

THE CUSTOMER TESTIMONIAL REVIEW OF OPPO SMARTPHONE USER IN MANADO*ULASAN TESTIMONI PELANGGAN PENGGUNA SMARTPHONE OPPO DI MANADO*

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Abstract: The purpose of this research is to know the customer testimonial review of smartphone brand at OPPO user in Manado. In accordance to achieve the purpose of this research, the testimonial was interviewed to 21 informants of OPPO smartphone user. Based on the research result and discussion following conclusions can be drawn: most informants are satisfied with the OPPO smartphone, based on the features, performance, camera quality, design, sound, and comparable to its price. But one of the informant complain about the casing frame that easily peeled of and the unlock button are easily broken.

Keywords: customer testimonials, review, smartphone, brand

Abstrak: Tujuan dari penelitian ini adalah untuk mengetahui ulasan testimoni pelanggan pengguna smartphone OPPO di Manado. Sesuai untuk mencapai tujuan dari penelitian ini, testimonial diwawancarai kepada 21 informan pengguna smartphone OPPO. Berdasarkan hasil penelitian dan pembahasan dapat diambil kesimpulan sebagai berikut: sebagian besar informan puas dengan smartphone OPPO, berdasarkan fitur, performa, kualitas kamera, desain, suara, dan sebanding dengan harganya. Namun salah satu informan mengeluhkan rangka casing yang mudah terkelupas dan tombol buka kunci mudah rusak.

Kata Kunci: testimoni pelanggan, ulasan, smartphone, merek

INTRODUCTION**Research Background**

In this new decade, people are witnessing a rapid growth in technology along with an explosion in mobile devices penetration across the world (Anh, 2015). People around the world have adopted this new and exciting technology as one of the most important required facility in their everyday life. The latest surveys show that the popularity of Smartphone is increasing in general public with the more paces then it is increasing in corporations (Sarwar and Soomro, 2013). According to Halder (2020), while smartphones are evolving with time, it is Oppo which is leading the charge with its brilliant innovations in smartphones. Oppo is dedicated to making smartphones with revolutionary technologies, which has kept it ahead of its competition.

Nowadays customer is confused about what kind of smartphone which is best for them in order to fit with their lifestyle. Smartphone can be called as minicomputer as the features and functions provided are like computer in its mini form and its handy (Rambitan, 2015). According to Ragupathi and Prabu (2015), a mobile phone that performs many of the functions of a computer especially it has touchscreen, interface, internet access, and an operating system capable of running downloaded apps. This device provides user with advance

communication and computing ability than the traditional mobile phone which equipped with internet access, cameras with high quality, and management tools (Boulos et al., 2011).

The capability of running feature-rich application (apps) on smartphones made smartphone a more powerful device replacing many devices such as alarms clocks, calculators, laptops, GPS navigators and digital cameras (Miller, 2012). The Smartphone are equipped with the capabilities to display photos, play games, play videos, navigation, built-in camera, audio/video playback and recording, send/receive e-mail, built in apps for social web sites and surf the Web, wireless Internet and much more (Sarwar and Soomro, 2013). A customer testimonial is a review from a customer that confirms the value of a product or service after buying and using the product. Customer testimonies are important determinants of customer satisfaction.

Research objective

The purpose of this research is to know the customer testimonial review of smartphone brand at OPPO user in Manado.

THEORETICAL FRAMEWORK

Customer Testimonial

Customer testimonials are recommendations from satisfied buyers that affirm the value of a product or service (Davies, 2019). A testimonial is a statement (personal) that highlights the key qualities and abilities of a service, product or an individual (A Research Guide, 2019). Testimonials are a way to build credibility, the information published in the media must takes sides with the people compared to personal interests (Griffith, 2014).

According to Holsinger (2014), testimony have three functions:

- Testimonials Build Trust. When somebody reads a testimonial, and they're looking for something online. If somebody else believes in you and was satisfied with your service or your product, then "I probably will be satisfied also," is what they think. And so their trust goes up.
- Not Salesy. Testimonials aren't salesy, and yet they help buyers buy. It's not a salesman speaking. It's a neighbor. It's a person in their shoes, and they're saying "I had a good experience here" and therefore, it becomes a sales message without being salesy.
- Overcome Buyer's Skepticism. Another thing that testimonials do is to help buyers overcome buyer's skepticism.

Features

Feature phones typically provide voice calling and text messaging functionality, as well as basic multimedia and internet capabilities, and other services offered by the user's mobile network operator (Phone Scoop and Abraham's wallet, 2021).

Performance

Performance can mean a lot of different things to different people. When it comes to mobile apps, performance can describe how an app works, how efficiently it works, or if it was enjoyable to use. In the context of this book, we are looking at performance in terms of efficiency and speed (O'Reilly Media, 2021).

Camera Quality

A camera phone is a mobile phone which is able to capture photographs and often record video using one or more built-in digital cameras (Wikipedia, 2021). From more lenses to more megapixels, improved software, better zoom, greater low light performance and more, it seems as if almost every high-profile phone has something camera related to shout about. But some smartphones are a lot better for photography than others, and some are also a lot better or worse than their specs list might suggest (Peckham and Rogerson, 2021).

Price

A price is the (usually not negative) quantity of payment or compensation given by one party to another in return for one unit of goods or services (Schindler, 2012). Historically, price has been the major factor affecting buyer choice (Claessens, 2015). According to Jürgen (2018), in addition to the individual qualities of each phone, current price is also an extremely important parameter when people choose a new mobile phone.

Design

A design is a plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of that plan or specification in the form of a prototype, product or process (Dictionary.com, 2021). Smartphone design is an advanced mobile platform which combines features of a personal computer operating system with other features useful for mobile or handheld use (Designboom, 2021).

Sound Quality

Sound quality is typically an assessment of the accuracy, fidelity, or intelligibility of audio output from an electronic device (HyperPhysics, 2017). According to Hillerin (2020), Consumer awareness is slowly beginning to increase when it comes to audio quality on a phone.

Customer Satisfaction

According to Farris et al. (2010), Customer Satisfaction (often abbreviated as CSAT) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.

Customer's Purchasing Decisions

Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand (The Wharton School, 2020).

Customer Review

According to Emmerson (2017), Reviews are an open platform for anyone to express their experiences, good or bad. Reviews are often hosted on independent platforms, where the brand can only respond to comments, but not decide which make the grade.

Previous Research

Sarwar and Soomro (2013) investigated how Smartphone's are impacting the society and also how Smartphone's are going to transform the culture, social life, technology landscape and other diverse aspects of modern society. The intention of this study is to understand all the positive and negative aspects of Smartphone on the society. The study will primarily focus on impact of Smartphone on business, education, health sectors, human psychology and social life. At the end, the study will summarize the impact and conclude based on wide range of impacts that Smartphone's have on society.

Soriton and Tumiwa (2016) analyzed the factors driving buying decision in selecting smartphone for smartphone users using Factor Analysis for data reduction that summarizes the observed factors. The population refers to students of Faculty of Economics and Business with sample size as many as 110 respondents and convenience sampling used to as the sampling technique. The finding resulted there are two new factors formed from seven most dominant out of twenty variables, first factor which is Performance Expectancy divided by five items those are Technology Factors, Usability Features, Perceived Quality, Perceived Ease of Use and Brand Loyalty and second factor which is Personal Factors divided by two items those are Product Sacrifice and Consumer Attitude.

Ragupathi and Prabu (2015) focused on customers' satisfaction towards smart phone users particularly college students. Descriptive research method has been used for this study. The data related to Smartphone users were collected through Questionnaire method. Convenience sampling method was used by the researcher to collect the data. The sources of data were primary as well as secondary. The size of sample is 50. The data collected were edited, coded and processed with the help of (SPSS) software. The statistical tools are used for T-Test, F-Test, and Factor analysis. There is a significant difference between the satisfaction level of Smartphone users and gender of the respondents.

Conceptual Framework

A conceptual framework is defined as a network or a "plane" of linked concepts (Jabareen, 2009). The conceptual framework of this research is shown in the following figure. The framework illustrates several

variables used in order to analyze the customer testimonial. In this research, there are five variables to be evaluated, which are features, performance, camera quality, price, design, and sound quality.

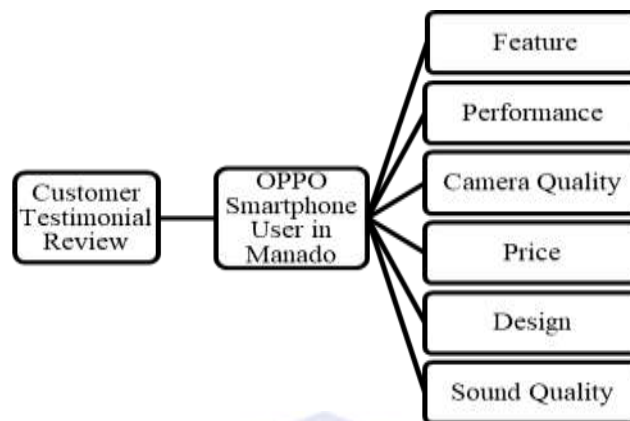


Figure 1. Conceptual Framework

Source: Conceptual frame work (2021)

RESEARCH METHOD

Approach Research

This research is qualitative research utilized descriptive questionnaire method based on customer testimony. Customer testimony in this research refers to the involvement of respondents in making judgments about their own experience for using the smartphone.

Population and Sample

Population refers to the entire group of people, events, or things of interest which researcher wishes to investigate (Sekaran and Bougie, 2009). The population of this research is OPPO smartphone user in Manado. A sample is a subset of population comprises some members selected from it (Sekaran and Bougie, 2009). For the research, this study will use a sample size of 21 informants.

Sampling Technique

In purposive sampling, the researcher chooses the particular units of the population for constituting a sample on the basis that the small mass that they select out of a huge one will be typical or representative of the whole (Kothari, 2009).

Data Collection Methods

In this research, the primary data will be gain using an in-depth interview with the informant. Primary data is the information obtained first-hand by the researcher on the variable of interest for the specific purpose of the study (Sekaran and Bougie, 2009). Secondary data of this research will be gain from books, articles, and previous research that support and related to the topic that is being discussed in this research. According to Sekaran and Bougie (2009), secondary data are data that have already gathered by researchers, data published statistical and other journals, and information available from any published or unpublished source available either within or outside of the organization, all of which might be useful to the researcher.

Data Analysis Methods

The data analysis in this research is conducted prior to meeting the respondents whereas analysis process was done during and after the collection of data. The next step is the interview; the researcher will collect the information that will be given by the informant. During the interview process, analyzing the answers that were given by the informants was done.

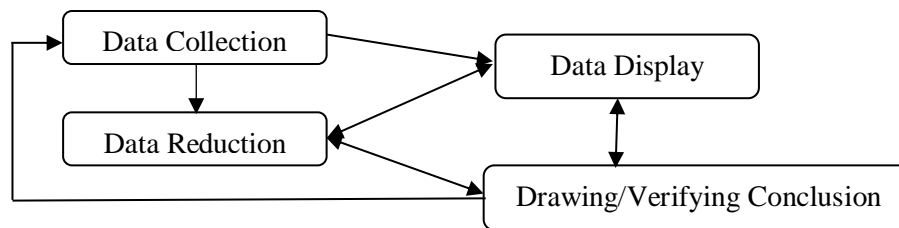


Figure 2. Step in Qualitative Data Analysis

Source: Essentials of Business Research Method (2015)

- Data Collection, is the process where the researcher finds information or data from any form of source such as books, internet website, gather deeper information from the informant.
- Data Reduction, involves selecting, simplifying and transforming the data to make it more manageable and understandable through coding and categorizing. Coding is the analytic process through which the qualitative data is gathered are reduced, rearranged, and integrated to form theory. The data reduction is utilized in order to summarize the main point of the data received from the informants to help the research in categorizing the data.
- Data Display, helps qualitative research to organize information and view it in a way that enables them to identify linkages and develop explanations that relate to their findings to existing theories.
- Drawing Conclusion, involves deciding what the identified themes and patterns and how they help to answer the research questions whereas Verifying involves checking and re-checking the data to ensure the initial conclusion are realistic, supportable, and valid.

Validity and Reliability

Validity is the next stage content which a conclusion or measurement is well-founded and correspondent accurately. Creswell (2007) defined validity validation in qualitative research to be an attempt to assess the “accuracy” of the findings, as best described by the researcher and the participants. Reliability can be enhanced if this study obtains detailed field-notes by employing a good-quality tape for recording and by transcribing the tape (Creswell, 2007).

RESULT AND DISCUSSION

According to informants 1, 5, 19 they interest with the beauty camera filters. The informants 2, 7 interests with the gesture motion. The informants 3, 7, 21 interests with the face unlock feature. Informants 4, 14 interests with the fast multitasking. Informants 5, 6, 8, 18, 20 they interest with the rear-mounted fingerprint and informant 12 also interest with fingerprint but side-mounted. The informant 9 interest with the themes. Informant 14, 15, 16, 17 interest with 65 watt fast charging, and informant 13 interest with 30 watt fast charging. Informant 15 also interest with dual view video, and informant 17 interest with AI Mixed portrait. And informant 19 interest with Pop up camera (special selfie camera). The informant 10 interest with eye protection screen. Informant 11 interest with game space application.

Most of the informants said the performances is good depend on the type they use but in other ways informant 1 advice to not use until the remaining of RAM capacity, and informant 3 said the performance is good but there’s a bit problem such as insufficient internal storage memory which can be interrupt for running more application.

Most of the informants said the camera quality is good, pure and clear. But in some models they have very good Mega Pixel and quad camera feature according the informant. Informant 4 and 13 have 48MP main camera, informant 8 and 12 have quad camera, informant 15 and 17 have 44MP front camera, informant 21 have 12MP main camera.

According to all informants, the price is quite affordable compared to the features and specification of each type. If some other smartphone brand offers a good specification with expensive price but Oppo can give that a bit cheaper compared to another brand with equal specification and quality.

The design is comfortable on the hand of the most informants; it has a bigger size display, and also has variety of colors. But according to informant 2, the design of his smartphone which is Oppo A37F, the casing frames was easily peeled of and the locked screen as well as the volume adjustment button was broken that makes him difficult to unlock the smartphone and to adjust the volume.

Most of the informants said the sound quality is good and pure, especially informants 21 which using Oppo A5 says his type is supported with Dolby Atmos that can give the best and clear sound quality unfortunately this feature not include on all type except Oppo A5. But informant 2 which using Oppo A37F said the sound volume isn't loud enough when adjusting on max volume due to duration of use and often fall to the ground inadvertent.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the research result and discussion following conclusions can be drawn: most informants are satisfied with the Oppo smartphone, based on the features, performance, camera quality, design, sound, and comparable to its price. According to most of the informants, the performance of Oppo smartphone is good but there's a problem such as insufficient internal memory. The price of the Oppo smartphone is more affordable compared to the specification of each type. The design is comfortable on the hand of the most informants, but one of the informant complain about the casing frame that easily peeled of and the unlock button are easily broken.

Recommendation

This research was conducted to provide an insight into the customer testimonial review of smartphone brand at Oppo user in Manado Recommendations were formulated based on the findings in this research, for the company, consumers, and further researchers:

1. For company, In the future keep continuing to maintain the quality of the products and hoping the selling price of these products can adjust to the budget for loyal customers and potential buyers so that they can compete with other brands that offer products with the same specifications at a price that may be slightly more expensive
2. For the potential buyers hopefully the testimonials from both the positive and negative reviews of the Oppo smartphone become recommendation for new buyers that willing to buy a new Oppo smartphone.
3. For future researchers that are interested in conducting a similar study hopefully can develop this study by giving a testimony of 2 or more different brands of smartphone and comparing it as a recommendation to potential buyers that want to purchase new smartphone.

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