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# *Media* MAHARDHIKA

*MEDIA KOMUNIKASI EKONOMI dan MANAJEMEN*



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# Media MAHARDHIKA

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# ***DISTINGUISHING LOYALTY AND CUSTOMER SATISFACTION OF XIAOMI SMARTPHONE IN YOUNG WORKERS SIDOARJO***

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## **ABSTRACT**

*Photographing activities become the most activities carried out by customers and uploaded to social media in Indonesia and even in the world. Taking pictures of yourself or objects is a part of community life in Sidoarjo. In addition to following the right market trends, for companies to maintain customer satisfaction and loyalty. Satisfaction of the product will affect the customer in taking the next attitude. The customer is satisfied with a repeat purchase and will say good things about the product. Research conducted in the form of case studies on XIAOMI Smartphone users in Sidoarjo. This research is an in-depth study of one case or one unit and the conclusions in this study only apply to the case in question, so it cannot be used in other cases. The results in this study that there are differences in the level of customer satisfaction and loyalty of XIAOMI smartphone users by sex. Independent Samples t-test showed significant differences in customer satisfaction in males and females and showed significant differences in customer loyalty in males and females. The mean value indicates that female customer satisfaction and loyalty is higher than male customers.*

*Keywords: Customer Satisfaction, Customer Loyalty, Gender.*

## **INTRODUCTION**

*Entering the end of 2019, challenges and business competition are getting tougher, rapid environmental changes with advances in information technology that require companies to follow the changes that occur in order to stay afloat in existing competition. These changes have an impact on customers because it is increasingly easy for customers to obtain information so that customers will leave if their satisfaction is not met. In marketing products that need to be considered is the market and customers.*

*Smartphone is one of the communication tools that is developing as information technology advances. Smartphones evolve into products that are needed because of its role in helping daily activities. Various strategies are carried out by smartphone companies to be able to compete in Indonesia,*

*including offering affordable prices, luxury and quality.*

*Data on the popularity of smartphones in Indonesia in the 2019 Teens Index are as in the table below:*

*Table 1. Top Brand Award Teens Index 2019*

<i>No</i>	<i>Brand</i>	<i>TBI</i>	<i>Info</i>
<i>1</i>	<i>Samsung</i>	<i>46.4 %</i>	<i>TOP</i>
<i>2</i>	<i>Oppo</i>	<i>15.0%</i>	<i>TOP</i>
<i>3</i>	<i>Xiaomi</i>	<i>11.4%</i>	<i>TOP</i>
<i>4</i>	<i>iPhone</i>	<i>9.6%</i>	
<i>5</i>	<i>Vivo</i>	<i>7.4%</i>	

*Source : Topbrand-award.com, 2019.*

*Samsung's smartphone brand has a 46.4% Top Brand Index (TBI) in Indonesia, the Oppo brand is 15.0% and Xiomi is 11.4%, this figure illustrates that the smartphone is the brand with the highest familiar level in the minds of customers.*

Photographing activities become the most activities carried out by customers and uploaded to social media in Indonesia and even in the world. Taking pictures of yourself or objects is a part of community life in Sidoarjo. This kind of community habit is welcomed by the Xiaomi team by presenting a smartphone with front or rear camera. Xiaomi offers smartphones at affordable prices so that it can be an alternative for customers who want to follow the trend. In addition to following the right market trends, for companies to maintain customer satisfaction and loyalty. Satisfaction of the product will affect the customer in taking the next attitude. The customer is satisfied with a repeat purchase and will say good things about the product.

In accordance with these thoughts the researcher will conduct research on customer loyalty and satisfaction in young workers in Surabaya whether there are differences in the level of satisfaction and loyalty based on the sex of the customer.

## **LITERATURE REVIEW**

### **Management**

According to Terry in Hasibuan (2016) Management is a process that consists of several actions namely planning, directing and controlling which are carried out to determine and achieve the targets determined through the utilization of human resources and other sources. According to Stoner et.al. in Safroni (2012) Management is an activity of planning, organizing, leading and controlling organizational members and the process of using organizational resources to meet predetermined goals.

### **Marketing**

According to Stanton in Swastha (2014) Marketing is a system of all activities for planning, pricing, promotion and distribution of goods and services to be able to satisfy existing customers to potential buyers. According to Kotler et.al. (2016) Marketing is the process by which

organizations create value for customers and build strong relationships with customers which aim to capture the value of customers in return.

### **Consumer Behavior**

According to Engel in Sangadji et.al. (2013) Consumer behavior is an action directly involved in the acquisition, consumption and finish of a product or service, including the processes that precede and follow these actions. According to Hasan (2013) Consumer behavior is a study that is involved when individuals or groups choose, buy, use or arrange products, services, ideas or experiences to satisfy the needs and desires of consumers.

### **Product**

According to Kotler and Armstrong (2016) Products are a combination of goods and services offered by companies to target markets. According to Tjiptono (2014) Products are everything that producers offer to be noticed, requested, bought, consumed by the market as meeting the needs or desires of the relevant market.

### **Attitude**

According to Chaplin in Sabri (2010) Attitude is a relatively stable and continuous predisposition or tendency to behave or react in certain ways to certain objects, institutions or problems. According to Sangadji et.al. (2013) Attitude is responding to consumers' feelings which can be feelings of liking or disliking certain objects.

### **Customer Satisfaction**

According to Kotler and Armstrong (2016) Consumer satisfaction is the level of someone's feelings after comparing the performance or results that consumers feel compared to their expectations. According to Kotler and Keller (2016) Consumer satisfaction is a feeling of pleasure or disappointment someone who arises because of comparing the

perceived performance of products or results against consumer expectations.

#### Customer Loyalty

According to Rangkuti (2014) Customer loyalty is customer loyalty to companies, brands and products. According to Sutisna (2012) Loyaitas is a happy attitude towards a brand that is presented in a consistent purchase of that brand over time.

#### Prior Researchers

1. Kuntari et.al. (2016) based on the results of his research that customers who are satisfied with the service or product will affect customer loyalty.
2. Dewi et.al. (2018) based on the results of his research that customer satisfaction has a positive and significant effect on customer loyalty.
3. Sudarti et.al. (2012) based on the results of his research that customer satisfaction is that which cannot be left behind in creating customer loyalty.
4. Ibojo et.al. (2015) based on the results of his research that customer satisfaction is an important construction that must be considered in increasing customer loyalty.
5. Chiguvi et.al. (2017) based on the results of his research that gender has a moderate effect on the relationship between customer satisfaction and customer loyalty.
6. Nobar et.al. (2018) based on the results of his research that customer satisfaction has a positive and significant effect on customer loyalty.

### RESEARCH METHODS

This type of research is conducted in the form of case studies on XIAOMI Smartphone users in Sidoarjo. This research is an in-depth study of one case or one unit and the conclusions in this study only apply to the case in

question, so it cannot be used in other cases.

Population is a generalization area that consists of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions according to Sugiyono (2017). The population in this study is XIAOMI smartphone users in Sidoarjo which consists of subjects who have certain qualities and characteristics determined by researchers to study and then draw conclusions.

The sample is part of the number and characteristics possessed by the population according to Sugiyono (2017). If the population is large, and research is not possible to study everything in the population, then research can use samples taken from that population.

The population in this study is unknown in number. According to Wibisono in Riduwan et.al. (2013) the formula for calculating samples in unknown populations is as follows:

$$n = \left( \frac{Z_{\alpha/2} \sigma}{e} \right)^2 = \left( \frac{(1,96) \cdot (0,25)}{0,05} \right)^2 = 96,04$$

So the minimum sample size that can be taken is 96.04 respondents, given the vastness of the population in this study a sample of 100 respondents will be taken. Sampling technique refers to a technique called convenience sampling is a sampling technique where researchers and those who help in distributing the questionnaire are free to choose who can be met and are willing to fill in, the most important respondents are XIAOMI smartphone users.

#### Data Analysis Technique

To answer the level of customer satisfaction and customer loyalty seen from differences in sex (male or female), the researchers used a t-test to find out whether there were significant differences from the two sample averages of a variable. This sample can

come from populations that have the same or different means. In the *t*-test, the means of the variables tested must have a corresponding statistical calculation for the 2 groups to be compared. The test can use the *t*-probability compared to  $\alpha = 5\%$ .

**RESULT**

*Descriptive Analysis*

In this research descriptive analysis will discuss respondents in terms of gender. Information as follows:  
Table 2. Respondents by Gender

Keterangan	Jumlah	Precent
Pria	67 Resp.	67%
Wanita	33 Resp.	33%

Source: Data processed, 2019.

*Analysis of Differences in Loyalty and Customer Satisfaction Based on Gender*

To analyze the differences in the level of loyalty and customer satisfaction of XIAOMI smartphone users by gender using the Independent Samples *t*-test, the SPSS output results are as follows:

Table 3. Independent Samples *t*-test Customer Satisfaction

Group Statistics									
Gender		N	Mean	Std. Deviation	Std. Error Mean				
Customer Satisfaction	Male	67	3,2239	,73259	,08950				
	Female	33	4,1242	,31027	,05401				

  

Independent Samples Test										
	Levene's Test for quality of Variance		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
Customer Satisfac	Equal varian assumed	48,168	,000	-6,754	98	,000	-,90036	,13330	1,16490	-,63583
	Equal varian not assumed			-8,613	96,444	,000	-,90036	,10454	1,10785	-,69287

Source: Data processed, 2019.

Based on the table above it is known that the *t*-value is -6.754 with sig. of 0,000 < 0.05 which means there are differences in customer satisfaction between male and female customers.

Based on the mean value, it is known that female customer satisfaction with an average of 4.12 is higher than male customer satisfaction with an average of 3.22.

Table 4. Independent Samples *t*-test Customer Loyalty

Group Statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
Customer Loyalty	Male	67	3,3367	,44820	,05476
	Female	33	4,0774	,27706	,04823



Independent Samples Test

	Levene's Test for quality of Variance		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Customer Loyalty	6,125	,015	-8,699	98	,000	-,74079	,08516	-,90979	-,57179
Equal varian assumed									
Equal varian not assumed			-10,152	92,858	,000	-,74079	,07297	-,88570	-,59589

Source: Data processed, 2019.

Based on the above table, the calculated t-value is -8.669 with sig. of 0,000 < 0.05 which means there are differences in customer loyalty between male and female customers. Based on the mean value it is known that female customer loyalty with an average of 4.07 is higher than male customer satisfaction with an average of 3.33.

**CONCLUSION**

Based on the explanation and analysis above, it can be concluded in this study that there are differences in the level of satisfaction and loyalty of XIAOMI smartphone users by sex. The results of the Independent Samples t-test showed a t-value of -6.754 with sig. of 0,000 < 0.05 which means that there are significant differences in customer satisfaction in male and female. T-value of -8.669 with sig. of 0.000 < 0.05 which means that there are significant differences in customer loyalty in males and females. Based on the mean value it is known that satisfaction and loyalty of female customers is higher than male customers.

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