

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION ON CONSUMER SATISFACTION WITH SMARTPHONES

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Abstract

The objective of this research is to identify and analyze the influence of Product Quality, Price, and Promotion on Consumer Satisfaction among users of the Samsung Galaxy Z Flip smartphone. This study employs an associative approach to determine the relationship between each variable. The data is presented in the form of quantitative data, which is tested and analyzed using numerical calculations, followed by drawing conclusions based on the results. The research focuses on users of the Samsung Galaxy Z Flip, with a sample of 100 respondents in the city of Medan, selected using a quota sampling method. The results of the study indicate that Product Quality has a significant effect on Consumer Satisfaction. Price also has a significant effect on Consumer Satisfaction. Promotion has a significant effect on Consumer Satisfaction. Furthermore, Product Quality, Price, and Promotion collectively have a significant influence on Consumer Satisfaction among Samsung Galaxy Z Flip smartphone users.

Keywords: *Product Quality, Price, Promotion and User Satisfaction.*

Introduction

The wide selection of cell phone brands and models on the market will influence a person's attitude toward purchasing and using a cell phone. Promotion is an activity that communicates a product's benefits and persuades consumers to purchase it. Promotion plays a role in communicating and influencing potential consumers to accept and even purchase the company's products (Rijadi & Hidayat, 2019). According to IDC and Canalys 2022, Samsung ranks first as the best-selling smartphone brand in the world. Product variety for all segments, product quality, the number of service centers spread across many cities in Indonesia, and continuous operating system support have made many consumers choose to use Samsung smartphones. Currently, Samsung has three flagship smartphone series: the Galaxy Z series with the latest foldable screen technology, the Galaxy S 6 Series to compete in the flagship class, and the Galaxy A Series for the mid-range to entry-level segments (Naim et al., 2024). Samsung's foldable phones have shipped up to 9 million units worldwide, a 30 percent increase from the previous year. Of the total 9 million units, the second quarter of 2021 contributed up to 8 million units, or around 80 percent of total shipments throughout the year (Pocketnow, 2022). Satisfaction stems from a comparison of product or service performance perceived by customers and customer expectations of the product or service (Jufrizen et al., 2020). The level of consumer satisfaction will impact the income of institutions where the public has a choice of where they want to get products, programs, and services that are good and comfortable in the eyes of customers (for example, the public service market that offers facilities for meetings and workshops competes with hotels and conference centers) (Arianty, 2016). One factor influencing consumer satisfaction is price (Nasution et al., 2019). Reviewing pricing is increasingly important, as each price set by a company will result in different levels of demand for the product. Furthermore, price is a crucial component of a product, as it impacts the company's profits (Tirtayasa et al., 2022).

Table 1 Price Comparison

No	Type of Mobile Phone	Price Range
1	Samsung Galaxy Z Flip 6	Rp14.000.000 – Rp16.000.000.
2	Oppo Find N3 Flip	Rp13.000.000 – Rp14.000.000.
3	Tecno Phantom V Flip	Rp 4.000.000.
4	Huawei Mate Xs 5G	Rp41.000.000 - Rp44.999.000
5	Motorola Razr 2022	Rp13.100.000 - Rp15.999.000
6	Xiaomi Fold 2	Rp19.000.000 - Rp26.000.000

Source : www.tokopedia.com/blog/top-hp-lipat-terbaru

Based on table 1 above, it can be seen that the price of the Samsung Galaxy Z Flip 6 is said to be expensive, but Samsung includes advanced technology and innovative features in the Galaxy Z Flip, such as a flexible screen and powerful hardware, so that buyers feel they get good value for the price they pay. And the Samsung Galaxy Z Flip has several price advantages compared to several other flip phones. Although premium flip phones often have high prices, Samsung usually offers the Galaxy Z Flip at a more competitive price compared to several other flip phones from premium brands such as the Motorola Razr. Another factor influencing consumer satisfaction is product quality (Prayogi et al., 2019). A product is considered high-quality if it meets consumer expectations. A company's goal of competitive success is to strive to create and retain customers. To achieve this goal, every company must strive to produce and deliver products consumers desire at a reasonable price (Tirtayasa & Ramadhani, 2023). The Samsung Z Flip's weakness lies in the durability of its foldable screen, which tends to be more susceptible to damage than conventional screens. Creases in the screen can cause visible crease lines and may affect the long-term viewing experience. Another factor influencing consumer satisfaction is promotion. Promotion is an activity carried out to influence consumers with the aim of familiarizing them with the products offered by the company (Kurnia et al., 2022). Promotion is also a determinant of a company's success in a good marketing program. A strategic development framework is needed to formulate an effective marketing strategy so that the company can penetrate the target market and achieve predetermined sales targets (Arda et al., 2023). Based on this background, the authors are interested in conducting research entitled "The Effect of Product Quality, Price, and Promotion on Consumer Satisfaction of Z Flip Smartphones in Medan City."

Literature Review

Consumer satisfaction is the main goal if the customer is satisfied with the product offered, then they will have a close relationship with the customer (Tirtayasa et al., 2022). According to (Kotler & Armstrong, 2019) states that the key to retaining customers is consumer satisfaction. Indicators of consumer satisfaction can be seen from: 1) Re-purchase, namely buying again, where the customer will return to the company to look for goods / services, 2) Creating Word-of-Mouth, namely in this case, customers will say good things about the company to others, 3) Creating Brand Image, namely customers will pay less attention to brands and advertisements from competing products, 4) Creating consumer satisfaction in the same company, namely buying other products from the same company, 5) Overall satisfaction with goods (Over All Satisfaction With Product), namely the level at which the results of the service provider's performance are very good. Product quality is the overall characteristics of a product or service in its ability to satisfy stated or implied needs (Lupiyoadi, 2018). According to (Tjiptono, 2019), quality reflects all dimensions of a product offering that generate benefits for customers. The quality of a product, whether goods or services, is determined through the following indicators: 1) Durability, 2) Product features, 3) Conformity to product specifications, 4) Reliability. According to (Arif & Siregar, 2021), price is a flexible element of the marketing mix that can change at any time based on time and place. According to (Kotler & Armstrong, 2019), there are four indicators that characterize price: 1) affordability, 2) price-to-quality ratio, 3) price competitiveness, and 4) price-to-benefit ratio. According to (Arda et al., 2023) that promotion is a

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short-term incentive to encourage the purchase or sale of a product and service. According to (Kotler & Amstrong, 2019) promotion indicators include: 1) Promotion frequency: the number of promotions carried out at one time through promotional media, 2) Promotion quality: a benchmark for how well the promotion is carried out, 3) Promotion quantity: the value or amount given by consumers to the promotion, 4) Promotion time: how long the promotion period is carried out or carried out by the company, 5) Promotion accuracy or suitability: factors carried out to achieve promotional targets.

Methodology

Quantitative research method is a research method based on the philosophy of positivism, used to research a specific population or sample, sampling techniques are generally carried out randomly, this method is called a quantitative method because the research data is in the form of numbers and analysis using statistics (Sugiyono, 2018). The population in this study were Samsung z plip users in Medan City. Purposive Sampling is a sampling determination technique with certain considerations. Certain considerations are made to respondents who already have the criteria in the study (Sugiyono, 2018). Thus, this study at least researchers must take data from a sample of at least 100 respondents. The data analysis technique used is multiple regression analysis.

Research Result

The validation test aims to determine the validity of the research instrument. If the correlation coefficient (r) of each item's score with the total score is greater than or equal to the r table value at the significance level ($\alpha=0.05$), then the instrument's questions are declared valid. Of the 36 questions, it can be seen that all items submitted to respondents are valid.

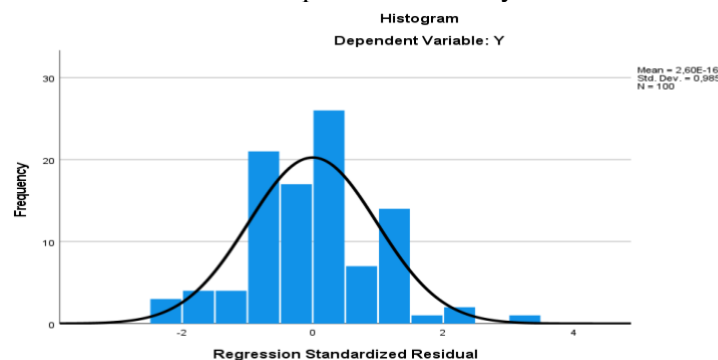
Table 2. Reliability Test Results

Variable	Cronbach Alpha	R Table	Information
Customer Satisfaction	0,810	0.63	Reliable
Quality of Product	0,904	0.63	Reliable
Price	0,929	0.63	Reliable
Promotion	0,848	0.63	Reliable

Source: SPSS processed results, 2024.

The instrument reliability value indicates an adequate level of reliability for the research instrument, as all variables approach 1 > 0.63. It can be concluded that the statement items for each variable adequately explain or provide a picture of the variables being studied, meaning the instrument is reliable. Based on the descriptive analysis, the majority of respondents were women among the Medan City Samsung Galaxy Z Flip users. The majority of respondents were under 25 years old among the Medan City Samsung Galaxy Z Flip users.

Data normality testing was conducted to determine whether the dependent and independent variables in the regression model were normally distributed. If the distributions were around the diagonal line and followed the direction of the diagonal line, the regression model met the assumption of normality.



Source: SPSS processed results, 2024.

Figure 1 Normality Test Results

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The figure above shows that the data follows a diagonal line, indicating a normal relationship or distribution between the dependent and independent variables, meeting the normality test.

The multicollinearity test is used to determine whether a high correlation exists between the independent variables in the regression model.

Table 3. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Quality of Product	,717	1,394
	Price	,782	1,278
	Promotion	,820	1,220
a. Dependent Variable: Customer Satisfaction			

Source: SPSS processed results, 2024.

Based on the table above, the multicollinearity test results show that the VIF and Tolerance values for each variable are as follows:

1. The Product Quality tolerance value is $0.717 > 0.10$ and the VIF value is $1.394 < 10$, thus the Product Quality variable is declared free from multicollinearity.
2. The Price tolerance value is $0.782 > 0.10$ and the VIF value is $1.278 < 10$, thus the Price variable is declared free from multicollinearity.
3. The Promotion tolerance value is $0.820 > 0.10$ and the VIF value is $1.220 < 10$, thus the Promotion variable is declared free from multicollinearity.

Table 4. Results of the t-Test (Partial Test)

Coefficients ^a			
Model		t	Sig.
1	(Constant)	2,840	,006
	Quality of Product	2,469	,015
	Price	2,214	,029
	Promotion	8,106	,000
a. Dependent Variable: Customer Satisfaction			

Source: SPSS processed results, 2024.

The t test is used to determine whether Product Quality has an individual (partial) effect and has a significant relationship or not to Consumer Satisfaction where $t \text{ count} = 2.469$ and $t \text{ table} = 1.98498$. In this case $t \text{ count } 2.469 > t \text{ table } 1.98498$. This means that H_0 is rejected, meaning Product Quality has an effect on Consumer Satisfaction. Furthermore, it can also be seen that the sig value is 0.038 while the previously determined significance level α is 0.05, then the sig value of $0.038 < 0.05$, so H_0 is rejected, this means that Product Quality has a significant effect on Consumer Satisfaction of Samsung Galaxy Z Flip Mobile Phone Users. To determine whether Price has an individual (partial) effect on Consumer Satisfaction, where $t \text{ count} = 2.214$ and $t \text{ table} = 1.98498$. In this case, $t \text{ count } 2.214 > t \text{ table } 1.98498$. This means that H_0 is rejected, meaning that Price has an effect on Consumer Satisfaction. Furthermore, the sig value is 0.026 while the previously determined significance level α is 0.05, so the sig value of $0.026 < 0.05$, so H_0 is rejected, this means that Price has a significant effect on Consumer Satisfaction of Samsung Galaxy Z Flip Mobile Phone Users. To determine whether Promotion has an individual (partial) effect on Consumer Satisfaction, where $t \text{ count} = 8.106$ and $t \text{ table} = 1.98498$. In this case, the calculated t value of $8.106 > t \text{ table } 1.98498$ indicates that H_0 is rejected, indicating that

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promotion influences consumer satisfaction. Furthermore, the sig value is 0.000, while the previously determined significance level of α is 0.05. Therefore, the sig value of $0.000 < 0.05$, so H_0 is rejected. This means that promotion has a significant effect on management and a significant effect on Samsung Galaxy Z Flip mobile phone users. The F test, also known as the simultaneous significance test, is intended to assess the overall ability of the independent variables to explain the behavior or diversity of the dependent variable. The F test is also intended to determine whether all variables have a regression coefficient equal to zero. Based on the results of data processing with the SPSS program, the following results were obtained:

Table 5. Results of the f-Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	988,066	3	329,355	45,302	,000 ^b
	Residual	697,934	96	7,270		
	Total	1686,000	99			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Promotion, Price, Product Quality						

Source: SPSS processed results, 2024.

From the table above, it can be seen that the F value is 45.302, then the sig value is 0.000. The significance level used is 5%, two-tailed test and $df = n - k$ and $k - 1$. Based on table 4 above, the calculated F for the variable is 45.302 for a 5% error. $F_{table} = n - k = 100 - 4 = 96$ and $k - 1 = 4 - 1 = 3$ $F_{table} = 2.70$. In this case, the calculated $F_{45.302} > F_{table} 2.70$ with a sig value of 0.000 while the previously determined significance level α is 0.05, then the sig value of $0.000 < 0.05$. This means that H_0 is rejected. So it can be concluded that Product Quality, Price and Promotion have a significant effect on Consumer Satisfaction of Samsung Galaxy Z Flip Mobile Phone Users.

Table 6. Results of the Determination Coefficient Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,766 ^a	,586	,573	2,69632	1,738
a. Predictors: (Constant), Promotion, Price, Product Quality					
b. Dependent Variable: Customer Satisfaction					

Source: SPSS processed results, 2024.

The higher the R-square value, the better the regression model, as it means the independent variable's ability to explain the dependent variable is also greater. An R-square value of 0.766 indicates that 76.6% of the Consumer Satisfaction variable is influenced by Product Quality, Price, and Promotion, while the remaining 23.4% is influenced by variables not examined in this study.

Discussion

The results of the hypothesis test showed that $t\text{-count } 2.469 > t\text{-table } 1.98498$ and a sig. value of $0.038 < 0.05$, thus H_0 was rejected. This means that product quality has a significant effect on consumer satisfaction among Samsung Galaxy Z Flip users. Higher product quality leads to higher consumer trust in the product. With a high level of trust in product quality, consumers are more likely to choose and be satisfied with the product due to its high quality (Daulay et al., 2021). The results of the hypothesis test showed that $t\text{-count } 2.214 > t\text{-table } 1.98498$ and a sig. value of $0.000 < 0.05$, thus H_0 was rejected. This means that price has a significant effect on consumer satisfaction among Samsung Galaxy Z

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Flip users. This proves that price also has a significant influence on consumer satisfaction. Price has a significant influence on consumer satisfaction. This means that if a product's price matches expectations or provides value commensurate with its quality, this will have a positive impact on consumer satisfaction. The more appropriate the price is for the quality, the higher the consumer satisfaction with the product purchase (Daulay et al., 2022). The results of the hypothesis test showed a calculated t of $8.106 > t_{table} 1.98498$ and a sig. $0.000 < 0.05$, thus rejecting H_0 . This means that promotion has a significant effect on consumer satisfaction among Samsung Galaxy Z Flip users. With the right promotion, consumers will be satisfied with the product they purchase. Consumer satisfaction is the feeling of pleasure or disappointment that someone experiences when comparing the perceived performance (results) of a product with their expectations (Hanum et al., 2021). The results of the simultaneous hypothesis test showed an F_{count} of $45.302 > F_{table} 2.70$ and a sig. $0.000 < 0.05$. Therefore, it can be concluded that product quality, price, and promotion have a significant impact on consumer satisfaction among Samsung Galaxy Z Flip users. This proves that these three factors complement each other in shaping the consumer experience. Good product quality ensures that the product meets expectations; appropriate pricing makes consumers feel they are getting fair value; and effective promotions increase product appeal and provide additional value, all of which lead to increased consumer satisfaction.

Conclusion

Based on the research results and discussions presented in the previous chapter, it can be concluded that partially and simultaneously product quality, price, and promotion have a significant effect on consumer satisfaction of Samsung Z Flip users. Therefore, it is recommended for Samsung to continue to maintain and improve product quality, establish a competitive pricing strategy, and carry out more innovative and targeted promotions to maintain and increase consumer satisfaction, especially Samsung Z Flip users.

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