Determinants of Customer Satisfaction In Machinery Industry

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Abtract

Many studies on customer satisfaction that has been done, but for the field of business to business (B2B) is still very rare. Mostly the study examine the relationship between the quality of products and services. This study was motivated by the increasing consumption of packaging in Indonesia, which is not followed by an increase in sales of packaging machinery maker. The study examined determinants variable that affect customer satisfaction, in terms of variable product quality, service quality, price and relationship with customer satisfaction. This study was conducted in 30 (thirty) companies in Indonesia printing packaging makers, which use die cutter machine or cutting machine in Indonesia, how their perceptions, as well as examine what variables that affect customer satisfaction, and how the level of influence on customer satisfaction. The research method uses interview and questionnaire to the decision makers, users and those who have influence in the purchase decision process. Reliability and validity of test methods used, as well as classic assumption and multiple linear regression analysis used to answer the questions in this study. The results showed the quality of the product as a variable that is best assessed by customers, variable price as a variable that gets the lowest assessment. Variable product quality, price, and relationships influence on customer satisfaction, but service quality is not influence on customer satisfaction. The variables that most influence on customer satisfaction is a variable relationship.

Keywords: customer satisfaction, die cutter machines, business to business, machinery Industry

1. Introduction

This study was motivated by the increasing consumption of packaging in Indonesia, which is not followed by an increase in sales of packaging machinery maker. The study examined determinants factor that affect customer satisfaction, in terms of product quality, service quality, price and relationship. The latest research and data from associations and FMCG (Food Manufacturing Consumer Goods) industry, impulse buying plays an important role in the buying decision process. Hence the need for attractive packaging is needed. Facing the free market AFTA (Asean Free Trade Agreement) which is about to begin in the near future, industry in Indonesia should begin to improve, not only in terms of HR (Human Resources), but also in terms of technology and technical know-how of every industry must be improved so that they are able to compete in international markets. Customer satisfaction is one of the important indicators that affect the competitiveness of a company. With today's increasing competition, companies increasingly need to improve their competitiveness. Therefore, maintaining the level of satisfaction of their customers is a must, in addition of course, the industry have to take into account other factors such as price, product quality, service quality and relationships that must be maintained in order to be better than existing competitors. So that it can maintain the level of customer satisfaction and improve the company's sales figures.

Research Purposes

The purpose of this study was to determine customer perception of product quality, service quality, price and the relationships on satisfaction for the Automatic cutting machine or die cutter machine in Indonesia. How is the influence level between the variable of quality products, services, price and relationship affect on customer satisfaction. The last is to determine the most influential factor for customer satisfaction.

2. Conceptual Background

Product quality

In general, the quality of the product can be explained by several theories in the book marketing book, The quality of products is the ability of a product to deliver results or performance matches or exceeds that of what customers want, according to Philip Kottler (2006). Other theory according Gasperz (1997) there are several dimensions that are used to determine the quality of products, product quality can be incorporated into the 8 (eight) dimensions, namely Performance; related to the functional aspect of an item and is considered the main characteristics of customers in purchasing the goods. Feature; secondary or complementary characteristics that are useful to increase the basic functions associated with the choices of products and development. Next is the Reliability; associated with the probability of successfully carrying out its function of an item each time it is used within a certain time period and under certain conditions as well. Conformance; relates to the level of compliance with the specifications laid down in advance by the customer's wishes. Conformity reflects the degree of accuracy between the design characteristics of the products with the quality characteristics established standards. Durability; related to how long a product can be used. Service Ability; the characteristics associated with the speed, ease of use of the competence and accuracy in providing services to repair the goods. Aesthetics; characteristics that are subjective about aesthetic values related to personal consideration and reflection of individual preferences. Fit and Finish; characteristics that are subjectively associated with feelings of customers about the existence of the product as a quality product

Service quality

Quality of service, is the expected level of excellence and control to over the level of excellence to meet customer desires, according to Zeithaml and Bitner(1996) thus known of the two main factors that will affect the quality of services, namely: Expected Service and Perceived Service. If the service received or perceived (perceived service) as expected (expected service), then the quality of service (services) perceived good and satisfying. If the service received exceed customer expectations, then the quality of service perceived as the ideal quality. Conversely, if the service received is lower than expected, then the perceived poor quality of service. Thus, whether or not the quality of service depends on the service provider in meeting customer expectations consistently. In a further development the quality of service (services) are grouped into five dimensions by Parasuraman (1990), namely, evidence Direct (Tangible), namely: a facility that can be viewed and used by companies in an effort to meet customer satisfaction, such as office buildings, office equipment, the appearance of employees and others. Reliability (Reliability), the ability to provide services to customers in accordance with the expected, such as the ability to

occupy an appointment, problem-solving skills and the ability to minimize errors. Responsiveness (Responsiveness), named as responsiveness, willing to listen and respond to customers in an effort to satisfy the customer, for example, is able to provide true and correct information, do not show arrogance is busy and able to provide immediate relief. Guarantee (Assurance), the employee's ability to cause a sense of trust and confidence of customers through knowledge, courtesy and respect the feelings of customers. Concern or empathy (Empathy), namely the ability or willingness of employees to pay attention of a personal nature, such as being friendly, understanding the needs and care to its customers. Later the five dimensions of service quality that consist of Competence, Credibility and Security, are grouped into Assurance dimensions, while the dimensions of Access, Courtesy, Communication and Understanding are grouped into Emphaty dimension. This theory is used in the study because it is able to accommodate and represent objects product quality and service quality of the product being investigated. In the further development, based on the theory according to the dimensions Pasuraman(1990) appointed as a variable. All variables are then decomposed into dimensions and their indicators.

Price

The price is the deciding factor the amount of profit and the company's ability to compete according to Sutojo (2001). Therefore, the role of prices is especially important to maintain the company's position in the market as reflected in the company's market share as well as to increase sales and profit-making companies. Customers consider the price as an indicator of the quality of service and product quality. With pricing, companies can create revenues from marketed products. Therefore, price is the only element in the marketing mix that produces revenue, which the other elements produce costs according to Kotler (2006). To view the pricing strategy, among others, the author used the indicators to see the effectiveness of customer perceived value. Moreover, because the business market suppliers more emphasis on superior value than low prices, In the business market, the purchase is made in large numbers so rarely encountered cash payment upon delivery. Therefore, in the initial agreement was discussed repayment terms agreed by both parties. Therefore, the dimensions of the price used in this study is, to the market price or suitability Market price. Value for the money, according to research by Fiol, (2009) which compares the value of a product with the money spent.

Relationship

Relationship marketing is one of the factors that influence the purchasing decision according to Anderson and Kumar (2006). Relationship marketing is an approach to marketing with its customers that promote both the company's long term growth and the customer's maximum satisfaction, which more or less means that relationship marketing is a way of marketing efforts on customers that improve long-term growth companies and the maximum satisfaction of customers. Good customer is an asset in which they are handled and served well will provide income and long-term growth for an enterprise. which more or less means that relationship marketing is the process of creating, maintaining and transferring excellence, value-laden relationship between the customer and the other shareholders. So every business entity or company to build relationship with the customer is need relationship marketing process. (Kottler and Armstrong, 2001). Further in this study, the determination of dimensions using the journal, Dimension of Relationship Marketing in Business to Business, by Terblance (2010). In this study the relationship dimensions used are, first Satisfaction, satisfaction and comfort that is based on the evaluation of services, experience of purchasing goods or services over time, according to

Berry et al (2008). Second Switching cost, the cost to replace the supplier, (Berry et al, 2008). Third, Trust level of confidence in the supplier to continue the relationship. Five, Shared values, social values, reputation trusted by the company, Vatanasombut et al (2008). The last dimension used are competence, technical and commercial ability of suppliers assessed by the buyer, Sicthmann (2007). Also the journal from Fiol (2009) used in this research.

Customer Satisfaction

Competition is something that can not be avoided by the business, either engaged in industrial goods or services. Increased customer satisfaction will affect confidence in the use of services offered by service providers. Each company will strive to provide satisfaction for its customers. Satisfaction achieved by the consumer will have a positive impact to the company, due to the presence of the expected satisfaction of consumers will buy back, that will affect the income of the company. High satisfaction or pleasure are likely to cause consumers to behave positively, the emotional attachment to the brand, and also a rational preference so the result is fidelity (loyalty) consumer, according to Anderson (2003). Customer satisfaction is a construct cumulative and market expectations are influenced by perceptions of performance during the period, and was also influenced by the prior satisfaction from time to time. Based on a literature review of customer satisfaction intensive, Tjiptono (2002) identified 20 definitions of the benchmark customer satisfaction research study over a period of 30 (thirty) years. Although definitions vary widely (some of them mutually inconsistent with one another) they found similarities in terms of three main components, namely, customer satisfaction is a response (emotional and cognitive) response to concerns specific focal (products, experience consumption and others), the response occur at a particular time (after consumption, after the selection of products / services, based on the accumulated experience and others). However, until now there is no consensus among scholars as to the definition of customer satisfaction. In this study the dimensions used are customer satisfaction after using the product and service. There are several other methods that can be used every company to measure and monitor customer satisfaction. According to Dwyer (1987), design for the survey for satisfaction, used overall satisfaction question (general overall satisfaction question), the question of the key indicators of products and services which can provide customer satisfaction. Furthermore, it can be followed by measuring customer loyalty. This research approaches the design of Dwyer that measure overall satisfaction and also asked consumer ratings for each key indicator. But because of time and cost , the customer loyalty is not examined.

Relevant Research Studies

As some previous research that is relevant to this study, Customer Loyalty in Clusters: Perceived Value and Satisfaction as antecedents. by Fiol (2009), this journal describes the significant influence of emotional value, experience and reputation of the company, price, product quality, service quality and the relationship between companies and individuals within the organization with customer satisfaction, but the number of suppliers owned by a company do not affect customer satisfaction. SEM methods (Structural Equation model) and Confirmatory Factor analysis. Customer satisfaction in industrial markets: dimensional and multiple role issues by Homburga (2001). Where this journal describes the significant influence of emotional value, experience and reputation of the Vendor, price, product quality, service quality and the relationship between companies and individuals within the organization with customer satisfaction. LISREL

method, Factor analysis, sales people and the internal order handling and complaint handling as the factors that most influence customer satisfaction. Satisfaction Determinants PT.CSC than PT. BSI. by Tirta (2003). This study describes the influence of prices, quality products and quality service to customer satisfaction. Using Multi linear regression analysis method. The Impact of Interpersonal Satisfaction on Repurchase Decision by Preiss (2003). This paper describes that the customer's decision to re-purchase (repurchase) of a product or service is dependent upon good relations with salespeople (sales person). The method used SEM methods.

3. Research Methods

Population and sample retrieval

The research is conduct in 30 companies, in this study the entire customer company (the population) is taken as the research object (sample). Selection of respondents from each firm was done by using purposive sampling that respondents choose based on specific criteria.

Research Hypothesis

Effect of Product Quality for Customer Satisfaction

Theory is the quality according Gasperz (1997) there are several dimensions that are used to determine the quality of products, product quality can be incorporated into the 8 (eight) dimensions, namely Performance; related to the functional aspect of an item and is considered the main characteristics of customers in purchasing the goods. Feature; secondary or complementary characteristics that are useful to increase the basic functions associated with the choices of products and development. Next is the Reliability; associated with the probability of successfully carrying out its function of an item each time it is used within a certain time period and under certain conditions as well. Conformance; relates to the level of compliance with the specifications laid down in advance by the customer's wishes. Conformity reflects the degree of accuracy between the design characteristics of the products with the quality characteristics established standards. Durability; related to how long a product can be used. Service Ability; the characteristics associated with the speed, ease of use of the competence and accuracy in providing services to repair the goods. Aesthetics; characteristics that are subjective about aesthetic values related to personal consideration and reflection of individual preferences. Fit and Finish; characteristics that are subjectively associated with feelings of customers about the existence of the product as a quality product. In this study, researchers wanted to know whether there is a relationship between the quality of the products of our company will affect customer satisfaction, Therefore made the research hypothesis whether there is influence product quality to customer satisfaction.

Hypothesis 1 (H1): There is influence of the product quality, to customer satisfaction.

Influence of Service Quality on Customer Satisfaction

In a further development, quality of service (services) are grouped into five dimensions by Parasuraman (1990), namely, evidence Direct (Tangible), as a facility that can be viewed and used by companies in an effort to meet customer satisfaction, such as office buildings, office equipment, appearance employees and others. Reliability (Reliability), the ability to provide services to customers in accordance with the expected, such as the ability to occupy an appointment, problem-solving skills and the ability to minimize errors. Responsiveness (Responsiveness), named as

responsiveness, willing to listen and respond to customers in an effort to satisfy the customer, for example, is able to provide true and correct information, do not show arrogance is busy and able to provide immediate relief. Guarantee (Assurance), the employee's ability to generate trust and confidence of customers through knowledge, courtesy and respect the feelings of customers. Concern, Empathy (Empathy), namely the ability or willingness of employees to pay attention of a personal nature, such as being friendly, understanding the needs and care to its customers. In the five dimensions of service quality that this new dimension of Competence, Credibility and Security Assurance grouped into dimensions, while the dimensions of Access, Courtesy, Communication and Understanding grouped into Emphaty dimension. This theory is used in the study because it is able to accommodate and represent objects product quality and service quality of the product being investigated. Therefore made the hypothesis whether there is influence between service quality and customer satisfaction.

Hypothesis 2 (H2): There is influence of the quality of service, to customer satisfaction.

The influence of price on customer satisfaction

Regular customers assume that high prices illustrates the high quality according to Anderson (2006), the price affects customer satisfaction and purchasing decisions according to Sutojo (2002). Rather than emphasizing the low price is usually the company strives to provide better service to the customer, but sometimes competitors using low prices to enter the market or gain market share. While the dimensions of the price used in this study is market price, value for the money, which compare the value of a product with the money spent. Therefore made the hypothesis whether there is influence between price and customer satisfaction.

Hypothesis 3 (H3): There is influence of price on customer satisfaction

Influence Relationship to the satisfaction of the customer.

Quality of services is the focus of assessment to reflect the customer's perception of the five specific dimensions of services. Satisfaction is more inclusive, the satisfaction is determined by the perception of the quality of service, product quality, price, situational factors and personal factors. Decision-makers in the organization sometimes influenced by emotions and their environment where Relationship marketing is one of the factors that influence the purchase decision. Therefore made the hypothesis whether there influence between the relationships with the customer satisfaction.

Hypothesis 4 (H4): There is influence of Relationship on customer satisfaction.

Research design

In this study, the research design used in this study, is that design is descriptive, because this research is exposing the data obtained during the research and data that is explained only data variables to be studied. Methods using Mean or average value score, Anova descriptive statistics to describe the perception of customer satisfaction today. Causal design, because in this study will be tested and partially calculations to determine the independent variables which are significant and not significant in influencing the dependent variable.

The operational definition and measurement of variables

Operational definitions.

Operational definitions described in the definition of each variable in the study, variable examined in this study are the variables contained in the hypothesis, which the authors classify the variable quality of the product is Performance, related to the functional aspects of a product and is the main characteristic., Reliability, relating to the possibility of a product to function every time it is used., Durability, related to the economic life of a product such as durability, lifespan. Conformance, with regard to compliance with the required specifications. Serviceability, ease of use associated with a product and service for repairing. The authors classify the variable quality of service is the following dimensions, Tangible, include covering physical facilities, equipment, and employees. Reliability, a vendor's ability to provide services that have been promised in an accurate, reliable. Responsiveness, the ability of sellers to help consumers and to provide appropriate services according to customer needs. Assurance, includes the knowledge, skills, and trustworthiness. Empathy, including ease in the relationship, good communication, personal attention, and understand the needs of customers. The authors classify the variable refers to the price, suitability to the market price or Market price and value for the money. The author classified as a variable relationship refers Satisfaction and Convenience of buying experience where the suitability of experience in the buying process is received, the switching costs where the cost or sacrifice to change supplier, trust where trust referring to believe between the two companies shared values which constitute the reputation, social image, values that are important to the company and the competence experience, technological capabilities and competence of suppliers perceived by the buyer. The authors grouped in variable customer satisfaction, is the measurement of customer satisfaction by using an approach directly Reported satisfaction, namely direct questions about overall satisfaction after using the products and services.

Variable measurement.

In quantitative research, each instrument has a scale. Writer using a Likert scale, the scale used to regulate the attitudes, opinions and expectations of a person or a group of social phenomenon. Measurement of customer satisfaction by using directly Reported satisfaction approach, namely direct questions about overall satisfaction after using the product diecutter. In this study the measurement of the variables described in the following steps Product quality, service quality, pricing, relationships and customer satisfaction. Where was measured using a Likert scale, where the number 1 indicates very dissatisfied, and 5 is very satisfied with the quality of the product. Service quality, price and relationships. Customer satisfaction, measured using a Likert scale where 5 indicates a very satisfied and 1 is very dissatisfied.
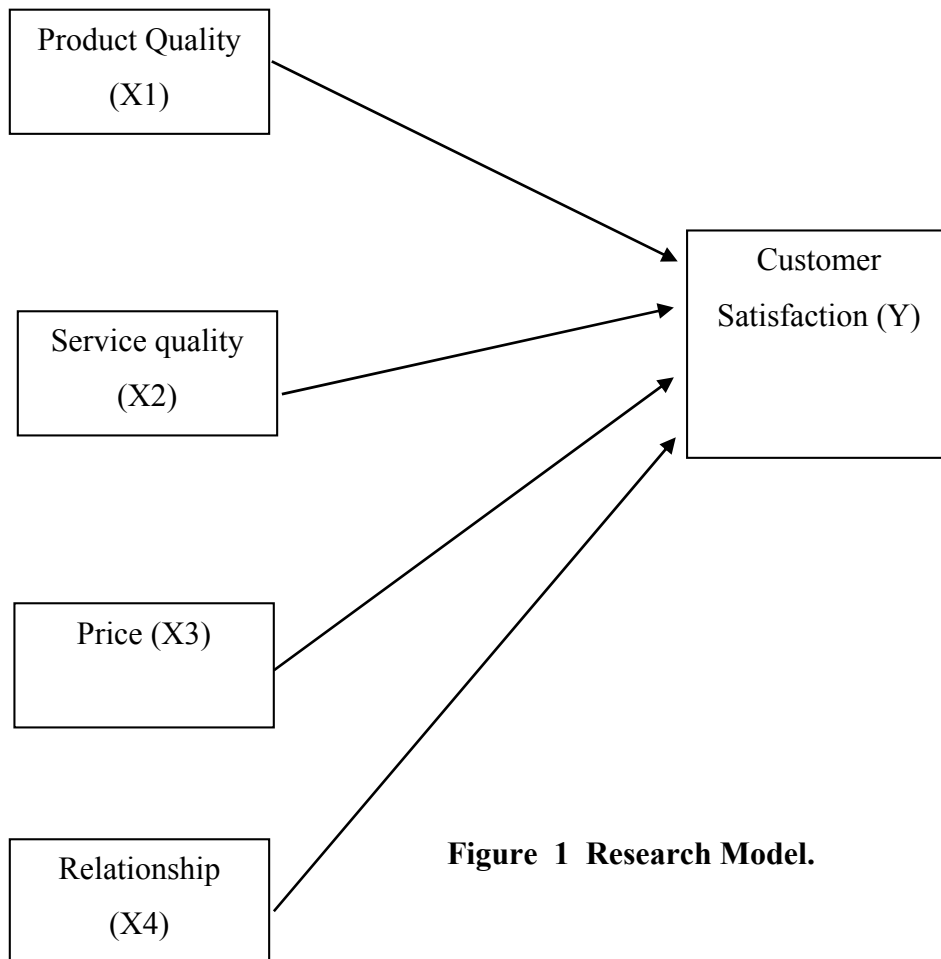
Figure 1 Research Model.

4. Results Analysis and Discussion

Analysis of Data Description

Description of the data analysis is an analysis of the data using statistical methods, in the form of interval data to provide ease in interpreting the results of the research, the purpose of which is to describe the moment, of each study variable, based on answers of each respondent. The variables described here is variable, product quality, service quality, pricing, relationships and customer satisfaction. The description of the respondent is based to respondents consisted of 100 questionnaires. Respondents consisted of 5 people Director, Deputy Director 5, 10 deputy general manager, general manager 12 people, plant manager 28 people, and 20 people purchasing manager and deputy plant manager of 20 people. This model is follow the theoretical model of decision making units.

Table 1. Average Value Total Answer Respondents.

Variable	Average	Result
Product Quality	4,24	Good
Service Quality	3,98	Good
Price	3,48	Average
Relationship	4,06	Good
Customer Satisfaction	3,93	Good

Source: Data processing SPSS 22

For the average total value of each variable from Table 1, descriptive analysis results, can be explained as follows, Variable Product Quality Based on the results of processing the data in Table 1, the average value of the variable quality of the product is 4.24. Means at the level of either. Based on a service-quality variable data processing in table 4.3, the average value of the variable quality of the service is 3.98. Means at the level of either. Based on the price variable data processing results in Table 4.3, the average value of the variable price is 3.48. Means the sufficient level. Variable Relation Based on the results of processing the data in Table 4.3, the average value of the variable relationship is 4.064. Means at the level of either. Variable Customer Satisfaction Based on the results of processing the data in Table 1, is 3.93, which means good.

Inferential Analysis

In this research, inferential analysis also included, ANOVA test was conducted to determine differences in the respondents' assessment based group of respondent's positions or job title. The result shows the level (sig) level at the Levene test variants of respondents is homogeneous, where the overall value of the variable sig> 0.05, so ANOVA test can be perform. From the results of ANOVA test result there is no significant differences between the groups position to assess the statement latent variable quality of the product (KPFC), Tangible (FC), Assurance (ASSFC), Responsiveness (ResSFC), Empathy (EmphatyFC), Price (HargaFC), and relation (relasiFC), where the results of the overall ANOVA test its variable sig> 0.05. The result is no differences in the respondents' assessment based group of respondent's positions or job title.

Data analysis

Validity and Reliability

The test results for the dimensions Product quality, service quality, price and relationship, showed that the grains of questions to measure quality are all valid. Where in R count on R table.R count > 0,34. While the reliability is bigger than 0,6 (Cronbach Alpha)> 0.6, so all variable are valid and Reliable, so it can be used for research.

Normality Test

The purpose of the normality test is to determine whether in a regression model, the independent variables and the dependent or both have a normal distribution or not. Is a good model of data

distribution is normal or near normal. One way to test for normality is to look at the normal probability plots. In principle normality can be detected by looking at the spread of the data (points) on the diagonal axis of the graph. Basis for decision making is if the data spread around the diagonal line and follow the direction of the diagonal line, the regression model to meet the assumption of normality.


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Kepuasan
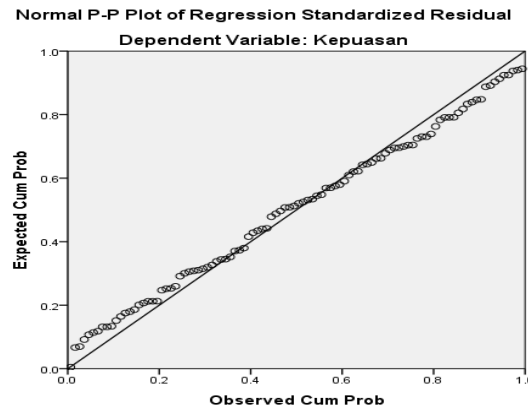
Source: Results of processing by SPSS v.22

Figure 2 Normality Test Results

In Figure 2 shows the results of the normality test with SPSS v.22, dots spread around the diagonal line and spread following the direction of the diagonal line, which means that residual values are normally distributed. Thus the regression model is used to predict viable customer satisfaction based on the input of all independent variables.

Test Heteroskedasticity

Heteroskedastisity test aims to test whether the regression model occurred inequality residual variance from one observation to another observation. If the variance of the residuals of the observations to other observations remain, it is Homoskedastisity and if diffrent called Heteroskedastisity according Ghozali (2005). A good regression model is not have the case Heteroskedastisity problem. From Figure 3 it can be observed, dots randomly spread both above and below the number 0 and the Y axis, the figure bellow does not form a specific pattern is clear. Pattern curved downward, upward or cone is not visible, from the figure can be seen that the data is spread evenly. This shows that there is no heteroskedasticity in the regression model, so the regression model proper to use.
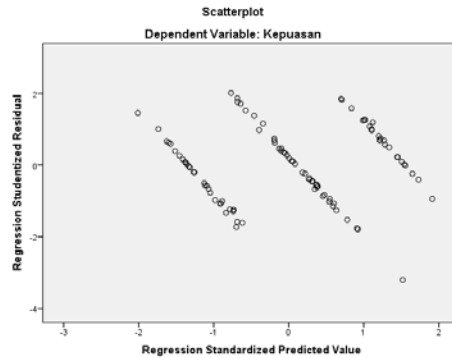
Source: data processing SPSS ver 22.

Figure 3 Test Results Heteroskedasticity

Test Multicollinearity

One of the criteria for the use of regression analysis is that if the data that has been collected there is no multicollinearity problem. Multicollinearity happen if each independent variable has a very high correlation, Ghozali (2005). One way to identify multicollinearity is the VIF (variance inflation factor). The higher the value of the variance of the regression coefficients, the estimated regression becomes unstable. In the case of VIF value of less than 10 then in a regression model can be said there is no serious multicollinearity. In the event multicollinearity, one of the measures to improve the model is to eliminate variables from the regression model, so it can be chosen the best model. Research data obtained for the product is 1,742 VIF, VIF for servicing, 3.229, 1.512 VIF value for the price, VIF for relations 1,835. Overall score above VIF smaller than 10. Then the data can be said to be free from multicollinearity. Data can be assumed to qualify for a good regression data. While autocorrelation test was not performed because the data are cross-sectional data or questionnaires. This test is only necessary for time series data.

Regression Test Results

Results of multiple regression test whole without sorting through the results of regression as in table 2 below. On this test will be discussed on a few things. R-square value to determine the percentage of the effect of independent variables on the dependent. Significance to know what the independent variables that affect the dependent variable are. Beta standard to determine the sequence of independent variables that affect the dependent variable. Figures B Unstandart used to determine the regression equation.

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Table 2 Regression Test Results Table Overall

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.088	.508		-6.084	.000
	Product	.376	.125	.202	3.003	.003
	Service	.193	.130	.136	1.483	.141
	Price	.334	.069	.304	4.834	.000
	Relation	.859	.127	.468	6.760	.000

Dependent Variable: Satisfaction

Source: Results of Treatment SPSS 22.

Table 3 R square the model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867[a]	.752	.742	.38394

Source: Results of Treatment SPSS 22.

Rated R square

In the Table 3 shows that the value of R square regression results, namely 0752. R-square value reflects the change in the variable variation customer satisfaction. Where satisfaction can be determined by all of the independent or independent variables simultaneously 75.2%. The remainder, amounting to 24.8% is determined by other variables not included in this study. So 75.2% customer satisfaction can be explained by the variable quality of product, quality of service, price and relationships.

Significance

Test significance regression results are used to determine the independent variables that influence the dependent variable. Based on Table 2 it is known that the variable quality of the products of sig 0.03, the price of 0,000 and 0,000 relationship. Significantly affect customer satisfaction, in which the p-value (sig) is equal or smaller than the value of alpha 0,05. Variable Service not affect significantly to customer satisfaction, sig 0,141 > alpha 0,05.

Beta Coefficient (standardized beta coefficient)

From study at Table 2, looks at the value of the Beta coefficient. Beta coefficient, this value is used to determine what independent variables that most influence on customer satisfaction. Beta coefficient is seen that the highest value of 0.468 is the relationship variable. Therefor, Relationship variable is the most dominant variable in influencing customer satisfaction. Relationship variables followed by a variable price 0.304, and 0.202 for product quality and for service quality 0.136.

The Regression Equation (B unstandardized beta coefficient)

With reference to Table B unstandardized Coefficients, suggests that if there is the addition of the independent variable, it will lead to increase in the dependent variable. With reference to the B unstandardized Coefficients. The Regression equation from table 2 above obtained for this study as follows:

$$Y = -3.088 + 0{,}376X1 + 0{,}193X2 + 0{,}334X3 + 0{,}859X4. \tag{1}$$

So that each additional 1 point of product quality will add 0.376 points of customer satisfaction, and every additional 1 point on the quality of service, increase customer satisfaction 0.193 points. Likewise, each additional 1 price point, in this case price indicate by the better or closer to the market price and the term of payment, will add 0.334 points of customer satisfaction. For the relationship variables, every 1 point increase of 0.859 points relationship will improve customer satisfaction. Thus the results of this study reinforce the theory of marketing by Kotler (2006), and previous studies by Fiol (2009), which states that the quality of products, relationships, service and price affects customer satisfaction. The better the quality of products, relationships, pricing and services available, customers will be more satisfied.

5. Conclusions

Based on the analysis and discussion in the previous chapter, we can conclude the following from the results of the descriptive statistics, the mean average, customer satisfaction rated (3.93) which means that still good according the respondent. Variable price (3.48), which means quite a lowest variable of customer ratings. As for the variable quality of the product (4.24), which means good, quality of service (3.98) which means good, and the relationship (4.06) is still good regarded by customers, and product quality variables are variables that are best perceived by customers (4,24). Hypothesis (H1) There is influence beetwen product quality on customer satisfaction, is accept, this based on sig product quality 0.003 < alpha 0,005.Hypotesis (H2) There is influence beetwen quality of service on customer satisfaction, is rejected, sig quality of service 0,143> alpha 0,005, Hypotesis (H3) there is influence beettween price on customer satisfaction is accepted, sig price 0.000< alpha 0,005, and Hypotesis (H4) there is influence between relationship on customer satisfaction is accepted,sig relationship 0,000< alpha 0,005. Conclution of this research variable product quality, price and variable relation effect on customer satisfaction.Variable Service quality not effect the customer satisfaction. Relationship variable is the variable most dominant influence on customer satisfaction with a beta coefficient of 0468. This result is have the same result like the previous study from Fiol (2009) that relationship, quality product and price have a postive effect on customer satisfaction. The quality of service not effect of customer satisfactin is also the same study like Suhartanto (2012) in airline industry in Indonesia, that service quality also not effect in low cost airline, and study from Naem (2009) in Pakistan, that quality of service is not affecting the customer satisfaction in National Bank, but effect in International Bank.

6. Managerial Implications

Based on the results of the study, the researchers can give some advice of a practical managerial implication, relating to this study. Noting that the relationship is the most influential variables on customer satisfaction, the management should remain consistent to increase the relationship level and not reduced, but continue to increase. Particularly through customer gathering, seminars, Loyalty club, regular visit and others. Second, the methods of recruitment of new employees need to be adjusted also by this, which should prioritize people who are friendly and willing to work, willing to serve. Pattern training should also be adjust not only for the product and sales training but also emphasizes how relationships work and improve relationships with customers. The company also need an appropriate price policy according to the condition of Indonesia, also need for the implementation of the strategy up-selling, cross-selling and bottom-selling accurately and tailored to customer needs. Third, sales techniques emphasizing on selling value should also be further improved. The company must and need to maintain the level of customer satisfaction. Generally a lot of research on customer satisfaction conducted by using survey methods, either by post, telephone or interview. Through the survey, the company will obtain a response and feedback directly from customers and at the same time providing a positive sign that the company is paying attention to its customers. Companies must continue to maintain the level of customer satisfaction at the good level. The maintenance team also need to be professional and Reliable, fast and willing to serve, give the best solution and troubleshooting the problem, so the customer satisfaction level always at the good level.

7. Limitations and Suggestion for Further Research

This study has some limitations in its implementation, and therefore contributes to the research results obtained overall. Limitations in this study, among others, research was only conducted in East Java and West Java, which will be better if the research is done in a wider area in Indonesia. Hope that it will be able to represent the characteristics of the different locations. The object of research is only done on the machine diecutter only. The number of respondents as many as 30 companies, 100 respondents only. Research will be better if the research is done in a wider area so that it will be able to represent the characteristics of the different locations. The object of research is only done on the machine diecutter only, but should be study also for diffrent machinery. The research results should be compared with the object of other research user other machine. The number of respondents as many as 30 companies, 100 respondents obtained merely meet the minimum quota. For further research could be expanded the number of companies surveyed and also adding to the number of respondents. Research also needs specific to the owner of the company.

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