop users with 100 respondents as respondents. The sampling technique used a non-probability sampling approach with the convenience sampling method. The method of data collection is done by distributing questionnaires to the respondents. From the results of the research, it is known that the price variable (X4) has the smallest coefficient value, while the promotion coefficient value (X3) has the highest coefficient value, followed by product quality (X2) and availability (X1). From the results of the research, it is also obtained that simultaneously and partially there is a positive and significant influence between the independent variable and the dependent variable, where $t_{count} > t_{table}$ dan $F_{count} > F_{table}$.

Keywords: Availability; Distribution; Product Quality; Promotion, Price; Consumer Satisfaction.

JEL Classification: D33; L15; M51; P22; D11.

INTRODUCTION

Intense competition can be seen in the notebook product market which is familiarly called a laptop [1,2]. This computer device, which is usually called a laptop, has received an enthusiastic response from the public [3,4], especially the IT community, while adding to a series of today's sophisticated devices [5,6]. The visible impact of public demand for notebook products can be seen from the number of laptop purchases at each computer store or at computer exhibitions [7,8]. The notebook business competition is also marked by the number of notebook manufacturers such as Asus, Acer, Axioo, Dell, Samsung, Toshiba, Compag, Sony Vaio, HP and Apple dominating the Personal Computer (PC) market in Indonesia. In terms of product quality, quality reflects the product's ability to carry out its duties which include durability, reliability, progress, strength, ease of packaging, and product repair and other characteristics [9,10]. With the distribution and quality of the resulting product, it is not enough for a product to be purchased by consumers without something that is added value to the product such as the attractiveness of the product which includes features and software [11,12], diverse product designs. and attractive

and product colors that attract consumers when they see it so that this becomes a separate consideration for consumers to buy Asus laptop products [13].

LITERATURE REVIEW

Marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy needs both to buyers and to potential buyers [14,15]. The American Marketing Association in the journal Berry (2002) explains that marketing is a business activity that directs the flow of goods and services from producers to consumers [16]. According to Desianti, Nurlaila, & Tukiran (2021) defines satisfaction as a person's feeling of pleasure or disappointment that arises after comparing his perceptions/impressions of the performance (results) of a product and his expectations [17]. Song & Qu (2017) defines customer satisfaction as an emotional response to the evaluation of the consumption experience of a product or service [18]. Jiang & Wang (2006) argue that satisfaction is a consumer's assessment of the features of a product or service that successfully provides fulfillment of needs at a pleasant level, both below and above expectations [19]. In other words, product features play an important role in creating customer satisfaction. According to Hakim (2021) quality is a characteristic of a product in its ability to meet predetermined and latent needs [20]. Meanwhile, according to Kroll et al (1999) quality is the advantage possessed by the product [21]. Quality Garvin (1994) has revealed that there are eight product quality dimensions that marketers can play with. Performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality [22]. According to Hsee & Leclerc (1998) also stated that when a choice dominates the other, one pair of choices with another can, under certain conditions, increase the attractiveness of the choice and thereby increase the consumer's intention to buy that choice [23]. In addition, Dhar (1997) also shows that the choice between two compared options can decrease or increase the likelihood of choosing that option, depending on how attractive it is relative to the reference information used in separate evaluations [24].

Research Hypothesis Framework

Based on the problem formulation and the previously described literature regarding the variables of availability, product quality, promotion and price and their influence on consumer satisfaction, the theoretical framework proposed in this study is described as follows:

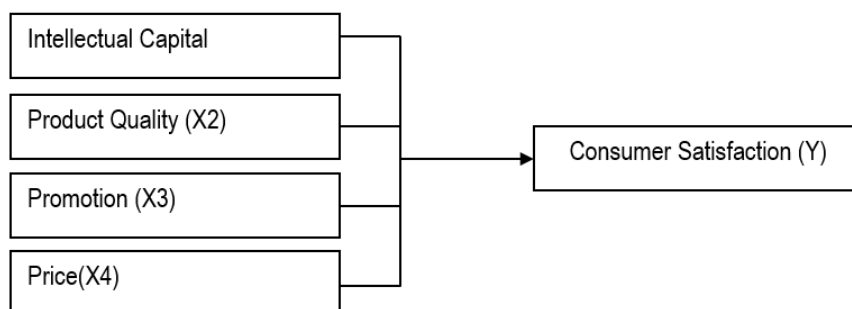


Figure 1. Research Hypothesis Framework
 (Source: Based on Problems)

RESEARCH METHODS

Data Analysis Tools

Primary data testing and analysis was carried out using the SPSS (Statistical Product and Service Solution) device with the following multiple linear regression formulation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Information:

- Y = Asus Laptop User Satisfaction.
- a = Constant
- X₁ = Availability
- X₂ = Product Quality
- X₃ = Promotion
- X₄ = Price
- b₁ = Regression Coefficient X₁
- b₂ = Regression Coefficient X₂
- b₃ = Regression Coefficient X₃
- b₄ = Regression Coefficient X₄
- e = Error

Hypothesis Test

Hypothesis testing can be described as follows:

- H₀₁: It is suspected that product availability has no significant effect on consumer satisfaction for Asus Laptop users.
- H_{a1} : It is suspected that product availability has a significant effect on consumer satisfaction for Asus Laptop users.
- H₀₂ : It is suspected that product quality has no significant effect on Asus Laptop user satisfaction.
- H_{a2}: It is suspected that the quality of the product has a significant effect on the consumers of Asus Laptop users.
- H₀₃: It is suspected that the promotion does not significantly affect the consumer satisfaction of Asus Laptop users.
- H_{a3}: It is suspected that promotions have a significant effect on consumer satisfaction for Asus Laptop users.
- H₀₄: It is suspected that the price has no significant effect on consumer satisfaction for Asus Laptop users.
- H_{a4}: It is suspected that the price has a significant effect on consumer satisfaction for Asus Laptop users.

To test the hypothesis in this study, the author uses the F test and t test, namely at the level of confidence (Confidence Interval 95%) or the error rate (alpha) of 0.05.

- If statistics $t_{\text{count}} > \text{statistics } t_{\text{table}}$, then H_a received
- If statistics $t_{\text{count}} < \text{statistics } t_{\text{table}}$, then H_a rejected
- If statistics $F_{\text{count}} > \text{statistics } F_{\text{table}}$, then H_a received
- If statistics $F_{\text{count}} < \text{statistics } F_{\text{table}}$, then H_a rejected

To prove the hypothesis in addition to comparing t_{count} with t_{table} or F_{count} with F_{table} , can also be done using the probability value or significant value. At the level of confidence (Confidence Interval 95%) or the error rate (alpha) of 0.05 then if the significant value is between (0 - 0.05) then H_a accepted and vice versa if the significant value is less than 0 or more than 0.05 then H_a rejected.

RESULTS

Table 1. Validity Test Results

Statement No.	Variable	Correlation Coefficient	Critical Value 5%	Information
1.	A 1	0.724	> 0.195	Valid
2.	A2	0.665		Valid
3.	A3	0.686		Valid
4.	A4	0.710		Valid
5.	B 1	0.830		Valid
6.	B2	0.881		Valid
7.	C 1	0.885		Valid

8.	C2		0.786		Valid
9.	C3		0.831		Valid
10.	D 1		0.790		Valid
11.	D2	X3	0.770		Valid
12.	D3		0.814		Valid
13.	E1	X4	0.703		Valid
14.	E2		0.776		Valid
15.	E3		0.785		Valid

Source: Primary Data, 2022 (processed).

Table 2. Research Variable Reliability (Alpha)

No	Variable	Items Variable	Score Alpha	Criteria	Reliability
1.	Availability (X1)	2	0.631	>0,60	Reliable
2.	Product Quality (X2)	3	0.782	>0,60	Reliable
3.	Promotion (X3)	3	0.703	>0,60	Reliable
4.	Price (X4)	3	0.630	>0,60	Reliable
5.	Consumer Satisfaction (Y)	4	0.620	>0,60	Reliable

Sumber: Data Primer, 2022 (diolah).

Table 3. Consumer Satisfaction

No	Variable	Strongly Disagree		Don't agree		Doubtful		Agree		Very Agree		Average
		Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	
1.	The ease of service provided to Asus laptops gives you satisfaction when buying.	8	8.0	3	3.0	7	7.0	41	41.0	41	41.0	4.04
2.	Selection of Asus Laptop according to your needs when you buy it	0	0	2	2.0	7	7.0	56	56.0	35	35.0	4.24
3.	Asus laptop reliability gives you satisfaction when you buy it	1	1.0	0	0	7	7.0	46	46.0	46	46.0	4.36
4.	Asus laptop model and color affect your satisfaction when buying it.	2	2.0	1	1.0	13	13.0	44	44.0	40	40.0	4.19
Average												4.208

Source: Primary Data, 2022 (processed).

Discussion

Consumer satisfaction can be caused by factors of availability, product quality, promotion, and price. These four variables affect satisfaction, consumers. This can be seen from the results of the regression coefficient values of each variable which are shown in the following table:

Table 4. Effect of Availability, Product Quality, Promotion, and Price on Consumer Satisfaction of Asus Laptop Users in Banda Aceh City

Variable Name	B	Standard Error	t-count	Sig.
Constant	1.114	0.317	3.514	0.001
Availability	0.169	0.064	2.631	0.010
Product Quality	0.170	0.062	2.719	0.008
Promotion	0.259	0.082	3.167	0.002
Price	0.138	0.063	2.185	0.031

Source: Primary Data, 2022 (processed).

From the results of statistical calculations using computer assistance through the SPSS program as shown in the table above, the multiple linear regression equation is obtained as follows:

$$Y = 1.114 + 0.169 X_1 + 0.170 X_2 + 0.259 X_3 + 0.138 X_4$$

From the regression equation above, it can be seen that the results of the study are as follows:

- 1) In this study obtained a constant value of 1114. It means if availability (X_1), product quality (X_2), promotion (X_3), and price (X_4) considered constant, the amount of consumer satisfaction on Asus Laptop users in Banda Aceh City is 1,114 on the Likert scale unit.
- 2) Availability regression coefficient (X_1) of 0.169. Meaning that every change in one unit of the availability variable will relatively increase consumer satisfaction to Asus Laptop users in Banda Aceh City by 16.9%, assuming other variables are held constant.
- 3) Product quality regression coefficient (X_2) of 0.170. This means that every change in one unit of product quality variable will relatively increase consumer satisfaction for Asus Laptop users in Banda Aceh City by 17.0%. Thus the more consumers feel satisfied with the quality of the product provided, it will relatively increase consumer satisfaction.
- 4) Promotion regression coefficient (X_3) of 0.259. This means that every change in one unit of the promotion variable will relatively increase consumer satisfaction to Asus Laptop users in Banda Aceh City by 25.9%. Thus the more consumers feel satisfied with the promotions given, it will relatively increase consumer satisfaction.
- 5) Price regression coefficient (X_4) of 0.138. This means that every change in one unit of the price variable will relatively increase consumer satisfaction for Asus Laptop users in Banda Aceh City by 13.8%. Thus the more consumers feel satisfied with the price given, it will relatively increase consumer satisfaction.

CONCLUSION

- 1) In the description of the research variables obtained product availability (X_1) has the largest average, followed by customer satisfaction (Y), price (X_4), promotion (X_3), while product quality (X_2) has the smallest mean.
- 2) From the multiple regression equation, it is found that the biggest influence is promotion, followed by product quality, availability, and price which have the least effect.
- 3) Simultaneously and partially the four variables consisting of availability, product quality, promotion, and price have a positive and significant effect on consumer satisfaction to Asus Laptop users in Banda Aceh City.
- 4) Coefficient of determination (R^2) obtained with a value of 0.599 means that 59.9% changes in the dependent variable (customer satisfaction) can be explained by changes in the availability variable (X_1), product quality (X_2), promotion variable (X_3), and price (X_4). While the rest, which is 40.1%, is explained by other factors outside the variables that are used as indicators of research variables.

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