

Implementation of Samsung Smartphone User Satisfaction Marketing Strategies in the Special Region of Yogyakarta

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Abstract. The rapid development of smartphones and the variety of offers provided has resulted in selective buyers. This requires providing knowledge to potential buyers. However, the problem that arises is the low understanding of buyers regarding prices that are equivalent to the value of a product. This research seeks to fill the research gap by developing the right marketing strategies that are useful in implementing Samsung smartphone user satisfaction in the Special Region of Yogyakarta. This research aims to determine the effect of promotion, product quality, brand image, and price on user satisfaction. The sample in this study consisted of 100 respondents taken using non-probability sampling technique. The data obtained are then processed using the SmartPLS4 statistical tool. The research results show that there are 2 exogeneous variables, namely promotion and price, each of which is not significant on user satisfaction, 2 exogeneous variables of product quality and brand image, each of which is not significant on user satisfaction, and also all exogeneous variables have a simultaneous influence on user satisfaction. This research can provide insight for potential buyers and improve the operational performance of Samsung companies.

Keywords: environmental knowledge, environmental attitude, green purchasing behavior, green marketing.

1 INTRODUCTION

(Kotler, 2009) User satisfaction is the result experienced by buyers when the company performance meets their expectations. Customers are satisfied when their expectations are exceeded. Business must develop plans and policies to gain an advantage over competitors through strong marketing efforts and improved production quality. Therefore, we can conclude that customer satisfaction is an assesment from the customer perspective after comparing their initial expectations of the company with the experiences they have experienced (Jamal et al., 2023).

In this era, global competition is increasingly fierce, especially for companies operating in the same field. Every company that produces creates its own characteristics to meet the needs and pamper customers, with the aim of maintaining or even filling the existing market share. Therefore, the business world needs to design accurate strategies so that they can compete and excel in achieving the expected success. Increased competition gives consumers more options to choose products that suit their needs and expectations. For this reason, business actors must think creatively to compete effectively with other business actors and satisfy consumer desires.

Currently consumers show a high level of interest in the purchasing process because the availability of different products makes them selective when choosing which product to buy. Especially in the electronics sector, smartphone competition has become very tight. The rapid evolution of smartphones means that consumers have many choices that allow them to determine which product they want to buy, based on the features and benefits offered. Because of these conditions, every businessman is obliged to develop an accurate marketing strategy in order to be able to complete well. An effective strategy is to build a strong brand in society so that the product can become the main choice of consumers.

Strategy is influenced by quality products. When a product is quality, consumers tend to choose it over other similar products. Superior product quality plays an important role in user satisfaction, especially because the product brand can be a very memorable factor for consumers. Apart from product quality, brand image can have an influence on smartphone user satisfaction. A brand that is known to be trustworthy and of good quality can guarantee consumer safety when buying a smartphone. For buyers, brands are very useful in creating purchasing confidence and creating product quality. Well-known brands are the main drivers of consumers because they are well-known and have a proven track record in the market that is more comprehensive than new brands. With a brand, consumers can easily recognize each product. Likewise, the value of a product having a good brand image can make it easier for customers to own it.

Affordable prices can influence user satisfaction, meaning that even though the prices are quite expensive, we will feel happy with the various services provided. It is also possible that the product is of high quality, durable, and the price corresponds to the quality that can bring satisfaction to the user. Likewise, companies must always consider market conditions by offering more attractive prices compared to other companies. If you pay attention to price competition, potential buyers will move to another company or brand.

Satisfaction is a customer's behavioral or emotional response to the service received. This involves satisfying specific customer needs and desires. Consumer satisfaction is a very sensitive thing that every businessman must have. If consumers like the product being sold, they will make repeat purchases and build loyalty, as well as carry out promotions to other consumers to encourage them to use the product. The business world must develop strategies and policies designed to excel in competition through quality marketing and production. Thus, it can be understood that customer satisfaction is the customer's perspective after comparing the company's previously estimated performance with the performance obtained (Jamal et al., 2023). With satisfaction, companies can measure the accuracy of the strategies implemented in their operations. The urgency of this research increases the importance of knowledge about making purchases. The problem that arises is the buyers' low understanding of what they want to buy, regarding the product being offered at a price equivalent to the product specifications. Therefore, it is necessary to provide special understanding for potential buyers so that they know about the product before making a purchase.

Based on these problems, this research aims to raise the issue of the role of promotion, product quality, brand image and price on the satisfaction of Samsung smartphone users in the special area of Yogyakarta. Research conducted can provide scientific development, especially in the field of marketing management

2 LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

2.1.1 User Satisfaction

(Kotler, 2009) User satisfaction is the result experienced by buyers when the company performance meets their expectations. Customers are satisfied when their expectations are exceeded. Business must develop plans and policies to gain an advantage over competitors through strong marketing efforts and improved production quality. Therefore, we can conclude that customer satisfaction is an assessment from the customer perspective after comparing their initial expectations of the company with the experiences they have experienced (Jamal et al., 2023).

2.1.2 Promotion

(Lupiyoadi, 2013) promotion is one of the marketing mixes that is very important for companies to implement in marketing products and services. Promotional activities not only function as a communication tool between business actors and consumers, but also as a tool to influence consumers to buy or use services based on their wants and needs. (Stanton, William, 2006) promotion is the fourth most important element in the overall marketing mix. Promotion includes providing information to supporters and influencing the public. Promotion is also a fundamental component of non-price competition and a fundamental element of modern marketing.

2.1.3 Product Quality

Kotler and Amstrong (2012) product quality is the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes. Wijaya (2011) product quality is the total combination of product characteristics resulting fro marketing, production, engineering and maintenance which makes the product usable to meet customer or consumer expectations.

2.1.4 Brand Image

Brand image is a consumers perception of a brand as a reflection of the associations that exist in the consumers thoughts (Kotler & Keller, 2016). However, based on the definition of brand image, it can be said that there is a type of association that appears in the minds of consumers when they remember a particular brand. These associations only occur in the form of certain thoughts and images associated with a brand, as well as when thinking about other people (Sangadji & Sopiah, 2013).

2.1.5 Price

Price is the amount of money paid for a good or service or the amount of money exchanged by consumers to obtain benefits from owning or using the product or service (Prilano et al., 2020). (Kotler & Keller, 2016:483) also states that price is a part of the marketing mix that generates revenue, conversely, other parts obtain the cost results.

2.2 Hypothesis Development

Based on literature review that has been obtained, research will be carried out related to the implementation of Samsung smartphone user satisfaction in the Special Region of Yogyakarta. That the variables used in this research are a combination of several studies that have been conducted done before. These variables include promotion, product quality, brand image, price, and user satisfaction. Here's the conceptual framework in Figure 1 below:

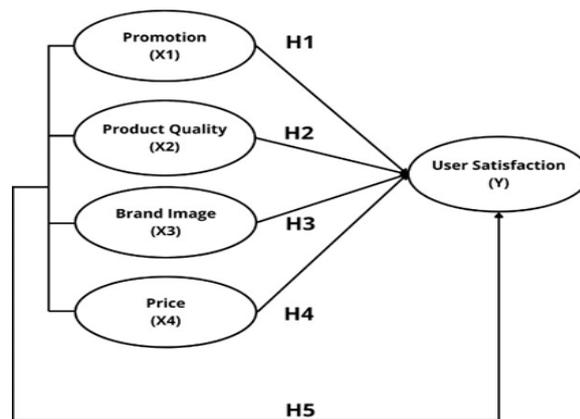


Figure 1. Conceptual Framework

3 RESEARCH METHODOLOGY

3.1 Population, sample, sampling method

The population in this study is Samsung smartphone users in the Special Region of Yogyakarta, the number of which is unknown. In this case, a sample of 100 users was taken. The sampling technique used in this case the research uses

non-probability sampling with a purposive sampling method. (Ningsih, 2021) Purposive sampling technique is where samples are taken with certain requirements in the population area. This technique has the advantage that the sample selected will be in accordance with the research objectives, because the determination is based on predetermined criteria. This research conducted in Special Region of Yogyakarta. The selection of this location was based on efforts to implement Samsung smartphone user satisfaction in the Special Region of Yogyakarta which researchers saw as being very consumptive and having a fairly large population.

3.2 Data collection method

In this research, the method used was with the help of a questionnaire. A questionnaire will be used to collect data and some software will be used to manage it data such as Excel and Word from Microsoft Office. Researchers collect data in the field using online questionnaire, namely questions asked via online media and answered directly by respondents, so researchers do not need to meet respondents directly. The questionnaire is prepared with answers choices in the form of a Likert scale. The Likert scale is one method that can be used measuring a persons perceptions, opinions and attitudes regarding these social phenomena happen. The Likert scale measurement is by giving answer scale with a score of 1 to 4. This research uses primary data obtained by filling in questionnaire (Sugiyono, 2010).

3.3 Data analysis method

Research hypothesis testing was carried out using the Structural Equation Model (SEM) with the Partial Least Square (PLS) approach. PLS is component or variant based structural equation modelling (SEM). SEM is a field of statistics studies that can test a series of relationships that are relatively difficult to measure simultaneously. The validity test aims to assess an instrument in a questionnaire so that it meets the requirements can be declared valid and to test convergent validity it is carried out using outer loading or factor loading value is used. An indicator is declared valid or meets convergent validity if it has an external value loading value

>0.7. Next, the reliability test aims to assess the consistency of the data. Reliable an instrument is an instrument that, when used several times to measure the same object, will produce results produce the same data. The reliability test was carried out by comparing Cronbach Alpha value with 4 cut points, namely excellent reliability (0.91 and above), high reliability (0.71-0.90), moderate reliability (0.51- 0.70), and low reliability (0.50 and above bottom) (Hinton et al, 2004). Hypothesis testing is done by looking p-value in each hypothesis. If hypothesis testing shows the p-value is less than 0.05, then the hypothesis is said to be accepted, and if the hypothesis offers a p-value of more than 0.05, then the hypothesis is the hypothesis was rejected (Ghozali, 2015).

4 RESULT AND DISCUSSION

4.1 Measurement Model (Outer Model)

Outer model that determines the relationship between the latent variables of the indicators or their manifest variables (measurement model).

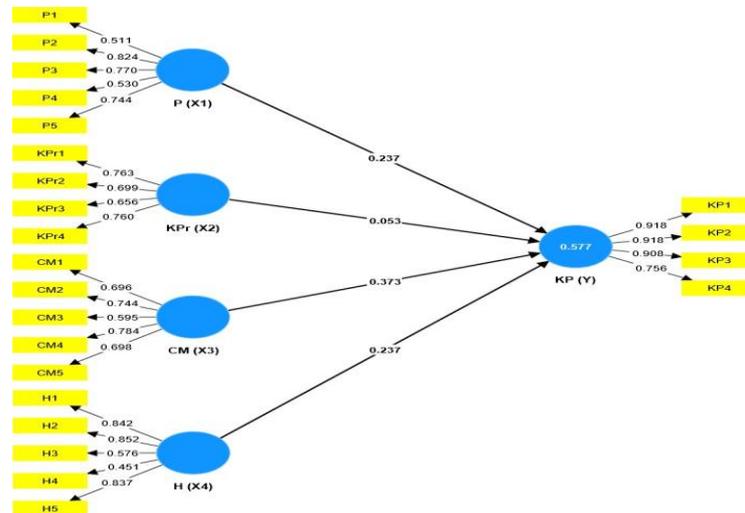


Figure 2. Initial Model

4.1.1 Validity Test

In evaluating the outer reflective model, validity is used as a reference.

Convergent validity can be measured by the outer loading value.

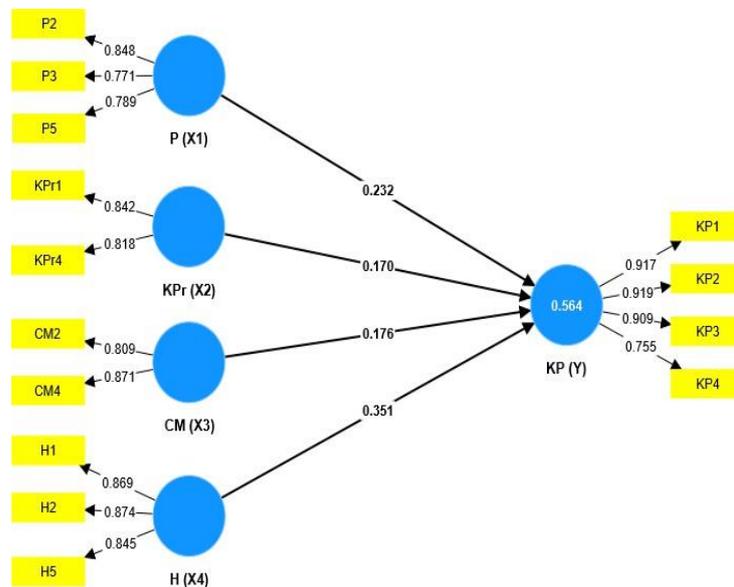


Figure 3. Measurement Model

Figure 3 show the results of validity test on several research variables in the study. The several indicators representing each variable, some are removed because they offer a loading factor value of less than 0.7. The hand on each variable is valid when it has a loading factor value of more than 0.7.

4.1.2 Reliability Test

Table 1. Reliability Test Result

Variabel	AVE	Composite Reliability	Cronbach Alpha
X1	0.646	0.845	0.734
X2	0.689	0.816	0.549
X3	0.706	0.828	0.586
X4	0.744	0.897	0.828
Y	0.770	0.930	0.898

Source: Primary Data Processed (2023)

Table 1 shows that based on the PLS algorithm calculation output, it can be evaluated a reliability value. The Cronbach Alpha value shows reliable results at all levels. X2 and X3 are included in the moderate reliability category, X1, X4, and Y are included in the high reliability category. Then, Composite Reliability >0.7 and AVE >0.5 . Based on this value is displayed so that all variables are declared reliable.

4.2 Structural Model (Inner Model)

Evaluation of the structural model of the inner model can be evaluated using the R-square test for the dependent variable and t-test and the significance of significant structural path coefficient (parameters).

4.2.1 R-Square

Table 2. R Square

Item	R-Square	R-Square Adjusted
Kepuasan Pengguna	0.564	0.547

Source: Primary Data Processed (2023)

According to (Ghozali, 2015) adjusted R-Square is used to determine value dependent variable that can be explained by variations in the independent variable and the remainder is part of the values of other variables that are not included in the model. In the test, the R-Square value obtained is above 0.75 so it can be said to be strong. In this research, an R-Square value of 0.564 was obtained, which means that all exogeneous variables have a fairly strong influence of 56.4% on user satisfaction. Meanwhile, the other 43.6% was influenced by other variables outside this research.

4.2.2 Path Coefficient

Based on output calculation PLS Bootstrapping using standard +/- 1.96 t value or a 5% p-value, can be evaluated for each hypothesis.

Table 3. Hypothesis Test Result

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics ((O/STDE))	P-values
CM (X3) -> KP (Y)	0.176	0.174	0.132	1.334	0.182
H (X4) -> KP (Y)	0.351	0.349	0.081	4.328	0.000
KPr (X2) -> KP (Y)	0.170	0.177	0.094	1.800	0.072
P (X1) -> KP (Y)	0.232	0.238	0.090	2.584	0.010

Source: Primary Data Processed (2023)

Table 3 shows the results of hypothesis testing, it appears that there are 2 significant exogenous variables, namely promotion and price, each promotion and price variable has a T-Statistic value of more than 1.96 and a p-value of less than 0.05.

4.3 DISCUSSION

4.3.1 Promotion has a significant positive effect on user satisfaction.

Promotion has a significant positive effect on user satisfaction. Based on PLS bootstrapping output calculations use standard T-Statistic of more than 1.96 or a P-Value of less than 0.05. The results of the analysis are in line with the findings of (Piri et al., 2021) showing that promotional variables partially significantly influenced GrabCar user satisfaction in Manado City during the Covid-19 Pandemic.

4.3.2 Product quality has a positive effect on user satisfaction.

Product quality is not significant to user satisfaction. Based on PLS bootstrapping output calculations use standard T-Statistic of more than 1.96 or a P-Value of less than

0.05. The results of the analysis are in line with the findings of (Hartadi & Husda, 2020) showing that product quality variables significantly influence PT Tanjung Uncang customer satisfaction.

4.3.3 Brand image has a positive effect on user satisfaction.

Brand image is not significant to user satisfaction. Based on PLS bootstrapping output calculations use standard T-Statistic of more than 1.96 or a P-Value of less than 0.05. The results of the analysis are in line with the findings of (Andrian & Fadillah, 2021) showing that the brand image variable significantly influences AirAsia customer satisfaction in Bogor City, seen from the regression equation.

4.3.4 Price has a significant positive effect on user satisfaction.

Price has a significant positive effect on user satisfaction. Based on PLS bootstrapping output calculations use standard T-Statistic of more than 1.96 or a P-Value of less than 0.05. The results of the

analysis are in line with the findings of (Rohiman et al., 2022) showing that price variable partially influences customer satisfaction at the Handwritten Batik Business in BUMDes Amartha significantly.

4.3.5 Promotion, product quality, brand image, and price simultaneously influence user satisfaction.

Promotion, product quality, brand image, and price simultaneously influence user satisfaction. Based on PLS output calculations using R-Square, it has a value of 56.4%. The results of the analysis are in line with the findings of (Erika S, Apren Holamoan Hutasoit, 2023) showing that simultaneously price, product quality, brand image and promotion have a positive and significant effect on consumer satisfaction of Pocari Sweat products among visitors to the Yogyakarta Mandala Krida Stadium.

5. CONCLUSION

The conclusion of this research is that user satisfaction is influenced by promotion, product quality, brand image, and price. So it can be used as a guide decision maker as the strategy is implemented Samsung smartphone user satisfaction in the Special Region of Yogyakarta. The theoretical results of this model explain that the exogenous variables promotion and price have a positive and significant influence on user satisfaction, while the product quality and brand image variables are not significant on user satisfaction. This research contributes to the companies scientific efforts to use user satisfaction marketing strategies and future research can use variables that are not included in this case study. This research only tests promotion, product quality, brand image and price on user satisfaction. These four exogeneous variables are only able to explain 56.4% of user satisfaction, while the other 43.6% is explained by other variables, so there are still other variables that influence user satisfaction but are not included in this research. The number of respondents in this study was only 100 respondents. If more respondents data is taken, more accurate data can be presented. Another limitation is that the location of this research was only carried out in the Special Region of Yogyakarta. With respondents who have current characters, it is possible that previous research and subsequent research will have different results due to differences in the respondents characters.

ACKNOWLEDGEMENT (if any)

Thank you to my parents and my two older siblings, my thesis supervisor, UAD Management study program lecturers and employees or teaching staff, colleagues and people around me who have contributed to my life.

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