# Why Do You Still Want to Buy Hp Laptop? A Study of HP'S Customer Satisfaction

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**ARTICLE INFORMATION**

**ABSTRACT**

HP (Hewlett-Packard) Company was founded in July 1939 in California. This American multinational company is well known for providing electronic devices, especially laptops and computers globally. However, this research focuses on the laptop that has been produced by HP company. The purpose or objective of the study is to discover the elements that influence consumer satisfaction towards HP laptops. The research's primary goals are to evaluate the amount of customer satisfaction with HP laptops. The researchers provide survey questionnaires via google form to collect the Primary data, and the researchers also refer to the relevant articles, journals, and other material to find secondary data. The results show that Relationship marketing and Price Satisfaction have a significant positive relationship with customer satisfaction. Those lead Relationship Marketing and Price Satisfaction of HP will increase customer satisfaction.

**Keywords:** Customer Satisfaction, Hewlett-Packard, HP, Laptop, Price Satisfaction, Relationship marketing

## INTRODUCTION

Hewlett-Packard Company is one of the most famous companies in providing electronic devices, especially laptops, computers, software and other electronic appliances across the globe. Hewlett-Packard, well known as HP company, is one of the giant American multinational companies operated in every corner of the world. William R. Hewlett and David Packard created Hewlett-Packard on January 1, 1939. Both founders of this company are electrical engineering graduates from Stanford University. The name of the Hewlett-Packard company was taken from the names of these two founders, William R. Hewlett and David Packard. The headquarters of this company is located in Palo Alto, California, which is in the Silicon Valley of the United States of America (Hall, 2022). In November 2022, the market capitalization of Hewlett-Packard company was recorded at USD 29.83 Billion (Companiesmarketcap.com, n.d.).

Customer satisfaction is the most important part of every business in order to ensure that their customer is satisfied with their product. This study focuses more on customer satisfaction in buying HP laptops. Customer satisfaction is one of the important criteria for a company's product or services in order to measure the level of expectation that suit their customer preferences. In general, customer satisfaction can bring a lot of impact on the company and the product. It will boost a company's earnings and build customer loyalty to our brands (Ali et al., 2021). Moreover, customer satisfaction can also help the analyst of the company to predict the revenue and business growth of the company in the future because the company can use it to indicate the purchasing behavior and customer loyalty to the products that are available in the market (Szyndlar, n.d.).

Product quality is defined as the physical condition, function, and nature of a product, whether it's a good or a service, based on the expected level of quality, such as durability, dependability, accuracy, ease of operation, product repair, and other product attributes with the goal of meeting and satisfying consumer or customer needs. One of the criteria influencing consumer happiness is product quality. Product quality is something that any firm should aim for if they want to compete in the market. The development of a mutually beneficial connection between businesses and customers will enable chances to learn about and comprehend the demands and expectations that exist in consumer perceptions. As a result, product providers can deliver high performance to achieve customer satisfaction by increasing a pleasant experience and reducing the unpleasant experience for consumers when consuming the product (Riadi, 2020). The reason why HP laptops are quite popular is that they have such a stable system performance. The installation process is also quite fast so that it can support all needs and work very well. Starting from students, office workers, and business professionals to creative workers such as designers who rely on HP laptops. HP laptops also have a good and strong construction so they have a solid impression. In addition, HP laptops also have long-lasting batteries, so users do not have to worry about not bringing a charger. These are some of the advantages that make many people accept the quality of HP laptops. This research will concentrate mostly on the quality of HP laptops.

## LITERATURE REVIEW

### Customer Satisfaction

Customer satisfaction may be described as the cumulative consequence of a customer's whole purchase and consuming experience over time. Simultaneously, customer satisfaction may be described as a post-purchase evaluative appraisal of a certain purchased occasion in terms of a transaction-specific experience (Yu, Wu, Chiao, & Tai, 2007). Mohd Nazri et al. (2020) state that customers obtain satisfaction when their needs are met by effortlessly consuming a product or service. Therefore, customer satisfaction is very vital for every company in order to estimate the supply and demand of their product in the market. In recent years, Hewlett-Packard is also experiencing a downturn in consumer demand for their laptops after a two-year winning streak. The worldwide market for electronic devices such as laptops has dropped for the last two quarters of 2022. This 15.3% drop in the last quarter of 2022 was due to the massive number of new computers and laptops that have been produced and the fear of economic recession. The overall laptop market's floor price is slightly higher compared to the pre-pandemic era (Gleason, 2022). However, HP's market share is the second most dominant among the giant PC manufacturers. Therefore, customer satisfaction is one of the primary factors that can influence the sales and demand of Hewlett-Packard laptops in the global market.

### Relationship Marketing

Relationship marketing is a type of Client Relationship Management (CRM) strategy that emphasizes customer retention, satisfaction, and lifetime value. A good consumer experience is an ongoing strategy in marketing that can be enhanced by rewarding your consumers for doing business with you and choosing you over the rest of your industry rivals. Based on the mood congruence effect, when a buyer shows more delight as a consequence of a free gift with a purchase, they are more likely to express higher levels of purchase satisfaction. Giving a free gift with a purchase is a frequent retail marketing tactic since it reveals how free gifts with a purchase affect consumer buy satisfaction via pleasure (Zhu, Chang, & Chang, 2015). So, consumers will return for more gifts with the purchase concept, and they will spend more, stay more loyal in the long run, and share their experiences with their family and friends. In general, consumers are pleased with incentives and value a free gift. In the case of HP laptops, customers can receive a free wireless mouse, Microsoft Office Home and Student 2021, a two-year on-site warranty, and a value backpack as a purchased gift in order to increase customer loyalty and relationships.
H1: Relationship marketing is positively related to customer satisfaction.

### Price Satisfaction

Price satisfaction is the difference between the expected price and the perception price. The price of the item being sold is important for maximum customer satisfaction because it is one of the most frequent pieces of information that any consumer searches for before buying an item. Pricing strategy is also vital for this topic because pricing strategy is a method that helps any company determine the perfect price for future consumers. Based on one study by Matzler, Renzl, and Faullant (2007), picking 406 random bank customers and then using all of them five different ways of pricing strategy: comparable pricing, price-quality ratio, price dependability, price transparency, and price fairness may all be determined to yield a result. Five ways of determining the price have a strong overall satisfaction of the customers that are being tested. HP determines its prices based on its own experience growing the company. HP also has new and improved strategies that can help them scale the pricing optimization for meaningful impact around the world. The strategy also helps the company to compete in price satisfaction with other companies such as Dell, Lenovo, and many more.

H2: Price satisfaction is positively related to customer satisfaction.

**Product and Service Quality**
Consumer satisfaction depends on the quality of products and services. Some scholars define quality as suitability for use, fitness to requirements, and the number of variations. According to the American Society for Quality, quality is the sum of a product's or service's qualities and characteristics that bear on its capacity to meet stated or inferred demands. When a product meets or exceeds consumer expectations, we may claim that the vendor has supplied quality (Kotler & Keller, 2016). Quality is a product's features and qualities that affect its ability to satisfy customers or meet their needs (Pradana, 2018). An example of the quality of an HP laptop is stable performance. With stable performance, consumers from all walks of life will certainly be comfortable using HP products. Furthermore, the durability of the product can be said to be quite long, coupled with a battery that is quite durable. Then in terms of price, HP is quite affordable; even for two laptops with the same specifications, HP will provide a lower price. Then in terms of service, it is considered very good; even during the warranty period, damage can be resolved within three days (dvayya, 2020).
H3: Product and service quality is positively related to customer satisfaction.

**Online Services Satisfaction**
Customer satisfaction (CSAT) is a metric for gauging how often an industry's goods, activities, and general customer experience that is up to expectations. By demonstrating how HP customer services can handle goods or services to customers, it represents the stability of the business. The main focus is to discover the many technologies offered by HP, learn about the newest deals and product debuts, and shop confidently, knowing that all the purchasing is authentic HP products in the comfort of the customer's home. Online service shows that client loyalty is positively impacted by 29ritannica and security and that efficiency has a beneficial impact on customer happiness. It is generally acknowledged that brand loyalty and engagement for purchasing online are lower than those for more conventional methods of buying. Nevertheless, neither consumer loyalty nor satisfaction is significantly impacted by the remaining variables. Effectiveness has a significant impact on client happiness, and private information has a positive impact on repeat business.
H4: Online service satisfaction is positively related to customer satisfaction.

Figure 1 shows the research framework model. Four strong hypotheses were formed based on the literature review:

**Figure 1.** Research Framework
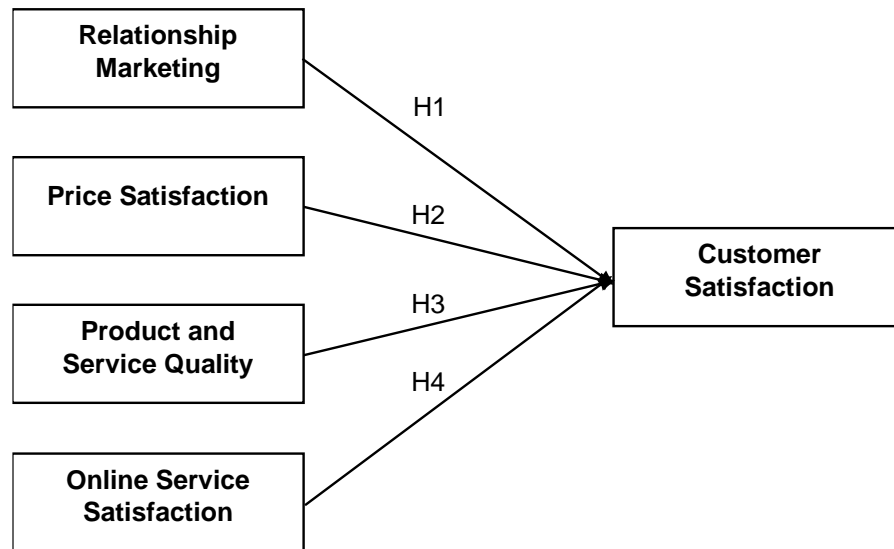


**RESEARCH METHOD**

**Sample and Procedure**
This research uses both primary and secondary data to collect the information and data. For the primary data, an online survey via Google Forms was conducted to gather the relevant information and data about the factors that influence the customer satisfaction of Hewlett-Packard (HP) laptops to 160 respondents, especially in Malaysia, Indonesia, and some countries in the South-East Asian region. For this survey questionnaires, the researchers use a five-point scale from 1 (Strongly Disagree) to 5 (Strongly Agree), which is called a "Likert scale". This research uses the five-point Likert scale because the Likert scale is the common scale that has been used in educational and social science studies (Joshi, Kale, Chandel, & Pal, 2015). We distributed the questionnaire through social media platforms like Instagram, Telegram, WhatsApp, and Instagram to get the respondents. For the secondary data, the researchers also refer to the related articles, journals, Web pages, and others to gain other information that can be used in this research. Finally, all the data that we gathered from the primary data and secondary data were analyzed by using the IBM SPSS software to get the results.

**Measures**
The survey questionnaire is divided into two sections which are Section A is the first part, and Section B is the second. Section A contains demographic information. In Section B, there is a question about customer satisfaction which is the dependent variable, and the main factors that will influence customer satisfaction (independent variable). In Section A consist of the demographic information. In this section, the researchers use single-statement items to determine the background information of the respondent. The questionnaire for this part namely age, gender, education background, marital status, occupation, and monthly income. Meanwhile, Section B (the dependent variable) consist of Customer Satisfaction. This section consists of three questions regarding customer satisfaction with HP laptops. The researchers use the five-point Likert scale to evaluate the respondents' views. Researchers made 20 questionnaires by using a five-point of Likert scale to measure relationship marketing, price satisfaction, quality of products and services, and satisfaction with online service.

## RESULTS

**Table 1.** Summary of Respondent's Profile

| Response | Frequency | Percentage (%) |
|---|---|---|
| Age | | |
| 21-30 years old | 92 | 57.5 |
| 31-40 years old | 17 | 10.6 |
| 41-50 years old | 9 | 5.6 |
| Above 51 years old | 3 | 1.9 |
| Below 20 years old | 39 | 24.4 |
| Gender | | |
| Female | 74 | 46.3 |
| Male | 86 | 53.8 |
| Education Background | | |
| Bachelor Degree | 97 | 60.6 |
| College | 35 | 21.9 |
| Doctorate (e.g. PhD) | 4 | 2.5 |
| High School | 14 | 8.8 |
| Master Degree | 10 | 6.3 |
| Marital Status | | |
| Married | 24 | 15 |
| Single | 136 | 85 |
| Occupation | | |
| Professional | 10 | 6.3 |
| Salaried | 22 | 13.8 |
| Self employed | 9 | 5.6 |
| Student | 119 | 74.4 |
| Monthly Income | | |
| High Income | 22 | 13.8 |
| Low Income | 69 | 43.1 |
| Middle Income | 49 | 30.6 |
| Other | 20 | 12.5 |

Summary of respondent that is shown in table 1 consist of female being 74 (46.3%) and male being 86 (53.8%). Most of the respondents age is between 21-30 years old where else the minority of respondents is above the age of 51 years old. On the other hand, ages below 20 years old shows a percentage of 24.4% which is higher than the average of 31- 40 years old respondents with 10.6% as well as ages between 41-50 years old with 5.6%. Education background with the large percentage are bachelor degrees with 60.6%, College background being 21.9%. Doctorate, High School and Master degree being 2.5%, 8.8% and 6.3% respectively. Majority of respondents is single with 85% and the minority is married with 15%. Occupation highest are students with 74.4% lowest being self – employed, 5.6%. In between are professional and salaried occupations with 6.3% and 13.8% respectively. Monthly income shows that low income is 43.1%.

**Table 2.** Descriptive Analysis, Cronbach's Coefficients Alpha and Zero Order Correlations for All Study Variables

| Variables | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Relationship Marketing | **.944** | | | | |
| Price Satisfaction | .856** | **0.946** | | | |
| Product and Service Quality | .851** | .881** | **0.951** | | |
| Online Service Satisfaction | .861** | .870** | .882** | **0.944** | |
| Customer Satisfaction | .749** | .769** | .720** | .736** | **0.923** |
| Number of Item | 5 | 5 | 5 | 5 | 3 |
| Mean | 4.11 | 4.03 | 4.05 | 4.05 | 2.42 |
| Standard Deviation | 0.93 | 0.95 | 0.93 | 0.93 | 0.56 |

*Note: N= 160; * p < 0.05; ** p < 0.01; *** p < 0.001. Diagonal entries in bold represent Cronbach's Coefficient Alpha.*

This survey was conducted on 160 respondents using HP products to determine the factors that influence consumer satisfaction. The four independent variables used in this survey are Relationship Marketing, Online Satisfaction, Price Satisfaction, and Product and Service Quality. Based on the table, each variable's Cronbach's Alpha value is bigger than 0.9. Each Cronbach's alpha value, namely 0.944, 0.946, 0.951, 0.944, and 0.913. These results indicate that the items for all variables are reliable or consistent. Based on (Raharjo, 2021) Cronbach's Alpha value > 0.6, the questionnaire is declared reliable or consistent.

**Table 3.** Summary of Regression Analysis

| Variables | Customer Satisfaction (Standardized Beta) |
|---|---|
| Relationship Marketing | .288* |
| Price Satisfaction | .408* |
| Product and Service Quality | -.006 |
| Online Service Satisfaction | .145 |
| R Square | .626 |
| F Value | 64.898 |
| Durbin-Watson Statistic | 1.879 |

*Note: N = 160; * p < 0.05; ** p < 0.01; *** p < 0.001*

In Malaysia, Product and Service Quality and Online Service Satisfaction did not influence customer satisfaction with HP products drastically. Thus, we have to reject H3 and H4. Relationship marketing and Price Satisfaction have an impact on customer satisfaction because their beta values are 0.288 and 0.408, respectively. We can conclude that H1 and H2 are true and acceptable. The value of $R^2$ was 0.626, which means that 63% of the variation in customer satisfaction is from Relationship Marketing and Price Satisfaction. This shows that Relationship Marketing and Price Satisfaction both have a big role in influencing customer satisfaction for HP products in Malaysia. The most dominant role for influencing customer satisfaction is Price Satisfaction, with a beta value of 0.408. The second place for customer satisfaction in Malaysia toward HP products is Relationship Marketing, with a beta value of 0.288.

## DISCUSSION

### Relationship Marketing

This study uncovered a substantial positive correlation between relationship marketing and customer satisfaction with HP product usage. As can be seen in the table, the beta ($\beta$) value for relationship marketing is 0.288 and the Cronbach value is 0.944. So, it can be summarized that the variable is reliable. According to the results of CRM project engagements throughout the world, Hewlett-Packard created a Customer Relationship Model. The model demonstrates that Connection Building techniques, which are regularly measured over time, increase customer relationships. Because of this, a strong relationship with the customer is built, which leads to the right amount of customer loyalty, profit, and retention. To ensure that Business Case Requirements are met, continuous measurement includes success metrics like share of wallet, profitability, and cross-sell ratios.

### Price Satisfaction

This research has revealed a significant positive relationship between price satisfaction and customer satisfaction in using HP products. As can be seen in the table, the beta ($\beta$) value for price satisfaction is 0.408, and the Cronbach value is 0.946. So, it can be said that the variable is reliable. Price is a variable that is considered important by customers of Hewlett Packard to increase satisfaction. The phenomenon that is explained is the higher the level of suitability of the price with the sacrifice that has been issued by the customer, the higher the level of customer satisfaction. This matter means that consumer satisfaction is created when the price received is able to 33ritan needs and in accordance with the sacrifices incurred by the customer. Companies can carry out stimuli by providing reasonable or appropriate prices with the sacrifices that have been incurred by customers.

### Product and Service Quality

This research has revealed the negative relationship between product and service quality and customer satisfaction in using HP products. From the results, the beta value for product and service quality is 0.006, and the Cronbach value is 0.951. Therefore, the product and service quality has been proven not significant with customer satisfaction. Based on the survey, the majority of users are students. Thus, long-term usage is required. However, the product and service quality of HP products cannot match the expectations of students. According to Prahalad and Krishnan (1999); Leveson and Weiss (2009), quality efforts should not only focus on fulfilling specifications and removing faults but also on ensuring the dependability of products after they reach the consumer's hands. As a result, product and service quality in long-term use is needed to increase customer satisfaction.

### Online Service Satisfaction

This research has revealed a relationship between online service satisfaction and customer satisfaction in using HP products. From the results, the beta value of online service satisfaction is 0.145 and the Cronbach value is 0.944. Therefore, it may be stated that the relationship between online service satisfaction and customer satisfaction is not significant. Since the majority of survey respondents are students, they prefer to shop in-store rather than use online services because they want their purchases to fulfil their expectations. The quality of an e-service has no direct effect on consumer value. It must first consider consumer value. Client happiness or customer satisfaction is determined by the quality of e-services and the value of the customer (Luo & Bhattacharya, 2006; Chang & Wang, 2007). As a result, online service is not really helpful in increasing customer satisfaction.

## CONCLUSION

In conclusion, this research has already achieved the primary objectives of the study. There are four main independent variables or factors that influence customer satisfaction towards HP laptops, namely relationship marketing, price satisfaction, product and service quality, and online service satisfaction. At the same time, the dependent variable in this research is customer satisfaction. Based on the result that we get from the analysis, Relationship Marketing and Price Satisfaction are the two main factors that have a significant positive relationship with customer satisfaction toward HP laptops. However, Product and Service Quality and Online Service Satisfaction did not strongly influence customer satisfaction with HP products drastically. This means that 63% of the variation in customer satisfaction is from Relationship Marketing and Price Satisfaction. Therefore, we can conclude that H1 and H2 can be accepted, while H3 and H4 will be rejected. This result better illustrates the main factors that influence customer satisfaction towards HP laptops. Thus, the Relationship Marketing and Price Satisfaction of the HP laptop will increase the level of customer satisfaction.

## LIMITATION

There are some limitations to this research. However, the most common limitation of this research is the number of respondents. The researchers only manage to get 160 respondents from the survey. This is because we only use social media platforms namely Instagram, WhatsApp, and Telegram to distribute the questionnaire via a google form. The data that we get from the 160 respondents may be inaccurate because most of them are University students, and they do not have much experience in using HP laptops. The second limitation of this research is this survey only covers Malaysia, Indonesia and some South-East Asian regions only. Next, this study is only focusing on the factors that influence customer satisfaction toward HP laptops such as relationship marketing, price satisfaction, product and service quality and online service satisfaction. Therefore, for future research, they should increase the number of target respondents in order to get the most precise data. Expand the scope of study to the global in order to get feedback from the various types of people across the globe. Finally, future studies should research the other factors that may influence customer satisfaction.

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## DECLARATION OF CONFLICTING INTERESTS
The Authors declares that there is no conflict of interest.

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