

The Influence Of Differentiation On Customer Satisfaction Of Toyota Car Avanza Users at PT. Hadji Kalla Alauddin Branch Makassar City

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ABSTRACT

This study aims to determine the effect of product differentiation on consumer satisfaction of Toyota Avanza car users at PT Hadji Kalla Alauddin Makassar City Branch. This research uses quantitative methods. Data collection techniques in this study using observation and questionnaires. The population in this study was 844 people. The sampling method used is the Krejcie table with a sample of 243 respondents. The data obtained from the research results were processed using linear regression data analysis and the use of the SPSS 25 application which consists of validity and reliability tests. Descriptive data analysis techniques and inferential statistic analysis.

The results of the study based on (t test) showed that product differences had a significant effect on consumer satisfaction with a significance value of $0.000 < 0.05$. Determinant Coefficient test results obtained R Square of 0.457. This shows that the dependent variable of customer satisfaction of 45.7% is influenced by the independent variable of product differentiation, while the rest is influenced by other factors not included in this study. It can be said that product differentiation, in other words, the company must develop much better product differentiation if it is to continue to benefit from customer satisfaction.

Keywords:Product Differentiation, Customer Satisfaction, Avanza

INTRODUCTION

Competition between companies is getting tougher, especially in similar companies, both in terms of product competition, distribution, price and promotion. This is a threat as well as an opportunity for companies to maintain and improve the viability of a company or win the competition in business. One strategy that can be applied in maintaining it is by means of a product differentiation strategy. One of the goals of product differentiation is to maintain the superiority of the company's products compared to other products.

Competition in the automotive market is currently getting busier, especially after the entry of new brand car products from other countries. However, Indonesian

consumers still trust the choice of Japanese car products. PT. Toyota-Astra Motor or commonly abbreviated as TAM is the Brand Holder Agent (APM) of Toyota and Lexus cars in Indonesia. TAM is a joint venture company, where PT. Astra Internasional Tbk with a 50% share percentage and Toyota Motor Corporation Japan with a 50% share percentage. Then, importers and distributors of Toyota products in Indonesia are PT. Toyota-Astra Motor as its sales agent.

Designing a product that is difficult to imitate is one of the successes of product differentiation. PT. Toyota Motor Manufacturing Indonesia (TMMIN) is a manufacturer of Toyota products and an exporter of Toyota vehicles and spare parts. Improving the quality of products owned by the company by doing product differentiation to maintain and improve the company's marketing strategy. PT. Hadji Kalla as one of the largest car manufacturers in Indonesia, especially in South Sulawesi. Kalla Toyota (PT. Hadji Kalla) is also one of the founders of a Toyota dealer in Indonesia which has been established since 1969. Kalla Toyota has developed into a Toyota main dealer who continues to provide very proud achievements, one of which is the Automotive Market Leader in all sales areas of Kalla Toyota. with an average Market Share per year reaching >35%.

The Toyota Avanza is also a car that is very much in demand by the public compared to other types of Toyota cars. The reason is because the popularity of the Toyota brand is very strong. These conditions make the Toyota Avanza very popular and well-known in Indonesia. . Then the Toyota Avanza is also an affordable car compared to cars with a capacity of 7-8 other people.

Product differentiation is an act of designing a set of differences that aim to differentiate the company's offerings from those of competitors. Product differentiation is the act of designing a set of meaningful differences to differentiate a company's offerings from those of competitors added by (Kotler, Philip. Keller, 2009).

Based on the description above, consumers in making product selections will consider the advantages and benefits of a product in accordance with their needs and desires. Differentiation strategy is part of a generic competitive strategy with the aim of pursuing a competitive advantage that competes in similar or different industries. In terms of product differentiation, companies can use various approaches such as, form, features, customization, quality of performance, durability, constraints, ease of repair, and style. (Kotler & Keller, 2009). Consumer satisfaction is the impression or perception of the performance and expectations of the products or services provided by the company. If the consumer's expectations do not match, the customer is dissatisfied,

while when the expected performance exceeds expectations, the customer is satisfied. Customer satisfaction and dissatisfaction is the customer's response to the evaluation of the perceived discrepancy between previous expectations (or other performance norms) and the product's actual perceived performance after its use.(Tjiptono, 2014). A high level of satisfaction can also increase consumer loyalty to the company.

In connection with the description above and in accordance with the sales data of Toyota Avanza at PT Hadji Kalla Alauddin Branch that Avanza Cars have increased sales, the researchers chose the title "The Effect of Product Differentiation on Consumer Satisfaction of Toyota Car Users at PT Hadji Kalla Alauddin Branch Makassar City. "

RESEARCH METHODS

The research approach used is a quantitative approach with the type of research used is descriptive quantitative. According to (Sugiyono, 2013) Metode penelitian kuantitatif dapat diartikan sebagai metode penelitian yang berlandaskan pada filsafat positivisme, digunakan untuk meneliti pada populasi atau sampel tertentu, pengumpulan data menggunakan instrument penelitian, analisis data bersifat kuantitatif/statistic, dengan tujuan untuk menguji hipotesis yang telah ditetapkan. Dalam penelitian ini populasinya adalah pengguna mobil toyota avanza di PT Hadji Kalla Cabang Alauddin pada bulan Januari hingga bulan Agustus 2020 dengan jumlah 844 orang. Pengambilan sampel dalam penelitian ini menggunakan tabel krrejice berdasarkan teori Isaac dan Michael. Maka di dapatkan sampel sebanyak 243 responden yang akan digunakan dalam penelitian ini.

The data analysis technique in this study used descriptive statistical analysis by conducting validity and reliability tests and inferential statistical analysis using normality tests, simple linear regression analysis and product moment correlation tests.

RESEARCH RESULT

Product Differentiation at PT. Hadji Kalla Alauddin Branch Makassar City

Product differentiation is measured using 4 indicators proposed by (Kotler & Keller, 2009) namely form, features, reliability and ease of repair. The indicators are contained in 12 statements in the questionnaire that have been distributed to respondents who use the Toyota Avanza PT Hadji Kalla Alauddin Makassar City. The results of descriptive analysis show product differentiation at PT Hadji Kalla Alauddin Branch as follows:

a. Form

Based on the table of data processing results using the level of achievement scores on the form indicators, this can be seen from the results obtained in this study showing the level of achievement of the percentage score of 82.39% in the very good category,

where the Toyota Avanza car users are the majority respondents. choose to agree with this statement.

b. Feature

Based on the table of data processing results using the level of achievement scores on the feature indicators, this can be seen from the results obtained in this study showing the level of achievement of the percentage score of 83.29% in the very good category, where the Toyota Avanza car users who became the majority respondents chose agree on this statement.

c. Reliability

Based on the table of data processing results using the level of achievement scores on the reliability indicator, this can be seen from the results obtained in this study showing the level of the results obtained in this study shows the level of achievement of the percentage score of 80.33% with a very good category, which is Toyota Avanza car users who became the majority of respondents chose to agree with this statement.

d. Ease of repair

Based on the table of data processing results using the level of achievement scores on the ease of repair indicator, this can be seen from the results obtained in this study showing the level of the results obtained in this study showed the level of achievement of the percentage score of 83.92% with a very good category, which where the Toyota Avanza car users who were the majority respondents chose to agree with this statement. The results of the research above show that the average achievement level obtained by all indicators used in this study in measuring product differentiation variables in Toyota Avanza car users PT Hadji Kalla Alauddin Branch Makassar City is 82.48% with product differentiation category is very good.

Consumer Satisfaction of Toyota Avanza Car Users at PT Hadji Kalla Alauddin Branch Makassar City

Consumer satisfaction is measured using 4 indicators proposed by (Tjiptono, 2014) namely overall consumer satisfaction, confirmation of expectations, repurchase interest and willingness to recommend. The indicators are contained in 12 statements in the questionnaire that have been distributed to respondents who use the Toyota Avanza PT Hadji Kalla Alauddin Makassar City. The results of descriptive analysis show product differentiation at PT Hadji Kalla Alauddin Branch as follows:

a. Overall customer satisfaction

Based on the table of data processing results using the level of achievement scores on the overall consumer satisfaction indicator, it can be seen from the results obtained in

this study that the level of achievement of the score percentage is 79.20% in the very good category, where the Toyota Avanza car users who become the The majority of respondents chose to agree with this statement.

b. Confirmation of hope

Based on the table of data processing results using the level of achievement of the score on the expectation confirmation indicator, it can be seen from the results obtained in this study that the level of achievement of the score percentage is 75.88% in the very good category, where Toyota Avanza car users are the majority respondents. choose to agree with this statement.

c. Interested in buying again

Based on the table of data processing results using the level of achievement of scores on the indicators of repurchase interest, this can be seen from the results obtained in this study showing the level of achievement of the score percentage of 78.44% with a very good category, where the Toyota Avanza car users who become The majority of respondents chose to agree with this statement.

d. Willingness to recommend

Based on the table of data processing results using the achievement level score on the willingness to recommend indicator, this can be seen from the results obtained in this study showing the level of achievement of the score percentage of 83.37% with a very good category, where the Toyota Avanza car users who become The majority of respondents chose to agree with this statement.

The results of the research above indicate that the average level of achievement obtained by all indicators used in this study in measuring consumer satisfaction variables for Toyota Avanza car users PT Hadji Kalla Alauddin Branch Makassar City is 79.22% which is in the good category.

The Effect of Product Differentiation on Consumer Satisfaction of Toyota Avanza Car Users at PT Hadji Kalla Alauddin Branch

The results of the T test which resulted in a significant value of 0.000 which is smaller than 0.05. based on the results of the ttable test, it can be seen that tcount for the product differentiation variable is 14,255 while ttable is 4,820 which can then be interpreted as tcount > ttable, then H0 is rejected and Ha is accepted. So it can be concluded that the proposed hypothesis "There is an effect of product differentiation on consumer satisfaction" is accepted.

The results of the correlation test between product differentiation and consumer satisfaction obtained a Pearson correlation of 0.676 in the interval 0.60 - 0.799, which

means that the contribution of product differentiation to consumer satisfaction has a moderate/sufficient level of influence. Based on the results of the data obtained from r^2 of 0.457 which means that the effect of product differentiation on consumer satisfaction is 45.7% while the rest is influenced by other factors not found in this study such as differences in availability (availability in stores, can be ordered by fax, telephone and internet), image differences (symbols, events, atmosphere) and others.

CONCLUSION

Product differentiation of Toyota Avanza car users at PT Hadji Kalla Alauddin Branch of Makassar City which was used as the majority of respondents chose to agree on the statement based on four indicators formulated on product differentiation variables, namely shape, features, reliability and ease of repair which were in the good category. So it can be concluded that product differentiation has a significant effect on customer satisfaction of Toyota Avanza car users at PT Hadji Kalla Alauddin Branch Makassar City.

Consumer satisfaction of Toyota Avanza car users at PT Hadji Kalla Alauddin Branch, Makassar City, which was used as a respondent and the majority chose to agree on the statement based on four indicators formulated on the consumer satisfaction variable, namely overall customer satisfaction, confirmation of expectations, repurchase interest and willingness to recommend the following. are in the good category. So it can be concluded that product differentiation has a significant effect on customer satisfaction of Toyota Avanza car users at PT Hadji Kalla Alauddin Branch Makassar City.

The results of the analysis show that there is a significant effect between product differentiation variables on consumer satisfaction, and based on the results of correlation analysis, the results show that there is a relationship between variables with the level of relationship being in the strong/high category.

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