

THE ROLE OF CUSTOMER SATISFACTION AFFECTED PRODUCT QUALITY AGAINST DECISION OF BRAND SWITCHING

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Abstract: The purpose of this study is to examine the effect of product quality on the decision of brand switching through customer satisfaction. The variables examined in this study are the variables of the influence of product quality, the decision to move the brand through customer satisfaction. The population of this study were Smartphone users who had used the Samsung brand with purposive sampling method, which had the criteria of ever using Samsung products, domiciled in Denpasar City, and had the last high school education. Data was collected through questionnaires. The analysis technique used is a sobel test using path analysis. Based on the results of the analysis found that product quality variables have a positive and significant effect on customer satisfaction. Product quality variables have a negative and significant effect on brand switching decisions. Variable of customer satisfaction has a negative and significant effect on the decision to move the brand of Smartphone users. Consumer satisfaction mediates the influence of product quality with decision to move the Samsung brand to another brand.

Keywords: Product quality, customer satisfaction, brand switching, Samsung.

I. INTRODUCTION

Along with the development of technology many technologies in the products produced especially for communicating. One of the innovations that are growing fast in the field of ICT (Information Communication Technology) smartphone. The discovery of the smartphone was originally only serves to communicate it. As the development time of smartphones equipped multimedia functions such as a music player, camera, internet, and gaming (Chandra, 2014).

One brand of smartphone coming into Indonesia is Samsung. The Samsung Group is one of the largest electronics companies in the world that one of its products is a smartphone. However in Indonesia particularly Denpasar, Bali, Samsung smartphone user population decline. According to some studies the possibility of a decline due to a decrease in the quality of the product Samsung.

According to Kotler and Armstrong (2012:283), product quality is the ability of a product to demonstrate it function, this includes the overall long-term durability, reliability, precision, long-term durability, and other product attributes. Bowo, et al. (2013) also mentioned that one of the factors that affect whether or not the consumer is satisfied or the extents of the level of quality of the products that can be given by the company to meet the needs and desires of the consumers.

Product quality also has direct influence against decisions to switch brands. It can be said that the higher the quality of the product, then the lower the likelihood of consumers to switch to other brands, and vice versa. Research conducted by the Khasanah and Kuswati (2013), and Zainudin Soestyo (2014), Hakim and Sutopo (2016) to find a result that the quality of the product significantly to effect the switch of the brand.

The quality of the product has a close relationship with consumer satisfaction, because the higher product quality, the higher the level of consumer satisfaction . Kotler and Keller (2009:173) defined satisfaction or dissatisfaction are happy or disappointed feeling that appears after comparing between the perception of the performance of a product or how big a consumer expectations can be met. In addition to product satisfaction, factor product quality also be determinant of the decision of the displacement of the brand. Research conducted by Pranita and Irawanto (2013), and Zainudin Soestyo (2014), and Indarwati and Untarini (2017) that found a positive effect of discontent that significant against the switching

of the brand. It can also be said that the satisfaction of having a negative effect and significantly to the decision to switch brands, such as research conducted by Kurniawan (2016), Rama (2017) and Mannan et al. (2017). While the research conducted by Khosidah and Nuraeni (2014) finding that the satisfaction results have no effect against significant displacement of the brand.

II. LITERATURE REVIEW

A. Product quality

Kotler and Armstrong (2012:283) stating the product quality is the ability of a product to demonstrate the function, this includes the overall durability, reliability, precision, durability, and also other product attributes. The ability of the product to provide the best service at the wearer will strengthen the position or the position of the product in the minds of consumers to allow consumers prioritize a product.

B. Consumer satisfaction

Consumer satisfaction is one indicator of the company's success in providing real services to customers. An important company retains existing customers, because the cost of attracting new customers is far greater than the cost of retaining existing customers (N.Thawil, 2014). Satisfaction or dissatisfaction defined by Kotler and Keller (2009: 173) is feelings of pleasure or disappointment that arise after comparing between perceptions with the performance of a product or how much consumer expectations can be fulfilled. If performance exceeds expectations, consumers will feel happy or satisfied, but if the performance is below expectations, consumers will feel dissatisfied.

C. Brand switching

Brand switching is the process by which consumers switch from using one product brand to another, with the same category. To investigate brand switching by looking at consumer loyalty to the brand (Govender, 2017). Brand switching decisions according to Peter and Olson (2010: 522) are purchasing patterns characterized by changes or changes from one brand to another. Consumers who activate their cognitive stages are consumers who are most vulnerable to brand displacement due to marketing stimuli. Brand switching behavior is very important for competition among producers, where the only way for producers to expand market share is to encourage users or consumers to switch from competitors (Kwififi and McNaughton, 2013)

III. RESEARCH HYPOTHESIS

A. Effect of product quality on customer satisfaction

Product quality also influences consumer satisfaction. The higher the quality of products offered by producers, the higher the level of satisfaction of these consumers, and vice versa. Andreas and Yuniati's (2016) research shows that product quality has a significant and positive effect on customer satisfaction. According to research conducted by Susanti (2015), Gaol et al (2016), Saputra (2017) and Priyono (2017) that product quality variables have a positive and significant effect on the variable customer satisfaction.

The research conducted by Shukla (2004) and Kosidah and Nuraeni (2016) found different results that satisfaction did not significantly influence the decision to switch brands. Based on empirical studies from the results of previous studies, the hypothesis can be constructed as follows.

H1: Product quality has a positive and significant effect on customer satisfaction.

B. Effect of product quality on brand switching decisions

Product quality also has a direct effect on the decision to move to another brand, the higher the quality of a product, the lower the intention of a consumer to switch. Research conducted by, Candra (2014), Faustine (2015), Shujaat et al. (2015) Loprang (2016), found results that product quality had a significant negative effect on brand displacement. Based on empirical studies from the results of previous studies, the hypothesis can be constructed as follows

H2: Product quality has a negative and significant effect on brand switching decisions.

C. Effect of consumer satisfaction on brand switching decisions

The research conducted by Isnaeny (2014) shows that there is a positive and significant effect of dissatisfaction with brand switching behavior. Gusmadara (2015) and Bashori (2018) found the same results that dissatisfaction had a significant positive effect on brand switching behavior. It can be said that satisfaction has a negative and significant influence on behavior to move to another brand, such as a study conducted by Xu et al. (2017).

H3: Satisfaction has a negative and significant effect on brand switching decisions.

D. The role of consumer satisfaction mediates the effect of product quality on brand switching decisions.

Previous research conducted by Susila et al. (2014) found results that product quality had a significant effect on customer satisfaction which ultimately had an impact on someone's decision to switch to another brand or not. Putro (2014) and Sulistyowati (2016) found that there is an indirect effect of product quality on brand switching behavior mediated by satisfaction that has significant results. This is also supported by research from Xu et al. (2017). Based on empirical studies from the results of previous studies, the hypothesis can be constructed as follows

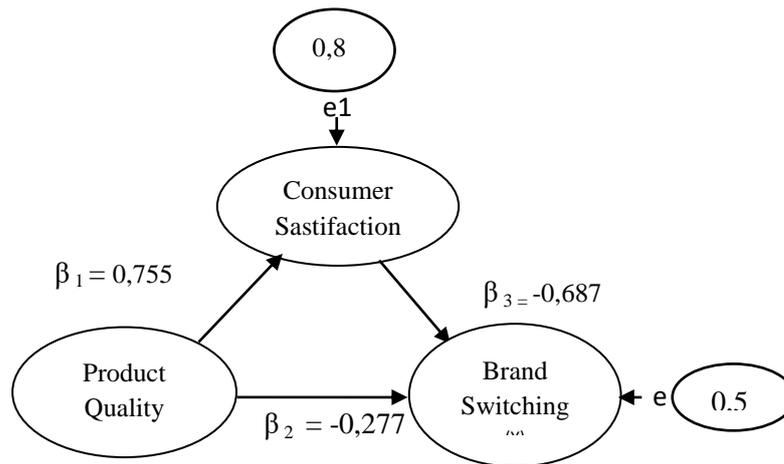
H4: Consumer satisfaction can significantly mediate the effect of product quality on brand switching decisions.

IV. RESEARCH METHOD

The design of this study when viewed from the variables and the linkages that will be examined can be categorized as associative research designs. The location of this research is conducted around the Denpasar City area. Determination of this research sample using non-probability sampling method that is sampling technique that does not provide the same opportunity / opportunity for each element or member of the population to be selected as a sample. The sample size is 100 respondents. Methods of collecting data using a questionnaire. The data analysis technique used for this study is descriptive and inferential statistics, because it analyzes data by describing it to conclude, the data has been collected. Inferential statistics are path analysis tests, classical assumptions and sobel tests.

V. RESULT

Path analysis was used to test the data in this study, with the following results:



Based on the diagram the line in Figure 2, then can be calculated the magnitude of the influence of direct and indirect influence as well as the influence of the total between variables. Calculation of influences between variables are summarized in table 1 as follows.

Table 1: The influence of direct, Indirect Influence and impact the Total quality of the product (X), customer satisfaction (Y1), and the decision to switching the brand (Y2)

The Influence Of Variable	Direct Influence	Indirect Influence Through Customer Satisfaction (Y1)= (β1 x β3)	The Influence Of Total
Product Quality → Consumer Satisfaction	0,755	-	0,755
Consumer Satisfaction → Brand Switching	-0,687	-	-0,687
Product Quality → Brand Switching	-0,277	-0,518	-0, 795

The results of testing the mediating variables in accordance with Table 4.10, namely the perception of the value obtained by Z calculated after in absolute amount of 7.7443, the value of Z is 7.7443 > 1.96 with a significant level of 0.000 < 0.05 which means H0 is rejected and H1 is accepted which means the variable satisfaction consumers mediate product quality variables with the decision to move the Samsung brand to other brands in the city of Denpasar.

VI. DISCUSSION AND CONCLUSION

Based on the analysis of the effect of product quality on customer satisfaction the value of Sig. t is 0,000 with beta coefficient value 0.755. Sig value. t 0,000 <0,05 indicates that product quality variables have a significant positive effect on customer satisfaction. The results show that, the higher the quality of a product, the higher the level of customer satisfaction. Performance indicators, added features of reliability and durability that are promised have a high factor loading value, which means that if the higher the quality of the smartphone provided by Samsung, the satisfaction level will be higher.

The results of this study are in accordance with the study conducted by Amryyanti (2013) Andreas and Yuniati (2013), Susanti (2015), Gaol, et al (2016) Saputra (2017) and Priyono (2017) Studies conducted by Dewi (2014) concluded that product quality with a significant positive effect on consumer satisfaction of Apple products in Semarang

Based on the results of the analysis of the effect of product quality on the brand displacement decision, the Sig value is obtained t is 0,000 with beta coefficient value -0,277. Sig value. t 0,000 <0,05 indicates that product quality has a negative and significant effect on brand switching decisions. The results show that, the higher the quality of a product, the lower the level of brand displacement. Performance indicators, additional features of reliability and smartphone durability are given to have the highest factor loading value, which means that if the quality of the product provided by Samsung is higher, the brand's switching rate will be lower.

The results of this study are in accordance with a study conducted by Candra (2014), Susanti (2014), Gusmadara (2015), Isnaeny (2014), Susanti (2014), Gusmadara (2015) Faustine (2015), Shujaat et al. (2015) and Loprang (2016) Xu et al. (2017) Zainudin and Soestyo (2014) which state product quality has a significant negative effect on brand displacement. The study conducted by Shujaat et al. (2015) concluded that product quality through network quality and added value had a negative and significant effect on brand switching decisions in the telecommunications industry in Pakistan. The research stated the importance of the quality of the provider products that are used to support customer loyalty in using these products.

Based on the results of the analysis of the influence of customer satisfaction on the brand switching decision obtained the value of Sig. t is 0,000 with beta coefficient value -0,687. Sig value. t 0,000 <0,05 indicates that customer satisfaction has a significant negative effect on brand switching decisions. The results show that, the higher the level of customer satisfaction, the lower the level of brand movement. The variable customer satisfaction has a high factor loading value, which means that if the overall level of satisfaction with Samsung products is higher, then the brand's switching rate will be lower.

This study is in accordance with the study conducted by Saleh et al, (2015), Afzal(2013), Arshad(2013), Rama (2017), Mannan et al. (2017) and Pransisya and Sudaryanto (2017). The study conducted by Rama (2017) concluded that consumer satisfaction has a negative and significant influence on the decision to move brands on Islamic banking industry products in Indonesia.

The role of consumer satisfaction in mediating the effect of product quality on the decision to move Samsung Smartphone brands to other brands has been tested in this study. The test results of the influence of product quality on the decision to move the original brand are -0.277, then after the existence of customer satisfaction as a mediating variable, the value of the influence of product quality on brand switching decisions increases to -0.795. These results indicate that customer satisfaction is able to mediate the effect of product quality on the decision to move the brand partially. The calculated Sobel test strengthens these results with the z coefficient value obtained is $7.7443 > 1.96$. So that it can be said that consumer satisfaction significantly mediates the effect of product quality on brand switching decisions. This result is in accordance with the research conducted by Putro (2014) Susila, et al. (2014) Sulistyowati (2016) and, Xu et al (2017) which states that satisfaction can mediate product quality with brand switching decisions.

It can be said that, the higher the quality of the product provided, the lower the consumer in carrying out the brand switching, but with the overall satisfaction of the customer for a product, it will greatly reduce the level of brand switching, compared to just looking at the quality of the product. Satisfaction felt by consumers also tends to encourage a consumer to buy or reuse the same product and be loyal to the product.

VII. LIMITATION AND FUTURE RESEARCH

This study has limitations because the scope of the research is carried out only in the Denpasar city area, so that the results of this study cannot be generalized to consumers in a wider area. Considering that this research was carried out in a certain period of time (cross section), while the environment experienced very rapid changes, such as consumer purchasing power, this research is important to do again in the future.

The results of this study are expected to be used for the management Samsung parties should pay more attention to product quality. Samsung is expected to pay attention to the performance, additional features, reliability and durability of products by increasing research and development in the selection of components that have better quality, so as to improve product quality. This is based on consumer responses to the endurance indicator which gets the lowest rating. Improved product quality is expected to be able to prevent consumers from moving brands that can later harm the company.

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