

ANALYSYS OF CONSUMER SATISFACTION OF DBD POWDER BEVERAGE PRODUCTS, MEDAN BRANCH INCREASING SALES

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ABSTRACT

The data analysis technique used in this study is data analysis technique in quantitative research using statistics. So this study uses statistical inference. Which statistical inference is a part of statistics that studies the interpretation and drawing conclusions that apply in general from the available data, namely the Analysis of Consumer Satisfaction in Increasing Sales of the Medan Branch of DHF Powder Case Study. This study shows that there is a positive influence between customer satisfaction and increased sales. The purpose of this study was to determine the effect of customer satisfaction on increased sales. It can be concluded that there is a positive influence simultaneously on customer satisfaction on increasing sales, meaning that the higher the customer satisfaction, the higher the number of sales, and vice versa. The purpose of this study was to determine the effect of customer satisfaction on increased sales. It can be concluded that there is a positive influence simultaneously on customer satisfaction on increasing sales, meaning that the higher the customer satisfaction, the higher the number of sales, and vice versa

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1. INTRODUCTION

In building a business, profit and success are the priority factors. It's no wonder that companies or businesses really take all factors into account. Starting from capital, budget expenses, to finding competent people to make the business grow. However, the success of a business is inseparable from customer satisfaction. Consumer satisfaction or customer satisfaction is also an important factor in building a business. Satisfied consumers will certainly increase sales from the company.

Either directly or indirectly, customer satisfaction will have a positive impact on the company. Satisfied customers will make purchases or use services continuously, which causes sales or product usage to increase. In general, consumer satisfaction is the level of consumer feelings after making a comparison between what he received and what he expected. Assessing consumer satisfaction and increasing consumer expectations, so that they can become loyal customers. When what is obtained by consumers in accordance with their expectations, of course consumers will feel satisfied.

Providing satisfaction to consumers is the desire of every company. Fulfilling customer satisfaction is an important factor for the company's survival, which can increase its advantage over the competition. Consumers who are satisfied with the products and services provided by the company tend to return to using the products offered by the company. This is what causes customer satisfaction to be an important factor that can be implemented by the company.

In attracting consumers, business owners try their best to give their best to meet consumer satisfaction. [1] stated that satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) against their expectations. For consumer-centered companies, customer satisfaction is a marketing goal and objective. Nowadays

companies have to pay more attention to the level of customer satisfaction. This can be seen from statement [1] "The consumer's decision to be loyal or disloyal is an accumulation of many small problems within the company. Consumer loyalty is obtained because of a combination of satisfaction and complaints. If performance fails to meet expectations, consumers will be dissatisfied. If performance matches expectations, consumers will be satisfied. If performance exceeds expectations, consumers will be very satisfied or happy.

Services that can satisfy consumers will have an impact on the occurrence of repeated purchases which means there will be an increase in sales. With good service can create customer satisfaction and loyalty and help keep the distance from competitors [2]. If the company cannot fulfill it will cause dissatisfaction. Usually customers assess satisfaction or dissatisfaction with a product by comparing the perceived performance or results compared to their expectations.

Satisfied consumers will be loyal to the product provider and continue to use the company's products. Consumers also don't hesitate to give positive value in advertising the company to others, they don't even mind if there is a price increase or the emergence of other competitors. Customer satisfaction is an important factor in a business to achieve success. More importantly, customer satisfaction is the basis for the business to survive and continue to grow

According to [3] that a product will be successful if it provides product quality, service and satisfaction to consumers, because consumers will prefer products that can provide more value in the sense of how much benefit will be obtained from the product compared to sacrifice.) incurred to purchase and use the product.

Research conducted by [4] entitled Analysis of Consumer Satisfaction to Increase Sales Volume of the Kala Senja Coffee Shop, the results of the research stated that based on the research results it was found that the analysis of consumer satisfaction at the Kala Senja Coffee Shop was 81.34%, meaning that consumers were very satisfied with the products offered at Dusk Coffee Shop. Customer satisfaction is an important aspect that needs attention. The Kala Senja Coffee Shop provides customer satisfaction and is used as a tool to increase sales. With this satisfaction fulfilled, consumers will be increasingly interested in coming back to the Kala Senja Coffee Shop, and even attract new customers, this condition can increase sales volume. The level of increase in sales volume in the last three months was 41.50% and then increased in the following month.

By 49.50%. Thus customer satisfaction can. Research conducted [5] entitled The Effect of Consumer Satisfaction and Discounts on Sales Volume of PT. Atmindo TBK Tanjung Morawa, the results of his research state that consumer satisfaction has a significant effect on sales volume of PT. Atmindo Tbk Tanjung Morawa, Discounts have a significant effect on Sales Volume of PT. Atmindo Tbk Tanjung Morawa, Consumer Satisfaction and Discounts Have a Significant Influence on Sales Volume of PT. Atmindo Tbk Tanjung Morawa. Research conducted by [6] entitled Effects of Product Quality, Service Quality, and Customer Satisfaction on Rubber Sales at PT. Perkebunan Nusantara III (Persero), the results of his research state that based on the results of the research analysis and discussion that has been carried out, it can be concluded that product quality, service quality and customer satisfaction have a positive and significant effect on rubber sales at PT. Nusantara Plantation III. (Persero)

According to Zeithaml and Bitner in [7] stated that traditionally the notion of consumer satisfaction or dissatisfaction is the difference between expectations and perceptions or perceived performance. Consumer satisfaction itself is divided into two types, namely functional satisfaction and psychological satisfaction. Functional satisfaction is the satisfaction obtained from the function or use of a product. For example, when ordering food, consumers feel full. Furthermore, psychological satisfaction, namely satisfaction obtained from attributes that are intangible. For example, consumers feel proud to get special services from executive class flights. Therefore, it is important for a company to pay attention to consumers. Not only pay attention to the profits made by the company. So that business continuity will continue to be maintained.

[8] Satisfaction can only be felt after we make purchases and enjoy the services provided. Customer satisfaction can be seen after repeat purchases and purchases recommended by old customers. Consumer satisfaction is influenced by several factors, including service, service is the main pillar of a service nature that aims to maintain good relations and improve the relationship between producers and customers. There are things that are no less important in service, namely to listen to various customer complaints or input so that they provide a targeted solution and the product is getting better and in demand by customers.

Consumer satisfaction is the level of consumer feelings after comparing between what he received and his expectations [9]. According to [10] quoted from the book Marketing Management says that Consumer Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing. According to [11] customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perception or impression of performance being below expectations, the customer is not satisfied.

Consumer satisfaction is defined as an effort to fulfill something or make something adequate. Basically, consumer satisfaction is a situation in which consumer needs, wants, and expectations can be fulfilled through the services or products consumed [12]. According to Brown [13] consumer satisfaction is a condition in which the needs, desires and expectations of consumers for a product and service are in accordance with or fulfilled by the appearance of the product and service. Satisfied consumers will consume these products continuously, encouraging consumers to be loyal to these products and services and are happy to promote these products and services by word of mouth

Consumer satisfaction is the overall attitude shown by consumers goods or services after they obtain and use them [14] If the quality is far below expectations, they will experience dissatisfaction emotional. [15] revealed that consumer satisfaction includes discrepancies between expectations and perceived performance or results. Inter meeting Both of these interests will determine how much the level of customer satisfaction on a product

After accommodating the best input, product quality is very important, because product quality is a representation (expectation) of consumers with what producers make. Several things so that the quality of the product is trusted by paying attention to the suitability needed, the vulnerability of product durability that must be considered, the advantages of products that have been made, and the reliability of a manufactured product will affect consumer interest. This is where the trust (loyalty) comes to keep buying the products the manufacturer makes.

Price benchmarks are very important in every business, because every price offered by companies to consumers is a benchmark for the product itself. Prices will affect the demand for market products. Therefore, choose a price according to the level of raw materials, tools used and skill difficulties to make the benchmark the value of the product price.

The convenience factor is how easy it is for consumers to get the product and process the payment transaction. Of course, consumers don't want to wait too long and waste their time. This is also inseparable from service, where if customer service is good and products are easy to get, then consumer loyalty will be realized. Promotion is how we provide information to offer, increase sales higher than usual and create product loyalty to consumers. This activity serves to influence consumers to use services or products that consumers will feel satisfied with these products.

Increased customer satisfaction can increase efforts to retain customers (customer retention) which will ultimately result in greater profits. Increasing customer satisfaction will also increase profit because customers will buy products more often, buy in larger quantities and tend to try other products offered by the company so that it will reduce marketing and sales costs with positive word of mouth. For this reason, it is necessary to conduct research on consumers to determine the level of customer satisfaction with DBD Powder products, especially at the Medan branch of DBD Powder

Based on this description, the writer is interested in conducting research in the form of a final project/thesis with the title "Analysis of Consumer Satisfaction of Dengue Fever Powder Products, Medan branch in Increasing Sales.

2. METHOD

2.1 Research Design

This research is quantitative. The purpose of this study was to investigate the effect of two variables, namely consumer satisfaction with dengue powder products and increased sales. The increase in sales variable is the dependent variable, while customer satisfaction is the independent variable.

2.2. Participants

"According to [16], the population is the whole object or subject that has certain qualities and characteristics set by the researcher to be studied and then drawn conclusions. The population taken in this study were consumers of DHF Powder, totaling 30 people who became the population of this study.

2.3. Instrument

Based on the results of the validity and reliability tests of the consumer satisfaction scale, the 4 items were declared valid with a corrected item-total correlation score (distinguishing power index) > table, where the label shows $df = 30 - 1 = 29$ with $\alpha = 0.05$ is 0.367; with a distribution of numbers from 0.627 to 0.886. The reliability index obtained is $r_{xy} = 0.884$, and the reliability scale of consumer satisfaction is stated to be reliable. Based on the results of the validity and reliability test of the sales scale, the 4 items were declared valid with a corrected item-total correlation score (distinguishing power index) > table, where the label shows $df = 30 - 1 = 29$ with $\alpha = 0.05$ is 0.367; move from 0.634 to 0.810. If the reliability index r_{xy} is 0.879, the sales scale is declared reliable

2.4. Data Analyst

The data analysis technique used in this study is data analysis technique in quantitative research using statistics. So this study uses statistical inference. Which statistical inference is a part of statistics that studies the interpretation and drawing conclusions that apply in general from the available data. According to [17] the hypothesis is a temporary answer to the problems posed, the correctness of the answer will be proven empirically through the research that will be carried out. A hypothesis is a temporary conjecture that may be right or wrong, so that it is considered or viewed as a congruence or temporary conclusion, while the rejection or acceptance of a hypothesis depends on the results of research on the factors collected, then conclusions are drawn.

This hypothesis formula is:

$H_0 = 0$: Consumer satisfaction has no effect on increasing sales

$H_1 \neq 0$: Consumer satisfaction has an effect on increasing sales

Providing satisfaction to consumers is the desire of every company. Fulfilling customer satisfaction is an important factor for the company's survival, which can increase its advantage over the competition. Consumers who are satisfied with the products and services provided by the company tend to return to using the products offered by the company. This is what causes customer satisfaction to be an important factor that can be implemented by the company.

Services that can satisfy consumers will have an impact on the occurrence of repeated purchases which means there will be an increase in sales. If the company cannot fulfill it will cause dissatisfaction. Based on the description above, the research hypothesis is: "There is an effect of consumer satisfaction on increased sales.

3. RESULT AND DISCUSSION

The table describes the level of each variable by showing descriptive statistics, including empirical averages and standard deviations.

Table 1. Descriptive Statistics

	Mean	Std. Deviation	N
Sale	24,7000	3,38506	30
Consumer Satisfaction	24,8333	3,21723	30

Source: Data processing results

The results of descriptive statistics show the average value and standard deviation of both sales and customer satisfaction. The value of 30 is the number of samples of 30 respondents. The standard deviation value which is smaller than the mean value indicates the tendency of the data to be normally distributed.

3.1 Test Classical Assumption

Test classical assumption is below

Table 2. Correlations

	Sale	Customer Satisfaction
Pearson Correlation	1,000	,996
	,996	1,000

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Sig. (1-tailed)	Sale	.	,000
	Customer Satisfaction	,000	.
N	Sale	30	30
	Customer Satisfaction	30	30

Source: Data processing results

Pearson correlation results show a value of 0.996 with a sig probability of 0.00 indicating that the correlation is in the very close category with a significance level below 0.05

Table 3. Model Summary

Model	R	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
					F Change	df1	df2	
1	,996 ^a	,992	,31522	,992	3316,221	1	28	,000

Table 4. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	329,518	1	329,518	3316,221	,000 ^b
	Residual	2,782	28	,099		
	Total	332,300	29			

a. Dependent Variable: Sales
(), Customer Satisfaction

Source: Data processing results

Table 5. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Correlations		
		B	Std. Error	Beta	t		Zero-order	Partial	Part
1	(Constant)	-1,319	,455		-2,896	,007			
	Customer Satisfaction	1,048	,018	,996	57,587	,000	,996	,996	,996

a. Dependent Variable: Sale
Source: Data processing results

The linear regression equation obtained $Y = -1.319 + 1.048x$. This means that the positive value symbolizes that if customer satisfaction is increased by one unit, sales will increase by 1.048 units. The constant value means that if customer satisfaction is not increased then sales are -1.319. The value of the t test (hypothesis test) shows t count $157.587 > 2.048$ t table and sig $0.000 < 0.05$ so that it shows that customer satisfaction affects sales.

This study shows that the standard deviation value which is smaller than the mean value indicates a tendency for the data to be normally distributed from a sample of 30 respondents. The correlation is in the very close category with a significance level below 0.05 because the results of the Pearson correlation show a value of 0.996 with a sig probability of 0.00. The R square result of 0.992 means that 99.2% of sales can be explained by customer satisfaction while 0.8% of sales are influenced by other factors that are not included in this study. The value of the t test (hypothesis test) shows t count $157.587 > 2.048$ t table and sig $0.000 < 0.05$ so that it shows that customer satisfaction affects sales.

4. CONCLUSION

The purpose of this study was to determine the effect of customer satisfaction on increased sales. It can be concluded that there is a positive influence simultaneously on customer satisfaction on increasing sales, meaning that the higher the customer satisfaction, the higher the number of sales, and vice versa.

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