



Can Promotions, Perception and Product Quality Increase Consumer Satisfaction?

Laura Nicca †, Hendri Herman 2

1,2 Universitas Putera Batam, R Suprpto Muka Kuningan, Batu Aji, Batam 29434, Riau Island's, Indonesia.

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Email :

laura.nicca94@gmail.com
hendri.herman@puterabatam.ac.id

Abstract

Meeting the needs of mineral water is a public health priority to meet health needs. Due to the high demand for mineral water, it creates competition between companies that produce the same product. The strategy in marketing is carried out by companies to anticipate product sales in the midst of a global crisis affecting the whole world. This study aims to determine the effect of promotional relationships, perceptions and product quality on consumer satisfaction in Nestle mineral water in Batam. The method in this research is nonprobability sampling with descriptive and quantitative methods using SPSS. The sample in this study were all visitors of A2 Food Court in Batam, with 186 respondents. The sampling technique using purposive sampling and data collection techniques using questionnaires. The results of the study with the determination test show that promotion, perception and product quality simultaneously have a positive and significant effect on customer satisfaction. Partially, promotion and product quality have a positive and significant effect on customer satisfaction, but perception does not significantly influence consumer satisfaction. Thus the company must continue to carry out marketing strategies by taking into account the factors that influence each variable to increase customer satisfaction.



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1 Introduction

The current era of globalization has a logical consequence of the demand for companies to be able to offer quality products and have more value so that it looks different from competing products (Weenas, 2013). This phenomenon has an impact on the urgency of the company to conduct market analysis and consumer behavior to help economic actors to understand every consumer's desire so that economic actors are able to promote, determine and distribute according to market conditions and demand well.

This research is related to customer satisfaction, researchers' interest in making customer satisfaction as the object of research is because customer satisfaction is the most important factor in marketing management. The consumer is the determinant of the success or failure of a company that produces its products because without

† Corresponding author. Laura Nicca
Email address: laura.nicca94@gmail.com

consumers, a product or service will not be distributed functions. Yanuar & Qomariah, (2017) explained that customer satisfaction is feeling happy or disappointed with a product or service after consumption or use of the product. A product that is better than the expectations and expectations of consumers will be expressed with feelings of pleasure then will be followed by a repurchase process and will form loyalty and recommend it to other consumers.

Promotion is a type of communication carried out by someone to provide convincing explanations for potential consumers of the goods and services offered (Alma, 2018). Kotler & Amstong (2014), Arianto, (2019) explained that promotion is an activity that communicates excellence to products and gives the effect of persuading customers to buy products offered by sellers. Several descriptions of promotions provide an illustration that promotion is an effective way for companies to introduce their products. with a wider market reach so as to be able to provide information needed by consumers. A good promotion is a promotion that is able to influence consumers in certain ways in order to have an effect on consumers' memories. Promotion can be done with various activities to establish communication with consumers about the quality of the product owned to consumers with a view to persuading consumers to buy the product (Arianto, 2019). Information received from the promotion will affect the curiosity of consumers to try it. if advertising or promotional expectations are appropriate, then consumers will feel satisfied and compare with other products and choose the best to fulfill their sense of satisfaction.

According to Aaker & Equity (1991), Faizal & Nurjanah, (2019) perceived quality is reflected in the overall quality or superiority of perceived products and services. Perceptions perceived through the five senses will be interpreted through emotional expression after consuming goods or services. The experience of consuming goods or services will then be told or informed to other consumers, so that consumers also want to try to get their curiosity and satisfaction fulfilled (Sangadji & Sopiah, 2013). Consumer satisfaction can be measured by the quality of each product offered in accordance with consumer expectations and the impact on product satisfaction because it is in accordance with perception (Kiki Fatma, & Soenarto, 2020). Perceptions from consumers must continue to be positive so that consumers feel confident with the product they receive. According to Budiyanto, (2018) if the goods or services are not the same as expectations then it will affect the level of satisfaction from consumers.

Quality is one of the factors that consumers consider before buying a product. Quality is determined by a set of uses and functions, including durability, dependence on other products or other components, exclusivity, comfort, external appearance such as color, shape, packaging, and so on (Handoko, 2010). Good product quality will usually be sought after by consumers, this is a benchmark for entrepreneurs to improve the quality of their products so that consumer desires and satisfaction can be achieved. Product quality is a combination of the overall characteristics possessed by a product produced from the marketing department, where engineering results in production and maintenance are carried out to produce products that are old (not useful) so that they become goods (products) that can be used in accordance with consumer needs (Ibrahim & Thawil, 2019). Wijaya & Nurcaya (2018) argues that product quality is a measure of the extent to which a product adjusts to the wants, needs and expectations of consumers.

The purpose of this study is to determine whether the promotion, perception and quality of the product has an influence on customer satisfaction, and to determine a good market strategy for the company to reach the point of satisfaction from consumers, so that consumers do not turn away or remain loyal to the product. Assuming that product performance is in line with expectations, the customer will be satisfied. Vice versa if the product performance exceeds expectations, then the customer will feel very satisfied or happy (Budiyanto, 2018). This research will discuss whether promotion, perception and product quality can influence consumer satisfaction.

2 Research Method

This research was conducted at A2 Food Court, the reason for choosing this research location is its strategic location because it is surrounded by several hotels such as 4-star and 3-star hotels, and it is very close to shopping places such as BCS Mall and penguin market and various souvenir sellers. typical batam. A2 Food Court is a food court that collaborates with Nestle mineral water products, and then the researcher chooses this

place as a target for conducting research because the researcher considers that this location is very suitable with the concept and purpose of this research, namely to find a relationship between promotion, perception and product quality, to customer satisfaction. The method in this research is nonprobability sampling using purposive sampling technique which is a sample that has certain considerations and objectives or criteria (Sugiyono, 2015). Sampling was carried out using the Isaac and Michael formula with an error rate of 5% so that the sample obtained was 186 respondents from a total population of 400. Data collection techniques using a questionnaire that is by distributing papers containing several statements that have been sorted out to respondents, and then respondents only answer one of the five points consisting of "strongly agree (ss), agree (s), neutral (n), disagree (ts) and strongly disagree (sts)". The distribution of questionnaires in this study is carried out every weekend, Saturday and Sunday, because on weekends many visitors come to enjoy the culinary in this place. The questionnaire was not only intended for local Batam visitors but also from neighboring countries such as Malaysia and Singapore.

3 Result and Discussion

Result

Multiple linear regression analysis is performed with the aim of predicting how the dependent variable is customer satisfaction (Y) with three independent variables as predictors namely promotion (X1), perception (X2) and product quality (X3). Here is a table of results from calculations using SPSS:

The results of the calculation of multiple linear regression analysis can be explained as follows:

$$Y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + e$$

$$Y = 3,339 + 0,448x_1 - 0,046x_2 + 1,493x_3$$

Based on the description of the results obtained, the effect of promotion (X1) on consumer satisfaction is positive at 0.448 with the assumption that the other variables are of fixed value, which means that if promotions are carried out more frequently then customer satisfaction will also increase, conversely if promotions are carried out occasionally then satisfaction consumers have decreased. Perception (X2) does not have a positive effect on increasing customer satisfaction, this is indicated by the value of the negative perception variable of -0.046 with the assumption that the other variables are of fixed value, which means that the higher the perception, the lower customer satisfaction will be. Product quality (X3) to customer satisfaction is positive at 1.493 assuming if the other variables are of fixed value, thus if product quality has increased, customer satisfaction will also increase, and vice versa if product quality decreases, customer satisfaction will decrease.

The coefficient of determination is used to measure how far the model in explaining the variation of independent variables. The table above shows that the value of Adjusted R Square (R²) 0.224 or equal to 22.4%, it can be interpreted that the variable customer satisfaction can be explained by the variable promotion, perception and product quality. While the remaining 77.6% is influenced by other factors not examined in this study.

Table 1. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.487 ^a	.237	.224	3.52334

T test is a test that is used to determine the significant effect given by the independent variables, namely promotion, perception and product quality on the dependent variable, namely partial customer satisfaction. The value of signification produced by the free promotion variable and product quality is below 0.05 and the value of t table with the value $df = (nk) = 186 - 4 = 182$ is 1.65327 where the results of the calculated t value is greater than the t table then the hypothesis stated that product promotion and quality had a positive and significant influence on Nestle consumer satisfaction partially. While the independent variable perception signification 0.764 is above 0.05 and t arithmetic -0.301 smaller than t table 1.65327, the results of the hypothesis for the

perception variable has no effect or rejected.

Table 2. T Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sg.	
	B	Std. Error	Beta			
	(Constant)	3.339	2.396		1.394	.165
1	Promosi	.448	.102	.299	4.395	.000
	Persepsi	-.046	.153	-.020	-.301	.764
	Kualitas_Produk	1.493	.313	.323	4.772	.000

F test is a test used to determine the effect of significance given by the independent variables, namely promotion, perception and product quality on the dependent variable, namely customer satisfaction together. Based on table 3, it can be seen that promotion, perception and product quality together have a positive and significant effect on customer satisfaction. Said to be significant because the significance value in the table of 0,000 is smaller than 0.05 and the value of f arithmetic 18.839 is greater than the f table of 2.65.

Discussion

Effect of Promotion on Consumer Satisfaction

Statistically based on partial test results, the results of this study indicate that promotional activities undertaken by the company have a positive and significant impact on the satisfaction of Nestle's "pure life" mineral water consumers. These results explain that promotion is a very important activity to be carried out in order to be able to meet consumer satisfaction. The more often a product introduces through promotion, the more consumers will want to know and to satisfy their desires, the consumer will buy and try and from there a satisfaction will be achieved. The results of this study illustrate that in the context of intense competition in the era of globalization, promotion is an important activity that must be carried out by companies to introduce and inform the benefits of a product that it produces to consumers so that there is an interest from consumers to buy products and the perceived benefits of activities the purchase of these products will produce satisfaction.

This study supports the results of research conducted by Haryanto (2013), Handoko, (2017), Ngalimin, Tumbuan & Mandagie (2019) who found a positive and significant effect of promotional activities on customer satisfaction. However, the results of this study are different from the research of Lenzun, Massie, & Adare (2014) which shows that promotion has a negative but not significant effect on customer satisfaction.

Influence of Perception on Consumer Satisfaction

Statistically based on the partial test results obtained negative results, the results of this study indicate that perception has no effect on consumer satisfaction of Nestle's "pure life" mineral water. The negative calculation results above in this study, due to the lack of an active role in making consumers feel satisfied, where a perception must go through the attention process which is then felt and selected first and ultimately interpreted through one's emotions. This causes consumer satisfaction a little difficult to achieve, because the product consumed may not be in accordance with consumer expectations. If the process fails, it means that the product does not attract the attention of consumers, lack of trust in the product and the lack of brand strength and product quality in influencing consumers so that the mindset of consumers of the product has no effect. This is what causes that the variable perception does not affect customer satisfaction. This study is also in line with research conducted by Faizal & Nurjanah, (2019) which states that the perception of quality and customer trust does not significantly influence customer satisfaction

Effect of Product Quality on Consumer Satisfaction

Statistically based on partial test results, the results of this study indicate that product quality has a positive and significant effect on consumer satisfaction of Nestle's "pure life" mineral water. Thus it can be concluded that the better the quality of a product, the higher the level of customer satisfaction because their desires and satisfaction have been fulfilled. This result is evidence that product quality has a positive effect on customer satisfaction, where good product quality will be the main priority for consumers to choose products. Consumers

believe that good quality will have a good effect when consumed. Therefore the right product selection by comparing the quality between products will make the satisfaction level fulfilled or even exceed, assuming the higher the quality of the product offered, the customer satisfaction will increase.

This research is in line with research conducted by Sanjaya, Rahyuda, & Wardana, (2016), Montung, P. (2015) which states that the more quality the products and services provided, the higher the satisfaction felt by customers.

4 Conclusions

The results of the test with the determination test show that promotion, perception and product quality simultaneously have a positive and significant effect on customer satisfaction. Partially, promotion and product quality have a positive and significant effect on customer satisfaction, but perception does not significantly influence consumer satisfaction. Thus the company must continue to carry out marketing strategies by taking into account the factors that influence each variable to increase customer satisfaction

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