Customer Satisfaction Of Cigarette Products Related To Product Quality And Price

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ARTICLE INFO	ABSTRACT
Keywords: Product, Price, Customer Satisfaction	This research aims to identify the impact of product quality and price on consumer happiness for Camel Mild Option Purple Cigarettes by PT Japan Tobbaco International in Bandung. This research is a quantitative research with 56 respondents. To ensure sample information using a questionnaire on a google form by scattering it online. Information obtained using SPSS 26 using the multiple linear regression analysis method. Information analysis using multiple linear regression, correlation experiments, verification experiments, partial experimental analysis with t experiments and f experiments (simultaneously) proves that product quality affects purchase decisions, price affects purchase decisions, on the other hand product quality and price in a similar way affect to purchase decisions.
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INTRODUCTION

In 1913, Richard Joshua, another name for R. J. Reynolds, created a tobacco industry that sold packaged cigarettes called Camel. Reynolds' product was an innovation because at that time cigarettes were not sold in packaged form. The economical price and the delicious taste of cigarettes make Reynolds products popular with residents. Moreover, in its first year after launching, Camel has successfully sold more than 425 million packs of cigarettes. Camel Mild is the first kretek product released by Japan Tobacco International (JTI), although JTI has never released a kretek-based product that is commonly consumed by most Indonesians. With the advantages of the stem further than the usual mild and the elegant slide-pack package typical of JTI, this cigarette seems to offer a plus when compared to other LTLN SKM at a similar price but in a similar way. The opening of the initial JTI plant in Indonesia, namely PT Alam Indomegah in Pasuruan, East Java, seems to show that JTI is trying to develop products on the local virtue platform for the first time on Earth.

Client satisfaction of camel mild cigarettes can be seen from the marketing percentage in 2017 it seems that JTI is starting to try to be independent by entrusting direct distribution and also making products that are expected to be an option for middle category smokers. Camel Mild, which is positioned for the middle category, seems to be going to be a hit product because the success of Camel Activate Purple Mint seems to have made the nickname Camel in Indonesia known to many smokers. With a more economical price than Camel SPM, Camel Mild tries to stretch the SKM marketing market cake in a total way by producing its products first in Jakarta.

The client's happiness or dissatisfaction is the client's response to the development of the perceived discrepancy between the previous dream and the clear product capability that is felt

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when in this increasingly fierce competition, many manufacturers are participating and in fulfilling the client's wishes, and as a result, every body of effort must put direction Client enjoyment as a meaningful goal, among others, by providing excellent service to clients. (Musanto, 2004). The quality of Camel mild products is in the spotlight of smokers because apart from having good tobacco content, Camel mild has unique variants and flavors in each of the superior product qualities. One of them is Camel Yellow, a white version of the hopeful full flavor machined cigarette from Japan Tobacco International. This cigarette was issued on July 1, 2019 as a substitute for Camel Black which has been available in Indonesia since the early entry of this product.

The change of packaging from black to yellow was tried to strengthen the classic opinion. Because, the first time this brand was promoted in the Syndicate America, the packaging was yellow. In addition, in the American and European markets, their full-flavor machined white cigarettes also have a yellow wrap. In terms of taste, Camel Yellow has a more subtle aroma when compared to Marlboro or Lucky Strike. Throat hits are also not very loud especially for someone who is not used to smoking white cigarettes. The nicotine and tar content of this product is only between 1 and 13 milligrams per stick. The low content of this substance is because Camel uses recon tobacco. Recon is tobacco dust affixed to a paper. (Kotler & Armstrong, 2004) argues that product quality refers to the product's ability to perform its functions, which include strength, reliability, accuracy, ease of use and maintenance, and other important aspects of the product as a whole. The prices of Camel mild cigarettes from the two variants owned by PT JTI have different prices. The comparison between the two variants is Rp. 25,000/pack and Rp. 15,000/pack with a different quantity of each pack. Of course, the higher price has more cigarettes. Nevertheless, Camel mild cigarettes in the market are very much in demand because they are affordable by all people. Here are some examples of cigarette price comparisons:

Table 1. examples of cigarette price comparisons

Cigarette Product Name	Price	Qty
Marlboro	Rp 32.000	20 batang
Lucky Strike	Rp 27.000	20 batang
Dunhill International	Rp 35.000	20 batang

Based on the price analogy table above, the collection of customer purchase decisions is an integrated method that combines insights to assess 2 or more substitute attitudes, and choose one of them (Setiadi Nugroho, 2008). Purchasing decisions are a way of making consumer decisions about which brands to buy (Philip Kotler and Gary Armstrong, 2008). Usually, a customer's purchase decision is to buy a brand that is very popular, but two aspects can lie between desire and purchase decision. The initial aspect is other people. If someone who has a meaningful purpose for a customer, then he can influence that customer. The second aspect is an unexpected situational aspect. Customers may make purchase intentions based on factors such as opinions, prices, and the expected product benefits.

Price is often used as a numeric marker when it is linked to the perceived efficacy of a product or service. Thus, it can be concluded that at a special price level, if the benefits experienced by customers increase, then the value will also increase (Fandy Tjiptono, 2005). In determining the

value of an object or service, the customer equates the expertise of an object or service in meeting their needs with the expertise of the object or service of substitution.

Table 2. Comparison Table

Information	Comparison
Journal 1 Title : "The Effect of Product Quality on Customer Satisfaction and Loyalty" in a case study of Nasi Rawon Customers at Sakinah Restaurant, Pasuruan City. By Dita Putri Anggraeni, Srikandi Kumadji and Sunarti (2016)	The result of his research is that the quality of the product is proven to have an important effect on the satisfaction and compliance of the client.
Journal 2 Title : "The Influence of Price and Product Quality on Consumer Quality" in the case study of Rainbow Creative Semarang Consumers. By Fahmi Firdaus Rufliansah (2018)	Where the results of his research prove that price and product quality together have an important impact on customer happiness.
Journal 3 Title : "The Influence of Product Quality, Price, Promotion and Brand Image on Sampoerna A Mild cigarette purchasing decisions in the City of Kediri. By Phobai Mahenta Putri (2017)	Research findings reveal that product quality, price, promotion, and brand image have an impact on purchasing decisions.
Journal 4 Title: "The Effect of Product Quality and Price on Purchase Decisions at C59 Bandung". By Anggi Suprayogi (2020)	The results of the study, namely product quality and price on purchasing decisions at C59 Bandung affect purchasing decisions
Journal 5 Title: "The Effect of Product Quality and Price on Lazada Consumer Purchase Decisions". By Nabila Iwan Sahara and Fajar Adi Prakoso	The results obtained are product quality and price together have a positive and significant effect on purchasing decisions

Based on the description above, the authors are interested in conducting research with the title "Customer Satisfaction of Cigarette Products in Relation to Product Quality and Price" Satisfaction.

Happiness is the level of a person's feelings after equating the abilities or results he feels compared to his expectations. On the other hand, dissatisfaction arises when the results do not fulfill the dream (Andayani, 2018). Client happiness is the client's response to the discrepancy between the previous level of need and the actual abilities he feels after consumption (Rangkuti, 2002). Client happiness is influenced by the perceived quality of service, product quality, price and factors that are individual and have a second nature.

According to Oliver in (Barner, 2001), happiness is the customer's assumption that their needs are fulfilled. This means evaluating if something is an idiosyncratic form of an object or service or the object or service itself, providing a level of comfort related to the fulfillment of a

desire, including the fulfillment of desires under dreams or the fulfillment of desires beyond the dreams of customers.

Product quality

Product quality is a very important thing that every industry must strive for if it is to be able to compete in the market to satisfy customer wants and desires. Continuing to increase the maturity of the customer's mind in thinking about the quality of the product he chooses, as a result, it requires the industry to always check the quality of their products. (Fandy Tjiptono, 1997) reports that two important elastic opinions that ensure customer satisfaction are expectations and perceived performance. If the perceived performance exceeds expectations, the customer will be satisfied, but if it is the opposite, the client will feel dissatisfied. One language as stated by Tjipton, (Suprapto, 1997) states that the level of client happiness is highly dependent on the quality of a product. A large level of quality will create great client satisfaction. Price

Price is the amount of money a product allows to be paid by the customer or client to cover the main costs of creation, distribution and marketing including a return that records the effort and risk. (P, Kotler & G, 2001). Price is a factor in the sales mix that is flexible, meaning that it can change quickly (F Tjiptono, 1999). Two dimensions of price measurement (Schiffman & Kanuk, 2006) include:

a. Perceived price is the client's perception of the price obtained, whether large, small or balanced.
b. Reference price, is a reference from the client as an analogy to calculate the price offered.

Price is one of the most important characteristics evaluated by customers, so industry administrators need to really master that position in influencing customer actions. Price as a feature can be interpreted if the price is a variety design that has a different purpose for each customer, related to the character of the customer, the atmosphere and the product (John C Mowen and Michael Minor, 2002). In other words, at the special price level that has been issued, customers can feel the benefits of the product they have purchased. And customers will be satisfied if the benefits they have match or even greater than the nominal money they spend.

The hypotheses in this study:
H1: the effect of product quality on customer satisfaction
H2: the effect of price on customer satisfaction

METHOD

This study uses multiple linear regression analysis method, which is to measure the effect of more than one independent variable on the dependent variable and uses IBM SPSS 26 . The regression model is used through the f and t tests to prove the significant effect of the independent variables simultaneously or partially. The regression model performing classical assumption tests is also carried out to ensure the regression model is the Best Linear Unbiased Estimator. To determine the model's ability to explain the variation of the dependent variable used in explaining the dependent variable, the coefficient of determination is used

Analysis Results And Discussion

Based on the number of questionnaires that have been distributed as many as 56 respondents, obtained from each question asked by the researcher. The information obtained, it is known that the respondent is described as the object of research. The following is a summary of the respondents' results: Respondents based on gender who consume Camel mild cigarettes
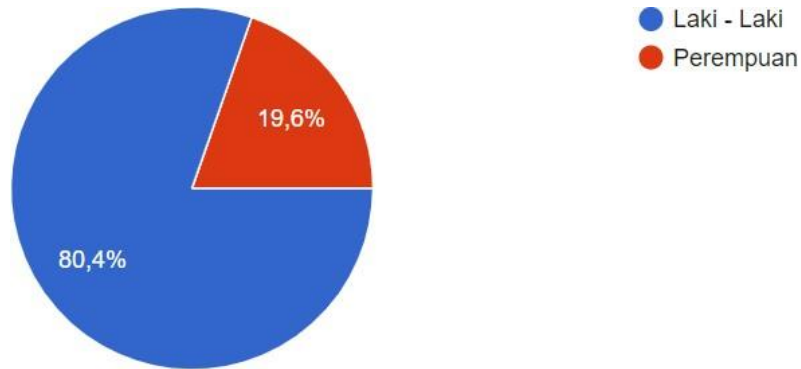

Figure 1. Respondents based on gender who consume Camel mild cigarettes

Based on the diagram above, it shows that male sex consumes more Camel mild cigarette products as much as 80.4%. When viewed from a total of 56 respondents, there are 45 men who have a great interest in purchasing Camel mild cigarettes. Meanwhile, for the female sex, 19.6% or 11 people consumed Camel mild cigarettes.

Multiple Linear Regression Analysis

Multiple Linear Regression is a type of linear regression in which there are several independent variables or predictors. There are various tests in multiple linear regression, including Validity Test, Reality Test, and Classical Assumption Test, which includes Normality Test, Multicollinearity Test, and Heteroscedasticity Test. Further information will be explained as follows:

Validity test

By comparing the calculated r and the r table, the significance can be determined.
A variable is declared valid if r count > r table
A variable is declared invalid if r count < r table

Table 3. Valididity Test

VARIABEL	INDIKATOR	R HITUNG	R TABEL	KET
KUALITAS (X1)	P1	0,870	0,266	VALID
	P2	0,851	0,266	VALID
	P3	0,917	0,266	VALID
	P4	0,625	0,266	VALID
	P5	0,870	0,266	VALID
HARGA (X2)	P6	0,956	0,266	VALID
	P7	0,949	0,266	VALID
KEPUASAN (Y)	P8	0,807	0,266	VALID
	P9	0,772	0,266	VALID
	P10	0,867	0,266	VALID
	P11	0,349	0,266	VALID

Based on the table of the results of the validity test above, all indicators P1-P11 from the value of r count > r table, are declared valid. This is indicated because the value of r table of 0.266 is smaller than all indicators in this study are valid.

Reliability Test

The quantity of Cronbach's Alpha for each variable on the questionnaire to be tested is examined in this test. If the Cronbach's Alpha value is more than 0.6 then it is considered reliable.

Table 4. Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.916	11

Cronbach's Alpha value for all variables is 0.916 > 0.6 which indicates that the key of each variable is reliable, according to the reliability test is reliable.

Classic assumption test:
Normality test

Normality test determines whether the independent variable and the dependent variable in a regression model are normally distributed. If the significance value is < 0.05, the data is normally distributed. However, if the significance value is > 0.05, the data is not normally distributed. The normality test produces the following results:

Table 5. Normality test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		35
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.14596153
Most Extreme Differences	Absolute	.164
	Positive	.114
	Negative	-.164
Test Statistic		.164
Asymp. Sig. (2-tailed)		.019[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on the calculation of the normality test produced:
The Sig value for Unstandardized is greater than the probability value (0.019 > 0.05). Thus the data is normally distributed because the value of Sig > 0.05.

Multicollinearity Test

In the multiple linear regression type, a multicollinearity experiment is used to calculate whether there is a rough relationship between independent elasticity. Tolerance and Variance Inflation Factor figures can be used to determine the presence or absence of multicollinearity (VIF).

There is no sign of multicollinearity if the tolerance number is > 0.1 or the VIF number is > 10. The multicollinearity experiment produced the following results:

Table 6. Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	3.406	1.795			
	Kualitas_X1	.296	.117	.476	.482	2.073
	Harga_X2	.584	.452	.243	.482	2.073

a. Dependent Variable: Kepuasan_Y

Based on the table of multicollinearity test results above, it can be seen that the two independent variables have a tolerance value on the Quality variable of 0.482 > 0.1, the Price variable 0.482 > 0.1, and the VIF value of the Quality variable 2.073 < 10, the VIF variable Price 2.073 > 10, indicating There were no signs of multicollinearity.

Heteroscedasticity Test

Heteroscedasticity test determines whether the residual of one observation is different from the residual of another. The regression model that fits the conditions has the same constant variance from the residual of one observation to another, which is known as heteroscedasticity. To be able to detect the presence of heteroscedasticity in decision making by looking at the probability numbers and accepting the hypothesis if the significance value is > 0.05. The hypothesis is rejected if the significance value is <0.05. The results of the heteroscedasticity test are as follows:

Table 7. Heteroscedasticity Test

Correlations

Spearman's rho		Kualitas	Harga	Unstandardized Residual
Kualitas_X1	Correlation Coefficient	1.000	.451**	.055
	Sig. (2-tailed)	.	.006	.753
	N	35	35	35
Harga_X2	Correlation Coefficient	.451**	1.000	.020
	Sig. (2-tailed)	.006	.	.911
	N	35	35	35
Unstandardized Residual	Correlation Coefficient	.055	.020	1.000
	Sig. (2-tailed)	.753	.911	.
	N	35	35	35

**. Correlation is significant at the 0.01 level (2-tailed).

The two x variables are quality variables with a Sig value of 0.753 > 0.05, a price variable with a Sig value of 0.911 > 0.05, as shown in the table of heteroscedasticity test results using Spearman correlation above, because the Sig values of each of the two x variables above 0.05, it is stated that there are no symptoms of heteroscedasticity in the form of regression.

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Hypothesis testing :
F Uji test

If the value of Sig. <0.05, then the hypothesis is accepted simultaneously that there is an effect of variable x on variable y. F count > F table, then the hypothesis is accepted. If the value of Sig. > 0.05, then the hypothesis is rejected simultaneously there is no effect of variable x on variable y. F count < F table, then the hypothesis is rejected.

Table 8. Hypothesis testing

ANOVAª

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	36.893	2	18.447	13.220	.000[b]
	Residual	44.650	32	1.395		
	Total	81.543	34			

The hypothesis is supported based on the ANOVA table above with a Sig value of 0.000 <0.05. This means that the satisfaction variable is influenced by quality and price factors simultaneously.

While the hypothesis is accepted based on f count and f table, namely f count 13,220 > 3,16. This means that the satisfaction variable (y) is influenced simultaneously by the quality variable (x1) and price (x2).

T Uji test

If Sig 0.05 / t arithmetic > t table, it is assumed that the variable x has a partial effect on the variable y. It is said that there is no partial effect between the variables x and y if sig > 0.05 / t arithmetic < t table.

Table 9. T Uji test

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.406	1.795		1.898	.067
	Kualitas_X1	.296	.117	.476	2.527	.017
	Harga_X2	.584	.452	.243	1.293	.205

a. Dependent Variable: Kepuasan_Y

Based on the table above, the value of t count and t table:
a. The quality variable is 2,527 > 2,005, it means that the quality variable (x1) has a partial effect on the y variable.
b. Price variable is 1.293 < 2.005, it means that the price variable (x2) has no partial effect on variable y.

Table 10. R Square

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673[a]	.452	.418	1.18123

a. Predictors: (Constant), Harga_X2, Kualitas_X1

b. Dependent Variable: Kepuasan_Y

The value of r square is 0.673 or 67.3% based on the results of the coefficient of determination in the table above, where quality and price have a strong influence on customer satisfaction, namely 67.3%. Other factors affect the satisfaction of the remaining 32.7%.

Discussion Impact of Product Quality on Customer Satisfaction

Based on the descriptive analysis obtained from the results of hypothesis testing, if the significant value of the quality variable in the ANOVA table is 0.000 < 0.05, then the hypothesis is accepted. This means that the quality variable (X1) has a simultaneous effect on the Satisfaction variable (Y). 56 Respondents said that there is a positive influence of the quality variable on satisfaction which can be an attraction for buyers.

The results that have been presented support the previous research that was tried (et al, Asghar Afshar, 2011), in which research it was known that product quality had an important effect on customer happiness. In addition, based on the value of the regression coefficient (which is 0.513) it can be understood that the elastic product quality has a positive effect on customer happiness. Therefore, the higher the influence of the product quality variable, the higher the level of customer happiness.

Price Impact on Customer Satisfaction

Based on the descriptive analysis obtained from the results of the hypothesis test, if the significance value of the price variable in the ANOVA table is 0.000 <0.05, the hypothesis is accepted. This means that the price variable (X2) has a simultaneous influence on the customer satisfaction variable (Y). 56 respondents said that there is a positive influence of the price variable on customer satisfaction which can be an attraction for buyers.

The results that have been presented do not support the previous research that was tried (Lonardo and Yasintha Soelasih, 2014), which in this study found that price did not have a significant effect on customer satisfaction. However, based on the value of the regression coefficient (which is 0.187) it can be understood that the price variable has a positive influence on customer satisfaction. Therefore, it continues to be large due to the existing price elasticity, so that the level of customer satisfaction continues to increase. Although price has a positive relationship, it is known that price does not significantly affect customer satisfaction, this is because some of the products sold are very rare items, so the price is not a heavy estimate for customers who are looking for that product.

CONCLUSION

The findings show that product quality, and price have a significant positive impact on customer satisfaction. The independent variable in this research proves that the dependent variable

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(Y) has a substantial influence simultaneously and partially, according to the results of the analysis. The results of the analysis of the validity test of 56 respondents revealed that all indicators P1-P11 of the estimated r value > r used in this study were in the original claim, which implies that all the marker variables used in this study are declared genuine. Based on the results of the reliability test that saw the magnitude of Cronbach's Alpha for each questionnaire variable to be evaluated, it can be concluded that each variable is considered reliable because the value of Cronbach's Alpha for all variables is 0.916 > 0.6. Because the value of Sig (0.019 > 0.05) in the normality test with a fair distribution, the test results can be said to be normally distributed. The quality variable has a Tolerance value for the Quality variable of 0.482 > 0.1, the Price variable is 0.482 > 0.1, and the VIF value for the Quality variable is 2.073 < 10, the Price variable VIF is 2.073 > 10, on the multicollinearity test, and the VIF value for the quality variable is 2,073 10, the price variable is 2,073 10. There are no signs or symptoms of multicollinearity, according to the report. The result is that both quality and price variables have a positive effect of 67.3%. While the remaining 32.7%. Camel cigarette companies must be able to provide good quality products, so that consumers are always satisfied in choosing Camel cigarettes in terms of price, the company must be able to provide affordable prices so that consumers are satisfied in choosing Camel cigarettes.

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