

## ASPECTS OF SATISFACTION OF EMALINE CUSTOMERS

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**Abstract:** In order to achieve the objectives of the operations, Emaline needs to review the influence of product quality; which consists of aesthetics, durability, customer perceived quality, and serviceability, on the customer satisfaction of the company. The purpose of this study is to determine: the influence of aesthetics on customer satisfaction; the influence of durability on customer satisfaction; the influence of customer perceived quality on customer satisfaction; and the influence of serviceability on customer satisfaction. The samples in this research consist of 42 Emaline consumers under the business-to-consumer pattern who have made more than one purchase. Multiple Linear Regression is used as analysis technique in this study. Research results suggest that aesthetics, durability, customer perceived quality, and serviceability affect the customer satisfaction of Emaline.

**Keywords:** aesthetics, customer perceived quality, customer satisfaction, durability, serviceability

### INTRODUCTION

Judging from the value of gross domestic product, the leather industry (including, textile, leather, and footwear) shows that there is a trend to improve businesses. The improvement gives an understanding to employers that the leather industry is experiencing growth and has many potentials. The potentials in that industry should be utilized to enable Emaline to increase its number of customers and expand its businesses. Customers satisfaction needs more attention and it is not something that appears suddenly. Yesenia and Siregar (2014:183), and Sembiring et al. (2014:1), suggest that product quality has a significant effect to customers satisfaction.

Wendha *et al.* (2013:20) explains that the existence of consumer satisfaction in the company can reduce consumer sensitivity to prices, the cost of marketing failure, operating costs

due to the increasing number of consumers, increase advertising effectiveness and business reputation. This view explains the importance of customer satisfaction for companies, so Emaline needs to be investigated. As explained earlier, product quality can affect customer satisfaction. Alfred (2013: 184–185) explains that product quality has a number of variables that can determine the extent of the quality of the product itself, which the variables include: performance, feature, conformance, reliability, durability, serviceability, aesthetics, and customer perceived quality.

The researcher conducted a preliminary survey of the variables of product quality in order to see the variables of product quality that had more influence on customer satisfaction. In Table 1 which contains the results of the initial survey it can be seen that consumers pay more attention to aesthetics, durability, customer perceived quality, and serviceability aspects. The results of the initial survey became the initial reference for reviewing product quality, specifically aesthetics, durability, customer

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