



AN ANALYSIS OF PRODUCT QUALITY, PRICE, AND SERVICE ON CUSTOMER SATISFACTION ON PT. MONDELEZ INTERNATIONAL-MEDAN

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ABSTRACT

The increasing number of competitors' competition requires that companies always pay attention to the wants and needs of the company's consumers as well as try to meet consumer expectations by providing satisfactory service to competitors. Therefore, only high-quality companies can compete and dominate the market. Market. Quality has a close relationship with customer satisfaction. The purpose of this study is to determine the analysis of PT customer satisfaction in terms of product quality, price, and service. Mondelez International-Medan. The data used are primary. The variables that the author examines consist of product, price, and service quality. This research is a quantitative multiple linear reference analysis & safety analysis using SPSS 22. The population of this study is only PT. Mondelez International-Medan consists of 100 traditional shops and 40 modern shops. Proportional stratification random sampling was used in the sampling technique. This increases the number of samples to 100. The results of this study show that: 1) product quality partially and significantly influences customer satisfaction, 2) price partially and significantly influences customer satisfaction, 3) service quality partially and significantly influences customer satisfaction 4) product quality, price, and service quality simultaneously and significantly affect customer satisfaction. The coefficient of determination in this study is 75.6%. Product quality, price, and service quality are the result of customer satisfaction, while the remaining $100\% - 75.6\% = 24$,

Keywords: Quality, Product, Price, Service, Customer

INTRODUCTION.

On During the free buying and selling period, each company will face intense competition from other traders. Competition is growing and the number of competitors requires companies to pay attention to the needs and desires of consumers trying to meet consumer expectations by offering more satisfying services than their competitors. Therefore, only high-quality companies compete and dominate the market. Quality has a close relationship with customer satisfaction. Quality gives customers the impetus to build a strong relationship with the company. Quality is the general features and attributes of a product or service that affect its ability to meet stated or perceived needs (Kotler, 2014). in the long run, such a relationship allows the company to accurately understand customer expectations and needs. Superior and consistent service quality can encourage customer satisfaction and provide various benefits (Tjiptono, 2012), such as:

1. The relationship between the company and its customers is harmonious.
2. Provides a good basis for repeat purchasing activities.
3. Can promote the creation of customer loyalty.



4. Formation of word of mouth recommendations that are profitable for the company.
5. Good company reputation in the eyes of customers.
6. Profits can be increased.

The happy or satisfied consumer attitude is a reaction to the development of a conflict between previous expectations and actual product performance, which is felt in increased competition so that more and more manufacturers are involved in fulfilling and fulfilling. Consumer desires, so that each operator places an orientation towards customer satisfaction as the main goal with an increase in the industry which has stated its commitment to customer satisfaction. In addition, the increasingly tight competition between companies or institutions that offer these products makes it difficult to increase the number of customers of these companies. It is quite difficult to seize market share from competitors because there are many different products on the market with different benefits and selling points offered by competitors. If you want to enter a new market, you also need a lot of money. Therefore, the better choice is to take various steps to maintain the existing market by satisfying consumers.

Table. 1 Product Sales Data of PT. Mondelez International-Medan 2017-2020

Product name	2017	2018	2019	2020 Jan-Jun
Oreos	1,652,542,000	1,832,030,000	1,978,050,000	1,523,080,000
Toblerone	721,021,000	540,210,000	901,566,000	325,708,000
Ritz	122,730,000	96,900,000	133,456,000	70,566,000
Cadbury	1,402,490,000	1,443,730,000	1,560,780,000	900,690,000
Belvita	280,655,000	210,532,000	245,770,000	152,045,000
Ahoy Chip	110,080,000	115,020,000	121,340,000	69,877,000
kraft	92,544,000	97,229,000	91,870,000	55,560,000
Total @Price	4,382,062,000	4,335,651,000	5,032,832,000	3,097,526,000

Data Source: PT. Mondelez International-Medan (2020)

Based on the product sales data of PT. Mondelez International-Medan for 2017-2019 above, it can be seen that sales of Oreo products have experienced sales growth, sales have increased from year to year, Toblerone products have decreased in sales in 2018, Ritz products have experienced a decrease in sales in 2018, Cadbury products have experienced sales growth increased from year to year, Belvita products experienced a decrease in sales



in 2018, Chips ahoy products experienced increased sales growth from year to year, Kraft products experienced a decrease in sales in 2019. It can be concluded from the above data that the total sales of PT. Mondelez International-Medan from 2017-2019 experienced unstable growth up and down every year.

Meanwhile, it can be seen that the sales data for 2020 for 6 (six) months from January to June are still not optimal because they are still below 2019, the sales data can still increase or even stay in that figure range with a remaining 6 (six) months until the end of 2020, it is possible that if the data increase is not too significant due to sales of PT. Mondelez International in 2020 was greatly affected by the Covid-19 pandemic, this is because modern and traditional outlets reduced product selection due to indications of a decline in existing consumer purchasing decisions.

Table 2. Pre Research Survey

No.	Statement	Answer				Number of Respondents
		Yes	%	No	%	
1	Products marketed have various variants	16	80%	4	20%	20
2	The quality of the products provided by PT. Mondelez International-Medan is guaranteed	13	65%	7	35%	20
3	The price given is very effective	9	45%	11	55%	20
4	Customer service is very good	13	65%	7	35%	20
5	The process of product knowledge sales exists in the eyes of the customer	8	40%	12	40%	20

Source: Author, 2020

This can be seen from the data above that customers think the products offered by PT. Mondelez-International has various variants ranging from snacks, chocolates, and more. The quality of the products provided is guaranteed in the eyes of customers, this can be seen in the taste that suits the tongue of Indonesians, but some customers argue that the expiration date is too short and the packaging is not good for the product to be marketed, the price is not yet effective because it often goes up and down which causes consumers to feel confused, for some products, for example chocolate, the product price is still too expensive compared to competing products such as Silverqueen.



Customers think that the service provided by the company or sales is very good by creating the best interaction between sellers and buyers, sales knowledge related to a product has not been maximized in the eyes of customers, this needs to be improved so that effective communication is established to convince customers to buy PT. Mondelez International-Medan but some customers think that there are still salespeople who have poor product knowledge.

In its marketing activities, companies must also invest in the quality of products marketed to meet the wants and demands of different consumer behavior patterns in their purchasing activities. Product quality is a set of product characteristics ranging from marketing, design (design), manufacturing (product) and maintenance that results in products that are used according to customer expectations (Kotler, 2016). If companies and retailers do not want to lose, product quality is something that must be maintained. Therefore, the first step that must be understood is to understand what product quality is and what are the dimensions of product quality, so that we can achieve the target to what extent the company's product quality meets the needs and desires of consumers to achieve consumer satisfaction in the market.

METHODS

The author uses this type of research, to determine the relationship between two or more variables. This research is at the highest level compared to descriptive and comparative research because this research can build a working theory. explain, control and predict symptoms (Sugiyono, 2017).

The author also uses quantitative methods in conducting this research, which is the basis of philosophy-based research and positivism, in this case studying certain populations and samples through data collection that research makes where the data analysis is quantitative/statistical, other purposes are also to describe and test hypotheses that are has been set (Sugiyono, 2017).

RESULT.

3.1. Effect of Product Quality on Customer Satisfaction

This study resulted that product quality has a positive and significant effect on customer satisfaction at PT. Mondelez International-Medan. It is evident from the results of multiple linear regression analysis through the t test, the variable coefficient of product quality on consumer satisfaction shows a calculated t value of product quality of $7.033 > 1.66$ ($nk = 100 - 4 = 94$ at 0.05). $/5\%$) and significant at $0.000 < 0.05$ then H_a is accepted and H_o is rejected, then product quality has a significant and important effect on customer satisfaction. Based on these results, it can be concluded that hypothesis 1 (one) of this study was tested and positively accepted, indicating that product quality simultaneously increases customer satisfaction by 0.502 units. Product quality is assessed consisting of several indicators such as performance, characteristics, reliability and durability namely customer satisfaction PT. Mondelez International-Medan is also growing, but 24.4% is explained by



other variables outside the model that are not seen as contributing to increased customer satisfaction.

The results of this study also support the research from Atmawati & Wahyuddin (2010) Sintya, Lopian, & Karuntu (2018), Setyo (2017), Sembiring, Suharyono & Kusumawati (2014), Lenzun, Massie & Adare (2014). Providing an understanding that product quality is a key to competition between companies offered to customers. Every customer always wants a quality product according to the money spent, although there are some consumers who think that an expensive product is definitely a high quality product. If the company can achieve this, then the company will be able to continue to please consumers and increase the number of customers.

Basically, when a buyer buys a product that is being marketed, the buyer does not just buy the product, but also buys the benefits that the buyer gets from the product. Therefore, the product must have advantages or advantages over other products, the quality of a product is part of the key to competition between companies offered to consumers. According to Kotler & Keller, 2012 quality is a set of characteristics and properties of a product or service that depend on its ability to meet stated or perceived needs, according to the American Society for Quality Control. Product quality is the product's ability to perform its function, which includes, among other things, the product's overall durability, reliability, accuracy, ease of use,

Product quality is important. Every business must strive to ensure that the Products obtained can compete in the market. A 2 (two) way relationship between entrepreneurs and consumers provides an opportunity to know and understand consumers starting from their needs and desires. Therefore, output suppliers can conduct appropriate business in order to achieve the target of consumer satisfaction by providing a pleasant experience and minimizing experiences that do not make consumers happy while consuming production. To get a good image from customers, companies must be able to maximize the condition of their products as well as possible starting from production materials, marketing processes, promotion of goods through online and offline media, and product distribution to customers.

3.2. Effect of price on customer satisfaction

Price makes a positive and significant influence on customer satisfaction in this study. Mondelez International-Medan. Judging from the multiple linear regression analysis using the t-test, which determines customer satisfaction price variable as a coefficient of 0.05/5% and significant with 0.005; 0.05, accept H_a and reject H_o , then price has a significant & crucial effect on customer satisfaction variables. Based on the output above, it can be concluded that hypothesis 2 (two) of this study has been tested and can be accepted using a positive direction, which shows that price increases customer satisfaction by 0.108 units each. It is considered that the satisfaction price consists of several indicators, such as: Price affordability, Price Compliance using Product Quality, Price Competition & Price Appropriation of Utilities, PT.

The results of this study support the research of Atmawati & Wahyuddin (2010) Sintya, Lopian, & Karuntu (2018), Setyo (2017), Sembiring, Suharyono & Kusumawati (2014), Lenzun, Massie & Adare (2014). This identifies in marketing, price is the most



important unit. Because price is the exchange rate of a product or service expressed in money. In addition, price is one of the determining factors for the economic success of a company. A successful business is evaluated by how much the business can profit from the price level set for the sale of its product or service. Determining the right product price for producers or sellers affects the level of profit, customer satisfaction and creates customer loyalty.

Price is the value of goods exchanged for money. Price is a flexible marketing mix element that can change at any time depending on time and place (Alma, 2013). Price is not just a number printed on a packaging label, price is flexible and has many functions. Price is a variable in the marketing mix program that influences consumer purchasing decisions. In order to achieve an ideal market share in facing competition with existing competitors, the company must have an effective strategy in terms of price competition because price is important so that customers can buy these products that have been marketed, to get a customer, the company is more interactive and able to read conditions. current customers.

3.3. The Effect of Service Quality on Customer Satisfaction

Service quality in this study is influential in demonstrating Mondelez International-Medan customer satisfaction. Judging from the multiple linear regression analysis through the t test, the variable coefficient of service quality on customer satisfaction shows that the t value of service quality is $3.482 > 1.66$ ($nk = 100-4 = 94$ at $0.05/5$). %). and significant at $0.001 < 0.05$, where H_a is accepted and H_o is rejected, then service quality has a significant and important effect on customer satisfaction. Based on the results of this analysis it can be concluded that hypothesis 3 (three) of this study has been tested and received positively, where service quality increases customer satisfaction by 0.248 units each. It is estimated that service quality consists of several factors, namely: concreteness, empathy, responsiveness, safety and reliability whose use is customer satisfaction PT. Mondelez International-Medan is also growing, but 24.4% is explained by other variables outside the model that are not seen as contributing to increased customer satisfaction.

The results of this study support the research Atmawati & Wahyuddin (2010) Sintya, Lopian, & Karuntu (2018), Setyo (2017), Sembiring, Suharyono & Kusumawati (2014), Lenzun, Massie & Adare (2014). This provides an indication that service quality can be understood as an effort to meet customer needs and desires as well as timely delivery according to customer expectations. If the service received or experienced meets expectations, then service quality can be interpreted properly and satisfactorily. If the service received by consumers exceeds consumer expectations, it can be ascertained that service quality is considered very good, and vice versa if the service received is weaker than what consumers expect, then service quality is considered poor.

Quality can be broadly considered as excellence or excellence and can be defined as service that is either excellent or better than customer expectations, i.e. the company does not provide good service. Service quality must start with customer needs and end with customer perceptions (Kolter, 2012). Therefore, in carrying out a service the company must be customer oriented. Service quality can be determined by comparing consumer perceptions of services actually received versus what is actually expected/desired in relation



to the characteristics of the company's services. The relationship between producers and consumers goes far beyond the moment of purchase to after-sales service that goes beyond product ownership.

Businesses see consumers as kings who must be served well because these consumers bring value to the business so that it can continue. The quality of service offered to consumers must be good to ensure maximum satisfaction. Therefore, the provision of services must be in accordance with the purpose of the service. The quality of service in each company is absolutely adequate. In general, the aim of service quality is to make consumers feel that satisfaction and efficiency in running a business provide the highest possible results.

CONCLUSION.

1. Product quality partially has a positive and significant effect on customer satisfaction at PT. Mondelez International-Medan.
2. Price has a positive and significant effect partially on customer satisfaction at PT. Mondelez International-Medan.
3. Service quality has a positive and significant effect partially on customer satisfaction at PT. Mondelez International-Medan.
4. Product quality, price and service quality all have a positive and significant effect on customer satisfaction with PT products simultaneously. Mondelez International-Medan.

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