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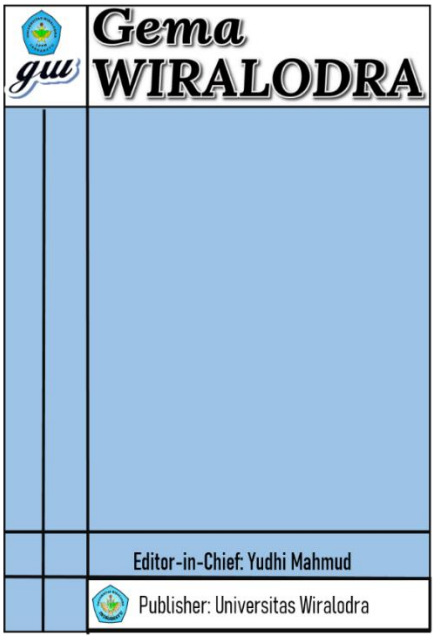

Customer satisfaction factors at Rumah Sehat Oxy Cirebon

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Customer satisfaction factors at Rumah Sehat Oxy Cirebon

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Abstract
Water a very important role for the human body to help the body's metabolic processes, where the body needs fluid intake. In the case of Rumah Sehat OXY (RSO)/Stockist acting as a seller of Bottled Drinking Water products with the brand OXGNDW or OXY. Demanded to make customers feel satisfied by providing better offers and services. This study aims to determine consumer satisfaction based on product quality, service quality, consumer emotionality, product price and cost of accessing price. The research method uses a quantitative descriptive technique with the research object at RSO Cirebon. The research results are based on the following; product quality is in the satisfactory category, service quality is quite satisfactory, the consumer's emotionality is satisfactory, the product price is satisfactory and the cost of accessing the product is satisfactory. Customer satisfaction based on service quality must be improved in terms of speed and responsiveness, good communication in providing services to customers can provide comfort in consulting. Improvement of physical facilities, especially adequate parking lots so that customers feel comfortable and places that are easily accessible to customers so that customers have no difficulty accessing
Keywords: customer satisfaction, descriptive quantitative**,** RSO OXY Cirebon

1. Introduction

Water is of great importance to the human body, where 70% - 80% of the human body consists of water (Gordalla et al., 2013). If daily water demand is not met, the body becomes vulnerable. The daily water needs must be adapted to the body's needs to help the body's metabolism processes, which require body fluid and oxygen intake for optimal metabolism to improve the body's durability. The water consumed should be suitable for consumption, which is odorless, colorless, tasteless, and assured quality and sanitation. Due to this need, the development of AMDK (Air Minum Dalam Kemasan) products that ensure quality of food products with the standard SNI 3553:2015, SNI 624 :2015, SNI 6242:2015, and SNI 7812:2013 have been licensed and recorded at BPOM (Badan Pengawas Obat dan Makanan).

During the COVID-19 pandemic, there was a significant impact on people's changing behavior on health, to improve their durability, when it became apparent that sufficient liquid intake and oxygen could aid the metabolic process. Due to the change in people's awareness, Demineral Oxygenated Drinking Water companies are racing to be able to win the market at the pandemic in influencing consumer purchase decisions. So, there is competition between producers to fulfill customers' needs and give satisfaction to the customers the most, because basically the objective of the business is to create customer satisfaction. This fact can be seen, that there are several things that can give satisfaction to the consumer, namely the total value of the customer consisting of the value of the product, the value of the service, personal value, the value of image or image, and the total cost of the customer consisting of the monetary cost, the cost of time, the cost of labor, and the cost of the mind (Kotler, 2008). In this case, to win the competition, you must be able to satisfy customers. If customers are satisfied with the service, it can increase customers loyalty itself.

Oxygenated Demineral Drinking Water (AMDK) under the OXGNDW brand or better known as OXY. OXGNDW (OXY) brand AMDK product is a Pioneer of Oxygenated Active Demineral Drinking Water in Indonesia produced and marketed by PT Central Java Daya Wiguna Indonesia since 29 January 2004 with a Network Marketing direct sales system under

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the auspices of the Indonesian Direct Sales Association (APLI). Network Mark,eting direct sales is the sale of certain products through a multi-level marketing network developed by direct sellers who work based on commissions and or bonuses based on the results of sales of goods to customers. In this case, direct sellers, namely Rumah Sehat OXY / Stockist and Members, not only act as salespeople but also as end customers, namely those who use products for their own consumption.

Rumah Sehat OXY (RSO) Cirebon, located on Jl. Sukadamai I No. 19 dr. Wahidin S. Kel. Sukapura Kec. Kejaksan Cirebon City, is a distributor of OxyCJDW Network AMDK products with OXGNDW (OXY) brand.

Table 1
Sales Development of AMDK Products of OXGNDW (OXY) brand in RSO Cirebon

No	Year	Dus	Increase (Decrease)
1	2019	1.120	
2	2020	1250	11,61%
3	2021	1.300	4,00%
4	2022	1.320	1,54%

Table 1 shows that sales of OXGNDW (OXY) products in RSO Cirebon have increased from 2020 to 2022. The level of customer purchases in 2022 experienced a less significant increase compared to the previous year, this means that RSO Cirebon needs to increase customer satisfaction. The customer faced is a customer who has a high sensitivity to the goods and services enjoyed, if the customer is satisfied the customer will continue to use the product / service offered, and will even recommend it to others, but if the customer is not satisfied, he will move to a competitor / competitor. The goal of every business is to create satisfied customers. Superior and consistent service quality can foster customer satisfaction.

Indrasari (2019) suggests that the customer satisfaction is a comparison between the expected and received services. Customer satisfaction is a label used by the customer to summarise a set of actions or actions that are seen, related to the product or service. Meanwhile, customer satisfaction is a positive feeling of customers related to products / services during or after using services or products (Setiawan et al., 2019). According to Handoko (2017), customer satisfaction is the level of a person's feelings after comparing (performance or results) perceived with expectations.

It can be summarised that customer satisfaction is the result of an evaluation or assessment of the features of the product or service they use in fulfilling their needs, where the performance matches or even exceeds expectations. Indrasari (2019: 91-92), states factors related to customer satisfaction, including: (1) Product quality: Kotler and Armstrong (2008: 347), define product quality as the ability of a product to perform its functions which include design / model, durability, reliability, accuracy, convenience. (2) Service quality: Service quality according to Indra and Siagian (2021) is a form of consumer assessment of the perceived service level with the expected value level. (3) Emotional: Emotional value based on Bimartha & Aksari (2019), an emotional touch to the brands they offer, even though the products that have been marketed rely solely on their function. (4) Price: Asaloei (2018), explains that price is the most essential decision because every product or service has a price. And is the amount of money that customers exchange for the benefits of owning or using a product. (4) The cost of accessing the product: Irawan (2002) states that customers will be more satisfied if the costs and products obtained are relatively easy, convenient and efficient in obtaining products or services.

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2. Method

This research uses a quantitative descriptive method. This method is a description of an event in utilising a predetermined set of samples. The place of research at Rumah Sehat OXY (RSO) Cirebon which is located on Jl. Sukadamai I No. 19 dr. Wahidin S, Cirebon. With a population of all RSO Cirebon customers, with sampling techniques using purposive sampling, namely sample collection techniques due to consideration of certain characteristics or characteristics, namely consumers who at the time of data collection made purchases at RSO Cirebon, with a total of 142 people. The type of research instrument used to measure the customer satisfaction is a questionnaire filled by respondents in the form of multiple choice with five options, which are focused on product quality, service quality, customers' emotional, product price and cost of accessing the product.

Table 2
Variable Operational Definitions

Variable	Operational Definitions	Measuring instrument	Measuring results	Measuring scale
Customer satisfaction	Comparison between perceived and expected before the goods or services purchased. Statement items are determined using a Likert scale with a value range of 1-5	Questionnaire	- Very Unsatisfying - Not satisfied - Quite Satisfying - Satisfied - Very satisfied	Ordinal

Tabel 3
Variable, Dimensions, and Indicators

Variable	Dimensions	Indicators	Item Number
Customer satisfaction	Product quality Kotler and Armstrong (2008:347)	Design/model	1
		Durability	2
		Reliability	3
		Accuracy	4
	Service quality Indra & Siagian (2021)	Physical evidence	5
		Responsiveness	6
		Empathy	7
		Assurance	8
	Customers' emotional Bimartha & Aksari (2019)	Pride	9
		Comfortable	10
		Effective / Suitable	11
		Confidence	12
	Product price Asaloei (2018)	Price affordability	13
		Price compatibility with product quality	14
		Price compatibility with benefits	15
		Price according to ability	16
	Cost of accessing the product Irawan (2002)	No additional costs	17
		Products are obtained relatively easily	18
		Flexibility in making transactions	19
		Efficient in obtaining products	20

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The data collection technique uses a questionnaire technique. This technique is done by directly to the field or online to obtain data related to research needs. The questionnaire is done by giving a set of questions and statements to respondents to answer. Collect data by asking questions about customer satisfaction.

Before the questionnaire is distributed to selected respondents, a validity test and reliability test must first be carried out on the items that really measure what is being measured, as well as to regulate the accuracy of a measure or reliability measuring device using the help of the SPSS (Statistical Program for Social Science) programme.

Table 4
Instrument Validity Test

Indicators	Item Number	validity		conclusion
		Sig.	α	
Product Quality	1	0.034	0.05	Valid
	2	0.039	0.05	Valid
	3	0.016	0.05	Valid
	4	0.001	0.05	Valid
Service Quality	5	0.009	0.05	Valid
	6	0.000	0.05	Valid
	7	0.010	0.05	Valid
	8	0.009	0.05	Valid
Emotional Customer	9	0.005	0.05	Valid
	10	0.044	0.05	Valid
	11	0.043	0.05	Valid
	12	0.004	0.05	Valid
Product price	13	0.014	0.05	Valid
	14	0.048	0.05	Valid
	15	0.009	0.05	Valid
	16	0.030	0.05	Valid
Cost of accessing the product	17	0.009	0.05	Valid
	18	0.005	0.05	Valid
	19	0.043	0.05	Valid
	20	0.044	0.05	Valid

Table 5
Instrument Reliability Test

Variable	Alpha Cronbach	r_{table}	Description
Customer satisfaction	0.845	0.600	reliabel

Based on the results of the instrument test using the validity test and reliability test, it can be concluded that the customer satisfaction instrument is declared valid and reliable, these results indicate that each questionnaire item on the customer satisfaction variable is suitable for use as a data collection instrument. Data analysis in this study uses quantitative descriptive techniques expressed in percentage form. Which begins with determining the category of customer satisfaction factors based on classification references.

Table 6
Category Classification References

No	Classification	Category
1	$X \leq M - 1{,}2\ Sd$	Very unsatisfied

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No	Classification	Category
2	M – 1,2 Sd < X ≤ 0,6 Sd	Not Satisfying
3	M – 0,6 Sd < X ≤ M + 0,6 Sd	Moderately Satisfying
4	M + 0,6 Sd < X ≤ M – 1,2 Sd	Satisfying
5	M + 1,2 Sd > X	Very satisfying

The norm categories above are only a reference for preparing norms, while to calculate the percentage of respondents the following formula is:

$$P = \frac{f}{N} \times 100\%$$

Description
P : Percentage number
F : The frequency being sought for the percentage
N : Number of frequencies

3. Results and Discussion

Respondents in this study total 105 people. All respondents are customers who come to Cirebon RSO. Respondents were characterized by gender, age and jobs.

Table 7
Characteristics of respondents

no	Variable	Classification	Total	Percent
1	Gender	Male	56	53%
		Female	49	47%
		Total	105	100%
2	Age	< 25	25	24%
		25 – 40	36	34%
		> 40	44	42%
		Total	105	100%
3	Jobs	PNS	43	41%
		Private employees/ entrepreneurs	33	31%
		Student	13	12%
		Retired/Housewife	16	15%
		Total	105	100%

Based on Table 7, it can be seen from gender, male by 53% and female gender by 47%. based on the age of the respondents, most of them are in the age range> 40 years with a total percentage of 42%, then respondents aged over 25 - 40 as much as 34%, and respondents under 25 as much as 24%. Seen in the type of work the majority came from government employees by 41%, private employees/entrepreneurs by 31%, students by 12% and retirees / Housewife 15%.

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Product Quality Description

Table 8

Statistical Description of Quality Product

Statistics	Quality Product
N	105
Mean	17,32
Median	17
Modus	17
Standar Deviation	1,499
Range	6
Minumum	14
Maximum	20

The statistics showed that the minimum score was 14, the maximum score was 20, the mean was 17.32, the median score was 17, the most frequent score was 17 and the standard deviation was 1.499. From the statistical results, the following classification can be considered:

Table 9

Normative Calculation of Quality Product

Assessment	Limits	Category
$X \leq M - 1{,}2\ Sd$	$X < 15$	Very unsatisfied
$M - 1{,}2\ Sd < X \leq 0{,}6\ Sd$	$15 < X \leq 16$	Not Satisfying
$M - 0{,}6\ Sd < X \leq M + 0{,}6\ Sd$	$16 < X \leq 17$	Moderately Satisfying
$M + 0{,}6\ Sd < X \leq M - 1{,}2\ Sd$	$17 < X \leq 18$	Satisfying
$M + 1{,}2\ Sd > X$	$X > 18$	Very satisfying

From Table 9, it can be concluded that product quality with a very unsatisfying category is less than 15, an unsatisfying category is 15 to 16, a moderately satisfying category is 16 to 17, satisfying is 17 to 18, and a very satisfying category is more than 18. The description of the research results on product quality is calculated according to the frequency of calculation as follows.

Table 10

Description of Quality Product

Category	Interval	Total	Percentages
Very unsatisfied	< 15	4	4%
Not Satisfying	15 – 16	5	5%
Moderately Satisfying	16 – 17	10	10%
Satisfying	17 – 18	61	58%
Very satisfying	> 18	25	24%
Total		105	100%

In Table 10, it is known that quality products in the category of very satisfying is 24%, satisfying is 58%, moderately satisfying is 10%, unsatisfying is 5%, and very unsatisfying is 4%.

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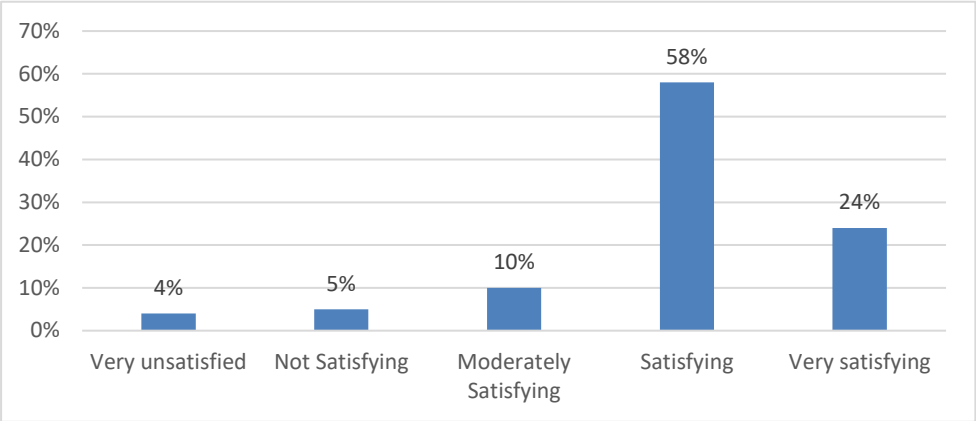
Figure 1
Research Results of Quality Products



Description of Service Quality

Table 11
Description of Service Quality Statistics

Statistics	Service Quality
N	105
Mean	17,44
Median	17
Modus	16
Standar	1,493
Range	7
Minumum	13
Maximum	20

From Table 11, the minimum score is 13, the maximum score is 20, the mean is 17.44, the median score is 17, the most frequent score is 16 and the standard deviation is 1.493. From the statistical results, the following classification can be calculate.

Table 12
Normative Calculation of Service Quality

Assessment	Limits	Category
$X \leq M - 1{,}2\ Sd$	$X < 16$	Very unsatisfied
$M - 1{,}2\ Sd < X \leq 0{,}6\ Sd$	$16 < X \leq 17$	Not Satisfying
$M - 0{,}6\ Sd < X \leq M + 0{,}6\ Sd$	$17 < X \leq 18$	Moderately Satisfying
$M + 0{,}6\ Sd < X \leq M - 1{,}2\ Sd$	$18 < X \leq 19$	Satisfying
$M + 1{,}2\ Sd > X$	$X > 19$	Very satisfying

Table 12, it can be seen that the very unsatisfied category is less than 16, not satisfying category is 16 to 17, the moderately satisfying category is 17 to 18, satisfying is 18 to 19, and the very satisfying category is more than 19. The description of the research results on service quality is calculated according to the frequency of calculation as follows:

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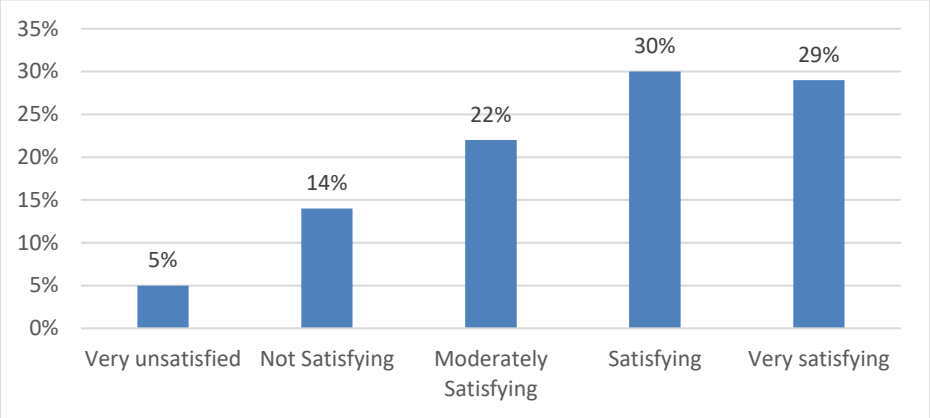
Table 13
Service Quality Description

Category	Interval	Total	Percentage
Very unsatisfied	< 16	5	5%
Not Satisfying	16 - 17	15	14%
Moderately Satisfying	17 - 18	23	22%
Satisfying	18 - 19	32	30%
Very satisfying	> 19	30	29%
Total		105	100%

Table 13 shows that the quality of service in the category of highly satisfactory is 29%, satisfactory is 30%, moderately satisfactory is 22%, not satisfying is 14%, and very unsatisfied is 5%.

Figure 2
Service quality research results



Emotional Customer Description

Table 14
Statistical Description of Quality Product

Statistics	Emotional
N	105
Mean	18,25
Median	18
Modus	18
Standar Deviation	1,697
Range	6
Minumum	14
Maximum	20

From Table 14, the minimum score is 14, the maximum score is 20, the mean is 18.25, the median score is 18, the frequent value is 18 and the standard deviation is 1.697. From the statistical results, the following classification can be calculated:

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Table 15
Calculation of Normative Emotional consumers

Assessment	Limits	Category
X ≤ M – 1,2 Sd	X < 15	Very unsatisfied
M – 1,2 Sd < X ≤ 0,6 Sd	15 < X ≤ 16	Not Satisfying
M – 0,6 Sd < X ≤ M + 0,6 Sd	16 < X ≤ 18	Moderately Satisfying
M + 0,6 Sd < X ≤ M - 1,2 Sd	18 < X ≤ 19	Satisfying
M + 1,2 Sd > X	X> 19	Very satisfying

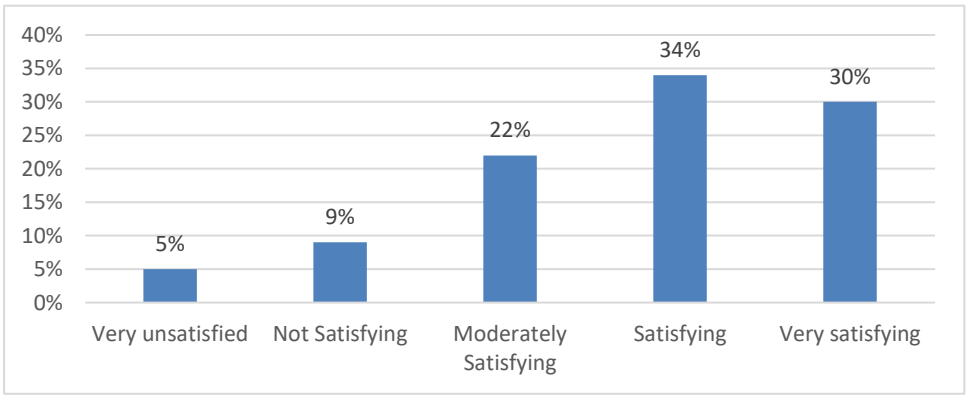
Table 15 shows that emotional can be known with a very unsatisfying category of less than 15, an unsatisfying category of 15 to 16, a moderately satisfying category of 16 to 18, satisfying 18 to 19 and a very satisfying category of more than 19. The description of the emotional research results is calculated according to the frequency of calculation as follows:

Table 16
Emotional Consumer Description

Category	Interval	Total	Percentage
Very unsatisfied	< 15	5	5%
Not Satisfying	15 - 16	9	9%
Moderately Satisfying	16 - 18	23	22%
Satisfying	18 - 19	36	34%
Very satisfying	> 19	32	30%
Total		105	100%

According to Table 16, the emotional category is very satisfying for 30%, satisfying for 34%, moderately satisfying for 22%, unsatisfying for 9% and very unsatisfying for 5%.

Figure 3
Research Results of Emotional



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Description of Product price

Table 17

Description of Product price Statistics

Statistics	Service Quality
N	105
Mean	18,57
Median	18
Modus	18
Standar Deviation	1,343
Range	5
Minumum	15
Maximum	20

From Table 17, the minimum score is 15, the maximum score is 20, the mean is 18.57, the median value is 18, the value often appears 18 and the standard deviation is 1.343. From the statistical results, the following classification can be calculated:

Table 18

Normative Calculation of Product price

Assessment	Limits	Category
$X \leq M - 1{,}2\ Sd$	$X < 16$	Very unsatisfied
$M - 1{,}2\ Sd < X \leq 0{,}6\ Sd$	$16 < X \leq 17$	Not Satisfying
$M - 0{,}6\ Sd < X \leq M + 0{,}6\ Sd$	$17 < X \leq 18$	Moderately Satisfying
$M + 0{,}6\ Sd < X \leq M - 1{,}2\ Sd$	$18 < X \leq 19$	Satisfying
$M + 1{,}2\ Sd > X$	$X > 19$	Very satisfying

Table 18 shows that the very unsatisfied category is less than 16, the unsatisfying category is between 16 and 17, the moderately satisfying category is between 17 and 18, the satisfying category is between 18 and 19 and the very satisfying category is more than 19. The description of the research results on price is calculated according to the frequency of calculation as follows:

Table 19 Product price Description

Category	**Interval**	**Total**	**Percentages**
Very unsatisfied	< 16	4	4%
Not Satisfying	16 - 17	7	7%
Moderately Satisfying	17 - 18	26	25%
Satisfying	18 - 19	38	36%
Very satisfying	> 19	30	29%
Total		105	100%

Table 19 shows that 29% are very satisfied, 36% are satisfied, 25% are moderately satisfied, 7% are unsatisfied and 4% are very unsatisfied.

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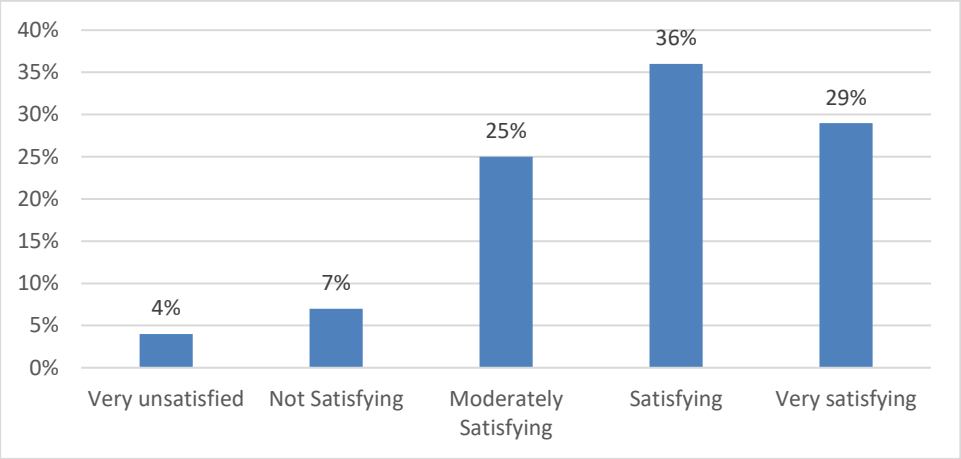
Figure 4
Price Research Results



Cost of accessing the product Description
Table 20
Statistical Description of Cost accessing the product

Statistics	Cost accessing the product
N	105
Mean	18.45
Median	18
Modus	18
Standar Deviation	1.344
Range	5
Minumum	15
Maximum	20

From Table 20, the minimum score is 15, the maximum score is 20, the mean is 18.45, the median value is 18, the value often appears 18 and the standard deviation is 1.344. From the statistical results, the following classification can be calculated:
Table 21
Calculation of Normative of Cost accessing the product

Assessment	Limits	Category
$X \leq M - 1{,}2\ Sd$	$X < 16$	Very unsatisfied
$M - 1{,}2\ Sd < X \leq 0{,}6\ Sd$	$16 < X \leq 17$	Not Satisfying
$M - 0{,}6\ Sd < X \leq M + 0{,}6\ Sd$	$17 < X \leq 18$	Moderately Satisfying
$M + 0{,}6\ Sd < X \leq M - 1{,}2\ Sd$	$18 < X \leq 19$	Satisfying
$M + 1{,}2\ Sd > X$	$X > 19$	Very satisfying

Based on Table 21, it can be seen that the very unsatisfied category is less than 16, the unsatisfying category is between 16 and 17, the moderately satisfying category is between 17 and 18, the satisfying category is between 18 and 19, and the very satisfying category is more than 19. The calculation of the research results on price follows a frequency-based approach.:

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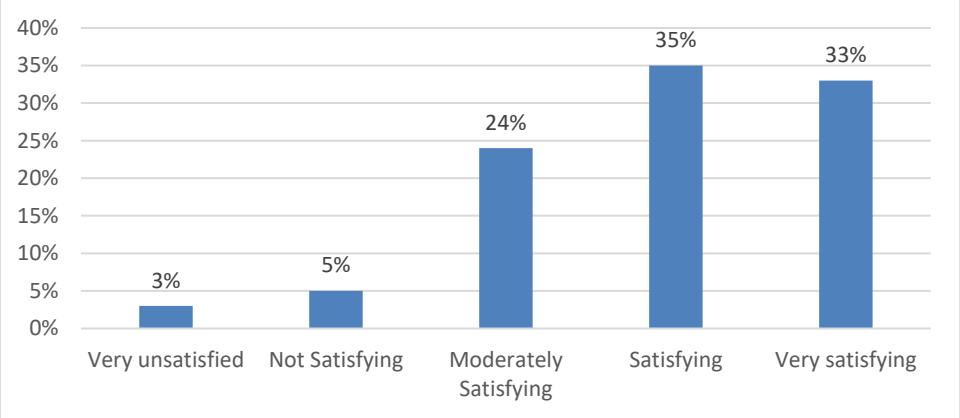
Table 22
Description of Cost accessing the product

Category	Interval	Total	Percentages
Very unsatisfied	< 16	3	3%
Not Satisfying	16 - 17	5	5%
Moderately Satisfying	17 - 18	25	24%
Satisfying	18 - 19	37	35%
Very satisfying	> 19	35	33%
Total		105	100%

In Table 22, the category of very satisfying is 33%, satisfying is 35%, moderately satisfying is 24%, unsatisfying is 5%, and very unsatisfying is 3%.

Figure 5
Cost of Accessing Products Research Results



The results showed that the product quality at RSO Cirebon with an average of 17.32 was categorised as satisfying where the highest percentage of 58% (61 customers) was categorised as satisfying. This shows that customers are quite satisfied with the attractive design/model, and aesthetics can satisfy consumer needs.

In this study, the quality of service at RSO Cirebon has an average value of 17.44 which is quite satisfying, and based on the highest percentage of satisfying categories, namely 30% (32 customers). Service quality is a must in order to survive and must continue to improve service quality, because service quality is something that is difficult to measure and describe compared to product quality. With good service will make the customer comfortable. The results of the study for customer emotional factors have an average value of 18.25 with a satisfactory category, for the highest percentage in the satisfactory category, namely 34% (36 customers). Customers feel satisfied and effective according to their needs and attractive appearance. The emotional factors of customers can influence customer purchasing power because all actions are accompanied by factors of satisfaction, pride and confidence.

Price has a significant effect on the satisfaction of customers, this can be seen based on the results of the study with an average of 18.57 in the satisfactory category, the highest percentage is 36% (38 customers). Price plays a very important role in the buying and selling transaction process. The price offered by RSO Cirebon has its own standards for setting the price of products sold, so as to attract customers to buy.

For the cost of accessing products with an average of 18.45 satisfying categories, the highest percentage is 35% (37 customers). In getting consumer products, it is relatively easy

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where customers do not need to come to the RSO first, customers can get products or product availability by contacting the RSO first. In addition, for the transaction process, customers can do it with an online process.

4. Conclusion

Customer satisfaction based on product quality, with indicators; design/model, durability, reliability and accuracy obtained an average of 17.32 with a percentage of 35%, which means that product quality is considered satisfaction. Customer satisfaction based on service quality, with indicators; physical evidence, responsiveness, empathy and assurance obtained an average of 17.44 with a percentage of 35%, which means that the quality of service is quite satisfactory. Customer satisfaction based on consumer emotions, with indicators; pride, comfort, effectiveness / suitability and confidence obtained an average of 18.25 with a total percentage of 34%, which means that emotions are classified as satisfactory. Consumer satisfaction based on price, with indicators; price affordability, price compatibility with product quality, price compatibility with benefits and price according to ability obtained an average of 18.57 with a total percentage of 36%, which means that the price is classified as satisfactory. Consumer satisfaction based on the cost of accessing the product, with indicators; no additional costs, products obtained relatively easily, flexibility in making transactions and efficiency in obtaining products obtained an average of 18.45 with a total percentage of 35% which means the price is classified as satisfactory..

To increase customer satisfaction, RSO Cirebon can improve services in terms of speed and responsiveness in providing the best service to consumers and adjusting consumer needs. In addition, good communication can provide comfort when consumers shop. Physical evidence related to the store environment should be considered, including adequate parking space so that customer feel comfortable and a place that is easily accessible customer have no difficulty accessing the store.

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