

CHAPTER I

INTRODUCTION

A. Background of The Study

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. Customer satisfaction as an invaluable asset to a modern organization that provides a competitive advantage and unmatched. It will help a lot in building long-term relationships and brand equity. Customer satisfaction as a result of the culmination of a good business.

Satisfaction is the fulfill response of customer about the service and product. Customer satisfaction is influenced by customers' perceptions of quality by Anber and Shireen (2011: 63). Customer satisfaction is the overall evaluation to services. According to Afshar, et.al (2011: 255) customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship where value equals perceived service quality relative to price and customer acquisition costs.

Customer satisfaction is the originator of the brand loyalty it. According to Kasmer in Ramiz and Qasim, (2014: 329) customer satisfaction is

the assessment about the brand. All the key factors regarding Brand loyalty effecting their judgment of repeated purchase. 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 electrickt equipment. Samsung mobile phone is the famous of all. In 1938 the founder of Samsung Byung-Chull Lee set up an export trading company in Korea, selling fish, vegetables, and fruits to China. Within a decade Samusng have flour mills and confectionery machines and be cooperative in 1951.

The next year, in 1958 and so on Samsung start expanding into other industries such as finance building, media, chemicals and ships. Eleven years later, Samsung Electronics stand and manufactures electronic equipment, which is most famous for television, cell phones, radios, computers and other electronic devices.

Success produces television, mobile phone, radio, computer and other electronic devices, Byung-Chull Lee (founder and chairman) in 1987 passed away and Kun-Hee Lee took over as chairman. Samsung began to expand

globally building factories in the US, Britain, Germany, Thailand, Mexico, Spain and China in the 1990 until 1997.

Samsung began to expand globally factory buildings in other countries, all business in Korea shrink in size and Samsung is no exception. They sell their shares for debt relief and cut the number of employees and lower the 50,000 personnel. But thanks to the electronics industry that they run successfully, so as to curb the crisis and continues to grow.

Samsung and cell phone history extends back to more than 10 years. In 1993 Samsung developed "soft phone" in his time. SCH-800 and it is available on the CDMA network. Then they develop smart phones and mobile combined mp3 player towards the end of the 20th century. Until now, Samsung is dedicated to industrial 3G and 4G. By making a video, photo camera phones with speed to meet consumer demand. Samsung has made steady growth in the mobile phone industry and currently there are competitors, Nokia is ahead by more than 100% increase in stock.

It is important to company and manufacturing to focus on product differentiation from their competitors. The customer satisfaction is the basis for product design, especially Samsung mobile phone. Based on the background of the problems above, the author will conduct a study on **"ASSESSMENT OF CUSTOMER SATISFACTION OF SAMSUNG"**.

B. Limitation of the study and Problem Statement

1. Limitation of the Study

Limitation of the study meant that the discussion of issues not deviate or involve into other problems. The author limits the issue of customer satisfaction of Samsung.

2. Problem Statement

The author conducts some problem statements as follows:

- a. Is there difference or not between customer satisfaction to perceived usefulness, perceived ease of use, perceived enjoyment, price, demography, and brand of Samsung mobile phone?
- b. Is there a positive and significant contribution of the perceived usefulness on customer satisfaction of using Samsung mobile phone?
- c. Is there a positive and significant contribution of perceived ease of use on customer satisfaction of using Samsung mobile phone?
- d. Is there a positive and significant contribution of perceived enjoyment on customer satisfaction of using Samsung mobile phone?
- e. Is there a positive and significant contribution of price on customer satisfaction of using Samsung mobile phone?
- f. Is there a positive and significant contribution of demography on customer satisfaction of using Samsung mobile phone?
- g. Is there a positive and significant contribution of brand on customer satisfaction of using Samsung mobile phone?

C. Objectives and Benefits of The Research

1. Objectives of the Research

The objective of the study based on the researcher are as follow:

- a. To determine the customer satisfaction of using Samsung mobile phone based on perceived usefulness, perceived ease of use, perceived enjoyment, price, demography, and brand.
- b. To determine the perceived usefulness of Samsung mobile phone to customer satisfaction.
- c. To determine perceived ease of use of Samsung mobile phone to customer satisfaction.
- d. To determine perceived enjoyment of customer to satisfaction of using Samsung mobile phone.
- e. To determine price of Samsung mobile phone to customer satisfaction.
- f. To determine demography of customer to satisfaction of using Samsung mobile phone.
- g. To determine brand of Samsung mobile phone to customer satisfaction.

2. Benefit of the Research

a. Theoretical Benefit

- 1) For scholars, the results of this study will be used as a reference as well as enrich the knowledge to implement the concept and it has gained college.

2) To provide some important information that can be used by other researchers.

b. Practical Benefit

1) For researchers, providing a basis for further research with a focus on customer satisfaction discussion of a product by using mobile phone based on perceived usefulness, perceived ease of use, perceived enjoyment, price, demography, and brand.

2) For getting understanding about customer satisfaction by using mobile phone based on perceived usefulness, perceived ease of use, perceived enjoyment, price, demography, and brand.