

Dimensions of Consumer Satisfaction By Buying a Mitsubishi Brand Vehicle

Ahmad Aswan Waruwu¹, Harianto², Iskandar Muda³, Andri Soemitra⁴, Sugianto⁵

^{1,2,4,5}Universitas Islam Negeri Sumatera Utara Medan,

³Universitas Sumatera Utara

¹ Corresponding Author :ahmadaswanwaruwu@dosen.pancabudi.ac.id

Abstract. PT. New Marwa or Mitsubishi Indonesia Medan branch is engaged in investment in Mitsubishi brand car loans. The problem faced is a decrease in sales turnover. This study aims to determine whether price, product quality, and service quality simultaneously influence consumer satisfaction at Mitsubishi SM Raja Medan. This research uses multiple linear regression models. The distribution of questionnaires to a sample of 91 respondents. The data analysis technique used is the quantitative method with the help of SPSS version 16.0. The results showed that the price partially had a positive and significant effect on consumer satisfaction at Mitsubishi SM Raja. Product quality is partially positive and significant effect on customer satisfaction at Mitsubishi SM Raja. Service quality is partially positive and significant effect on customer satisfaction at Mitsubishi SM Raja. Price, product quality and service quality simultaneously have a positive and significant effect on customer satisfaction at Mitsubishi SM Raja. Adjusted R Square 0.751 or the determination of the remaining 75.1% 24.9% are other factors outside the model.

Keywords : Price, Product Quality, Service Quality and Consumer Satisfaction

1. Introduction

Today, business competition in Indonesia is getting tougher and stronger, both in industrial companies, manufacturing and service companies. To deal with this, every company must continuously improve the quality of its products or services. As a condition that must be met by a company in order to be successful in the competition, it is trying to achieve the goal of creating and retaining customers. Companies that are able to compete in the market are companies that can provide quality products or services. Companies are required to continue to innovate products and improve the quality of their services. This is so that all products or services offered can get a good place in the eyes of the community as consumers or customers, so as to increase customer satisfaction and customer loyalty. Customer loyalty is repurchase behavior that is often associated with brand loyalty, while customer satisfaction is a feeling of pleasure or disappointment felt by customers after comparing their perceptions/impressions of the performance of a product with their expectations (Hanum et al., 2019 and Aquinia et al., 2021). Mitsubishi SM Raja hopes that customers' expectations can be fulfilled so that they will become loyal and loyal customers. However, because there are several choices, this causes many choices for consumers to use Mitsubishi SM Raja products by comparing the services provided to customers, which is the most sensitive thing that can change customer considerations into loyal customers show in Table 1.

Table 1. Sales of Mitsubishi SM Raja in 2017 to 2019

No.	Type	2017 (Unit)	2018 (Unit)	2019 (Unit)
1	Mitsubishi Mirage	5	3	2
2	Mitsubishi XPander	19	20	19
3	Mitsubishi Eclipse Cross	4	3	1
4	Mitsubishi Strada Triton	2	1	1

5	Mitsubishi Outlander Sport	12	10	11
6	Mitsubishi Delica	3	1	1
7	Mitsubishi Pajero Sport	11	8	6
Total		56	46	41

Sumber: Mitsubishi SM Raja Medan (2019).

Based on Table 1 above, it can be seen that there was a decrease in sales of Mitsubishi SM Raja in 2018 by 46 units and in 2019 by 41 units, this shows that consumer satisfaction has decreased. The decrease in customer satisfaction is indicated by the price, product quality and service quality provided by Mitsubishi SM Raja. Where the product still has shortcomings when compared to similar competitors such as Toyota products. The problem of service quality is that consumers complain because there is still a lack of service provided by Mitsubishi SM Raja at the time of ordering and employees are still less responsive in serving consumers when they see products available at Mitsubishi SM Raja

2. Literature Review

2.1 Consumer Satisfaction

Marketing has a broader meaning than sales. The field of sales is part of the field of marketing. Marketing according to Kotler in Tjiptono (2012) is "marketing is a social and managerial process, either by individuals or groups, to obtain what is needed and wanted through creation, offering, and exchanging products of value with other parties". It can be concluded that marketing is a process of compiling an integrated communication and its purpose is to provide information about goods or services being traded in relation to satisfying the wants and needs of the community. Marketing activities involve two interacting parties, where one party wants satisfaction, while the other party wants to make a profit. Producers create goods or services while consumers are parties who have needs and desires to be fulfilled. Because of the interests of each party, there arises what is called the exchange or flow of goods and services from producers to consumers

2.2. Marketing Mix

According to Lupiyoadi (2011), the marketing strategy for each company is an overall plan to achieve the company's goal of satisfying consumers. A successful marketing strategy is generally determined by one variable of its marketing attributes. The marketing mix consists of everything a company can do to influence demand for its products. In various product and service marketing activities, pricing activities are important and crucial. Generally, customers or consumers want lower prices. The discount or discount theory is a conception of rewards and transaction events. The thing that is correlated with the discount theory is the profit-giving theory or commonly referred to as a bonus. Stephen in Barata (2014) suggests that "customers of products and services are always looking for profitable alternatives. The bonus becomes the value of the benefits felt by the customer and becomes an advantage for the bonus giver. Bonuses are two mutually beneficial sides, both from the producer and consumer or from the provider and customer. Tjiptono (2012) states that "the prices of products and services in marketing activities are usually determined based on a price list, discounts, fees, payment periods and credit criteria). The form of this price is determined based on the use and quality that the customer enjoys. efforts are made by entrepreneurs in setting prices offered to customers to attract interest in what is offered (Siahaan et al., 2019). The more competitive the business offers, the more it provides alternative opportunities for customers to choose the one that suits the price they pay. Payment of prices can be made in cash, credit and barter.

2.3 Product quality

According to Kotler (2013) a product is anything that can be offered to the market for attention, use, purchase or consumption that can satisfy the wants or needs expected by the wearer. Broadly speaking, a product is anything that is offered to a market to satisfy a want or need (Tambunan et al., 2018). Everything that is included in it is tangible goods, services, events, places, organizations, ideas or a combination. Quality in the view of consumers is something that has its own scope that is different from the quality in the view of producers when issuing a product which is commonly known as actual quality. According to Kotler (2013) quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. it can be concluded that product quality is a product and service that goes through several stages of the process by taking into account the value of a product and service without the slightest lack of value of a product and service, and produces products and services according to high expectations from customers.

2.4. Service Quality

Service is an effort to provide assistance or assistance to others, either in the form of material or non-material so that the person can overcome the problem himself. According to Park et al (2021), service is an action or activity carried out to satisfy consumers. Services in business cannot be separated, both service companies and trading companies. For service companies, this service is a stand-alone product, while for trading and industrial companies it is an additional product that is always attached to the main product. According to Laksana (2010) service quality "The extent of discrepancy between customers expectations or desire and their perceptions". quality consists of a number of product features, which fulfill customer desires, thereby providing satisfaction with the use of the product. Quality is always customer focused.

2.5 Consumer Satisfaction

Tjiptono (2012) states that "to obtain satisfaction, a service marketing developer must pay attention to the fulfillment of customer satisfaction. . Satisfied customers will become pioneers or determinants for the continuity of a service business. In determining the level of customer satisfaction, it is known from the attitude: happy, frequent visits, telling his friends, and providing solutions to what he feels about his service. Personally, satisfied customers will be loyal to the various service offerings provided. in simple terms as a situation where the needs, desires and expectations of customers can be met through the products consumed. Customer satisfaction is an after-purchase evaluation where the chosen alternative at least gives results (outcomes). Customer satisfaction has a very important role for the company. Customer satisfaction will encourage the emergence of loyalty from these customers. With the loyalty of customers, this will provide benefits for the company. Thus, the company is better known by the public and has a good image. According to Pandey et al (2021), price is an important factor of consumer satisfaction, because every time consumers evaluate the value of the service they get, they determine it based on price. the price of a product or service in accordance with the quality of a product or service, the satisfaction felt by the customer will be more loyal. The higher the quality of the product or service, the higher the level of customer satisfaction resulting from the product and service

3. Research Methodology

The research used is causally associative quantitative research. "research that wants to see whether a variable that acts as an independent variable has an effect on other variables that become the dependent variable". This study is based on a population of 990, and uses the Slovin formula so that a sample of 91 respondents can be obtained. Based on the sampling, the researchers went directly to the field and met with customers. Objects that happen to meet at the time of data collection and are suitable for research are used as samples.

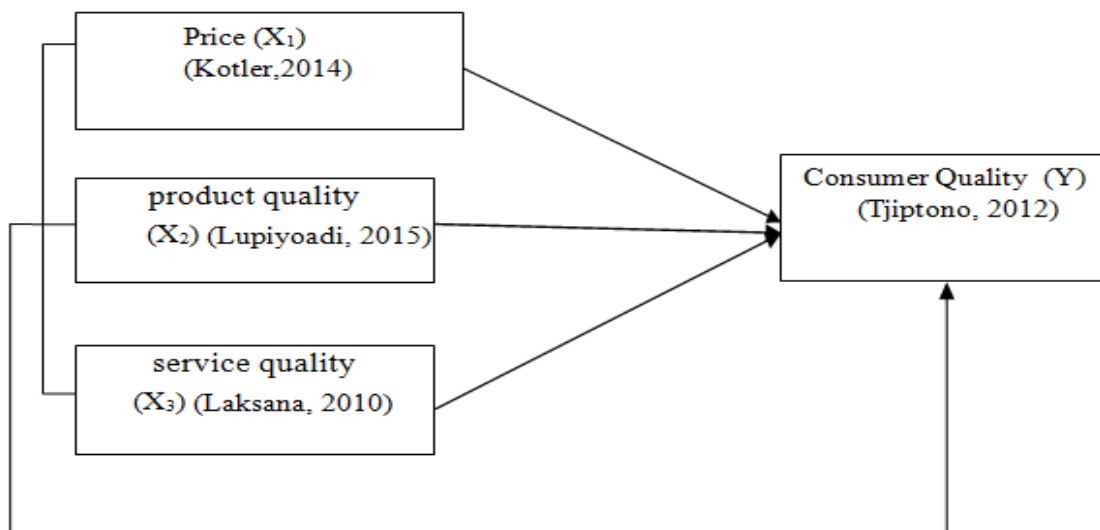


Figure 1. Conceptual framework

4. Results and Discussion

4.1 Results

The method in this study or the type of data used uses primary data, namely data obtained directly from respondents through questionnaires and structured interviews to the source, namely the respondent. variables in this study is to use a Likert scale. Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. With a Likert scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for compiling instrument items which can be in the form of statements or questions. . Based on the data that has been obtained then processed and analyzed in addition to using the above formula, it can be calculated with the help of the Statistical Product and Service Solution (SPSS) version 16.0 program or the help of the SPSS 16.0 Software application for Windows. The paradigm to determine the feasibility of the multiple linear regression model, if the assumptions of normality test, multicollinearity test and heteroscedasticity test meet the requirements, in a regression model, the dependent variable, the independent variable, or both have a normal distribution or are close to normal, the normality assumption can be known by the histogram, and also Normal Probability Plot. In the Normal Probability Plot, . The basis for decision making is if the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model meets the assumption of normality. On the other hand, if the data spreads away from the diagonal line and/or does not follow the direction of the diagonal line, then the regression model does not meet the normality assumption. . By using the validity test to determine the feasibility of the items in a list of questions (questionnaire) that will be presented to the respondents, it is necessary to test the validity of each question greater than (>) 0.30, then the question items are considered valid. While the reliability test here

Knowing the stability and consistency of the respondents in answering the items related to the construct of the questions arranged in the form of a questionnaire. The reliability of a variable construct is said to be good if it has a Cronbach's alpha value greater (>) 0.60. By applying this formula to the available data, a picture can be obtained that explains the influence and relationship between the variables studied by the author. Based on the data that has been obtained then processed and analyzed in addition to using the above formula, it can be calculated with the help of the Statistical Product and Service Solution (SPSS) version 16.0 program or the help of the SPSS 16.0 Software application for Windows.

4.2. Classical Assumption Test

The use of the classical assumption is to determine the feasibility of the multiple linear regression model, if the assumptions of the normality test, multicollinearity test and heteroscedasticity test meet the requirements.

Regression model, dependent variable, independent variable, or both have normal distribution or close to normal. Normality assumption can be known by Histogram, and also Normal Probability Plot. In the Normal Probability Plot, the normality of the data can be detected by looking at the spread of the data (points) on the diagonal axis of the graph. If the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model meets the assumption of normality. On the other hand, if the data spreads away from the diagonal line and/or does not follow the direction of the diagonal line, then the regression model does not meet the normality assumption.

The regression model found a correlation between the independent variables. If there is a correlation, it is called a multicollinearity problem. To detect whether the regression model used is free from multicollinearity problems, it can be seen from the amount of Variance Inflation Factor (VIF) and tolerance, where the VIF value is not more than 10 and the tolerance value is not less than 0.1. Besides, the value of R² which shows a value smaller than the simultaneous correlation coefficient (R).

In the regression model, there is an inequality of variance from the residuals from one observation to another observation. If the variance of the residuals from one observation to another is fixed, then it is called homoscedasticity and if the variance is different it is called heteroscedasticity. A regression model can be said to be free from heteroscedasticity problems if the data points spread above and below or around the number 0, the spread of the points the data must not form a wavy pattern that widens then narrows and widens again, the data points do not collect only above or below.

4.3. Conformity Test (*Test Goodness Of Fit*)

The hypothesis that has been proposed will be tested for its significance. The test will be carried out with the following statistical tests. Multiple regression analysis is an analysis that examines the effect of price, product quality and service quality on consumer satisfaction, using the following equation

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Hypothesis testing

This test is intended to determine the level of significance of each coefficient of the independent variable affecting the dependent variable. If the probability value is less than 0.05 then the null hypothesis is rejected, meaning that the influence of the independent variable on the dependent variable is significant. On the other hand, if the probability value is greater than 0.05, it means that the effect is not significant and the null hypothesis is accepted. This can be shown as follows; If: $p > 0.05 = H_a$ is rejected or H_0 is accepted $p < 0.05 = H_a$ is accepted or H_0 is rejected

The F test is used to test the significance of all components of the independent variable together or as a whole on the independent variable. If: $p > 0.05 = H_a$ is rejected or H_0 is accepted $p < 0.05 = H_a$ is accepted or H_0 is rejected. The R² (R Square) test was conducted to determine the degree of influence between the independent variables together on the dependent variable. Correlation or relationship between variables can be seen from the R Square number or the coefficient of determination

4.4 Descriptive Research Data

The questionnaires distributed in this study were 990 questionnaires. Questionnaires that can be accessed are 91 questionnaires. The following is a description of the research

respondents: Questionnaire items are said to be reliable or reliable if someone's answer to the questionnaire is consistent. In this study to determine whether the questionnaire is reliable or not by using Cronbach's alpha. The questionnaire is said to be reliable if Cronbach's alpha > 0.60 and unreliable if it is equal to or below 0.60. The reliability of the questionnaire questions that have been asked.

Table 2. Reliability Test (X1)Price

<i>Cronbach's Alpha</i>	<i>N of Items</i>
.861	8

Source: SPSS Version 16.0 Processing Results (2020).

From Table 2 above, the SPSS output results are known to have Cronbach's Alpha value of 0.861 > 0.60 so it can be concluded that the questions that have been presented to respondents consisting of 8 statement items on the price variable are reliable or said to be reliable.

Table 3. Reliability Test (X2) Product Quality

<i>Cronbach's Alpha</i>	<i>N of Items</i>
.850	8

Source: SPSS Version 16.0 Processing Results (2020).

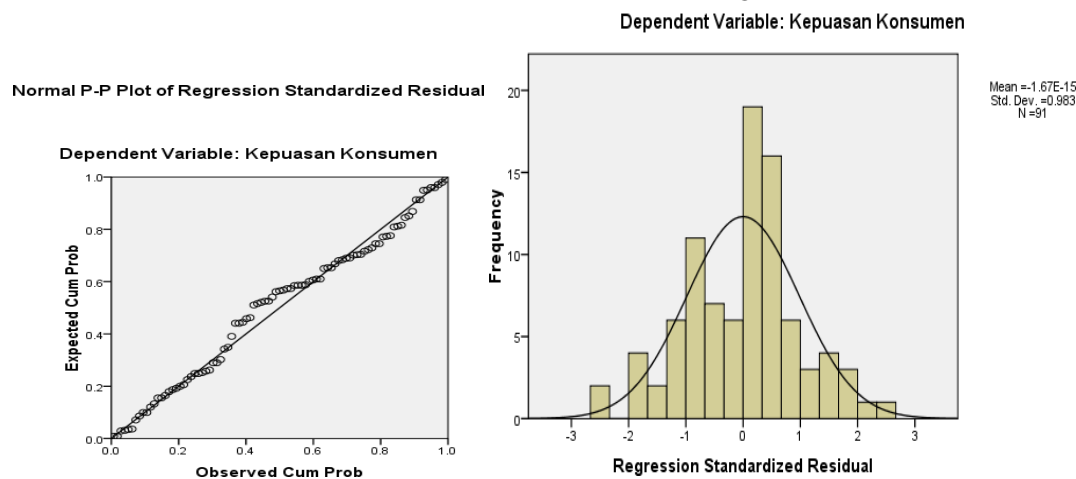


Table 4. Normality Test of One Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		91
<i>Normal Parameters^a</i>	<i>Mean</i>	.0000000
	<i>Std. Deviation</i>	2.23083563
<i>Most Extreme Differences</i>	<i>Absolute</i>	.093
	<i>Positive</i>	.056
	<i>Negative</i>	-.093
<i>Kolmogorov-Smirnov Z</i>		.888
<i>Asymp. Sig. (2-tailed)</i>		.409
<i>a. Test distribution is Normal.</i>		

Source: SPSS Version 16.0 Processing Results (2020).

Based on Table 4, the processing the data, the significance value of Kolmogorov Smirnov is 0.409, it can be concluded that the data is normally distributed, where the significance value is greater than 0.05 ($p = 0.409 > 0.05$). Thus, overall it can be concluded that the observed values The data has been normally distributed and can be continued with other classical assumption tests

Table 5. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistic	
		Tolerance	VIF
1	Constant		
	Price	.518	1.932
	Product quality	.457	2.190
	Service quality	.533	1.876

Source: SPSS Version 16.0 Processing Results (2020).

Variance Inflation Factor (VIF) numbers that are less than 10 include price 1.932 < 10, product quality 2.109 < 10 and service quality 1.876 < 10, and price tolerance value 0.518 > 0.10, product quality 0.457 > 0.10 and service quality 0.533 > 0.10 so that it is free from multicollinearity

4.2. Discussion

The results show that $t_{count} 2.091 > t_{table} 1.662$ and significant $0.028 < 0.05$, then H_a is accepted and H_0 is rejected, which states that price has a significant effect partially on consumer satisfaction. The results of this study are in accordance with the research of Sari (2018) and Prasetio (2012), where price has a partially significant effect on consumer satisfaction. Price is the sum of all values given by customers to benefit from owning or using a product or service (Kotler, 2012). This states that price is an important factor of consumer satisfaction, because every time consumers evaluate the value of the service they receive, they determine it based on price. The more the price of a product or service is in accordance with the quality of a product or service, the satisfaction felt by the customer will be more loyal.

The results show that $t_{count} 7,962 > t_{table} 1,662$ and significant $0.000 < 0.05$, then H_a is accepted and H_0 is rejected, which states that product quality has a significant partial effect on consumer satisfaction. The results of this study are in accordance with Sari's research (2018), where product quality has a partially significant effect on consumer satisfaction. Product quality is the overall characteristics of a product that affect the ability to satisfy stated needs (Kotler, 2013). This states that to create a customer satisfaction, companies need to understand the factors driving satisfaction, one of which is product quality. The higher the quality of the product or service, the higher the level of customer satisfaction resulting from these products and services can be said, customer satisfaction is influenced by the quality of the product of a company.

The results show that F_{count} is 91.279 while F_{table} is 2.71 which can be seen at $\alpha = 0.05$ (see attachment F table). Significant probability is much smaller than 0.05, namely $0.000 < 0.05$, so the regression model can be said that in this study price, product quality and service quality simultaneously have a significant effect on customer satisfaction. Then the previous hypothesis is Accept H_a or the hypothesis is accepted. The results of this study are in accordance with the research of Sari (2018), Prasetio (2012), Apriyani (2017) and Panjaitan (2016), where price, product quality and service quality have a partially significant effect on consumer satisfaction. This states that the more the price of a product or service is in accordance with the quality of a product or service, the satisfaction felt by the customer will be more loyal. The higher the quality of the product or service, the higher the level of customer satisfaction resulting from these products and services can be said, customer satisfaction is influenced by the quality of the product of a company. Quality of service that makes customers feel satisfied, namely employees who arouse customer trust, who provide a sense of security for guests when customers make their transactions and employees who are very polite, this is what makes customers feel happy

5. Conclusions and Suggestions

5.1 Conclusion

The results show that $t_{count} 2.091 > t_{table} 1.662$ and significant $0.028 < 0.05$, then H_a is accepted and H_0 is rejected, which states that price has a significant partial effect on consumer satisfaction. The results show that $t_{count} 7.962 > t_{table} 1.662$ and significant $0.000 < 0.05$, then H_a is accepted and H_0 is rejected, which states that product quality has a significant partial effect on consumer satisfaction. The results show that $t_{count} 3.609 > t_{table} 1.662$ and significant $0.001 < 0.05$, then H_a is accepted and H_0 is rejected, which states that service quality has a significant partial effect on consumer satisfaction.

5.2. Suggestions

Based on the results of the research and discussion as well as the conclusions that have been put forward, the authors provide several suggestions that are expected to be used as input for the management of Mitsubishi SM Raja, namely:

1. Companies should add discounts and bonuses for product purchases by customers in accordance with their purchases in an effort to increase sales and consumer satisfaction.
2. Companies should pay more attention to product quality to be superior to competing products so as to increase customer satisfaction.
3. Companies should pay attention to several products that must be pivoted so that consumers do not wait long so that consumers are satisfied with the services provided by the company.
4. Further researchers are expected to be more prepared in the process of taking, collecting data and everything so that research can be carried out better.

Bibliography

- Alma. B. (2014). *Marketing Management and Service Marketing*. Bandung: Alfabeta.
- Apriyani, D.A. (2017). The Effect of Service Quality on Consumer Satisfaction (Survey on Consumers of The Little A Coffee Shop Sidoarjo).
- Aquinia, A., Soliha, E., Liana, L., & Wahyudi, D. (2021, March). The Role of Perceived Quality and Brand Loyalty Influencing Repurchase Intention. In *3rd International Conference of Banking, Accounting, Management and Economics (ICOBAME 2020)* (pp. 381-384). Atlantis Press.
- Barata, A. D. (2014). *Excellent service*. Jakarta: Elex Media Komputindo.
- Gaspersz, V. (2013). *Total Business Management - Total Quality Management*. Jakarta: Publisher PT. Main Library Gramedia.
- Hanum, Z., Hasibuan, J. S.. (2019). The Effect of Perception and Motivation of Students to Interest in Choosing Tax Concentration. *Proceedings of the 1st International Conference on Economics, Management, Accounting and Business, ICEMAB 2018, 8-9 October 2018, Medan, North Sumatra, Indonesia*. Publisher EAI. <http://dx.doi.org/10.4108/eai.8-10-2018.2288747>
- Hurriyati, R. (2015). *Marketing Mix and Consumer Loyalty*. Bandung: Alfabeta.
- Kotler, P. (2013). *Asian Perspective Marketing Management*. Book Two. First Edition. First Print. Yogyakarta. Salemba Four.
- Laksana, F. (2010). *Marketing Management*. Yogyakarta: Graha Ilmu.
- Lubis, A.S. (2017). *The Influence of Service Quality on Customer Satisfaction* PT. Sucofindo Batam.
- Lupiyoadi, R and Hamdani, A. (2011). *Service Marketing Management: Theory and Practice*. Jakarta: Salemba Four.
- Manullang, M and Pakpahan, M. (2014). *Research methodology. Practical Research Process*. Bandung: Cita Librarian Media.
- Pakpahan, M. (2016). *Marketing Management, In Global Competence. Practical Research Process*. Bandung: Cita Librarian Media.

- Pandey, R., Rao, K. S., Er, C. C., Kee, D. M. H., Chua, W. J., Hon, H. S., ... & Narendath, P. (2021). A Case Study of Consumer Satisfaction of Kentucky Fried Chicken. *International journal of Tourism and hospitality in Asia Pasific (IJTHAP)*, 4(2), 98-111.
- Panjaitan, J.E. (2016). The Effect of Service Quality on Customer Satisfaction at JNE Bandung Branch.
- Park, A., An, H. S., Song, J. M., & Chung, C. (2021). Please do not disturb: the effect of Zero-Contact Marketing on Korean consumers' decision-making process. *Asia Pacific Journal of Marketing and Logistics*.
- Peter, J. Paul. (2011). *Consumer Behavior: Consumer Behavior and Marketing Strategy*. Jakarta :Erlangga.
- Prasetio, A. (2012). The Effect of Service Quality and Price on Customer Satisfaction. Semarang State University, Indonesia.
- Putra, H.A. (2017). The Effect of Service Quality on Consumer Loyalty through Consumer Satisfaction as an Intervening Variable (Case Study on Consumers of PT. Lontar Media Digital Printing Semarang).
- Sari, H.V.P. (2018). The Effect of Product Quality and Price on Loyalty with Satisfaction as an Intervening Variable (Study on Oreo Biscuits Consumers at Carrefour Surabaya).
- Siahaan, E., Khaira, A. F., & Sibarani, M. L. L. (2019). Evaluating customer perceived value of housing based on location factor and economic value. *Problems and Perspectives in Management*, 17(3), 196-206. doi:10.21511/ppm.17(3).2019.16.
- Sintya, L.I. (2018). The Effect of Price and Service Quality on Customer Satisfaction of Go-Jek Online Transportation Services for FEB UNSRAT Manado Students. Sam Ratulangi University, Manado.
- Sugiyono, (2010). *Business Research Methods*. Bandung: Alfabeta.
- Sunarto. (2010). *Marketing Management*. Yogyakarta: UST Press.
- Tambunan, B., Sihombing, H., & Doloksaribu, A., (2018). The effect of security transactions, easy of use, and the risk perception of interest online buying on the e-commerce tokopedia site (Study on Tokopedia. id site users in Medan city). In *IOP Conference Series: Materials Science and Engineering*. Vol. 420, No.1, 012118. IOP Publishing. <http://iopscience.iop.org/article/10.1088/1757-899X/420/1/012118/meta>
- Tjiptono, F.(2012). *Contemporary Management & Marketing Perspectives*. Yogyakarta: ANDI