

Examining the Product Quality Attributes That Influences Customer Satisfaction Most When the Price Was Discounted: A Case Study in Kuching Sarawak

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Abstract

The study is about customer satisfaction towards the product quality. The effect of low pricing product with the product quality plays the same result of low price products produces low quality product and vice-versa. Data instrument that is used in obtaining data is by distributing survey questionnaire. The main purpose of this research is to classify whether the eight dimension of product quality after price discounting is satisfying towards customer. The respondent of the research was chosen through sampling method by using the non-probability sampling. The results infer that that the customer's satisfaction towards the discounted product quality is based on the three attributes most namely perceived quality, performance and reliability. The Perceived quality- on image, brand name, and advertising is positively related to the level of satisfaction towards the quality of discounted product; were all supported as the relationships between the variables were statistically significant. This study does also provide useful guidelines for future researcher to be more rigorous and also in-depth to empirical and theoretical processes. In future study, customer satisfaction towards discounted product quality of the product to be specified to a product only determine by one gender (female) and also a perception towards a certain discounted price level of a product and its quality with extension of product design and customer requirements.

Background of the study

This study is to give a clearer view of how eight attributes of product quality namely performance, features, reliability, conformance, durability, serviceability, aesthetics and perceived quality (Garvin, 1984) plays very important role in being influential to customer satisfaction to product which price is discounted. This research will determine customer satisfaction on which attributes in the product quality from eight types of attributes mentioned when price discounting occurs. This research will also determine the effect of low pricing product with the product quality whether it play the same result of low price products produces low quality product and vice-versa. Most people were attracted with low price of the product because customers can minimize their expenditure. Purchasing a low price product will the standard of the low price product being equalize with price. This create dilemma for consumers because customers are to choose either cheaper product for low financial sacrifice and probably a low quality or a high price product that will have consumer to have high financial sacrifice and to be assure that to have high quality product but it is not a guarantee (Suri et al., 2000).

Besides that, discounted product, does the perspective of the product reflects to the consumer satisfaction? People will always be very alert on discounts, and sales.