

### Consumer Description Analysis Of Realme Smartphone Product Quality On Customer Satisfaction (Case Study in Bengkalis Community)

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#### Abstract

*This study aims to determine the quality of realme smartphone products based on the level of user satisfaction, especially in the Bengkalis area. This research is a descriptive quantitative study that describes the responses of smartphone users from the Bengkalis realme. The sample in this study was a hundred users of realmee smartphone products. Based on the results of the analysis of the questionnaire that has been divided, it can be seen that all indicators get a good average score. Thus, it can be concluded that realme products have good quality and provide satisfaction for users or customers*

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#### PRELIMINARY

Technological developments in the digital era have a very broad influence on human life. The rapid development of technology makes it easier for humans to carry out daily activities, one of which is innovation in the field of communication technology (Erni, 2021). One of the technology products that are growing rapidly at this time is the products of communication tools in the form of smartphones. A smartphone is a mobile phone that has high capabilities, sometimes with functions that resemble a computer. There is no factory standard that defines what a smartphone means. (Elcom, 2011).Kularbphettong (2020) saysthat In recent years, smart phones have been commonly used as a significant device to support in many aspects of life.

The current phenomenon shows that various smartphone manufacturers are competing to create smartphones with the best quality and various features to facilitate user activities (Silitonga, 2021). Several smartphone brands that compete in the smartphone market in Indonesia include: Samsung, Apple, Xiaomi, Oppo, Realme and others. One of the smartphone product manufacturers that is growing rapidly today is realme. As a newcomer manufacturer, realme tries to captivate the



hearts of their potential users through the latest features and affordable prices.

Realme is a smartphone manufacturer based in Shenzhen, China. The realme brand was founded on May 4, 2018 by Sky Li, with several other young people working in the smartphone industry from various countries. Realme first appeared in China in 2010 as “OPPO Real” which is a sub-brand of OPPO Electronics Corporation, until realme separated its business in 2011 and became an independent company. Realme management seeks to make consumers aware of the Realme brand by making it the number one brand in the minds of young consumers and in 2020, through the IDC version, Realme will become one of the top brands for young people aged 16-25 years..

Imam (2018) states that the State of Indonesia is a digital technology giant in Asia that is sleeping. The population in the State of Indonesia reaches 250,000,000 people, which is a large market. The digital marketing research institute Emarketer estimates that in 2018 the number of active smartphone users in Indonesia will be more than 100,000,000 people. With such a large number, the State of Indonesia will become the country with the fourth largest active smartphone users in the world after China, India and America (Deifi, 2016). This large market share opportunity makes every manufacturer try to provide good service and quality so that their smartphone becomes the main choice for the community. The quality of a product cannot be separated from customer satisfaction as a user of the product.

Smartphone products as a communication tool that have a vital role in people's lives are certainly very cautioned about their quality, this is related to the ability of a smartphone to support the ease of activities of some people, especially Generation Z as the current main market share. In this regard, realme smartphones as one of the vendors who are newcomers today must be able to convince customers that the products they market are really of high quality and can provide satisfaction for their users.

Kotler (2002) suggests that satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his perceptions/impressions of the performance (or results) of a product and his expectations. M. Tjiptono in Ari (2012) states that customer satisfaction is a post-purchase evaluation where the chosen alternative is at least equal to or exceeds expectations, while dissatisfaction arises if the results do not meet expectations. Based on the description above, the authors are interested in conducting research and presenting a scientific paper about "Descriptive analysis of consumers on the quality of realme smartphone products on customer satisfaction".

### RESEARCH METHODS

#### Research design

Research design is a research design that is used as a guide in conducting the research process. The research design aims to provide a clear and structured guide to researchers in conducting their research. This research is a quantitative research that aims to measure the effect of product quality on customer satisfaction.

#### Population and Sample

The population in this study is the entire community on Bengkalis Island, while the sample in this study is part of the community who use realme smartphone products. The sample selection technique is with Nonprobability Sampling, which is a sampling technique that does not give opportunity/opportunity the same for each element or member of the population to be selected as a sample.

#### Data collection technique

##### 1. Observation

According to Abdurahmat (2006) observation is a data collection technique that is carried out through an observation, accompanied by notes on the state or behavior of the target object. Thus, the observations in this study were carried out on the community of users of realme products in Bengkalis with the aim of understanding the character of product users.

##### 2. Questionnaire

The technique of collecting data with a questionnaire is a data collection technique by providing a list of questions to respondents in the hope that respondents will respond to the questions contained in the questionnaire. In this study, researchers distributed questionnaires containing various questions related to customer satisfaction on the realme smartphones they used. The questionnaire contains closed questions about realme smartphones and the reasons that make customers choose realme as their smartphone.

##### 3. Documentation

Documentation according to Sugiyono (2015) is a method used to obtain data and information in the form of books, archives, documents, written numbers and pictures in the form of reports and information that can support research. Documentation is used to collect data and then reviewed. In this case, documentation is needed to ensure that the sample filling out the questionnaire is a person who actually uses the product realme.

#### Data analysis technique

Data analysis in this study was carried out descriptively by describing the results of observations and questionnaires that had been filled out by respondents.

The descriptive description includes realme smartphone user data based on age and gender, respondents' responses to smartphone quality realme which includes battery, runway, features, camera, price and so on.

### RESULTS AND DISCUSSION

#### Characteristics/Profile of Research Respondents

##### 1. Characteristics of Respondents Based on Gender

From a number of respondents who became the sample of this study, data were obtained regarding the gender of the respondents as can be seen in table 4.1 below:

**Table 1.**Table of respondent data by gender

No	Gender	Number of people)	Percentage (%)
1	Man	43	43%
2	Woman	57	57%
Amount		100 people	100%

Source: Processed Data 2021

##### 2. Characteristics of Respondents Based on Age

To see the age of the respondents taken in this study is the age of the Bengkalis community and can be seen in Table 2 below:

**Table 2.**Table of respondent data by age

No	Age	Number of people)	Percentage (%)
1	16-19	23	23%
2	20-23	64	64%
3	24-29	8	8%
4	>30	5	5%
Amount		100	100%

Source: Processed Data 2021

#### Results of Respondents' Responses to Product Quality

In this section, we will present the data obtained from a number of questionnaires given to respondents on public responses which aims to find out a descriptive study of respondents' responses about the quality of branded smartphone products. realme.

##### 1. Operating system

The kitchen runway of a smartphone will affect the speed of using the applications in it, therefore speed is one of the reasons consumers determine which smartphone they will buy. Smartphone users are currently dominated by teenagers who are very concerned about the kitchen runway to support the needs of games, social media and other applications that they often use. To find out respondents'



responses about HPrealme has a high-quality performance/operating

system which can be seen in Table 3 below:

**Table 3.**Table of respondent data regarding the operating system

No	Category	Number of Voters	Percentage
1	Strongly agree	36	36%
2	Agree	52	52%
3	Doubtful	10	10%
4	Do not agree	1	1%
5	Strongly Disagree	1	1%
Amount		100	100%

Source: *Processed Data 2021*

### 2. Battery Life (Long Lasting)

With today's busy level of society, everyone will avoid charging their smartphone over and over again in a day. The selection of battery capacity is also important before buying a smartphone. To find out the respondents' responses about the realme cellphone, which is a cellphone that has a long-lasting battery, it can be seen in Table 4 below:

**Table 4.**Respondent data table regarding battery life

No	Category	Number of Voters	Percentage
1	Strongly agree	25	25%
2	Agree	46	46%
3	Doubtful	12	12%
4	Do not agree	14	14%
5	Strongly Disagree	3	3%
Amount		100	100%

Source: *Processed Data 2021*

### 3. Product Price

Price is often the reason for some people to buy a product. An observant society will try to choose the minimum price for qualified quality, therefore realmee as a newcomer vendor takes the opportunity by offering high quality products at affordable prices for people with middle to lower economies. Respondents' responses regarding the price of realme smartphone products can be seen in Table 5 below:

**Table 5.**Table of respondent data regarding affordable product prices

No	Category	Number of Voters	Percentage
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1	Strongly agree	34	34%
2	Agree	59	59%
3	Doubtful	5	5%
4	Do not agree	0	0%
5	Strongly Disagree	2	2%
Amount		100	100%

Source: Processed Data 2021

#### 4. Feature Features

To find out the respondents' responses to the HP realme equipped with interesting features, see Table 6 below:

**Table 6.**Table of respondent data regarding the attractiveness of features

No	Category	Number of Voters	Percentage
1	Strongly agree	18	18%
2	Agree	65	65%
3	Doubtful	15	15%
4	Do not agree	1	1%
5	Strongly Disagree	1	1%
Amount		100	100%

Source: Processed Data 2021

#### 5. RAM, ROM and display capacity

To find out respondents' responses about HP realme has the reliability of RAM, memory and the shape of the design according to what consumers want can be seen in table 7 below:

**Table 7.**Table of respondent data regarding RAM, ROM and display

No	Category	Number of Voters	Percentage
1	Strongly agree	20	20%
2	Agree	61	61%
3	Doubtful	13	13%
4	Do not agree	4	4%
5	Strongly Disagree	2	2%
Amount		100	100%

Source: Processed Data 2021

#### 6. Product appeal

To find out respondents' responses about HP realme has product appeal to the five senses (physical form, color, etc.) which can be seen in Table 8 below:

**Table 8.**Respondent data table regarding display

No	Category	Number of Voters	Percentage
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1	Strongly agree	28	28%
2	Agree	54	54%
3	Doubtful	12	12%
4	Do not agree	5	5%
5	Strongly Disagree	1	1%
Amount		100	100%

Source: Processed Data 2021

### 7. Smartphone camera

The camera on a smartphone is always a major consideration for customers before making a choice, this is because it has now become a trend that people have hobbies and like to capture moments in their lives.

To find out respondents' responses to the camera on realme smartphones, see Table 9 below:

**Table 9.**Product features table

No	Category	Number of Voters	Percentage
1	Strongly agree	25	25%
2	Agree	49	49%
3	Doubtful	16	16%
4	Do not agree	7	7%
5	Strongly Disagree	3	3%
Amount		100	100%

Source: Processed Data 2021

### 8. Customer Service

To find out the respondents' responses about the realme smartphone having the ability to be repaired, including competence, speed, convenience in handling complaints for consumers, it can be seen in Table 10 below:

**Table 10.**Product features table

No	Category	Number of Voters	Percentage
1	Strongly agree	22	22%
2	Agree	52	52%
3	Doubtful	19	19%
4	Do not agree	5	5%
5	Strongly Disagree	2	2%
Amount		100	100%

Source: Processed Data 2021

## Descriptive Results of Respondents' Responses Regarding the Quality of Realme Brand Smartphone Products

To find out about the respondents' responses regarding the quality of the realme brand smartphone products, this section will present the data obtained from a number of respondent statements taken from the people of the city of

Bengkalis.

**Image 1.** Table of Respondents Response Data Processing

Tabel 4.11 Rangkuman Deskriptif...Tanggapan Responden Mengenai Tentang Kualitas Produk Smartphone Merk Samsung.

INDIKATOR			DISTRIBUSI FREKUENSI					TOTAL	MEAN	KET.
			SS	S	RR	TS	STS			
Dimensi Kualitas Produk	1	Frek	36	52	10	1	1	100	4.21	Sangat Tinggi
		skor	180	208	30	2	1	421		
	2	Frek	25	46	12	14	3	100	3.76	Tinggi
		skor	125	184	36	18	3	376		
	3	Frek	34	59	5	0	2	100	4.23	Sangat Tinggi
		skor	170	236	15	0	2	423		
	4	Frek	18	65	15	1	1	100	3.98	Tinggi
		Skor	90	260	45	2	1	398		
	5	Frek	20	61	13	4	2	100	3.93	Tinggi
		skor	100	244	39	8	2	393		
	6	Frek	28	54	12	5	1	100	4.03	Tinggi
		skor	140	216	36	10	1	403		
	7	Frek	25	49	16	7	3	100	3.86	Tinggi
		skor	125	196	48	14	3	386		
	8	Frek	22	52	19	5	2	100	3.87	Tinggi
		skor	110	208	57	10	2	387		
	Total	Frek	208	438	102	37	15	800	3.98	Tinggi
		skor	1.040	1.752	306	74	15	3.187		

Sumber: Data Olahan 2020

Based on the table above, it can be seen that each indicator has a very high and high average value. Indicator 1 regarding the operating system has a very high rating with an average value of 4.2. In the battery life indicator, respondents gave an average value of 3.76 with a high classification, this is in accordance with the facts on the ground that realme products currently being sold have battery capacities ranging from 4000mAh to 6000mAh. Battery life has always been one of the main considerations for customers in choosing to buy a smartphone, this is because the use of a durable battery can facilitate customer activities without having to charge it repeatedly.

The high customer ratings, especially in the Bengkalis region, for realme smartphone products can also be seen from other indicators related to specifications, features, RAM capacity, internal ROM and speed of service to customers. All aspects of the indicators above received an average rating above 3.8 with a high classification. According to Dutka in Purwoko (2015) there are three dimensions in measuring customer satisfaction universally, namely: Attributes related to product, namely the dimension of satisfaction related to product attributes such as determining the value obtained by price, quality, consistency, product variety, design and benefits of the product. This is in line with the statement of Cahya (2018) which says that Customer satisfaction is highly dependent on the perceptions and expectations of consumers themselves. This fact illustrates that realme smartphone products provide satisfaction for customers so that they become the main choice for people in buying smartphones.

### CONCLUSIONS AND RECOMMENDATIONS

#### Conclusion

Based on the data provided by the respondents on each indicator as well as the processed data carried out in research on the quality of realme smartphone products on customer satisfaction, it can be concluded several things: The sample in this study consisted of 100 people who were part of the Bengkalis community, users of realme smartphone products, consisting of 43 male respondents and 57 female respondents with age categories ranging from 16 years. Descriptive analysis based on customer assessment of realme smartphone products which contains 8 indicators about realme product specifications. The results of the customer assessment show that the average value for all indicators is high and very high with an average of above 3.8, with the specification aspect being the highest with a score of 4.23. Based on the average rating, it can be stated that realme smartphone products have good quality so as to provide satisfaction for their customers.

#### Suggestion

The suggestions that researchers can give through this simple research are: The quality of a product will have a direct effect on customer satisfaction. Products with good quality will be quickly and easily accepted by the public, therefore smartphone vendors must really embed good quality in order to meet the demands of customer needs. Especially for realme smartphones, it is better to provide better camera quality that can compete with brands that already have names like Samsung and Oppo.

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