

## Analysis of Factors Affecting Customer Satisfaction Using Eucalyptus Oil on Walbarua Kettle in Ubung Village

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### ABSTRACT

*This study aims to determine what factors influence consumer satisfaction in using eucalyptus oil in a Walbarua kettle in Ubung village, Buru Regency. This research is quantitative descriptive. The research is located in the kettle Walbarua in Ubung village. The research object is consumers having bought eucalyptus oil repeatedly in a Walbarua kettle in Ubung Village. The research period is a month from April to May 2020. The data collection techniques in this study are observation and questionnaires. Data analysis in this study using multiple linear regression analysis. The results showed that there was an effect of product quality on consumer satisfaction who had used eucalyptus oil in a Walbarua kettle in Ubung village of 41.9%, and there was an effect of price on consumer satisfaction who had used eucalyptus oil in a Walbarua kettle in Ubung village of 38.1 %. Therefore, the affordable eucalyptus oil price is one of the main factors to attract the attention of consumers for buying eucalyptus oil in Ubung Village.*

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## 1. INTRODUCTION

The distribution and potential of the eucalyptus plant (*Melaleuca leucadendra*) in Indonesia is quite large, starting from the Maluku, East Nusa Tenggara, Southeast Sulawesi, Bali and Papua areas which grow in the form of natural eucalyptus forests (Widiyanto et al 2014). For the Maluku region, the largest distribution of eucalyptus oil is on the island of Buru. Almost all eucalyptus plants on the island of Buru are characterized by yellow and red leaf buds. According to research, yellow-leafed buds have higher cineol than red ones (Yang, 2004).

Eucalyptus leaves contain around 0.5 - 1.5% essential oil, the yield obtained depends on the effectiveness of the distillation and the oil content contained in the refined material. Currently, the effectiveness of eucalyptus oil refining on Buru Island ranges from 0.8-1.2% (Payne, 2006), The content of eucalyptus oil composition is also very dependent on the growing area of the leaves (Schiffman, 2008).

One of the best quality eucalyptus oil on the island of Buru is found in the Walbarua kettle. The type of plant is Cajuput *Melaleuca cajuputi* Linn which has the second best quality in the world with a cineol content > 65% after Trity species from the Australian continent. The quality of eucalyptus oil which is required by SNI with Main (best) quality is 50 - 55% of cineol content. While the laboratory test results

obtained 65.2% cineol from eucalyptus oil samples in the Walbarua kettle, which means that eucalyptus oil in the Walbarua kettle has very good quality.

The eucalyptus oil in the walbarua kettle is processed by farmers working for the BUMD Nusa Gelan owned by the Buru Regency Government sold to BUMD at a price per Kg of Rp. 235,000 or equivalent to 1200 ml.

Based on the data observation, during the Covid 19 pandemic, the demand for eucalyptus oil always increases every day. Apart from the best quality, the price can also be reached by consumers. This can be seen from the continuous production to be carried out and the products are sold more to consumers using it or also to consumers buying to be sold again rather than being sold to the Nusa Gelan BUMD Company.

Product quality is one of the determinants of consumer satisfaction because good product quality will create, maintain and make customers loyal. Product quality is the ability of a product to demonstrate its function. It includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes (Santoso, 2007). There is a close relationship between quality determination and customer satisfaction (F. Tjiptono, 2005). The concept of product quality has become a very dominant factor in the success of an organization, both for profit and non-profit organizations, because if consumers feel that the quality of the product they receive is good or as expected, they will feel satisfied, trust and have a commitment to be loyal consumers (Retnowati, 2009). Quality provides an incentive for consumers to form strong bonds with the company (Fandy Tjiptono, 2001).

Satisfaction is the level where someone states the results of the comparison of the product performance received and expected (Lupiyoadi, 2001). The creation of consumer satisfaction can provide benefits, including harmonious relationships between the company and consumers, providing a good basis for repeat purchases and creating consumer loyalty, and forming a word of mouth recommendation that benefits the company (F. Tjiptono, 2005). Customer satisfaction is a demand for service companies. Satisfied customers will become a marketing force for the company, meaning that customer satisfaction can have a positive impact on the company through word of mouth (Rismiati, 2003). The impact of customer satisfaction on customer loyalty in repurchasing is different for each company. Loyal customers are not necessarily satisfied, on the other hand, satisfied consumers tend to be loyal consumers (F. Tjiptono, 2005).

Price is an important factor in sales. Many companies go bankrupt due to fixing prices that do not match the market. To find out the right price for consumers, a company must do in-depth research in order to determine a suitable price for consumers so that the company can carry out buying and selling transactions smoothly. For the company this price will pay off by creating some revenue and net profit. (Simamora, 2004).

Consumers use price as a consideration in determining whether or not to purchase products, when to purchase it and how much is the need for the product to be purchased according to the purchasing power of consumers. A product must be precise in determining its selling price so that it can be accepted by consumers without neglecting the quality of the product.

Under normal circumstances, demand and price have a negative or inverse relationship. This means that the higher the price is set, the smaller the demand. Consumers themselves have a perception regarding prices that the higher the price of a product the higher the quality of the product (Swastha, 2001). If a product requires consumers to spend more than the benefits received, what happens is that the product will have a negative value.

Consumers may perceive it as a bad value and then reduce consumption of the product. conversely, if the obtained benefits are greater, what happens is the product will have a positive value (Lupiyoadi, 2001). According to Ferdinand (Gilbert, 2003) In many cases, price is the most important decision variable taken by customers for various reasons.

Economic reasons will show that low price or competitive price is one of the important triggers for improving marketing performance, but psychological reasons can show that the price actually shows an indicator of quality and can be designed as a sales instrument as well as a decisive competitive instrument. Based on the description above, this study will analyze what factors influence consumer satisfaction in using eucalyptus oil in the Walbarua kettle in Ubung Village.

## 2. RESEARCH METHOD

The research was conducted in a Walbarua kettle in the village of Ubung, the object of this study was a consumer who had bought eucalyptus oil repeatedly in a Walbarua kettle in Ubung Village. The research period is planned to last for one month, from April to May 2020.

Population is the whole object of research (Arikunto, 2006). Population as a generalization area consisting of objects or subjects that have certain characteristics and have the same opportunity to be selected as samples (Sugiyono, 2009). The population in this study were consumers who had bought and used eucalyptus oil from the Walbarua Ubung kettle.

This sampling must be done in such a way that a sample is obtained that can truly function to describe the actual population situation (Arikunto, 2006). In other terms, the sample must be representative. The sampling technique used in this study was purposive sampling, which is the technique of determining the sample based on a specific purpose, in this case so that the sample taken is representative.

A suitable sample size for research ranges from 30 to 500. A sample size that is too large of more than 500 will cause problems, which will lead to errors. Citing the opinion above, the sample in this study was 30 respondents.

Purposive Sampling is sampling based on certain considerations such as population characteristics or previously known characteristics (Bin Tahir, 2015). The criteria determined in this study are as follows:

1. Age
2. Work

Directly / or indirectly, they have repeatedly purchased eucalyptus oil from the Walbarua kettle in Ubung Village.

The types of data used in this study are quantitative data, namely data presented in numerical form, which is the answer in the form of numbers from the results of the distribution of returned questionnaires. Qualitative data, namely data that is not in the form of numbers but in the form of information obtained and the literature used.

The data collection techniques used in this study are as follows:

- a. Observation

In this observation, the researcher is directly involved and observes the marketing activities on the object being studied.

- b. Questionnaire

This questionnaire is intended to obtain primary data from people who are directly involved.

The data analysis method used in this study is multiple linear regression analysis. This method is used to determine the regression equation of the effect of product quality and price on consumer satisfaction to determine how much influence more than one independent variable has on one dependent variable (Suharsimi, 2006). With the following formula equation.

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information:

Y	=	Customer Satisfaction
a	=	Constanta
b	=	Coefficient of regression direction
X1	=	Product Quality Variable
X2	=	Price variable
e	=	error

### 3. RESULTS AND DISCUSSION

Respondents in this study were consumers who had bought eucalyptus oil repeatedly in a Walbarua kettle in Ubung Village. As many as 30 respondents with characteristics that can be described as follows:

#### a. Based on Age

Data on the characteristics of respondents by age can be seen in Table 1 below:

**Table 1**  
**Respondents by Age**

Age	Amount	Percentage%
25 - 35 Years	8 person	26.6
36- 45 Years	12 person	40
46 - 55 Years	10 person	33.3
<b>Total</b>	<b>30</b>	<b>100%</b>

*Source: Processed Data, 2020*

Data regarding respondents based on age 25 - 35 years amounted to 8 people. Furthermore, there were 12 respondents aged 36 to 45 years and 10 respondents aged 46 - 55 years.

#### b. Based on Occupation

Data regarding respondents by occupation can be seen in Table 2 below:

**Table 2**  
**Respondents by Occupation**

Occupation	Amount	Percentage%
PNS	7	23.3
Karyawan Swasta	7	23.3
Wiraswasta	12	40
Others	4	13,3
<b>Total</b>	<b>30</b>	<b>100%</b>

*Source: Processed Data, 2020*

From the results of distributing questionnaires, it can be seen that the respondents based on their occupation as civil servants are 7 people. Respondents whose jobs are private employees are 7 people, respondents who work as private entrepreneurs are 12 people and respondents who have other jobs are 4 people.

This study uses multiple linear regression analysis to prove the research hypothesis. This analysis will use input based on data obtained from the questionnaire. The statistical calculation in multiple linear regression analysis used in this study is to use the SPSS (Statistical Package For Social Science) program for windows.

The results of data processing using SPSS in this study are shown in Table 3 as follows:

**Table 3**  
**Results of Multiple Linear Regression Analysis**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,443	1,513		1,164	,247		
Product quality	,482	,116	,419	3,296	,009	,413	1,02
Price	,356	,116	,381	2,130	,003	,413	1,02

#### a. Dependent Variabel: Customer Satisfaction

The regression equation model that can be written from these results in the form of a standardized regression equation is  $Y = 1.443 + 0.419 X_1 + 0.381 X_2 + e$ . The regression equation shows that all independent variables (Product Quality and Price) have a positive effect on Consumer Satisfaction. Based on the equation, it can be seen that the most influential independent variable is the product quality variable with a coefficient of 0.419 and then followed by the price variable with a coefficient of 0.381.

To prove whether the independent variable partially has a significant effect on the dependent variable, an analysis is carried out using the t test method. The following is a table that shows the results of the t test and the amount of t table at a significance of 5% or 0.05.

The t test is used to partially determine the effect of the independent variables (brand personality and brand image) on the dependent variable (purchasing decisions). The following will explain the partial testing of each variable.

**Table 4**  
**T test results**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,443	1,513		1,164	,247		
Product quality	,482	,116	,419	3,296	,009	,413	1,02
Price	,356	,116	,381	2,130	,003	,413	1,02

a. Dependent Variabel: Customer Satisfaction

*Source: Processed Data, 2020*

Based on table 4 above, the t count is obtained for the Product Quality of 3.296 and the Price of 2.130. To determine the t table, the statistical attachment table t is used, by using a significance limit of 0.05 with (df)  $n-2$  or  $30-2 = 28$ , then it is obtained t table 1, 701. Then:

1. Product Quality

Ho:  $b_1 > 0$ : Product quality has a positive effect on customer satisfaction.

The t test results for product quality (X1) show the t value of 3.296 with a significance level of 0.009. By using the 0.05 limit, the t table is 1.701. This means  $t_{count} > t_{table}$ , which means that Ho is rejected and Ha is accepted. Therefore it can be concluded that there is a positive influence between Product Quality and Consumer Satisfaction.

2. Price

Ho:  $b_1 > 0$ : Price has a positive effect on customer satisfaction.

The results of the t test for Price (X2) obtained the t value of 2.130 with a significance level of 0.003. By using the 0.05 limit, the t table is 1.701. This means  $t_{count} > t_{table}$ , which means that Ho is rejected and Ha is accepted. Therefore, it can be concluded that there is a positive influence between price and consumer satisfaction.

Based on the results of the research, it shows that the quality of the product which consists of reliability, represents quality, has a value for a product, and the ability of the product (kayuputih oil) provides the benefits of consumer satisfaction who have used eucalyptus oil in the Walbarua kettle in Ubung village.

Based on the results of the hypothesis testing that has been done, it turns out that there is a significant effect of the product quality variable on consumer satisfaction. This is in accordance with the theory put forward by (Supriyadi, 2004: 84), namely "related to various things such as form or product, color and material. An attractive product form will increase consumer purchasing power to use the product. Product quality is a dynamic condition related to products, services, people, processes, environments that meet or exceed expectations. If the quality of the product that consumers perceive meets their expectations, then the consumer will be satisfied and expected to buy the product again.

Based on the research results, it shows that the price, which consists of indicators of price perception, procedural prices and fairness of prices, has a positive effect on consumer satisfaction having used eucalyptus oil in a Walbarua kettle in Ubung village. The result of the hypothesis testing having been carried out shows that there is a significant effect of the price variable on consumer.

Consumers use price as a consideration in determining the purchase of a product, when to purchase it and how much is the need for the product to be purchased according to the buying power of the consumer. A product must be precise in determining its selling price so that it can be accepted by consumers without neglecting the quality of the product. Under normal circumstances, demand and price have a negative or inverse relationship. This means that the higher the price is set, the smaller the demand.

#### 4. CONCLUSION

Based on data analysis and language, several research conclusions can be stated as follows:

- a. There is an effect of product quality on consumer satisfaction having used eucalyptus oil in Walbarua kettle in Ubung village of 41.9%
- b. There is an effect of price on consumer satisfaction having used eucalyptus oil in a Walbarua kettle in Ubung village of 38.1%

In order to increase customer satisfaction, the following suggestions are recommended:

1. The affordable price of eucalyptus oil is one thing to attract consumers' attention. Therefore, this advantage in terms of affordable prices should be maintained seriously, in order to continue to exist.
2. For further researchers, research development can be carried out with other independent variables.

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