

## **Venom Audio Customer Loyalty Analysis (Study of Product Quality in the Creative Audio Custom Karawang Team in 2019)**

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### **ABSTRACT**

PT. Sumber Bahagia Audiotama, which owns the Venom audio brand, which was founded in 1998. Venom audio is a car audio brand that has been around for a long time among car audio lovers. Since its inception, it was launched which aims to improve the quality of car audio by presenting a variety of products designed to follow the needs of product users. The purpose of this study was to determine the loyalty of Venom audio product users to the Karawang Creative Audio Custom Team. The sample in this study is 30 people who are an affordable population that can be collected by researchers. Data collection techniques obtained by questionnaire, observation and documentation. The result of this study is that there is a relationship between the independent variables and the dependent variable in this study which was produced by univariate analysis and bivariate analysis. Venom audio can increase product user loyalty by paying attention to aspects that get low scores based on analysis results that can affect product user loyalty.

**Keywords :** *Product Quality, User Loyalty, Univariate and Bivariate*

### **INTRODUCTION**

#### **Background**

One of the conditions that must be met by a company in order to achieve success in competition is trying to achieve the goal of creating loyalty and retaining customers. In order to achieve this goal, every company must strive to produce and deliver goods and services that consumers want with proper product quality.

Every company must be able to understand the wants and needs of consumers (Tjiptono F, in Yesi, 2017). Indicators of customer loyalty according to Philip Kotler and Keller are Repeat Purchases (loyalty to product purchases), Retention (resistance to negative influences

about the company, Referalls (totally refer to the existence of the company).

Venom audio is an audio product founded in 1998, which has developed and manufactured in-car speakers for audio lovers, sound lovers, and music lovers. Over the years, Venom has created audio products according to consumer wants and needs.

Quality is the most basic thing of customer satisfaction and success in competing. In fact, quality is a must for all sizes of companies and for the purpose of developing quality practices and demonstrating to consumers that they are able to find expectations of higher quality (Tata et. al, 2000:2). Product quality is the totality of

features and characteristics of a product or service in its ability to satisfy stated or implied needs. Consumers will be satisfied if the results of their evaluation show that the products they use are of high quality.

With the background above, it becomes the basis for the author's consideration to find out how loyal users of Venom audio products are, with the thesis title "Analysis of customer loyalty venom audio (study of product quality on the Karawang Custom Audio Creative Team in 2019)".

### **Formulation of the problem**

Based on the background of the problems above, the formulation of the problems in the research presented by the author include:

1. What are the characteristics of users of Venom products?
2. How do users rate the quality of Venom products?
3. What is the loyalty of venom product users?

### **Research purposes**

Based on the existing problems, the objectives of this research to be achieved by conducting this research are:

1. To identify the characteristics of venom product users.
2. To analyze user ratings of Venom products.
3. To study the loyalty of Venom product users.

## **Literature review**

### **Product quality**

Defining quality based on value creation and customer satisfaction according to the American society for quality (The American Society for Quality) defines quality as the freedom from defects or the characteristics of a product or service that depend on its ability to satisfy stated or implied customer needs. our customers return and our products do not return. (Kotler, in Yesi, 2017).

Quality has a direct impact on product or service performance (Susiyanti, 2017) , therefore, quality is closely related to value and customer satisfaction in a narrow sense, product quality is one of the main marketing positioning tools or product quality is a product or service characteristic that depends on its ability to satisfy stated or implied customer needs.

### **User Loyalty**

Loyal customers are the foundation for achieving goals and objectives in strategic marketing, therefore even though there are many companies that are constantly trying to pursue or acquire new customers, what is more important is loyal customers.(Shandi, 2020) consistently rebuy selected products/services in the future, even though situational influences and marketing efforts have the potential to cause behavior change. (David Harianto, in Yesi,

2017)

To find and build a management system that is capable, according to Oliver, loyalty is a deeply held customer commitment to re-subscribe or re-purchase selected products/services consistently in the future, even though situational influences and marketing efforts have the potential to cause behavior change. Ratih (2015, p. 128) customer loyalty in the context of service marketing, Tjiptono, as a response that is closely related to pledges or promises to uphold commitments that underlie relationship sustainability, and is usually reflected in ongoing purchases from the same service provider for based on dedication and pragmatic constraints.

## **Research methods**

### **Location and Time of Research**

This research was carried out by the Karawang Creative Audio Custom Team, May-July 2019.

### **Population and Sample**

The population in this study were all users of Venom products in the Karawang Creative Audi Custom Team, while the research sample consisted of 30 people who were an affordable population that could be collected by researchers.

### **Data collection technique**

The method used in this study is to conduct a questionnaire, observation, literature / literature study, and

## **Research results and discussion**

This analysis is used to determine the characteristics of Venom Audio customers. The analysis used is descriptive analysis based on gender, age, education, occupation, hobbies and customer ratings of product quality. Furthermore, a cross tabulation is carried out between customer characteristics and their level of loyalty.

### **Relationship between Gender and User Loyalty**

The results of the analysis between the gender of the respondents and the loyalty of product users were 22 male respondents and 7 female respondents. The large number of male customers is an opportunity for Venom Audi to increase customer loyalty. Venom Audio can focus more on male customers so that their loyalty increases. Special events for men can be done to increase their loyalty.

Statistical test results obtained p value = 0.309, which can be concluded that the relationship between respondent's gender and product user loyalty is not significant for venom customers

### **Relationship between Age and User Loyalty**

The results of the analysis between the age of the respondents and product user loyalty were 13 respondents aged less than 30 years and 17 respondents aged more than 30 years.

Customers aged more than 30 years are larger than customers aged less than 30. Usually customers aged more than 30 years are independent in terms of income and have families.

Statistical test results obtained p value = 0.21, which can be concluded that the relationship between respondent age and product user loyalty is not significant for venom customers.

#### **Relationship between Education and User Loyalty**

The results of the analysis between work and product user loyalty are 6 respondents with high school education and 24 respondents with bachelor's degree. It can be seen that the majority of Venom Audio's customers are S1. Customers with a higher level of education are smarter and more selective in choosing the products they will use. Venom Audio should live up to their expectations.

Statistical test results obtained p value = 0.005, which can be concluded that the relationship between respondent education and product user loyalty is very significant for venom customers.

#### **Relationship between Employment and User Loyalty**

The results of the analysis between work and product user loyalty are 20 respondents who work as employees and 10 respondents who are self-employed. Venom Audio's biggest customers are employees. This is

an opportunity for Venom Audio to provide audio products that support their activities.

The statistical test results obtained p value = 0.562, which can be concluded that the relationship between the respondent's job and product user loyalty is not significant for venom customers.

#### **Relationship between Hobbyist and User Loyalty**

The results of the analysis between hobbies and product user loyalty are as many as 18 respondents have automotive and music hobbies and 12 respondents have other hobbies. Most of Venom Audio's customers have music and automotive hobbies. This is an opportunity for Venom Audio to meet customer expectations regarding audio products that keep up with developments in automotive technology.

The statistical test results obtained p value = 0.320, which can be concluded that the relationship between respondents' hobbies and product user loyalty is not significant for venom customers.

#### **Relationship between User Rating of Products and User Loyalty**

The results of the analysis between Customer Ratings of Product Quality and product user loyalty as many as 8 respondents have low Customer Ratings of Product Quality and 22 respondents have high loyalty Customer Ratings of Product Quality. Most Venom Audio

customers say the quality of Venom Audio products is high. This must be maintained by Venom Audio. Venom Audio must consistently maintain the quality of its products.

Statistical test results obtained p value = 0.002, which can be concluded that the relationship between customer assessment of product quality and product user loyalty is very significant for venom customers

## CONCLUSION

Based on the results of the analysis and discussion, the following conclusions can be conveyed:

1. According to users, the quality of venom products obtained from research results is considered good qualification.
2. Product user ratings obtained from research results are included in good qualifications.
3. User loyalty to Venom products from the research results includes good or loyal qualifications.

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