

A Study of Customer Satisfaction Towards Imika Muar

Najiha Azwa Rajab¹, Suliadi Firdaus Sufahani^{1*}

¹ Department of Mathematics and Statistics, Faculty of Applied Sciences and Technology, UTHM Kampus Cawangan Pagoh, Hab Pendidikan Tinggi Pagoh, KM 1, Jalan Panchor, 84600 Pagoh, Muar, Johor, MALAYSIA

*Corresponding Author: suliadi@uthm.edu.my

DOI: <https://doi.org/10.30880/ekst.2024.04.02.033>

Article Info

Received: 27 December 2023

Accepted: 11 January 2024

Available online: 12 December 2024

Keywords

Refurbished, Satisfaction Index,
Market, Customer

Abstract

In this economic growth of Malaysia, refurbished laptops and other electronic devices have assumed high in demand because most of educations need to do assessment which using laptops. Thus, this study helps one of company which provides refurbished laptops in all around Malaysia region. Firstly, this study is to collect insights of customer walked in behavior, preferences, and feedback to Imika Muar by implementing a questionnaire. Secondly, this study is to analyze satisfaction index of customer towards Imika Muar. Thirdly, this study is to identify the most influence factors that affects the increasing number of customers by applying survey analysis. This study involving the method of satisfaction index, simple survey analysis and crosstabulation in order to analyse the data obtained. The satisfaction index is used to estimate the score of customer satisfaction. Next, the crosstabulation and survey analysis are used to analyse the data of customer satisfaction to find out the most influence factors that affects the increasing number of customers. The result shows that the satisfaction index is 71.0% and it is fairly enough showing customer satisfied but the company need to increase it more because there are many competitors around. For the survey analysis shows result for different section such as demographic and soci-economic finding, customer awareness, purchase behavior, product references, quality perception, service experience, future experience, and satisfaction which is mentioned in result and discussion of this paper. This study also shows that the finding of crosstabulation is highly depends on word-of-mouth for the customer discovering Imika Malaysia. For further research may focus on the depth study of satisfaction index of customer satisfaction in Imika Muar for a longer period of time.

1. Introduction

Imika Empire Sdn Bhd, a leading supplier of refurbished laptops in urban Malaysia, encounters the dual challenge of upholding superior product quality while fulfilling the ever-changing demands of tech-savvy customers. Besides that, there are many computer shops that offer the same products as Imika company due to a big opportunity of demand in Malaysia urban area. Refurbishing electronics offers numerous benefits to the global population. Economically, refurbishing electronic gadgets is advantageous, and there is increasing demand for these products [1]. Moreover, reusing a product rather than recycling it better preserves its value, reduces economic impacts, and minimizes environmental impacts. Refurbishing consumes less energy than producing new items. The importance of refurbishing, and thereby extending product life cycles, is underscored by SDG 12: Responsible Consumption and Production.

However, some observations about the rise and fall of the company's sales has been conducted and recorded from online secondary data sources. Therefore, this study is required to examine what factors contributed to the dropping sales in the company for a certain period between February and May 2024 referring to the observation in Appendix section. The observation stated that Imika Muar's sales has been drop for certain months which will be affecting the sales of the year.

Based on the previous study by researchers, [2] find that customer satisfaction is crucial for the success of any organization. It is achieved when the product, price, and quality of service meet or exceed consumer expectations. Consumer satisfaction occurs when consumer needs, wants, and expectations are fulfilled concerning the goods and services they use[3][4]. Satisfied customers are likely to continue using the product, encourage others to use it, and happily recommend it to others. Satisfaction arises when a product's performance or results align with or surpass the anticipated performance or results. Conversely, if the performance falls short of expectations, customers will be dissatisfied. When performance meets or exceeds expectations, customers are highly satisfied and happy. Satisfied customers remain loyal longer, are less price-sensitive, and provide positive review[3][5][4].

A researched by [6] stated that satisfaction is the feeling of happiness or disappointment someone experiences when they compare their perception of a product's performance with their expectations. As defined, satisfaction depends on the perceived performance and expectations. If the performance falls short of expectations, consumers will be disappointed. If it meets expectations, they will be satisfied. If it exceeds expectations, consumers will be extremely happy or highly satisfied. The research discovered by [6] was about the factor affecting customer satisfaction towards apple brand in Indonesia. The study prove that brand loyalty can be the most influence factor in customer satisfaction from the results obtained.

Another research by [7] found that a decision to purchase is the next crucial element. It reflects an individual's ability to decide whether to buy a product. According to economic principles, demand typically increases as prices decrease, and conversely, demand decreases as prices rise. Thus, a purchase from customer influenced by the customer satisfaction[8][9]. But the study more focuses on the pandemic's economic effect to analyze the results.

Organization that is based on service will be success by the key of customer satisfaction from the past research [10]. Customer satisfaction is the cornerstone of business success, representing the culmination of efforts to meet and exceed customer expectations. It serves as a vital metric that gauges the effectiveness of products, services, and overall customer experience. High levels of customer satisfaction are not merely indicative of a business meeting its promises but are intrinsically tied to customer loyalty and advocacy. Satisfied customers are not only likely to remain loyal but become enthusiastic advocates, contributing to positive word-of-mouth and brand reputation. Additionally, customer satisfaction is a dynamic metric, necessitating a continuous feedback loop to adapt to evolving customer needs and preferences[11] [12]. Businesses that prioritize customer satisfaction invest in long-term success, fostering loyalty, repeat business, and a competitive edge in the market. In essence, customer satisfaction is not just a measure; it is a strategic imperative for businesses seeking sustained growth and positive relationships with their customer base. In the past study, the customer satisfaction is focusing on the zakat service to the customer and it is trial to meet on the satisfaction of customer expectations.

Thus, from the method used, this study is needed to improvise the customer satisfaction by getting feedback from the recipients. From the feedback, Imika Muar can upgrade on what is lacking from their programs or management. So, this study has conducted by using the method of online survey questionnaire to assess its satisfaction[7]. This study will enable business corporate of Imika Muar to improve its sales and loyal customer in a long term as in maintaining customer loyalty, administrators should focus on providing high-quality services that meet consumer expectations in line with past research [13].

2. Methodology

2.1 Survey instrument

This study completed with survey that is collected using Google Form, which aims the customer from Imika Muar as respondents. The questionnaire constructed is consisting eight main sections which are section A, B, C, D, E, F, G and H.

Section A basically measuring the background of the respondents as "Demography and socio-economic". Section B is the part where the respondents give the feedback on customer awareness. This part consists of two questions relating to know how far the customer know about Imika as a whole. Meanwhile, next part is Section C named "Purchase Behavior" which is mainly collecting how frequent respondents visited Imika Muar. There are only two questions from this section to be answered by the respondents. The next part in Section D is about "Product References" to know which product is the hot selling product in increasing the number of customers which consist only two questions from this part. Section E is the part were collected the quality perception of the customer with two questions asked. Section F is the part of collecting customers' service experiences with three questions in it. The next section is Section G is the part of future preferences to know what kind of customers' preferences in increasing brand awareness of Imika Malaysia. The last section is Section H which collecting the satisfaction score from customer.

The sample size of this study is targeted for at least 100 respondents but there is limitation of time and collaborative between other sides to help in this distribution which using the systematic sampling from the database of customer that have being collected[14] [15].

2.2 Sampling techniques and sample size

The sample size of this study is targeted for at least 100 respondents by systematic sampling but there is limitation of time and collaborative between other sides to help in this distribution. Thus, there is only 76 respondents that answer which fulfilling criteria to achieve the aims of this study while the rest is outliers of the data because they have never come to the outlet of Imika Muar. This study use the sampling technique of systematic sampling which stated by a researcher that the sampling that is picked at random, while the subsequent subjects are chosen in a systematic manner [16]. This study obtains the data by interview and questionnaire based on the database of customers collected from the company.

2.3 Data Analysis

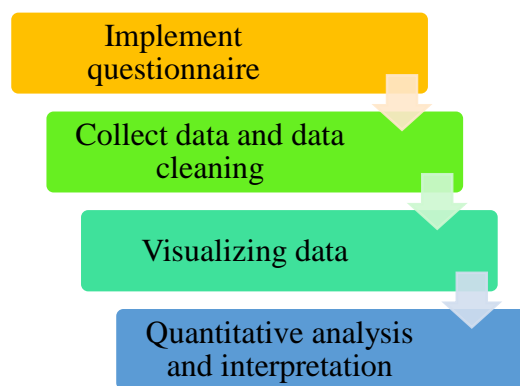


Fig. 1 Flowchart of data analysis

The figure above displays the data analysis for the survey results. The first process of the analysis was implement questionnaire and follow by second one was collecting and cleaning data, which was to remove incomplete or inconsistent responses and check for duplicate entries or outliers. The third process was using statistical analysis tools for multiple-choice or Likert scale questions, while for open-ended questions, categorise and code responses, using thematic analysis to identify recurring themes or patterns. Then, the data will be visualised by creating charts, graphs, or infographics using Excel and SPSS. The last process was data interpretation by drawing conclusions from the data.

2.4 Customer Satisfaction Index

In this study, there are also some equations and formulas used to calculate the satisfaction index which are referred from other sources as below:

$$Satisfaction\ index = \frac{((X1*W1)+(X2*W2)+(X3*W3))-1}{(n-1)*100} \quad (1)$$

Where,

W - weightage

X - are the measurement variables

n - is the number of measurement variables

From the research of [17][18], the 0-100 ACSI score is estimated using the mean for each variable from the n responses for that company (X1, X2, X3), along with the weights for each question as calculated within the ACSI structural equation model (W1, W2, W3).

3. Results and Discussion

3.1 Demographic of respondents

Most of the respondents give positive feedback. Basically, the collected data finds some of the demographic of the respondents. First of all, the demographic part consists of age of respondents, gender and of respondents. For the demographic of gender, the result shown as in figure below.

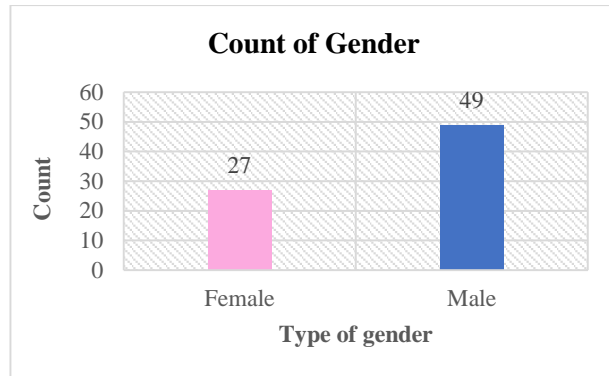
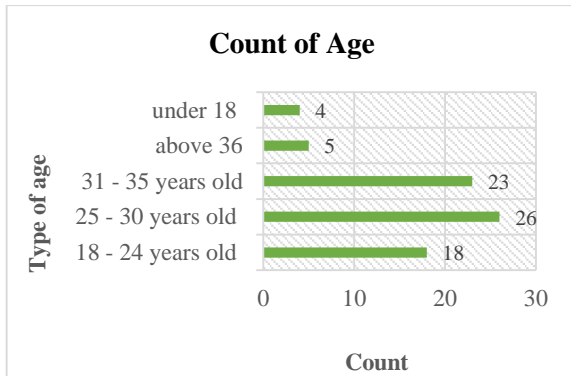


Fig. 2 (a) Bar chart of respondents by age

Fig. 2 (b) Bar chart of respondents by gender

Fig 2(a) shows that most people surveyed are between 25 and 30 years old which is 26 respondents answered this, while the smallest group is under 18 which is only 4 respondents answered this. This suggests that Imika Muar's customers mainly belong to the adult age group between 25 to 30 years old, showing that adult people really like their products. The bar chart shown in Fig. 2 (b) with 49 respondents answered for males and the rest is females, suggests that there were many respondents that walked into the store are male.

3.2 Customer awareness

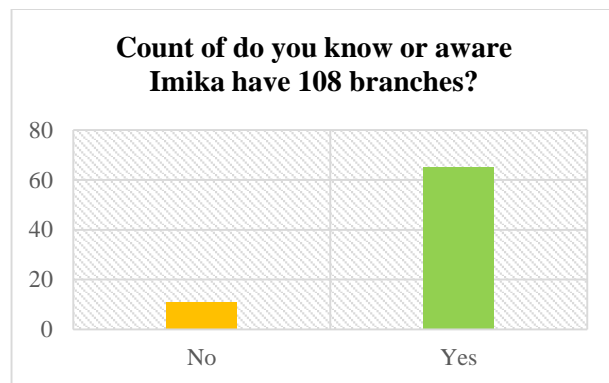
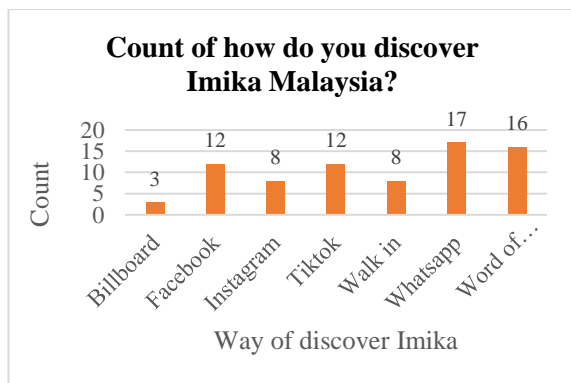


Fig. 2 (c) Bar chart of respondent initial awareness of discovering Imika Malaysia

Fig. 2 (d) Bar chart of awareness of branches

As shown in above, Fig. 2(c) shows most of the respondents said they heard about Imika Malaysia from whatsapp by 17 respondents and the lowest is from flyers billboard with 3 respondents. The second highest is from their friends by 16 respondents, then followed by Facebook with 12 respondents and Tiktok with 12 respondents. This suggests that Imika Malaysia's offerings are perceived as both affordable and available around the Malaysia since recommendations primarily come from whatsapp and friends and family, indicating positive word-of-mouth reviews about the products. In Fig. 2(d), it is evident that the majority of people are aware of Imika Malaysia's 108 branches situated in all over the Peninsular Malaysia. 65 of individuals were familiar with these branches, while 11 of them were unaware of their existence. This indicates a concerning lack of brand awareness and marketing for Imika Malaysia. To improve, they should revise a strategic plan to inform people about their current 108 branches and future expansions.

3.3 Purchase Behavior

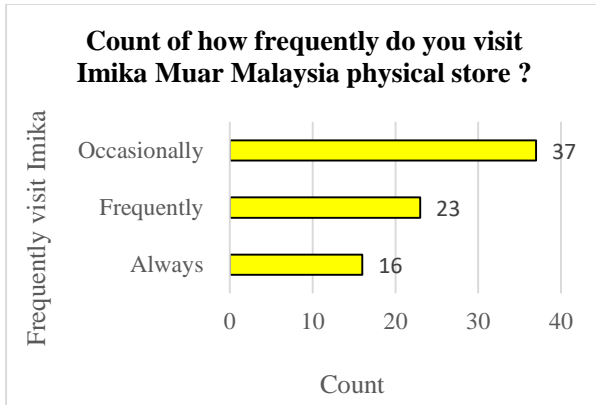


Fig. 2 (e) Clustered bar chart of frequency visiting Imika Muar store

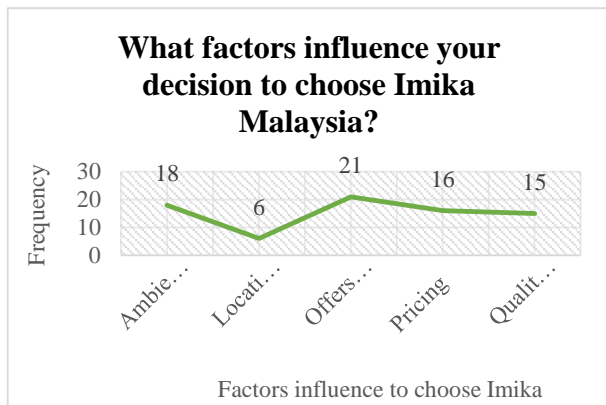


Fig. 2 (f) Line chart of factors influence to choose Imika Muar Malaysia

As shown in Fig. 2(e), 37 of respondents were occasionally visit Imika Muar Malaysia store while 23 of respondent frequently visit the store. There were 16 of them were always visiting the store to buy products from Imika. This indicates a significant contrast in visitation patterns among the surveyed individuals. This data helps us to grasp how much people visit the store, giving useful clues about customer behaviour and areas where marketing or service improvements are needed. Based on the line chart on Fig. 2(f), the factors of the offers or unique package have the highest frequency with 21 respondents answered this. This shows that the respondents choose Imika Muar Malaysia is due to its special offers and the quality of product itself. The lowest factor that influences the customer(respondents) to choose Imika Muar is represented by 6 respondents answered on the location and convenience of the store. This factor due to the location of the store is located nearby bank offices which provide less parking for the customer to come.

Product References

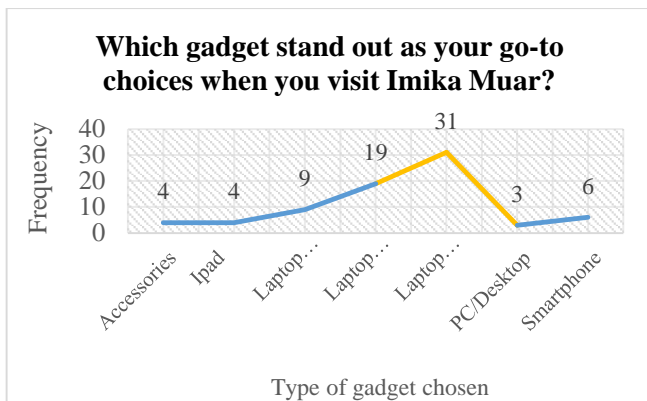


Fig. 2 (g) Line chart of go-to gadget choices when visit Imika Muar Malaysia

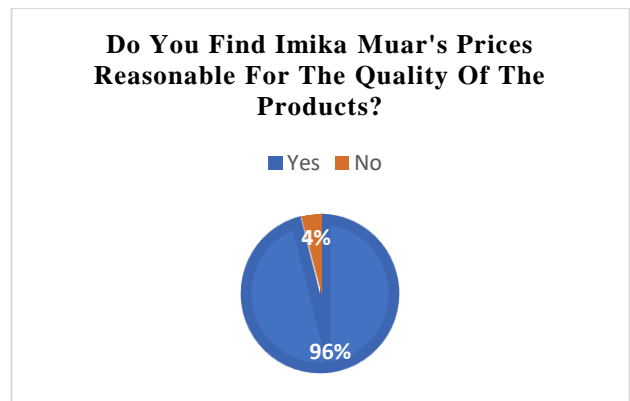


Fig. 2 (h) Pie chart reasonable price for the quality product of Imika Muar Malaysia

Fig. 2(g) shows the number of respondents for their go to choose of gadget. Based on the respondent preferences, they mostly ordered laptop below RM1k with 31 respondents answered it as their go to the stores then followed by laptop below RM2k with 19 respondents and laptop above RM2k with 9 respondents only. It shows that the lower prices of laptop be the top notch of customer buying products because most of people looking for high performance of laptop with low price which can only be gained from refurbished laptops. These also be the evidence of this business is famous in laptop buying rather than other gadgets. Fig. 2(h) above shows 96% of respondents said the price is reasonable with the quality of the product. However, 4% of respondents find it unreasonable. This data helps to understand the general sentiment and satisfaction levels of customers regarding the pricing strategy. This data helps Imika Muar Malaysia to see if their prices match what customers think the product is worth. It can show that the store needs to maintain the price to make customers happier and enhance overall satisfaction.

3.4 Quality Perception

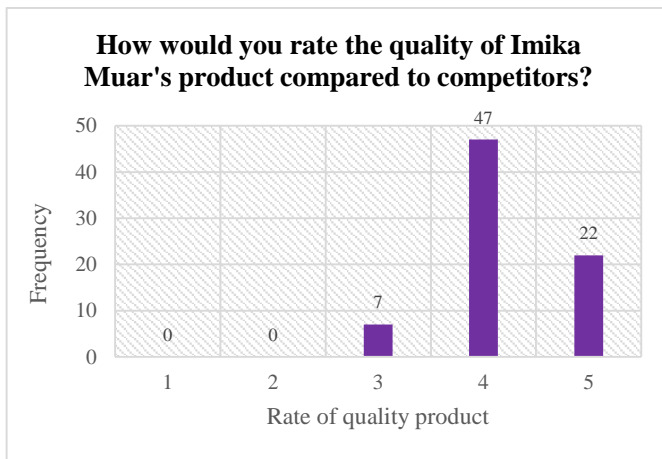


Fig. 2 (i) Bar chart quality rating compared to competitors of Imika Muar Malaysia

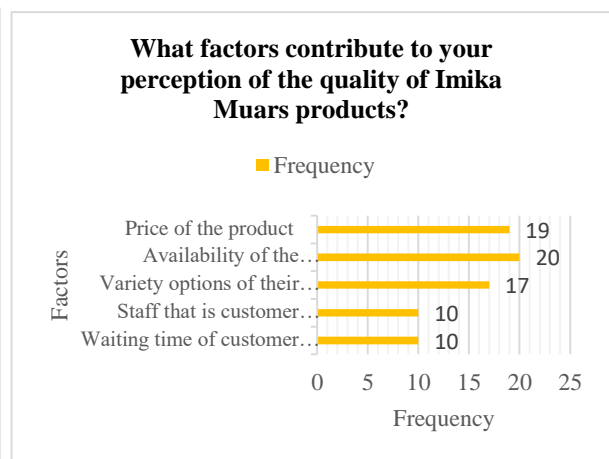


Fig. 2 (j) Bar chart of factors contribute quality perception of Imika Muar products

Fig. 2(i) above shows 47 of respondents, rated Imika Muar Malaysia's with a scale of 4. This indicates a significant positive sentiment toward the quality of Imika Muar Malaysia's performances. The second most common rating was 5, with 22 of respondents, signaling a noteworthy proportion of respondents who perceive their products as superior to its competitors. Additionally, 7 of respondents gave a rating of 3, indicating a moderate satisfaction level. There is no rating of 1 and 2 from respondents. In summary, the overall distribution underscores a favorable outlook on the quality of Imika Muar Malaysia's quality product in comparison to competing products, with most respondents expressing satisfaction through ratings of 4 and 5. Fig. 2(j) above shows that availability of the products in many areas is the most influential factor, with 20 of customers considering it is available all over Malaysia with 108 branches. Price of the product is the second most significant factor, with 19 of customers indicating its importance. Variety options of their products factor, valued by 17 of customers. This highlights the importance of accessibility in shaping quality perceptions. Staff friendliness follows closely with 10 respondents similar with factors of waiting time, while appreciated by 10 of customers, suggesting that offering a diverse range of products positively impacts customers' views of quality. In conclusion, the graph underscores the prominence of price, products variety, and product availability in shaping customers' perceptions of Imika Muar Malaysia's product quality. Waiting time and staff friendliness, while valued, plays a less prominent role in this regard.

3.5 Service Experience

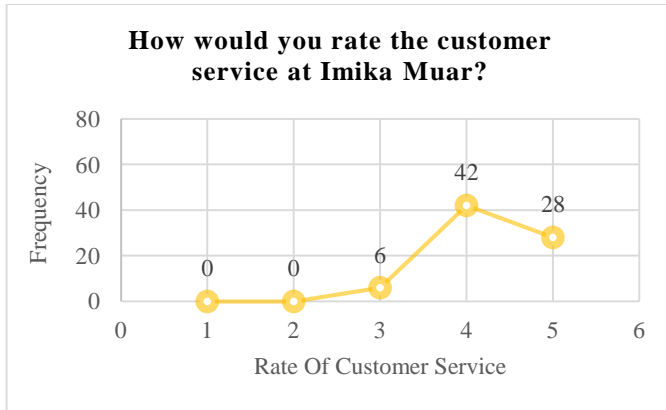


Fig. 2 (k) Line chart of customer service rating to Imika Muar

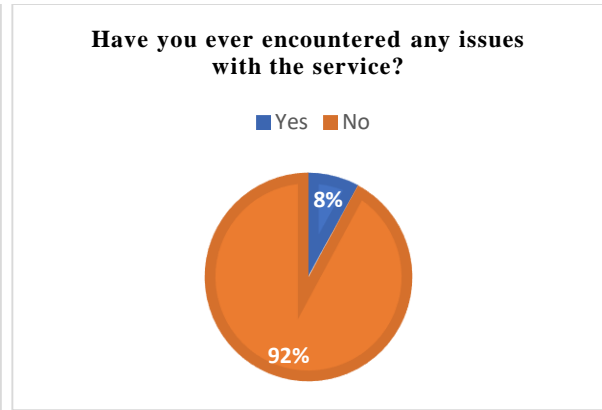


Fig. 2 (l) Pie chart of customer experience in any issue with the service from Imika Muar

Fig. 2(k) above shows 42 of respondents, rated the customer service at Imika Muar Malaysia with a score of 4. This suggests a notable positive sentiment toward the quality of customer service. Furthermore, 28 of respondents gave a rating of 5, indicating a noteworthy proportion of customers who perceive Imika Muar Malaysia's customer service as exemplary. The third most common rating was 3, with 6 of respondents, suggesting a moderate level of satisfaction. There is no rating for 1 and 2 from the customers. This indicates that a minority of respondents expressed lower satisfaction levels with the customer service at Imika Muar Malaysia. Overall, the distribution of ratings illustrates a positive outlook on the customer service at Imika Muar Malaysia, with the majority of respondents expressing satisfaction through ratings of 4 and 5. The data suggests that the company has generally been successful in providing a positive customer service experience, though there is room for improvement to address the concerns of those who provided lower ratings. Fig. 2(l) above shows the percentage of respondents who have or have not experienced issues with a particular service. Most respondents, 92%, reported not having encountered any problems. However, a substantial minority, 8%, indicated that they did experience issues with the service. This suggests that while the service generally functions well for most users, there is still room for improvement to address the concerns of a significant portion of the user base. Some of them issued that the ordering of spare part service is taking too long due to the holiday season during the time being from supplier.

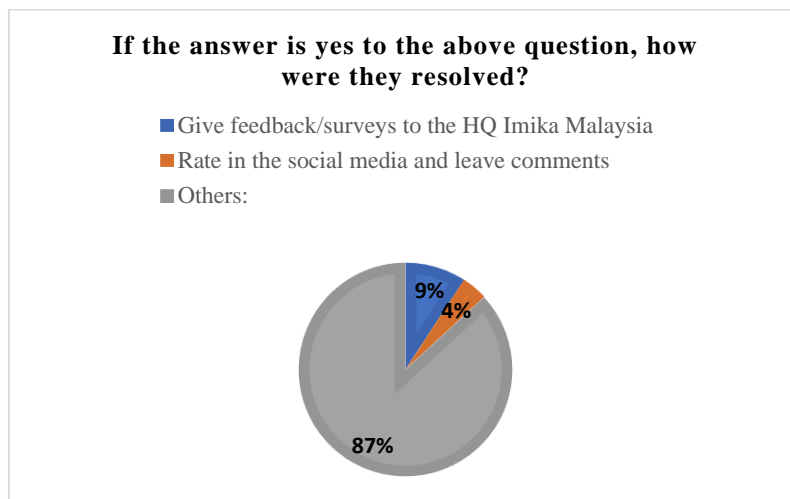


Fig. 2 (m) Pie chart of customer experience in resolve any issue with the service from Imika Muar

From the result of customer's experience issued in service as mentioned before in Fig. 2(m), there is only 8% issued. Thus, there is only 8% representing this result which 9% of them resolve the issue by giving feedback/surveys to the HQ Imika Malaysia and the rest of 4% resolve by rating the service in social media and leave comments respectively. This shows that the issued resolve in a proper channel of the company and satisfied the customer's rights in solving their problems. The data shown by 87% with others options give the feedback from customer which means there is no issued to be resolved.

3.6 Future Preferences

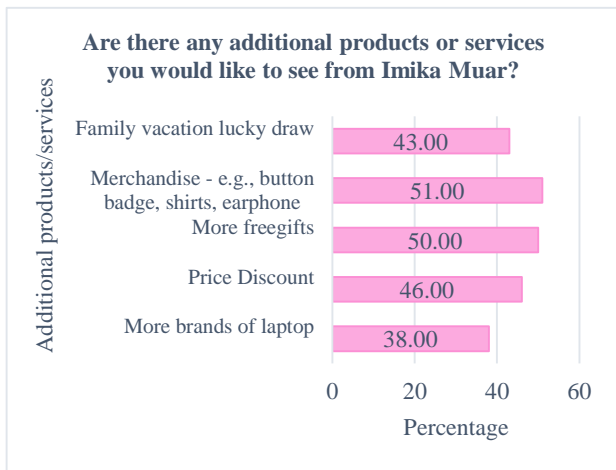


Fig. 2(n) Bar chart of customer preferences of additional products or services in Imika Muar



Fig. 2(o) Pie chart of customer preferences improvement in Imika Muar

Fig. 2(n) above shows the most popular suggestion, garnering a striking 51% of responses, is to expand the merchandise. This highlights a strong favorable among customers for more merchandise options to be kept after buying with Imika. Besides, 50% of respondents expressed a desire for more freegifts. This underscores a growing trend towards benefits for customer when buying with Imika which difference to other laptop's stores. A notable 46% of respondents expressed interest in price discount which shows customer desire to buy product which is affordable and budget buying product. 43% of respondents expressed interest in special edition of family vacation as lucky draw. This suggests an opening for limited-time offerings that generate excitement and novelty, potentially appealing to customers seeking unique experiences and improvements of lucky draw rather than offering Axia Rahmah car. to complement their buying experience in Imika Muar Malaysia. This suggests an opportunity to create synergistic combinations that enhance the overall enjoyment of the product. Lastly, only 38% of respondents indicated a desire for more brands of laptops to purchase, such as MSI, Asus, Huawei. This points to a potential avenue for brand engagement and fostering a sense of community among customers. Fig. 2(o) above shows 25% of respondents prioritized enhanced more seating and comfortability improvements, making it the most strongly desired improvement. This emphasizes the crucial role of positive interactions and attentive support in shaping customer satisfaction. Faster service follows with 22% of respondents, highlighting the importance of efficiency and promptness in meeting customer expectations. Long wait times or delays can negatively impact the overall experience. Besides 21% of respondents sought more lower price, underscoring the importance of attract customers that enhances the overall experience. Additionally, 18% of respondents expressed a desire for online ordering and delivery, indicating a sensitivity to availability of time to walk in the store for purchasing. Businesses should carefully consider online ordering and delivery to balance availability with customer value perception. While not as prominent, 14% of respondents expressed interest in enhanced with customer service options. This suggests an opportunity to expand accessibility and convenience, potentially catering to a growing preference for digital interactions and flexible service models.

3.7 Satisfaction

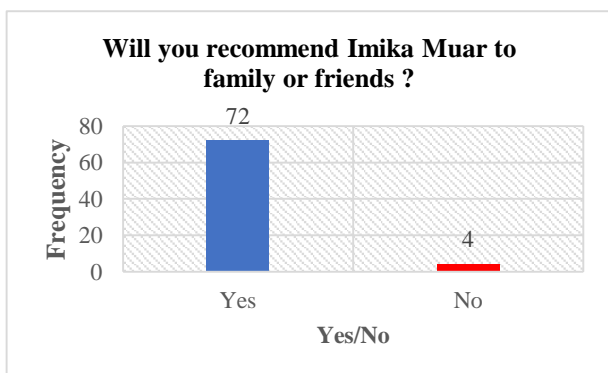


Fig. 2(p) Bar chart of customer recommendations towards Imika Muar

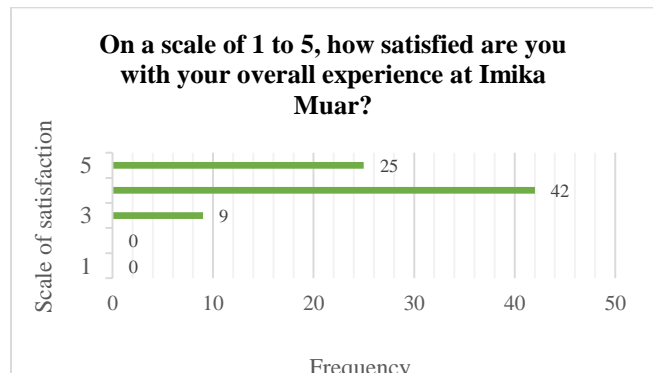


Fig. 2(q) Bar chart of customer satisfactions towards Imika Muar

Fig. 2(p) above shows 72 of respondents expressed willingness to recommend Imika Muar Malaysia, signaling a generally favorable perception of the brand. While positive opinions dominate, 4 of respondents indicated they would not recommend the brand, suggesting areas where Imika Muar Malaysia could potentially enhance its offerings or customer experience. Fig. 2(q) above shows most of respondents expressed positive opinions, with 42 of respondents indicating a satisfaction scale of 4, and 25 of them indicating the highest scale of 5. This suggests a generally favorable experience for most individuals. A notable portion of respondents, only 9 respondents, rated their satisfaction as 3, hinting at areas where the experience could be enhanced. Lastly, there is no customer rating for 1 and 2. These responses signal potential issues that warrant attention.

3.8 Crosstabulation

Age and How do you discover Imika Malaysia?									
Crosstabulation									
		How do you discover Imika Malaysia?							Total
		Billboard	Facebook	Instagram	Tiktok	Walk in	Whatsapp	Word of mouth	
Age	18 - 24	1	1	2	4	0	6	4	18
	25 - 30	1	1	3	4	6	4	7	26
	31 - 35	0	7	3	3	2	4	4	23
	above 36	1	2	0	0	0	1	1	5
	under 18	0	1	0	1	0	2	0	4
Total		3	12	8	12	8	17	16	76

Table 1 : Crosstabulation of age and frequency of how do customer discover Imika Malaysia

Table 1 shows the crosstabulation for satisfaction index between two nominal variable which are age and how the customer discovering Imika Malaysia. Most of the teenager with range of 18-24 years old frequently discover Imika Malaysia by whatsapp. The age of 25-30 years old mostly discover Imika Malaysia through word-of-mouth when they meet each other. The age of 31-35 years old and 36 years mostly knowing Imika Malaysia through Facebook platform respectively. The customer under 18 years old mostly discover Imika Malaysia through whatsapp blast from the company. This result concludes that the highest highlighted platform for the customer to discover Imika Malaysia is through whatsapp and followed by Facebook and TikTok. In contrast, the lowest one is billboard marketing because the company has to invest more to use billboard and it can only be seen through highway and main road. Thus, this suggest that there is significant relationship between age and the frequency of how customer discover Imika Malaysia, in which the company has to improve more on the significant platform such as Facebook and TikTok to upgrade their marketing which will affecting on the customer satisfaction when they walking into the outlet

3.9 Customer Satisfaction Index

satisfaction level (score)	Average value		
	Quality of product	Customer Service	Overall Satisfaction
Weightage	0.25	0.25	0.50
very satisfied (5)	22	28	25
satisfied (4)	47	42	42
neither (3)	7	6	9
dissatisfied (2)	0	0	0
very dissatisfied (1)	0	0	0
total average value	15.2	15.2	15.2

Table 2 : Customer satisfaction index of Imika Muar

The calculations of CSI are as below:

$$\text{Satisfaction index} = \frac{((X1*W1)+(X2*W2)+(X3*W3))-1}{(n-1)*100} \quad (1)$$

$$\text{Satisfaction index} = \frac{((15.2*0.25)+(15.2*0.25)+(15.2*0.5))-1}{(3-1)*100} = 0.710 = 71.0\% \quad (2)$$

From the table and calculation above, the calculated Customer Satisfaction Index (CSI) for the refurbished laptops at Imika Muar is 71.0%. This index is derived from customer ratings across key attributes such as quality of product, customer service, and overall satisfaction each weighted by their relative importance. A CSI of 71.0% suggests that while the majority of customers are satisfied with the product, but not fully satisfied with high scores. Then, there are areas that could benefit from further enhancement. From the research by [18] the good score for satisfaction of customer is 70%-80% according to the model by ACSI (American Customer Satisfaction Index). This metric serves as a vital benchmark for ongoing quality strategic decision-making aimed at increasing customer loyalty and market competitiveness.

4. Conclusions

The progress of increasing number of customers in Imika Muar Malaysia is vital in this study in order to ensure the company develop in future. To conclude, the age of 25-30 years old being the highest count in respondent which has walked in Imika Muar. Out of 76 respondents, there are 49 respondents which are male compare to the rest are female which can be evidence that most of the male have more knowledge about buying laptop. From the customer awareness result, the highest count is come from Whatsapp platform where they get blasted promotion from Imika Muar, and then followed by brand awareness from word-of-mouth, Facebook and TikTok platform. Relating with the brand awareness, the percentage of people aware there is 108 branches of Imika Malaysia is more than people who not aware of it. In purchase behavior, the result show that the respondents are highly come in to Imika Muar occasionally within that period of months which effect the dropping of monthly sales of this company. In addition, most of the respondents choose an offer or unique package offered by Imika Muar as their attractive factor to be the customer themselves. In section of product references, respondents are highly encouraged to buy laptop below RM1k as their preferences product in Imika. To support, the result of how far they think the price of Imika Muar is reasonable is highly recommending that it is reasonable. In the section of quality perception, most of them rate with 4 (more satisfy) with the product itself compared to any other competitive laptop shops. There are 20 answers from respondents that answered availability of product in many areas for the factor influencing the perception of quality of Imika Muar's product, which is highest in count. For the customer service rating, the distribution of ratings illustrates a positive outlook on the customer service at Imika Muar Malaysia, with the majority of respondents expressing satisfaction through ratings of 4 and 5. The data suggests that the company has generally been successful in providing a positive customer service experience. In experiencing any issue with customer service of Imika Muar, most respondents with 92%, reported not having encountered any problems. However, a substantial minority, 8%, indicated that they did experience issues with the service. In maintaining after-sales service, the service experience part shows that there is only 8% representing this result which 9% of them resolve the issue by giving feedback/surveys to the HQ Imika Malaysia and the rest of 4% resolve by rating the service in social media and leave comments respectively. In future preferences part, the most popular suggestion, garnering a striking 51% of responses, is to expand the merchandise. This highlights a strong favorable among customers for more merchandise options to be kept after buying with Imika. Customer preferences improvement shows 25% of respondents prioritized enhanced more seating and comfortability improvements, making it the most strongly desired improvement. This emphasizes the crucial role of positive interactions and attentive support in shaping customer satisfaction. Next, overall satisfaction shows 72 of respondents expressed willingness to recommend Imika Muar Malaysia, signaling a generally favorable perception of the brand. For the part rating the satisfaction, it shows most of respondents expressed positive opinions, with 42 of respondents indicating a satisfaction scale of 4, and 25 of them indicating the highest scale of 5.

In crosstabulation analysis of result, it concludes that the highest highlighted platform for the customer to discover Imika Malaysia is through whatsapp and followed by Facebook and TikTok. In customer satisfaction index, the calculated Customer Satisfaction Index (CSI) for the refurbished laptops at Imika Muar is 71.0%. This index is derived from customer ratings across key attributes such as quality of product, customer service, and overall satisfaction each weighted by their relative importance. A CSI of 71.0% suggests that while the majority of customers are satisfied with the product, but not fully satisfied with high scores.

There are limitations in doing this study due to short period of time to collect data and do the analysis, which can provide only some valuables insights for companies, including those in Imika Muar, Johore, guiding them in refining marketing strategies and fostering enduring customer relationships in the continually evolving customer satisfaction towards them. Plus, there is also limitation in method of analysis which only involving variable of

quality product, customer service, and overall satisfaction of customer to analyse the satisfaction index. Thus, it will be more comprehensive recommendations from this study for the Imika company for further research, which are in accordance with the improvement of marketing strategy plan that have learnt. Further research can add more variable to make the analysis more significant. The first strong recommendation is to enhance customer services by adding some staff to reduce the workload in servicing the customer. Next, this study recommends for the Imika to add some seats and more comfortable ambience in the cafe for each branch opened. Most people love to have a drink and spend their time outdoors, in which the stores can have more customers come and hang around there. This will help the store to increase more customers and sales with different preferences products by customers spending their time there. Lastly, this study recommends the store to improve their services speed to reduce waiting times of customers and have long queueing especially in ordering components or spare parts of repairing laptops. This will help the increasing of sales for every production in a day.

Acknowledgement

The authors would thank the Faculty of Applied Sciences and Technology, Universiti Tun Hussein Onn Malaysia for its support.

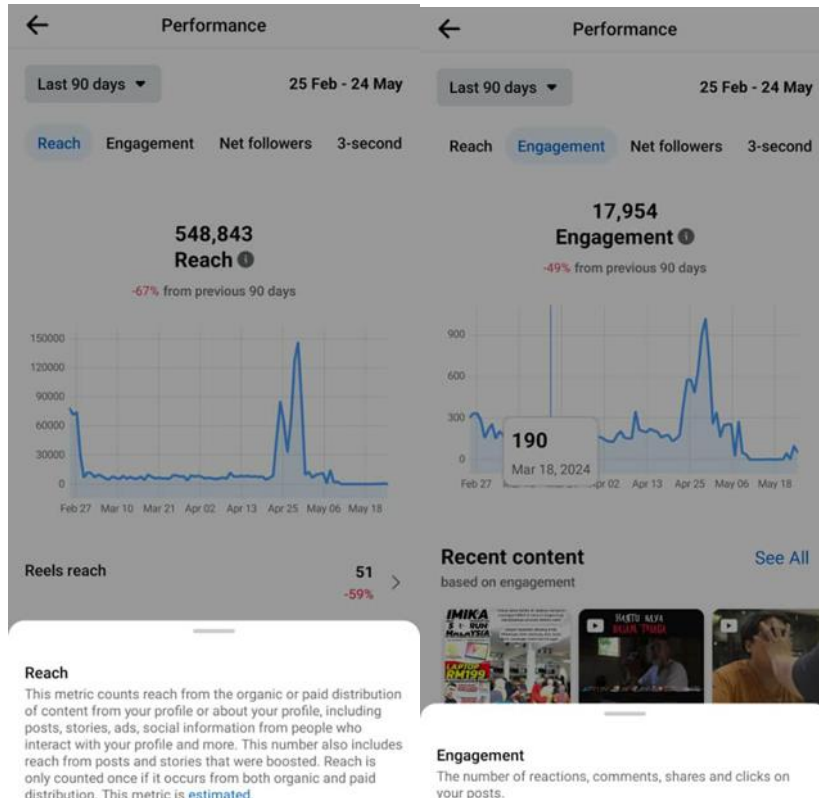
Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

Author Contribution

This journal requires that all authors take public responsibility for the content of the work submitted for review. *The authors confirm contribution to the paper as follows: **study conception and design:** Dr. Suliadi, Najiha Azwa; **data collection:** Najiha Azwa; **analysis and interpretation of results:** Dr. Suliadi, Najiha Azwa; **draft manuscript preparation:** Dr. Suliadi, Najiha Azwa. All authors reviewed the results and approved the final version of the manuscript.*

Appendix



Counts of reached content of Imika Muar Facebook and counts of engagement to Imika Muar Facebook.

References

- [1] W. Sofiya, W. Ahmad, and M. I. Hasbullah, "Sustainable Tech : Exploring Consumer Valuation and Investment in Refurbished Smartphones," vol. 1, no. 1, pp. 12–24, 2024.

- [2] I. Noor, Alhidayatullah, and M. K. Amal, "Dimensions of Service Quality in Influencing Customer Satisfaction," *Adpebi Int. J. Multidiscip. Sci.*, vol. 2, no. 2, pp. 189–197, 2023, [Online]. Available: <https://journal.adpebi.com/index.php/AIJMS>
- [3] M. T. Alshurideh *et al.*, "Factors affecting customer-supplier electronic relationship (ER): A customers' perspective," *Int. J. Eng. Bus. Manag.*, vol. 15, no. December, 2023, doi: 10.1177/18479790231188242.
- [4] F. Sudirjo, L. K. Candra Dewi, W. Desty Febrian, I. Sani, and D. Dharmawan, "The Measurement Analysis of Online Service Quality Toward State Banking Customers Using Structural Equation Modeling," *J. Inf. dan Teknol.*, vol. 6, pp. 50–56, 2024, doi: 10.60083/jidt.v6i1.471.
- [5] M. Toha and Supriyanto, "Factors Influencing The Consumer Research Process: Market Target, Purchasing Behavior and Market Demand (Literature Review Of Consumer Behavior)," *Danadyaksa Post Mod. Econ. J.*, vol. 1, no. 1, pp. 1–17, 2023, [Online]. Available: <https://e-journal.bustanul-ulum.id/index.php/danadyaksa/article/view/5>
- [6] A. Mel and M. P. Berlianto, "Factors that affect customer satisfaction and brand loyalty for the apple brand in indonesia," *Enrich. J. Manag.*, vol. 12, no. 5, pp. 4490–4499, 2022, doi: 10.22219/mb.v13i02.23040.
- [7] M. Yusuf, Ilham, W. Widjaj, I. N. T. Sutaguna, and A. Y. Rukmana, "Digital Marketing's Effect On Purchase Decisions Through Customer Satisfaction," *Cemerlang J. Manaj. dan Ekon. Bisnis*, vol. 3, no. 2, pp. 185–202, 2023.
- [8] Y. M. Ginting, T. Chandra, I. Miran, and Y. Yusriadi, "Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation," *Int. J. Data Netw. Sci.*, vol. 7, no. 1, pp. 329–340, 2023, doi: 10.5267/j.ijdns.2022.10.001.
- [9] Zaenal Aripin, Didin Saepudin, and Asep Gunawan, "the Impact of Omnichannel Integrated Marketing Communications (Imc) on Retail Product and Service Satisfaction in Indonesia: an Analysis With an Open Access Approach," *J. jabareconomic Soc. Netw. forum*, vol. 1, no. 3, pp. 33–48, 2024.
- [10] V. No, L. Meria, J. Zanubiya, M. Alfi, and D. Juliansah, "Startupreneur Bisnis Digital (SABDA) Increasing Consumers with Satisfaction Application based Digital Marketing Strategies," vol. 2, no. 1, pp. 12–21, 2023.
- [11] F. Shoushtari, E. Bashir, S. Hassankhani, and S. Rezvanjou, "Optimization in marketing enhancing efficiency and effectiveness," *Int. J. Ind. Eng. Oper. Res.*, pp. 12–23, 2023, [Online]. Available: <http://ijieor.ir>
- [12] M. A. Shafiq, M. M. A. Khan, R. Gul, M. Hussain, and M. Q. Javaid, "Influence of Social Media Marketing in Development of Customer Trust and Satisfaction through the Moderating Role of Electronic Word of Mouth," *J. Soc. Sci. Rev.*, vol. 3, no. 1, pp. 623–638, 2023, doi: 10.54183/jssr.v3i1.186.
- [13] I. Sani and W. D. Febrian, "Marketing Analysis and Customer Satisfaction on Customer Loyalty Global Competition Era," *J. Perspekt. Manajerial dan Kewirausahaan*, vol. 3, no. 2, pp. 111–120, 2023, doi: 10.59832/jpkm.v3i2.204.
- [14] M. M. Rahman, M. I. Tabash, A. Salamzadeh, S. Abdul, and M. S. Rahaman, "Sampling Techniques (Probability) for Quantitative Social Science Researchers: A Conceptual Guidelines with Examples," *SEEU Rev.*, vol. 17, no. 1, pp. 42–51, 2022, doi: 10.2478/seeur-2022-0023.
- [15] H. P. P. Ansorimala and T. Chandraa, "Journal of Applied Business and Technology," *J. ...*, vol. 4, no. 2, pp. 144–154, 2022, [Online]. Available: [http://download.garuda.kemdikbud.go.id/article.php?article=3262740&val=28617&title=The Influence of the Work Creation Law Draft on Abnormal Return and Trading Volume Activity in LQ45 Share](http://download.garuda.kemdikbud.go.id/article.php?article=3262740&val=28617&title=The%20Influence%20of%20the%20Work%20Creation%20Law%20Draft%20on%20Abnormal%20Return%20and%20Trading%20Volume%20Activity%20in%20LQ45%20Share)
- [16] K. G. G. Richard L. Scheaffer, William Mendenhall, III R. Lyman Ott, *Elementary Survey Sampling Seventh Edition*.
- [17] Z. Aripin and R. Agusiady, "Strategies for Maintaining Customer Satisfaction Post Product Recall: Synergy of Settlement, Brand Equity, and Level of Severity," *Kisa Inst.*, vol. 1, no. 3, pp. 1–15, 2024, [Online]. Available: www.Kisainstitute.com1
- [18] T. American *et al.*, "Macroeconomic findings Stock market findings International adoption of the ACSI model," no. Acsi Llc, pp. 3–6, 1994.