

MAXIMIZING SMARTPHONE USER SATISFACTION THROUGH QUALITY SERVICE, VIRAL ENGAGEMENT AND EXPERIENTIAL TACTICS

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Abstract: Customer satisfaction is the main goal of business people in the service sector. The purpose of this research is to find out how much service quality, viral marketing, and experiential marketing can affect your customer satisfaction. This type of research uses descriptive quantitative research. The analysis method in this study is multiple linear regression analysis, the population in this study is conato Jember customers. The sample used was 160 respondents. The results of this study show that this conclusion is evidenced by the value of t calculation on variables with t calculation of 27.388 and a significant level of 0.000. (1) The variable of service quality has a positive and significant effect on customer satisfaction. With t calculated as 6,241 and a significant level of 0.000. (2) Viral marketing variables have a positive and significant effect on customer satisfaction. The variables of service quality, viral marketing, and experiential marketing simultaneously have a positive and significant effect on customer satisfaction in your cell.

Keywords: service quality, viral marketing, experiential marketing and customer Satisfaction

INTRODUCTION

Communication technology today is not only a need of the general public but also a prospective business field. The business of cellular operators from year to year continues to increase along with the times. In addition, it is also supported by the presence of cheap mobile phones that can be reached by various levels of society so that the business of cellular operators is increasingly mushrooming in Indonesia. Technology will always evolve following human needs. (Bagaskoro 2019). The development of information technology and technology is currently experiencing very rapid progress and development. In the development of communication technology, especially mobile devices, it has made it easier for people to communicate and exchange information globally, so that the role of the internet for people has become a necessity in daily life. The high number of internet users in the country is inseparable from the rapid development of mobile phones or mobile phones in the last decade. Based on the report of the Central Statistics Agency (bps), there has been an increase in the use of mobile phones from 2011 to 2021. In 2021, the percentage of people in Indonesia who already have a mobile phone was recorded at around 65.87%. this figure jumped by around 68% when compared to the conditions a decade ago. In 2011, the percentage of the country's population who already had a new mobile phone reached 39.19%. According to bps, the average increase in the percentage of the population who have owned a mobile phone from 2011 to 2021 is

2.53% % per year. Based on the province, DKI Jakarta is recorded to have the highest, percentage of the population that has a mobile phone nationally, which is 81.83%.

Customer satisfaction is the feeling of disappointment and happiness of each individual in comparing the impression given by consumers about the level of performance of real or real products and services with performance according to expectations. Customer satisfaction has a great influence on oppo smartphone products, because it is the key to success in retaining its customers with factors that support customer satisfaction itself. Research conducted by. (Zhang et al., 2013) and(Raji & Zainal, 2016) proves that customer satisfaction is the key to achieving the success of oppo products and winning the competition. This research also says that customer satisfaction is based on the superior quality of service provided by oppo products. Service quality is one of the factors that can affect customer satisfaction. The quality of good service is provided to customers, jthen customers will be satisfied to enjoy the services provided by employees. The quality of service provides an impetus to customers to establish a strong relationship with the Company. *Viral marketing* is a comment or discussion that is contained on a consumer's *website* and recommends to other consumers. They will connect potential consumers who will use the goods or services and recommend them to other consumers. Loyal internet users will find it easier to make decisions because they get additional information and advice from other users. *Viral marketing* consists of: customer recommendations, bulletins, network strategies, communities, free offers, raffles, lists of potential buyers, product reference lists, affiliate programs, and *search engines* (Wardhana, A., & Pradana n.d.2016)*Experiential marketing* is one of the strategies for companies to maintain customer loyalty. Then *experiential marketing* according to. (Jne and Serang 2023)put forward the essence and concept of *experiential marketing* is marketing and management that is driven by experience. *Experiential* itself comes from the word *experience* which means experience

		<u>Sales Volume/unit</u>									
and	Br anu- ary	J %	Fe bru- ary	% %	M arc h	% %	Ap ril	% %	M ay	% %	
Op	3	3	30	2	3	3	32	3	3	3	
po	00	0%	0	9%	20	1%	5	0%	27	0%	
Vi	2	2	26	2	2	2	25	2	2	2	
vo	40	4%	0	5%	50	4%	3	3%	52	3%	
Re	2	2	23	2	2	2	24	2	2	2	
alme	20	2%	0	3%	40	3%	6	3%	47	2%	
In-	1	1	13	1	1	1	15	1	1	1	
finix	00	0%	0	3%	30	3%	1	4%	55	4%	
Ite	1	1	10	1	1	1	11	1	1	1	
l	40	4%	0	0%	00	0%	0	0%	20	1%	
To											
tal	1	1	10	1	1	1	10	1	1	1	
	000	00	20	00%	040	00	85	00%	101	00%	
			%				%				

From the table above, it shows that your cell sales turnover has experienced a very rapid increase in the number of smartphone sales. In January your cell can sell smartphones at 1000 units with a percentage of total oppo sales of 30%, 24% for total vivo sales, total realme sales at 23%, total infinix sales of 13% and total sales of itel 11% in February your cell is able to sell 1020 units with a percentage of total oppo sales of

29%, 25% for total vivo sales, Total realme sales 23%, total Infinix sales 13% and total ITEL sales 10% The increase continued until May 2024 with total unit sales of 1101 units of all items.

Total Highest Brand Sales	Total	%
Oppo	1572	30%
Vivo	1255	24%
Realme	1183	23%
Infinix	666	13%
Itel	570	11%

Source: presurvey data 2024

With the sales rate showing that you cell is experiencing a very rapid increase in the number of smartphone sales, for that reason, the researcher took the object of your cell in this study and you cell as a smartphone outlet that sells a variety of smartphone products. From the results of the pre-survey above, there are several aspects that affect your customer satisfaction Cell Lumajang It is interesting for researchers to conduct research related to service quality, viral marketing and experiential marketing on customer satisfaction. Although there are several similar studies, researchers have not found any research that uses smartphone outlet as a research object. Therefore, the researcher chose You Cell Lumajang as the research site.

METHOD

This study uses an explanatory approach with a quantitative approach. (Sugiyono 2016) quantitative research is a type of research whose specifications are systematic, planned, and clearly structured from the beginning to the end of making a research design. (Sugiyono 2016) explanatory kunatory research is a study that explains the relationship between variables that affect the researcher's hypothesis. (Sugiyono 2018) primary data is a source of data obtained directly by researchers. Data is collected directly by the researcher from the first source or where the object of the study was conducted. In this study, primary data was obtained through filling out an online questionnaire which was compiled based on variable indicators that would be Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics, (Sugiyono 2018) a population is an object or subject that is determined by the researcher to be researched and then drawn conclusions. The population in this study is your customer lumbar cell, (Sugiyono 2018) the sample is part of the population that has certain characteristics. For each estimated parameter, the sample size is a minimum of 5 and a maximum of 10. The ideal and representative number of samples is obtained from the number of research indicators multiplied by 5 to 10 (Ferdinand 2002). Meanwhile, the indicators used are 16 indicators. Thus, the number of samples in this study is 160 people. quantitative research is one type of research whose specifications are systematic, planned, and clearly structured from beginning The sampling technique used in this study is the purposive sampling method. Purposive sampling is a method to select samples that have a subjective purpose. This is done because researchers have understood that only certain target groups are able to provide the information needed. The sample in this study is your cell customers who meet the criteria as respondents, namely those who are less than 25 years old and make a purchase of a smartphone on your cell Lumajang. The sampling technique used in this study was purposive sampling.

RESULTS AND DISCUSSION

Results

The t-test is used to explain how far the influence of one independent variable individually in explaining the variation of dependent variables [ghozali], 2018). In this study, the t-test can be seen in the following table

4.15: Table 2. t-test results

Variable	t count	T table	Signification
Quality of service (X1)	27,388	1,655	0,000
Viral marketing (X2)	7,304	1,655	0,000
Experiential marketing (X3)	30,513	1,655	0,000

Source : Primary data that has been processed, April 2024

Based on table 2. Above the t test can be explained as follows:

1. The service quality variable (X1) with t calculated 27.388 > t table 1.655 or a sig value of 0.000 < 0.05, then Ho is rejected, and H1 is accepted. The conclusion is that the service quality variable has a significant positive effect on customer satisfaction.
2. Viral marketing variable (X2) with t calculated 7.304 > t table 1.655 or a sig value of 0.000, > 0.05, then Ho is rejected, and H1 is accepted. The conclusion is that the viral marketing variable has a positive and significant effect on customer satisfaction.
3. The experiential marketing variable (X3) with a calculated t of 30.513 > t table 1.655 or a sig value of 0.000 > 0.05, then Ho is rejected, and H1 is accepted. The conclusion is that experiential marketing variables have a positive and significant effect on customer satisfaction.

Determination Coefficient Test R2

The coefficient of determination basically measures how far the model's ability to explain the variation in the dependent variable. If in the empirical test the adjusted R2 value is obtained, it is considered to be zero. Mathematically if $R^2 = 1$, then $adjusted\ R^2 = R^2$

1. Meanwhile, if the value of $R^2 = 0$, then $adjusted\ R^2 = (1-k)(n-k)$. if $k > 1$, then $adjusted\ R^2 = (1-k)(n-k)$.

2R will be negative [ghazali], 2018). The following are the results of empirical tests using the coefficient of determination R2 :

Table 4.12 Results of the Coefficient of Determination R2

Typ	R	R Square	Adjusted R Square	Std. Error of the Estimate
e				

1	,984a	,968	,967	,274
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a. predictors: (Constant), x1,x2,x3

Source: Processed primary data, April 2024

Based on the research that has been conducted, the magnitude of the determination coefficient or R² is 0.984. This means that 98.4% of the variation in customer satisfaction variables in your cell Lumajang can be explained by the variables of service quality, viral marketing, and experiential marketing, while the rest is influenced by other variables outside this study.

Discussion

the first hypothesis states that service quality is positive for customer satisfaction. This study proves that product quality has a positive and significant effect on customer satisfaction. According to [Al-Tit](2015) service quality is one of the factors that can affect customer satisfaction. The quality of good service is provided to customers, then customers will be satisfied to enjoy the services provided by employees. In the open-ended questions on the questionnaire sheet distributed to customers, it has a direct impact, namely the answer of the customer feels that the quality of service at your cell is in accordance with the expectations of customers such as you cell Lumajang provides friendly, informative, and responds well to complaints submitted, in addition to that you cell Lumajang has a waiter who is neatly dressed and clean which makes customers feel more appreciated when purchasing your cell products, Supportive research on customer satisfaction says that service quality affects customer satisfaction when customers visit oppo smartphone outlets. The results of the study are in accordance with previous research (Ramseook-Munhurrun n.d.). in his research also said that service quality has an effect on customer satisfaction if it provides superior service quality to customers who visit oppo smartphone outlets. The conclusion is that the dependent variable (customer satisfaction) is proven to be significantly well partially influenced by the independent variable (service quality).

The second hypothesis states that viral marketing is positive for customer satisfaction, meaning that *viral marketing* can be cheaper than purchases in traditional markets that are often campaigned. Since then, the mindset towards the media has developed rapidly. the key to *viral marketing* is comments or discussions contained on consumer, websites and recommendations to other consumers. They will connect potential consumers who will use the goods or services and recommend them to other consumers. In the open-ended questions on the questionnaire sheet that are distributed to customers have a direct impact, namely the answer of customers feeling that viral marketing on you cell is in accordance with the expectations of customers like you cell Lumajang provides complete information about smartphone products including benefits, advantages, prices, detailed information on goods, through purchases from others, research that supports customer satisfaction that says that viral marketing affects satisfaction customers when customers visit OPPO smartphone outlets. Loyal internet users will find it easier to make decisions because they get additional information and advice from other users.

The third hypothesis states that *experiential marketing* is positive for customer satisfaction, meaning that *experiential marketing* is one of the strategies for companies to maintain customer loyalty. This statement is reinforced by previous research from (Triwahyuni and Zuhroh 2020) that *experiential marketing* has a significant effect on customer loyalty. In the open questions on the questionnaire sheet that is distributed to customers has a direct impact, namely the answer that the customer feels *experiential marketing* on you cell in accordance with customer expectations such as your cell Lumajang Smartphone products sold in your cell are in accordance with the needs of the customer in addition to that your cell also has price suitability and to answer needs, supporting research regarding customer satisfaction which says that *Experiential marketing* affects customer satisfaction when customers visit OPPO smartphone outlets.

CONCLUSION

In this study, it can be concluded by the researcher is:

1. Service quality has a positive and significant effect on customer satisfaction, the results of this finding mean that the better the service quality, the higher customer satisfaction will be
2. Viral marketing has a positive and significant effect on customer satisfaction, the results of this finding mean that the better viral marketing is, the more customer satisfaction will increase
3. Experiential marketing has a positive and significant effect on customer satisfaction, the results of this finding mean that the more experiential marketing will increase customer satisfaction

Based on the results of the research that has been carried out, namely the variables of service quality, viral marketing, and experiential marketing will affect customer satisfaction, this study provides several inputs for acceptance, these inputs include:

1. Based on the research that has been conducted on your cell Lumajang to maintain maximum service quality, the company is expected to improve employee skills by conducting training, especially in the service department in order to gain customer sympathy.
2. Based on the research that has been conducted to increase viral marketing for your part, Lumajang cell is expected to always increase viral marketing by conducting online marketing for complete information about smartphone products
3. Based on the research that has been carried out to win the market competition, your side of Cell Lumajang must always innovate and follow the latest trends, especially in the world of *smartphones*.

In this study, there are only 65% of conato jember customer satisfaction variables that are influenced by product quality, service quality, and product diversity variables and the analysis is still simple. So it is advisable for subsequent researchers to conduct research using more varied variables so as to obtain more findings and be useful for the development of science.

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