ASSESSMENT OF CUSTOMER SATISFACTION OF SAMSUNG

PUBLICATION ARTICLE

By

MOHAMED IBRAHIM MOHAMED ALSGAYIR

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MASTER OF MAGISTER MANAGEMENT

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APPROVAL

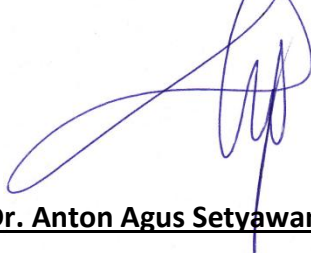# ASSESSMENT OF CUSTOMER SATISFACTION OF SAMSUNG

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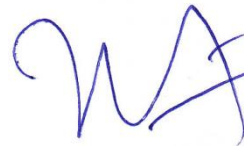**MOHAMED IBRAHIM MOHAMED ALSGAYIR**
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<tr><td></td><td></td></tr>
<tr><td>**Dr. Anton Agus Setyawan, M.Si**</td><td>**Drs. Ahmad Mardalis, MBA**</td></tr>
</table>

NOTE OF SUPERVISOR

Dr. Anton Agus Setyawan, M.Si
Lecturer Graduate Program
Muhammadiyah University of Surakarta

Office Note
Subject: Thesis of MOHAMED IBRAHIM MOHAMED ALSGAYIR

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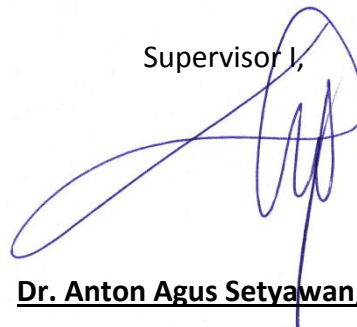Program   : Magister Management
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Supervisor I,

Dr. Anton Agus Setyawan, M.Si

NOTE OF SUPERVISOR

Drs. Ahmad Mardalis, MBA
Lecturer Master Program
Muhammadiyah University of Surakarta

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ASSESSMENT OF CUSTOMER SATISFACTION OF SAMSUNG

Mohamed Ibrahim Mohamed Alsgayir [1]; Anton Agus Setyawan [2];

Ahmad Mardalis [3]

[1] Student, gazgiaz@yahoo.com

Abstract

The purpose of this study is to determine the customer satisfaction of using Samsung mobile phone. This research is quantitative, by taking samples of Samsung user especially of Samsung moble phone. The study population is the entire subject of research is carried out by taking location in around of University Muhammadiyah of Surakarta, Semarang, Wonogiri and Surakarta. The technique of collecting data by using questionnaires. The data analysis technique is used Chi - Square test. The results are obtained showed that: There is difference perception between customer satisfaction to perceived usefulness.

Keywords: *Customer Satisfaction.*

Introduction

Assessment of something is needed by someone who wants to know the value of something. Assessment can be positive or negative according to the perception of each person. One of assessment is about satisfaction of the customer. Customer is the important thing who can increase the value or the number of products if they get satisfaction of using the product. Satisfaction of the customer is an invaluable asset for the modern organizations and providers unmatched competitive edge. It helps in building long term relationships as well as brand equity. Customer satisfaction is the valued outcome of good business practice.

Customer satisfaction is the originator of the brand loyalty it. According to Beard (2014) customer satisfaction is a marketing term that measures how

products or services supplied by a company meet or surpass a customer's expectation. Customer satisfaction is influenced by customers' perceptions of quality by Anber and Shireen (2011: 63). Customer satisfaction is the overall evaluation to services.

Samsung is one of famous product in the world. There are many kinds of Samsung products, such as handphone, television, laptop, computer, and other electrict equipment. Samsung mobile phone is the famous of all. Samsung electronics was established producing what Samsung is most famous for television, mobile phone, radio, computer and other electronic devices.

Until Samsung began to expand globally building factories in other countries, all Korean businesses shrunk in size and Samsung was no exception. They sold businesses to relieve debt and cut employees down lowering personnel by 50,000. But thanks to the electronic industry they managed to curb this and continue to grow.

The history of Samsung and mobile phones stretches back to over 10 years. In 1993 Samsung developed the 'lightest' mobile phone of its era. The SCH-800 and it was available on CDMA networks. Then they developed smart phones and a phone combined mp3 player towards the end of the 20th century. To this date Samsung are dedicated to the 3G industry. By making video, camera phones at a speed to keep up with consumer demand. Samsung has made steady growth in the mobile industry and are currently second but competitor Nokia is ahead with more than 100% increase in shares.

In this study the authors propose the following hypothesis is there is difference or not between customer satisfaction to perceived usefulness, perceived ease of use, perceived enjoyment, price, demography, and brand of Samsung mobile phone. The objective of the study based on the researcher is to determine the customer satisfaction of using Samsung mobile phone.

Research Methods

The author in this research conducts quantitative research. Quantitative research is more explanation, because it is to learn about the society objects, whereas qualitative research is more understanding (understand) the phenomena or social phenomena, because it is to learn about the society as a subject. Design of research is causal (cause-effect) research, which this research shows the cause effect of using Samsung mobile phone. They can be satisfy or not because of some causes.

This study will be carried out by taking location in University Muhammadiyah of Surakarta, Semarang, Wonogiri and Surakarta, the population is male and female by random. The populations are student, employee, staff, customer service, technician and marketing. The sample of this study has been focused on 100 male and female customers, those who have used Samsung product select for research, and data has been collected through structured questionnaire and has been personally administered.

The testing process is done before the instrument was given or distributed to the research sample. To test the instruments researchers use a portion of the population but outside the study sample, ie as many as 20 employees. Validity is a measure of the degree of validity or the validity of an instrument. All statements is valid, it can be seen from the table that all the items have value r_{xy} > r_{table} and a significance level of less than 0.05. So from these results indicate that all of the items will be used as further data collection instruments. The second instrument is a reliability test. This instrument can be expressed reliable if the value of Cronbach's Alpha greater than r_{table}. With the assessment criteria, significant test using $\alpha = 0.05$ level. Based on the results of the analysis showed that three variables have a value of more than r_{table} reliability. Based on test validity and reliability of concluded that the above sixth questionnaires covering perceived usefulness, perceived ease of use, perceived enjoyment, price, demography and brand deserves to be used as a research instrument.

Discussion of Data Analysis

Table 1
Analysis Summary 1

No.	Variables	Satisfied	Fair	Dissatisfied	Criteria
1	Perceived Usefulness	41	59	-	N
2	Perceived Ease of Use	49	51	-	N
3	Perceived Enjoyment	69	31	-	S
4	Price	37	63	-	N
5	Demography	24	73	3	N
6	Brand	40	60	-	N

Table 2
Analysis Summary 1

	Total	Percentage	Pearson Chi-Square	Sig.
Satisfied	260	43.33%		
Fair	337	56.16%		
Dissatisfied	3	0.50%	58.910	0.000
Total	100	100%		

Based on the results of the analysis showed that the difference in addressing the factors satisfaction of Samsung mobile. There is difference perception between customer satisfaction to perceived usefulness, perceived ease of use, perceived enjoyment, price, demography, and brand of Samsung mobile phone, proven. This can be realized by showing the results of the analysis, that more than half of all respondents as much as 56.16% shows fair criteria by filling the questionnaires. To further support the study, the researchers also used the Chi-square analysis. Obtained results of analysis using Chi-Square analysis,

Obtained values of Chi-Square are 58.910 and p-value of 0.000 with a significance level of 5% or 0.05.

Based on the previous research, the first study on Mai and Hoang (2013) "Direct and Indirect Effects of Customer Satisfaction through Product and Service Quality–A Study of Phu Nhuan Jewelry Stores in Ho Chi Minh City, Vietnam". The researchers analyzes and evaluate PNJ customer satisfaction in HCMC with direct and indirect effects; secondly, to evaluate the product quality of PNJ and then evaluate the sales services quality of PNJ; finally to provide improvement suggestions to enhance quality of product, sales service and customer satisfaction for PNJ company. This study shows that not all factors have direct and indirect effects on the customer satisfaction for several subjective and objective reasons.

The equation of this research with the research conducted by the author uses the same customer satisfaction variable. While differences in the other variable, the author just uses customer satisfaction but Mai and Hoang also uses product and service quality for their research. In addition, the location and time of the research is done differently.

Ivanka, et. al. (2007). "Customer Satisfaction Measurement In Hotel Industry: Cntent Analysis Study". It can be concluded that the efficiency of customer satisfaction measurement with GCCs depends on the measurement methodology. It is clear that guests should be additionally motivated and that GCCs should be designed with a greater impact of a scientific approach. Only reliable and valid data can provide valuable information for management decisions regarding a hotel's offering.

This study combines an analysis of customer satisfaction management schemes and GCCs content analysis in the hotels of the Opatija Riviera. Different with the author who analyzes customer satisfaction on Samsung product. In addition, the location and time of the research is done differently.

Conclusion

From the analysis and discussion that has been described, can be summed up as follows: There is difference perception between customer satisfaction to perceived usefulness, perceived ease of use, perceived enjoyment, price, demography, and brand of Samsung mobile phone, proven. This can be realized by showing the results of the analysis, that more than half of all respondents as much as 56.16% shows fair criteria by filling the questionnaires. To further support the study, the researchers also used the Chi-square analysis. Obtained results of analysis using Chi-Square analysis, Obtained values of Chi-Square are 58.910 and p-value of 0.000 with a significance level of 5% or 0.05.

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