# Measuring Customer Satisfaction Towards
# Entertainment Magazines of Utusan Karya Sendirian Berhad

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**Abstract:** Entertainment magazines are magazines that provide readers with consistently updated entertainment news locally and internationally. This research aimed to identify the factors that influenced customers' satisfaction. The target population of this research was students of quasi-government polytechnic, Kolej Politeknik MARA in Bangi, Malaysia. A total of 317 questionnaires were distributed. Using SPSS, it was found that the front page was the most influencing factor that affected customer satisfaction. However, it was also found that respondents were neither satisfied nor dissatisfied with entertainment magazines. It is suggested that continuous efforts and new marketing plans need to be carried out in order to improve customer satisfaction of the entertainment magazines. Post-purchase product satisfaction need to be studied as a continuation of this study.

**Key words:** Entertainment magazine · Customers satisfaction · Influence factor

## INTRODUCTION

Utusan Karya Sdn. Bhd. (UKSB) would like to position themselves as a publisher that is looking forward to develop a personal relationship with their readers and clients, not just to generate business. UKSB had taken steps to uphold their responsibility to readers and clients by optimizing costs while at the same time improving the customer satisfaction.

A satisfaction measure is a comparison to the predictive expectations, thus satisfaction is a measure of how well consumer can predict the level of service received [1]. According to Fornell and Claes customer satisfaction is viewed as a measure of the size, loyalty and the quality of the customer base of a firm [2]. In addition, Yeun and Ennew, state that customer satisfaction is probably one of the most frequently measured marketing constructs, with most major organization regularly collecting data on the extent to which their customers are satisfied [3]. Oliver adds that customer satisfaction with a product or service refer to the favorability of the individual's subjective evaluation of the various outcomes and experiences associated with using or consuming it [4]. Measuring customer satisfaction has become an important element of competitive benchmarking, a business objective and also standard for performances measurement. Customer profitability is supposed to be positively related to customer loyalty and customer satisfaction [5]. Consumer satisfaction with a service can be a key factor in determining whether customers will return to the service provider in the event future services are needed [6]. Customers will be satisfied when products that companies sell can fulfill their needs, desires and requests and at the same time satisfied customers are more loyal and loyal customers will make companies more profitable. Improving customer satisfaction is of great importance to marketers [5].

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The front page is the most important page of any magazine. Often times, customers will look at the front page first before browsing through the contents. According to Seonse and James, color shapes human perceptions of the world in which we live, arguing that color gives us different impressions of objects that we see [7]. According to Crasby *et al*. most dimensions of quality and the customer's pursuant sense of satisfaction are not permanently established at the time of exchange (transaction point) [8]. Crasby *et al*. add that as the provider maintains post transactional control over certain dimensions, it is possible to manage the customer's perceptions of quality and value received and therefore, of satisfaction.

Consumer's attitude to purchasing a quality product is determined by the degree of motivation and awareness [9]. Brown and Swartz suggest that product quality is not a single recognizable characteristic; rather, it is a multifaceted characteristic that appears in many forms [10]. Crasby *et al*. believe that product quality is based on performance, features, reliability, conformance, durability, serviceability and aesthetics [8]. The customer has the power to choose what can fulfill their needs and the more competent customer will impose high standards on products for their specific needs. Zaibet *et al*. write that the customer interest in product standard includes the right to safety, the freedom of choice, the right to be informed and the right to be heard [9].

Brown and Swartz state that management of customer expectations becomes an integral part of a quality improvement program [11]. Brown *et al* stress that the management has to design, or modify, the product or services on the basis of their understanding of customer's expectations. Schiffman and Kanuk [12] also say that measuring management perceptions of customer expectations should be equally as important as directly measuring customer's expectations. An inaccurate understanding of what customers expect will lead to service performance that fails to meet their expectations [13]. All information is used to identify potential service improvements and predict their effect on customer satisfaction as well as to evaluate the organizational units providing the service. This research aimed to identify the factor that infuence customer satisfaction towards entertainment magazines.

**Methodology:** The data were collected through distribution of questionnaires. Independent variables and dependant variables were used for this study. Contents,

front page and physical aspects and quality of entertainment magazine are the elements of independent variables. Whereas the dependant variable used measured customers' satisfaction towards entertainment magazines of UKSB. The questionnaires were distributed to respondents who were students of MARA Polytech College (KPTM), Bangi, Selangor, Malaysia.

The structured questionnaires comprised of five sections. Section A was basically about entertainment magazines, Section B was about customer satisfaction, Section C was about contents, Section D was about the front page, Section E was about physical aspects and quality of magazine and Section F was about demographic profile. The questions were divided into three types namely dichotomous scale for Section A, Likert scale for Section B to Section E and the nominal scale for Section F.

Four hypotheses were formed. In this study, the population size consisted of 1786 students of KPTM. The questionnaires were distributed to the respondents that were chosen randomly where only 300 responded. The method used for this study was non-probability sampling technique through convenience sampling. After the data were collected, they were analyzed using SPSS. In order to get the results and determine whether there were significant relationships among variables, the researcher used frequency distribution, reliability analysis, descriptive analysis, correlation of coefficient and multiple regression analysis. These were to interpret the data obtained from the data collection method.

## RESULTS AND DISCUSSION

Frequency distributions were obtained for all the personal data or classification variables which can be found in Section F from the questionnaire. The demographic profile of respondent for this study showed that out of 300 respondents, 237 of them were female while the rest of 63 were male which carries 79% and 21% respectively. From the analysis, 298 of the respondents were single which represents 99.3% of the sample whereas only 2 respondents or 7% were married.

Most of the 186 respondents were aged between 20 to 23 years old comprising 62.0%. There were 107 respondents who were between 17-19 years old comprising 35.7%. Only 7 respondents were between 24 to 27 years old, which represent 2.3% of the sample. All of the respondents were Malays. The respondents had different educational background. 246 respondents or

82.0% from Malaysia Certificate of Education (SPM) level, 34 or 11.7% from High Secondary Certificate (STPM) level, 20 or 6.3% from diploma level. Mean for content was 3.6030 and mean for physical aspects and quality of product was 3.4147. Thus, respondents were neutral about contents of entertainment magazines and also physical aspects and quality of product.

However, the mean for front page was 3.0053 meaning that respondents were neither satisfied nor dissatisfied with entertainment magazines. This is because most of the time, the front page of entertainment magazines were not interesting. Mean customer satisfaction was 3.4267 where respondents were neutral with entertainment magazines and they were not really satisfied with the magazines. The company should do something that can attract their customers to continue buying and reading the magazines. Perhaps, the company needs to revamp the magazine to make their customers feel more satisfied with the content and also the front page of their magazine. The results of the coefficient analysis found that all three independent variables had positive significant relationship towards the dependent variables. The independent variable was significantly and positively correlated to all variables which were the contents, front page and physical aspects and quality.

The analysis showed that there was moderate to substantial correlation between contents with customer satisfaction on entertainment magazine as stated by the Pearson r-value of 0.479**. From the analysis, it can be said that the most influential factor that affected customer satisfaction was the front page of the entertainment magazine.

The R Square (0.735), indicated that 73% of the total variation is explained by the equation. The adjusted $R2$ of 0.732 indicated that 73% of the total value variation can be explained by a linear relationship with the independent variables. In other words, only 73% of the variance dependent variable was significantly explained by the three independent variables considered in this study still leaves 27% still unexplained. For standardized coefficients, the higher beta coefficient of 0.692 among all three variables revealed that the front page was the most important variable in relation to customer satisfaction of entertainment magazines. This is followed by physical aspects and quality of the magazine which had beta coefficient of 0.176. Lastly, content with beta value 0.104 at 0.003 can be considered as a significant level.

## CONCLUSION

The findings explained how strong these variables were to total customer satisfaction on entertainment magazine amongst students at KPTM Bangi. The research discovered that all independent variables had significant relationship with total customer satisfaction on entertainment magazines amongst KPTM students at Bangi, which were content, front page and physical aspects and quality of the magazine. However, it was found that front pages of entertainment magazines was the most important factor that influenced customer satisfaction. To satisfy each and every reader is a very tough job to be undertaken by any marketer. The only keyword that can convince the marketer is that if continuous effort is carried out, nothing is impossible to be achieved. The same applies to magazine publications and, specifically, in this context is entertainment magazines.

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