

OPPO CUSTOMER SATISFACTION ANALYSIS IN PAREPARE ON PRODUCT QUALITY AND PRICE

Nur Iqva Sari Taharuddin¹, Pandi Putra²

^{1,2} Management Study Program, Faculty of Business,
Institute of Social Sciences and Business Andi Sapada, INDONESIA

nuriqvasari@gmail.com

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ABSTRACT

The purpose of this study is to discover how product quality and price affect client satisfaction at OPPO in Parepare partially and simultaneously. A sample of 45 people from consumers who bought OPPO at Parepare. The t test results indicate that the element of product quality (X1) imply that product quality (X1) has no significant effect on client satisfaction. In fact, many respondents in this study stated that there are still other brands that have better quality. Meanwhile, price (X2) has a significant impact on consumer satisfaction. Because the marketed price is affordable, some respondents choose this product according to the funds they have. The F test results indicate that the variable quality of goods (X1) and price (X2) have an advantageous effect because the quality and price on the market are good and everyone can buy a smartphone with their own budget.

Keywords: Product Quality; Price; Customer Satisfaction

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana kualitas produk dan harga mempengaruhi kepuasan klien pada OPPO di Parepare secara parsial dan simultan. Sampel sebanyak 45 orang dari konsumen yang membeli OPPO di Parepare. Hasil uji t menyatakan bahwa unsur kualitas produk (X1) menunjukkan bahwa kualitas produk (X1) tidak berpengaruh signifikan terhadap kepuasan pelanggan. Bahkan banyak responden dalam penelitian ini yang menyatakan bahwa masih ada merek lain yang memiliki kualitas lebih baik. Sedangkan harga (X2) berpengaruh penting terhadap kepuasan pelanggan. Karena harga yang dipasarkan terjangkau, sebagian responden memilih produk ini sesuai dengan dana yang dimilikinya. Hasil uji F menunjukkan bahwa variabel kualitas barang (X1) dan harga (X2) berpengaruh positif karena kualitas dan harga di pasaran bagus dan setiap orang dapat membeli smartphone dengan budget yang dimiliki.

Keywords: Kualitas Produk; Harga; Kepuasan Pelanggan

INTRODUCTION

The need for fast and accurate information has become a fundamental need in various fields and aspects of life. The smartphone is one of the needs of today's modern society that will support its activities. This need is paid attention to by electronics companies, so many various smartphone brands have sprung up. The advancement of information technology and people's standard of living results in increasing demands from society for the quality of services and products used. A smartphone has become a lifestyle necessity that is considered essential for some of today's modern society (Haris, 2015).

The number of smartphone users in Indonesia is rapidly increasing. According to data the author obtained from a marketer research institute, the growth of smartphones in Indonesia consistently rises from year to year, as can be seen from the following data (Melis, 2016):

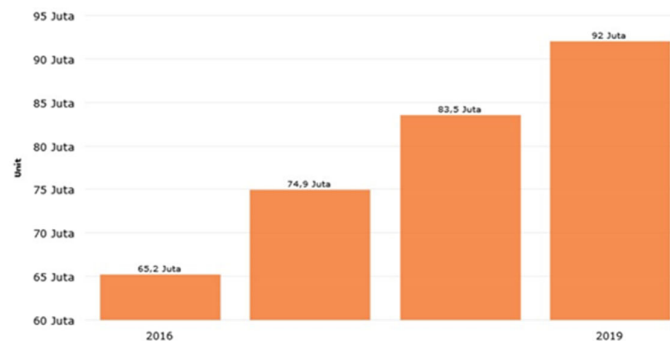


Figure 1. Growth in the number of smartphone users in Indonesia (2016-2019)

OPPO Electronics Corporation is a global electronics and technical service provider from Dongguan, China, providing mobile electronic equipment. OPPO is currently one of the big brands in the smartphone industry, especially in Indonesia. Since entering the international market in 2010, OPPO's suppliers have successfully launched businesses in more than 20 countries worldwide, including Indonesia. Based on the gadget counter point website, one of the achievements of the OPPO brand's market share is that it continues to increase; this is because the OPPO brand is expanding its distribution process with a very intensive marketing plan. According to a report from (www.aronalte.com), one of OPPO's strategies to capture market share is to build a brand image and make the OPPO brand the smartphone with the best selfie camera quality. According to the CEO of OPPO Indonesia, OPPO has changed its product development strategy from OPPO smartphones to OPPO camera phones (Melis, 2016).

LITERATURE REVIEW

Literature Review 1

Product quality could be a tactical weapon to beat the competitors. The product quality variable is a comparison variable between the expected product and the product received by consumers (Putra, 2021). Quality of product is another aspect in the case of a product or service that affects its capacity to meet stated or implicit customer requirements (Kotler dan Armstrong, 2008) (Maramis et al., 2018). Oppo responded to this trend by presenting a smartphone with the advantage of a selfie camera. Oppo offers products at relatively reasonable prices, so this can serve as a substitute for consumers who want to keep up with trends but have limited purchasing power (Hidayat, 2009). Selling products at affordable prices and guaranteeing the quality of the smartphones it sells, Oppo is confident that it can dominate the middle-class smartphone market in Indonesia (Dewi & Suprpti, 2018)(Putra,

In addition to product quality, consumer perceptions of the price can affect customer satisfaction. When the customer feels that the price paid follows the quality obtained, this will lead to customer satisfaction (Montung dkk., 2015)(Kodu, 2013). Additionally, the most adaptable component of the marketing mix is price; unlike product features and dealer commitments, Price fluctuations are frequent (Kotler dan Amstrong, 2008:344)(Lenzun et al., 2014). Price has an impact not just on customer decisions, but also on customer satisfaction. Appropriateness of the price paid with the quality received can increase customer satisfaction with a product (Sinaga dan Novianti, 2016)(Dewi & Suprapti, 2018). Price, according to Tjiptono (2006: 179), is a statement of the value of a product (a statement of value)(Kodu, 2013).

Then, Kotler&Keller (2012:76) (Putra, 2021) argues that A person's emotions of happiness or dissatisfaction as a result of contrasting two goods' perceived performance (or outcome) according to their desires (Lenzun et al., 2014). Measuring customer satisfaction is essential (Putra, 2021)(Zulkarnaen & Amin, 2018) Customer happiness is essential for a business because It may build dedication and satisfaction with a product. Customer satisfaction is the degree to which the benefits of a product are seen to be in accordance with what the client expects. (Kotler dan Amstrong, 2016) (Putra, 2021). Consumers will repeatedly buy because it has established trust and provided exceptional service. Increasing client satisfaction might have advantages, including the influence between companies and consumers to harmonious, provide a reasonable basis for repeat purchases and build up client loyalty and form a word-of-mouth recommendation that is beneficial to the company (Handayani & Hidayat, 2022).

Literature Review 2

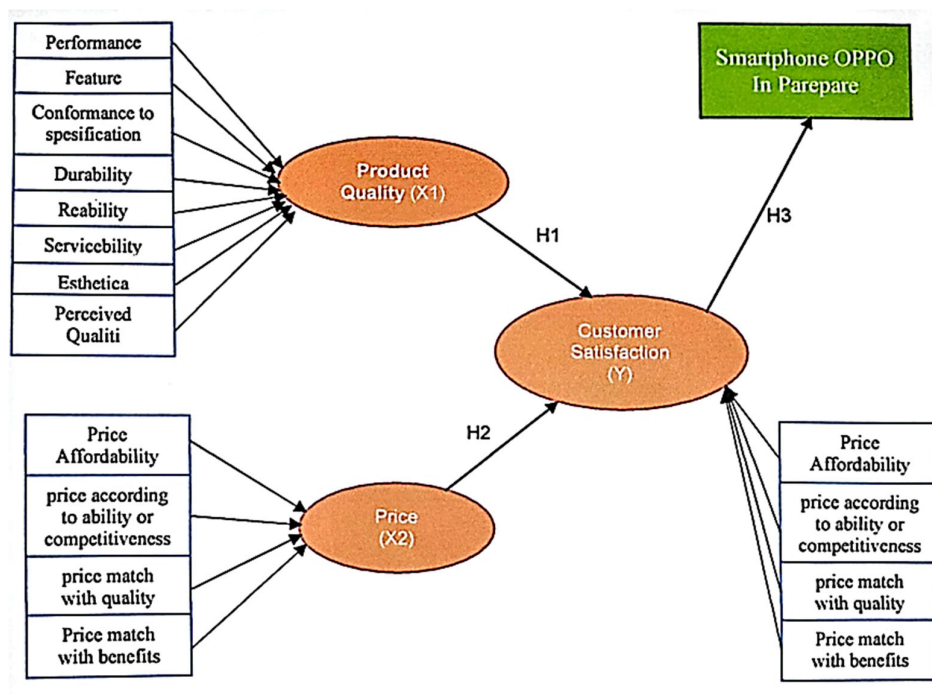


Figure 2. Thinking Framework

METHOD

This sample includes 45 customers who come to buy. The sampling technique that the researchers used was accidental sampling. This type of research belongs to the category of causal associative research using quantitative methods. This study seeks to ascertain how two or more factors interact. The quantitative method is used because the information used to determine how different factors interact is presented in the form of numbers or a numerical scale. This study explains the result of the variables studied, namely the influence of product quality and cost on OPPO smartphone consumer satisfaction in Parepare. The method of data analysis that applies in this research is multiple linear regression analysis using the SPSS version 23 application program.

ANALYSIS AND DISCUSSION

Data Description

The study conducted by the author is a study that wants to reveal the impact of product pricing and quality on OPPO smartphone consumers satisfied outlined in Parepare. The research tool used by the authors is to distribute sample questionnaires to OPPO smartphone customers in Parepare to become respondents in this research. The information acquired for this study is in the form of quantitative data from product quality, price and customer satisfaction survey results. This data was obtained from respondents' responses to a survey distributed to OPPO customers at Parepare. The number of respondents used was 45 OPPO customers at Parepare. The identity of the customer who became the author's respondent in this study is as follows:

1. Data Based on Gender

Table 1. Respondents by Gender

Gender	Total	Percentage
Female	30	66,70%
Male	15	33,30%
Total	45	100%

Source: Data processed through SPSS V.23

According to table 1, the data obtained regarding the gender of male and female customers shows that the male respondents were 15 people at 33.3% and the female respondents were 30 people at 66.7%. From the data obtained, it can be seen that female respondents are more dominant compared to male respondents.

2. Data Based on Age

Table 2. Respondents by Age

Age	Total	Percentage
< 20 Years	11	24%
21 - 30 Years	17	38%
31 - 40 Years	13	29%
> 41 Years	4	9%
Total	45	100%

Source: Data processed through SPSS V.23

Based on table 2, the data obtained regarding the age of the customer shows that the respondents aged <20 years were 11 people by 24%, at the ages of 21-30 years were 17 people

by 38%, at the ages of 31-40 years were 13 people by 29%, and at the age of > 41 years is 4 people by 24%.

3. Validity test

Table 3. Validity Test Results

Variable	Indicator items	Corrected Item-Total Correlation	r-table	Information
X1	Product Quality 1	0,649	0,294	Valid
	Product Quality 2	0,646	0,294	Valid
	Product Quality 3	0,483	0,294	Valid
	Product Quality 4	0,636	0,294	Valid
	Product Quality 5	0,682	0,294	Valid
	Product Quality 6	0,651	0,294	Valid
	Product Quality 7	0,659	0,294	Valid
	Product Quality 8	0,609	0,294	Valid
X2	Price 1	0,649	0,294	Valid
	Price 2	0,646	0,294	Valid
	Price 3	0,483	0,294	Valid
	Price 4	0,636	0,294	Valid
Y	Satisfaction 1	0,682	0,294	Valid
	Satisfaction 2	0,652	0,294	Valid
	Satisfaction 3	0,659	0,294	Valid
	Satisfaction 4	0,609	0,294	Valid

Source: Data processed through SPSS V.23

According to table 3 above, it shows that all statement instruments on product quality (X_1) and price (X_2) variables on customer satisfaction (Y) are valid. It is possible to claim that the individual correlation (r-count) value for all statements is higher than the r-table value with a level of significance for all instruments of less than 0.05.

4. Reliability Test

Table 4. Reliability Test Results

Variable	Cronbach Alpha	Reliability Category
Product Quality	0,768	Reliable
Price	0,663	Reliable
Consumer Satisfaction	0,694	Reliable

Source: Data processed through SPSS V.23

According to table 4 above, the reliability test outcomes were obtained which stated that the variable product quality (X_1), price (X_2), and customer satisfaction (Y) produced a Cronbach Alpha of more than 0.60. So it can be said that all statements in Each question in the survey have a reliable variable.

Hypothesis testing

1. Multiple Linear Regression Analysis

Multiple linear regression analysis examines if product quality and price affect consumer satisfaction on OPPO smartphones in Parepare. By using the formula $Y = a + b_1X_1 + b_2X_2$.

Then statistical program analysis results, namely the SPSS V.23 application, as illustrated in table 5 below :

Table 5. Multiple Linear Regression Analysis

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	2.606	2.880		.905	.371
1 Product Quality	.138	.139	.136	.988	.329
Price	.755	.141	.738	5.349	.000

a. Dependent Variable: Customer satisfaction

Source: SPSS V23 data processing

According on table 5 above, The equation for multiple linear regression yields the following results:

$$Y = 2,606 + 0,138X_1 + 0,755X_2$$

- The constant value of 2.606 indicates that customer satisfaction will be constant by 2,606 points if there is no (no influence) varying product quality (X_1) and price (X_2) or (X_1 and $X_2 = 0$). So It is possible to understand that if the two independent variables are increased then the customer satisfaction is a good factor.
- The standard of the product variable has a positive regression coefficient value of 0,138. The positive coefficient value indicates that the customer satisfaction is positively affected by the product quality variable. This illustrates that the value of customer contentment has increased by 0,138 points If product quality is variable, it is increased by 1 point. Assuming other independent variables are considered constant ($X_2 = 0$). Meanwhile, the Price Variable has a positive coefficient of regression value of 0,755. The positive coefficient value represents the fact that the price has a favorable effect on consumer satisfaction. This illustrates that the value of customer contentment has increased by 0,755 points if the price variable is increased by 1 point. Assuming other independent variables are considered constant ($X_1 = 0$).

2. Partial Test (t test)

Furthermore, to ensure that each variable in this study really has an impact and influences the customer satisfaction variable in Parepare, a partial or separate test is carried out. With the calculation results in the SPSS V23 program, the t count value is obtained as follows:

Table 6. Partial Test (ttest)

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	2.606	2.880		.905	.371
1 Product Quality	.138	.139	.136	.988	.329
Price	.755	.141	.738	5.349	.000

a. Dependent Variable: Customer satisfaction

Source: SPSS V23 data processing

The statistics table obtains the t table value, the t table with a significance of 0.05 and the degree of freedom (n-k-1), where "n" represents the number of samples and "k" represents the number of variables. So the degree of freedom is $45-2-1 = 42$, so you get a t_{table} value = 2.018. So the result of the partial test (t-test) in the table above explain that:

- a. Product Quality Variable (X_1) has a favorable but not statistically significant impact on customer satisfaction (Y) with t count = 0.988 and a significance level of 0.329. By comparing arithmetic statistics with table statistics depending on the outcomes of the t test, It is well known that $t_{count} (0.988) < t_{table} (2.018)$ and a significant probability of $(0.329) > (0.05)$ means that there is no partially meaningful relationship between product quality and customer satisfaction. (H_1 is rejected).
- b. The price variable (X_2) has a positive and significant effect on customer satisfaction (Y) with a t count = 5,349 and a significance level of 0.000. By comparing arithmetic statistics with table statistics based on the outcome of the t test, it is well known that $t_{count} (5,349) > t_{table} (2.018)$ and a significant probability of $(0.000) < (0.05)$ suggests that the pricing variable has a marginally significant effect on customer satisfaction (H_2 accepted).

3. Simultaneous Test (Test F)

The purpose of this test is to discover the proposed hypothesis whether there is a considerable concurrent effect of product quality and pricing on OPPO smartphone customer satisfaction in Parepare. The relevance of the value of $F_{count} > F_{table}$ is compared in this analysis. This could be interpreted as the regression model is correct, referring to the combined effect by looking at the $F_{table} = F(k;n-k) = F(2;42) = 3.22$ with a rate of error of 5%. From the calculation results in the SPSS V23 data analysis program, the F_{count} value is obtained as follows:

Table 7. Simultaneous Test (Test F)

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	10.598.475	2	5.299.238	55.530	.000 ^b
1 Residual	4.008.102	42	95.431		
Total	14.606.578	44			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Price, Product Quality

Source: Data processed through SPSS V.23

Based on the above-mentioned test findings, It is clear that the F count value is 55.530 with F_{table} 3.22 so that $F_{count} > F_{table}$ or $55.530 > 3.22$ with a significant level of $0.000 < 0.05$. Then H_3 is accepted, it is possible to conclude that the variable product quality (X_1) and price (X_2) have a simultaneous and significant impact on client satisfaction.

4. Coefficient of Determination (R^2)

Table 8. Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. An error in the Estimate
1	.852 ^a	.726	.713	976.888

a. Predictors: (Constant), price, product quality

Source: Data processed through SPSS V.23

As seen in the table above, the coefficient of determination value is found in terms of the importance of product excellence contribution and price variables to customer satisfaction on OPPO smartphones by looking at the value of R Square or $R^2 = 0.726$. This means that product quality and price explain changes in the customer satisfaction variable of 72.6% while there remaining 27.4% is explained by other factors outside the object of this study.

DISCUSSION

Based on the results of the hypothesis testing that has been done, then a discussion will be carried out on the results of the analysis or the influence of product quality and price on customer satisfaction on OPPO smartphones in Parepare. This is in accordance with the hypothesis proposed. Explanation of the effect of variable X on variable Y either partially or simultaneously is as follows:

1. The study's findings show that the customer satisfaction for OPPO Smartphones is not significantly impacted by the Product Quality variable (X_1) in Parepare. This is demonstrated by the (partial) t test statistic for the Product Quality variable (X_1) with a t_{count} of $0.988 < t_{table}$ of 2.018 has a bigger importance value than 0.05 ($0.329 > 0.05$), and the regression coefficient has a positive value of 0.138. This demonstrates the Product Quality variable (X_1) partly does not have a substantial impact between the customer satisfaction variables or in other words, H_1 is rejected. Product quality is a marketing strategy that can attract consumers who use smartphones. In fact, there were respondents in this study who stated that the quality of OPPO's products was already good, but there were also those who stated that OPPO's quality was still not good. However, there are other brands that have more quality than OPPO smartphones. So that the company is expected to consider the implications of research so that the quantity of purchases can further increase sales volume to consumers of OPPO smartphone products in Parepare City.
2. According to the study's findings, In Parepare, the pricing variable (X_2) has a significant impact on OPPO customer satisfaction. This is evidenced by the t-test statistic (partial) for the price variable (X_2) with a t_{count} of $5.349 > t_{table}$ 2.018 with a significance value of less than 0.05 ($0.000 < 0.05$), and the regression coefficient has a positive value of 0.755. This demonstrates that the price variable (X_2) has a minor impact on consumer satisfaction or in other words, H_1 is accepted. Price is a marketing strategy that can attract consumers by taking into account people's purchasing power. The research results prove that the marketed prices are affordable, so that some respondents choose this product according to the funds they have.
3. According to the study's findings, there is a concurrent effect of Product Quality and Price on OPPO Smartphone customer satisfaction in Parepare. This is demonstrated by the findings of the F_{count} statistic of 55.530 with a significance level of 0.000. Because the significance level is lower than 0.05 ($0.000 < 0.05$), This investigation was successful in demonstrating the idea that "Allegedly Product Quality and Price Simultaneously Affect OPPO Smartphone Customer Satisfaction in Parepare". Based on research results, people in Parepare who have an economic income of < 5 million are looking for smartphone products that have the right quality at the right price. So that this OPPO smartphone can influence the purchasing power of the Parepare people towards purchasing decisions based on the phenomenon gap.

CONCLUSION

In part, the Product Quality Variable (X_1) has a positive but not significant effect on customer satisfaction (Y) and the Price Variable (X_2) has a positive and significant effect on customer satisfaction (Y) OPPO smartphones in Parepare. Therefore, The findings of this study can be utilized as source material for consideration or a benchmark to increase consumer purchasing volume in choosing products with the OPPO brand. Meanwhile, In Parepare, Product Quality (X_1) and Price (X_2) both have a positive and significant impact on customer satisfaction (Y) for OPPO smartphones. Therefore, the Parepare people who have an economic income of < 5 million are looking for smartphone products that have the right quality at the

right price. So that this OPPO smartphone can influence the purchasing power of the Parepare people towards purchasing decisions based on the phenomenon gap.

LIMITATIONS AND RECOMMENDATION

1. For Further Researchers

As a reference material that can be used as comparison material in conducting future research, especially research that is beyond product quality and price, for example promotion, distribution, service quality, purchasing power, brand image, etc.

2. For Writers

Adding knowledge and as a means of applying knowledge gained in lectures in the field of marketing, product quality and price, in particular, have an impact on consumer satisfaction with OPPO smartphones at Parepare.

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