

EVALUATION OF CUSTOMER SATISFACTION TOWARDS AMYLINEAR PRODUCT

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ABSTRACT

The high figure of obesity in Indonesia underlies the development potential of the healthcare business. EASECOX company has excellent products such as underwear clothing for health with the trademark Amylinear. In addition to help the user to gain the ideal body shape, Amylinear underwear can also improve the health condition of the wearer. The purpose of this study was to analyze customer satisfaction towards Amylinear products. Research with the title EVALUATION OF CUSTOMER SATISFACTION Towards AMYLINEAR PRODUCT, is using a qualitative approach through interviews with four informants, among others are: 1 user of the Amylinear product with duration of use more than one year and re-purchase, 2 users of the Amylinear product with duration of use more than one years and has been re-purchase who also become a re-seller or distributor of Amylinear products, 1 general practitioners. The data obtained will be applied to the theory of Customer Satisfaction, Quality of Products, Quality of Service, and Emotional Factor to analyze customer satisfaction towards Amylinear product. From these results we concluded that the goods are said to be good not only seen from the quality of its products, but also of the quality of service after the purchase, and how well and successful distributors gain emotional factors of their customers.

Keywords: EASECOX, Amylinear, health clothing, underwear, corsets, customer satisfaction, product quality, service quality, emotional factor

INTRODUCTION

In Indonesia, obesity rates continue to rise. Based on Riskesdas (2013), in adult men increased from 13.9% in 2007 to 19.7% in 2013. While in adult women there is a very extreme increase reached 18.1%. From 14.8% in 2007 to 32.9% by 2013 (Riskesdas, 2013). The World Health Organization (WHO) has declared obesity as a global epidemic.

Obesity has a multifactorial etiology that involves genetics, metabolism, culture, psychosocial factors and lifestyle changes resulting in increased food intake and reduced energy expenditure (Fontaine et al., 2003; Sebastian, 2012) resulting in an accumulation of excess body fat. Whether you realize it or not, more and more people are found to be overweight or obese. According to the Central Bureau of Statistics (BPS) in 2014, the number of fat men six times more than 10 years ago. While for women is 3.5 times compared with 2004.

Based on basic health research (riskesdas) 2013, the increase in true obesity rates occur in men and women. The male obesity rate in 2010 is about 15 percent and is now 20 percent. In women, the percentage increase to 35 percent from 26 percent in 2010. In fact, this year the figure of obesity in women in East Java above the national figure of the percentage of 32.6 percent. Andriyanto explained, one indication to measure obesity is the circumference of waist. Normal waist circumference in males is 90 cm and women 80 cm. Riskesdas 2013 also mentions, the

percentage of population of East Java (women and men) whose stomach circumference above the normal limit reached 27 percent.

As long as the sick person wants to be healthy and the healthy person wants to stay in shape, the business prospect of health is bright. However, the health business players are already crowded. The risk, margins can be eroded if the price war. Service is the key to survival. For normal humans, health is the most important thing. Because it is considered as important, health business grows rapidly. Business consultant Henky Eko Sriyantono said business growth in the health sector ranged 50% every year. In fact, this business can increase up to 100% in a year.

Amylinear is a woman's underwear with health advantages that can reduce the problem of obesity and can shape a woman's body becomes more ideal. Increasingly, women's underwear business for premium segment is increasingly exciting. Special segment of premium women's underwear, business growth reaches about 20% per year. This promising market prompted some foreign manufacturers and brands to seriously work on the Indonesian market.

Amylinear is one of the superior products of the company Easecox. Easecox Company was established in Taiwan by Amylin since 1988. Easecox is one of the companies in Taiwan ready to enter the global market of International. The business model run by the company Easecox with Amylinear's flagship product is Multi Level Marketing (MLM). With this tiered system the product is not through the agent but from the company directly to its distributor so that there is a disconnection of the distribution chain. Seeing the conditions of competition so tight, the company continues to increase customer satisfaction; Such as providing product samples, periodic servicing to customers, and a familial approach.

According to Irawan (2008: 37), the factors that drive customer satisfaction include product quality, price, service quality, emotional factor, cost and convenience.

LITERATURE REVIEW

Customer Satisfaction

The definition of customer satisfaction by Kotler (2014: 150) is the feeling of pleasure or disappointment that comes after comparing the performance of the thought product to the expected performance (or outcome). According to (Robert W. Lucas, 2012) states that: Satisfaction is a big factor for many customers in remaining loyal. In your own organization, your effort could be a deciding factor in customer ratings for the quality of service rendered. According to Kotler and Keller (in Heruwasto & Aprilia 2012: 431) who became indicators in customer satisfaction are:

1. Customer satisfaction is judged by the appropriateness between service, price and product with what was expected by customers.
2. Re-buy
3. Recommending others

Product Quality

According to Kotler and Armstrong (2012: 283) the meaning of product quality is: the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes.

To achieve the desired product quality then required a standardization of quality. This way is intended to keep the resulting product meet the standards that have been set so that customers will not lose confidence in the product concerned.

There are nine dimensions of product quality according to Kotler and Keller are converted by Bob Sabran (2011: 8) as follows:

1. Form, including the size, shape, or physical structure of the product.
2. Features, special features, characteristics, special services, advantages that are integrated into a product exposed to the customer / social / public.

3. Performance quality, is the level at which the main characteristics of the product operate. For example price, cleanliness and taste.
4. Perceived quality, customer perception of quality totality and brand superiority.
5. Durability, a measure of the operating life expectancy of a product under ordinary or stressful conditions, is a valuable attribute for certain products.
6. Reliability (reliability), is a measure of the probability that the product will not malfunction or fail within a certain time.
7. Repairability, is a measure of ease of product repair when the product is not working or fail.
8. Design, is the totality of features that connect the look, feel, and function of the product based on customer needs.

Based on the above dimensions, it can be concluded that a quality dimension is a requirement for a value of product allows to be able to satisfy customers as expected. In this research will be discussed on Shape, Quality of product performance, Impression quality, Resilience, Reliability, and Design.

Service Quality

According Tjiptono (2011: 23) Service Quality is something perceived by the customer. Customers will assess the quality of a perceived service based on what they describe in their minds. Customers will switch to other service providers who are better able to understand customers' specific needs and provide better service.

According to Parasuraman, Zeithaml, and Berry cited by Tjiptono (2011: 69) identify there are ten main factors that determine the quality of service. These ten factors are:

1. Reliability, includes two main things, namely the consistency of work (performance) and ability to be trusted (dependability). This means that the company concerned fulfills its promise, for example delivering its services on an agreed schedule.
2. Responsiveness, ie the willingness or readiness of employees to provide services required customers.
3. Competence means that everyone in a company has the skills and knowledge needed to provide a particular service.
4. Access, including ease of contact and encounter. This means the location of service facilities that are easy to reach, the waiting time is not too long, the channel communication company easily contacted, and others.
5. Courtesy, includes the courtesy, respect, attention and friendliness of contact person (such as receptionists, tellers, telephone operators, etc.).
6. Communication, which means providing customers with information in a language they can understand, and always listening to customer suggestions and complaints.
7. Credibility, which is honest and trustworthy. Credibility includes company name, company reputation, contact person characteristics, and customer interaction.
8. Security, which is safe from harm, risk, or doubt. These aspects include physical security, financial security, and confidentiality.
9. Understanding, an effort to understand customer needs.
10. Tangibles, the physical evidence of the services, may be physical facilities, equipment used, physical representations of services such as computer units used.

In this research will be discussed on Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Understanding, Tangibles.

Emotional Factor

According to Khaled (2012) marketing based on experience is able to create customer loyalty through experiences that make customers impressed. Robinet and Brand (in Ratih, 2010: 124)

divide the value into two parts: Rational Value (Product and Money) and Emotional Value (Equity, Experience, Energy). Rational Value describes the value customers receive on each product and service use and compares it to the value of money (rational), while Emotional Value describes the value customers receive in terms of equity, experience and energy. Understanding the hearts of customers means understanding their feelings and emotions and ultimately the company can provide values that are more emotional (Emotional Value) than the Rational Value. Factors influencing perceptions and customer expectations according to Gaspersz in (Nasution, 2010: 104) are as follows:

1. Needs and desires associated with things that customers feel when they are trying to make transactions with producers / suppliers of products (companies). If at that time the needs and desires are large, expectations or expectations of customers will be high, and vice versa.
2. Past experience when consuming products from companies and competitors.
3. The experience of friends, where they will tell the quality of products to be purchased by the customer. This clearly affects customers' perceptions especially on products that are perceived to be high risk.
4. Communication through advertising and marketing also affects customer perceptions. The people in the sales and advertising department should not make excessive campaigns beyond the level of customer expectations.

In this research will be discussed about all four factors.

RESEARCH METHODS

This research uses research type with qualitative approach. According to Bogdan and Biklen (in Sugiyono, 2013: 13) states one of the characteristics of qualitative research is descriptive so that the data collected in the form of words or images so as not to emphasize the numbers. Moleong (2013: 16) states that qualitative research methods produce descriptive data in the form of written or oral words about the nature of an individual, the circumstances, the symptoms of a particular group that can be observed. Thus, in this study, product quality, service quality, and emotional factor are research data that can be described in terms of customer satisfaction evaluation of Amylinear products. After that, also described the results of interviews with informants. The descriptions of interview results are collaborated as research objects that are studied to answer the formulation of the previously proposed problem.

Subjects and Research Objects

Moleong (2013) describes the subject of the study as an informant, meaning that people in the background of research are used to provide information about the situation and condition of the research background. In this study the subject is:

1. Doctor
2. 2 distributors as well as users of Amylinear products
3. User

According Sugiyono (2012: 38), understanding of the object of research is an attribute or the nature or value of people, objects or activities that have a certain variation set by researchers to learn and then drawn conclusions. In this research, the object of research is the quality of Amylinear product, service quality, and emotional factor.

Validity and Reliability

According Sugiyono (2011: 2), valid shows the degree of accuracy between the actual data occurs on objects with data that can be collected by researchers. Valid data means data that is not different between data reported by the researcher with actual data going on the object of research. According Sujarweni and Endrayanto (2012: 177) Test validity is used to determine the feasibility of the items in a list of questions in defining a variable. In this research, the

researcher uses triangulation technique to test the truth of the data. Triangulation in a research is important if researchers really want accurate data. According Sugiyono (2011: 330), triangulation techniques are defined as data collection techniques that are combining from various data collection techniques and data sources that already exist. When data collection is done with triangulation, then actually collected data that simultaneously test the credibility of data, that is checking credibility of data with various technique of data collecting and various data source. According Sugiyono (2012: 273), Triangulation Source technique is done by examination of data obtained through various sources. Triangulation of sources will be made to users of Amylinear products with the use of more than 1 year and not repurchase, users of Amylinear products with the use of more than 1 year and repurchase, users of Amylinear products with duration of more than 1 year and have made purchases And became a seller or distributor of Amylinear products, and a doctor.

In addition to be valid, the research instrument must also be reliable (consistent). Sugiyono (2011: 3), reliability with respect to degree of consistency data in a certain time interval. Reliability test in this research using dependability technique, carried out the search during the process by looking at the consistency of answers obtained from resource persons during the data collection process. Dependability technique is based on the assumption of repetition and replicability (Emzir, 2012: 80). The technique used is the technique of source triangulation by examining the data obtained through various sources.

RESULTS AND DISCUSSION

Tjiptono (2004) in Surtiawan (2006) adds that customer satisfaction or dissatisfaction is a customer response to a perceived discrepancy / disconfirmation evaluation between the previous expectations (or other performance norms) and the actual performance of the perceived product by the user. Meanwhile, according to Kotler in the book Sunyoto (2013: 35), customer satisfaction is the level of one's feelings after comparing (performance or results) are perceived compared with expectations. From the results of the analysis of customer satisfaction, companies need to see the needs of customers. Can be seen from the age segment, where young customers are mostly more concerned with appearance. Therefore distributors should be able to show the results of physical changes and shapes of those who have used the Amylinear product first. And for the elderly customer most of the needs are for health and weight loss. If the customer is good, they will not hesitate to buy the product again and promote it to others.

CONCLUSION

In this study discussed about customer satisfaction Amylinear products. Customer satisfaction seen from three factors, namely product quality, service quality, and emotional factor. The purpose of this study is to analyze customer satisfaction of Amylinear products. From the research of product quality that has been done, it can be concluded that the goods are said good not only using good materials, but also through the process and research for many years. So that ultimately created a product that has a patent from Japan with the benefits of the product there is the content of tourmaline stone in yarn fiber so as to provide maximum results for the wearer and durable. So the quality of Amylinear products is unquestionable.

Service quality factor, it can be concluded that service / service to customer both before and after transaction is equally important. Therefore, a good relationship and kinship to customers and prospects is important. And also the company through its distributors to educate customers about the awareness of health, product benefits, company history, product manufacturing

process, etc., so that customers feel close and understand correctly about Amylinear products. Many of the customers are satisfied with this service, and re-buy the product and even recommend it to family, friends, relatives, and relationships.

The company seeks to meet the needs of its customers by touching the emotional factors of customers. Customers will be interested to try and buy products by seeing the results of friends or people they know. The company also provides examples of products so that potential customers can try the product and see and feel directly the changes that occur in the body. To touch the emotions of its customers, the company also markets the product using advertising. The ads are photographs, testimonials and sharing directly from the users so that customers who have health complaints and problems similar to or similar to them can be interested in trying and buying their products.

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