



ANALYSIS OF FACTORS AFFECTING CONSUMER SATISFACTION ON YAMAHA NMAX MOTORCYCLES (STUDENT CASE STUDY STIE-INDRAGIRI)

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Abstract.

This research was conducted on Sekolah Tinggi Ilmu Ekonomi Indragiri Rengat especially students who use Yamaha NMAX motorcycles. The purpose of this study was to determine the factors that influence consumer satisfaction on NMAX motorcycles (student case study/I STIE – Indragiri Rengat). With the number of samples used as many as 145 respondents. Sampling method using the census method. Data processing using the IBM SPSS Statistic 21 program. The results of the study can be concluded that: (1) The product partially has a significant effect on Consumer Satisfaction on NMAX Motorcycles (Case Study of Students/I STIE – Indragiri). (2) Price partially has a significant effect on Consumer Satisfaction on NMAX Motorcycles (Case Study of Students/I STIE – Indragiri). (3) Product and Price simultaneously have a significant effect on Consumer Satisfaction on NMAX Motorcycles (Case Study of Students/I STIE – Indragiri).

Keywords: Product, Price, Consumer Satisfaction

1. INTRODUCTION

In the development of the automotive world, especially two-wheeled motorcycles, it has become a necessity for people in Indonesia, one of which is in Indragiri Hulu Regency. Companies are always required to improve product quality and innovation so that consumer satisfaction with the use of motorcycles can be achieved. High consumer satisfaction will certainly have an impact on consumer purchasing decisions for these motorcycle vehicles. Citing data from the Indonesian Motorcycle Industry Association (AIS), Tuesday (26/1/2021), sales from factories to



dealers or wholesalers of two-wheelers last year reached 3.6 million units. Meanwhile, in 2019 motorcycle sales in Indonesia reached 6.4 million. It can be seen that the declining sales of motorcycles is not a good thing for motorcycle companies

In addition, the researcher conducted a survey of two well-known dealers in the Indragiri Hulu district, the researcher conducted a question and answer session with one of the employees who worked at the dealership, stating that the sales of NMAX motorcycles had decreased in 2020.

Research conducted by (Arianto & Maheasy, 2016) Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his perception or impression of the performance (or results) of a product and his expectations. Satisfaction is a function of perceptions or impressions of performance and expectations (Abbas, 2015). If the performance is below expectations, the customer is not satisfied, but if the performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy. Many companies focus on high satisfaction because highly satisfied customers create emotional attachment to a particular brand, not just attachment or rational preference (Yonata et al., 2020). The result is high customer loyalty.

Research conducted on Sekolah Tinggi Ilmu Ekonomi Indragiri Rengat especially for students who use NMAX motorbikes, where students still use NMAX motorbikes a little. The following are some of the vehicles used by students Sekolah Tinggi Ilmu Ekonomi Indragiri Rengat.

The results of a survey on motorcycle products that are well-known among young people show that students Sekolah Tinggi Ilmu Ekonomi Indragiri Rengat, NMAX motorcycles are the least used by students, this is inseparable from customer satisfaction. Based on a survey conducted to several students who use NMAX motorbikes they say that the products on NMAX motorbikes are still not attractive every year with the bodies they offer, besides that the prices offered are increasing. Of course, this is not an ordinary thing that if left unchecked by the company, the decline in sales will decrease. This can be seen from previous research conducted by (Wardani et al., 2016) showing consumer satisfaction is influenced by products and prices. The better the products sold will make consumers feel satisfied (Kakambong et al., 2020), as well as the price, consumers are satisfied if the products sold at affordable prices or products purchased at high prices correspond to those obtained from the products they sell (Nurmalia et al., 2018)

Therefore, the researchers raised the title of the study, namely "Analysis of factors that influence consumer satisfaction on NMAX Motorcycles (Student Case Study/I STIE – Indragiri)

II. METHODS

This research was conducted on Sekolah Tinggi Indragiri (STIE-I) Rengat. The population in this study were students who used NMAX motorcycles in the research, which amounted to 145 people. researchers only took samples using the census method. Data collection techniques used are interviews, observation and questionnaires. The variables in this study are Product, Price and Consumer Satisfaction. The instrument used in this study is intended to produce accurate data by using a Likert scale. According to Sugiyono (2014, 134) states that "The Likert scale is used to measure an attitude, opinion and perception of a person or group of people about a social phenomenon"

In data analysis used multiple linear regression, to find out how much influence between variables and using the F test and t test to determine the effect simultaneously and partially.

III. RESULT AND DISCUSSION

To find out the effect of independent variables on consumer satisfaction in students Sekolah Tinggi Indragiri (STIE-I) Rengat who use NMAX motorcycles, the hypothesis is tested using several statistical analyzes. From the results of data processing, the regression coefficient is obtained and can be seen in the following table:

Tabel 1 : Koefisien Regresi

Variabel	Unstandardized Coefficients		standardized coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2,846	1,296		2,196	,030
Product	,789	,067	1,002	11,730	,000
Price	,556	,112	,442	4,946	,000

Source: IBM SPSS Version 21.0 Processed Data

From the results of the research above, it is obtained the multiple linear regression formula $Y=2,846+0,789X_1+0,556X_2$. Which is where this study shows a positive relationship between each - each independent variable to the dependent. The test results partially show that the product and price are significant $< 0,05$. Thus the product and price partially affect the purchase decision. To see the effect of product and price variables, see the table below :



Tabel 2 : Tabel ANOVA

Model	<i>Sun Of Squares</i>	Df	<i>Mean Square</i>	F	Sig.
1 Regression	338.509	2	169.254	86.630	.000 ^b
Residual	285.250	146	1.954		
Total	628.758	148			

Source: IBM SPSS Version 21.0 Processed Data

From the table above it can be seen that $\text{sig} < 0,05$, thus the product and price simultaneously have a significant effect on consumer satisfaction. In addition, the level of relationship between all independent variables on the dependent variable in this study is in the criteria of a strong relationship or high influence and the contribution of the influence of the independent variable is 54.3%, while the remaining 45.7% is influenced by other variables not examined in this study this research.

IV. CONCLUSION

Based on research conducted by researchers, the product partially has a significant effect on consumer satisfaction, as well as the price partially has a significant effect on consumer satisfaction. Taken together, these two variables, product and price, have an effect on consumer satisfaction. The product has a more dominant influence on consumer satisfaction when compared to the price in the research conducted.

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