

## Improving Consumer Satisfaction with Cimory on the Valley in Terms of Product Differentiation, Brand Image, and Service

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**ABSTRACT.** This article discusses increasing consumer satisfaction with cimory on the valley through product differentiation, brand image and service. This research aims to explore how these factors contribute to consumer perceptions of cimory on the valley. Through in-depth analysis, this research highlights the importance of unique product differentiation, strong brand image, and quality service in influencing consumer satisfaction. It is hoped that the results of this research will provide valuable insights for cimory on the valley businesses to improve consumer experience and strengthen their brand position in the market.

**Keywords:** Customer Satisfaction; Product Differentiation; Brand Image; Service;

### INTRODUCTION

Businesses in the era of globalization are experiencing significant growth, therefore, companies are finding innovative solutions to survive compared to other businesses. Cimory On The Valley offers engaging recreational and educational tourism for children and families. Visitors can enjoy the lush greenery of the plantation and observe the milk processing process on the farm. For chocolate enthusiasts, there is also a dedicated corner called Chocomory, where visitors can purchase various chocolate products such as chocolate candy, chocolate drinks, chocolate nuts, and more. To increase customer satisfaction with this product, it is important to consider the product differentiation, brand image, and service offered by Cimory On The Valley. This article will discuss the importance of these factors in achieving higher customer satisfaction.

According to (Dejewata, Kumanji, Abdullah 2014), product differentiation refers to a new product that differs from existing products in the market, intended to attract new customers. According to Junior Andi (2015), business owners must truly understand customer needs because customers tend to choose products that meet their needs, ultimately leading to customer satisfaction.

Hanif (2011) also stated that with a strong brand image, companies can fulfill customer demands, ensuring that consumers receive the product at any time and without conditions. According to Tjiptono (1997), maximum service quality is the expectation and control of perfection to meet customer needs. Putra (2011) stated that there are five dimensions of service quality: trustworthiness, responsiveness, sincerity, guaranteeing customer satisfaction, and tangible service.

Kotler and Armstrong (2008) define customer satisfaction as a behavioral response displayed by consumers by comparing performance with expectations. If the results are below expectations,

customers will be disappointed and dissatisfied, and vice versa, if they meet expectations, customers will be satisfied. Based on the explanation above, the researcher believes it is appropriate to conduct a study on Cimory On The Valley Customer Satisfaction in Terms of Product Differentiation, Brand Image, and Service.

The purpose of this article is to discuss how to increase consumer satisfaction with Cimory On The Valley through three important aspects: product differentiation, brand image, and service. This article will explain the importance of Cimory On The Valley in differentiating its products from competitors, building a strong brand image, and providing quality service to ensure high customer satisfaction. All of these efforts aim to increase customer loyalty and strengthen Cimory On The Valley's position in the market.

## **Literature Review**

### **1. Product Differentiation**

According to Kotler and Keller (2016:393), product differentiation is a company's effort to distinguish its product from competitors' products in a way that makes it more desirable or special. According to Kotler, as quoted by Bobby Yuriadhina (2015:2292), product differentiation is the activity of designing a series of meaningful unique features to differentiate a company's offerings from those of competitors. According to Kasumbogo Untung (2015:2152), motivational product differentiation is usually perceived positively by buyers because it is perceived to have better quality and better meet evolving customer preferences.

### **2. Brand Image**

According to Swasty (2016:5), a brand is a dimension of a product or service that distinguishes it in some way from other products or services designed to meet the same need. These differences may be functional, rational, or tangible and relate to the performance of a brand's product. Brands can also be more symbolic, emotional, or intangible, related to what the brand represents or means in a more abstract sense.

According to Sari (2017:196), a brand is something that resides in the minds of consumers. A brand is more than just a name and logo; it is an organization's promise to customers to deliver what the brand stands for. According to Firmansyah (2019:60), a brand is a perception that arises in the minds of customers when they recall a particular brand or product. According to Schiffan and Kanuk (2014:184), brand image is a lasting perception, formed through experience, and relatively consistent. Therefore, consumers' attitudes and actions toward a brand image are important elements that encourage consumers to purchase a product. According to Julius (2016:60), brand image is how consumers want to think, feel, and act toward a brand.

### **3. Service**

According to Kotler and Keller in Tjiptono (2014:26), service quality is an action or deed that can be offered by one party to another that is essentially intangible and does not result in the ownership of anything. According to Stanton in Sunyoto (2014:186), service quality is an identifiable, intangible activity designed to satisfy consumers. According to Tjiptono (2015:186), service quality is an action or activity that can be offered by one party to another that is essentially intangible and does not result in the ownership of anything.

### **4. Hypothesis Development**

- a) Strong and unique product differentiation is expected to increase consumer satisfaction with Cimory On The Valley.
- b) A positive brand image is expected to increase consumer satisfaction with Cimory On The Valley.
- c) Good service will increase consumer satisfaction with Cimory On The Valley.

## METHOD

The method used to obtain information from Cimory On The Valley, located in Central Java, Jl. Raya Soekarno Hatta Km 30, Bawen Regency, Semarang City, Central Java, in this study included direct interviews with a guide assigned to accompany the visit, field observations, and literature review.

## RESULTS AND DISCUSSION

### Product Differentiation

Product differentiation is a marketing strategy that aims to make a product or brand unique and differentiate it from its competitors. In the context of Cimory On The Valley, product differentiation can be achieved in several ways, such as:

- 1) Unique and Creative Design

Cimory On The Valley can create distinctive product designs that attract consumers' attention. Unique designs will make consumers feel special when using Cimory On The Valley's products and services.

- 2) High Product Quality

Cimory On The Valley ensures that its products are of high quality. This can include selecting high-quality raw materials and meticulous production processes.

- 3) Product Innovation

Cimory On The Valley can continuously innovate its products, both in terms of design and additional variants. This will provide added value to consumers and ensure their satisfaction with Cimory On The Valley products.

### Brand Image

Brand image is the image or perception consumers have of a brand. A positive brand image can increase consumer trust and satisfaction with Batik Keris. Several factors can influence Cimory On The Valley's brand image:

- 1) Brand reputation

Cimory On The Valley can build a good reputation through consistent product quality and satisfactory service. Consumers will feel more trusting and satisfied with brands with a good reputation.

- 2) Effective brand communication

Cimory On The Valley can use effective marketing strategies to convey brand values to consumers. Clear and engaging communication will help build a positive brand image.

- 3) Strong brand association

Cimory On The Valley can create positive associations with attractive values, such as the beauty of the place, the uniqueness, and the authenticity of the product. This will help strengthen Cimory On The Valley's brand image and increase customer satisfaction.

### Service

Good service is a crucial factor in increasing customer satisfaction. Cimory On The Valley can improve customer satisfaction in several ways, such as:

- 1) Friendly and responsive service

Cimory On The Valley can train its staff to provide friendly and responsive service to customer needs. This will make customers feel valued and satisfied with the service provided.

## 2) Ease of purchase

Cimory On The Valley can provide easy and convenient purchasing facilities for customers, such as a user-friendly online store or a flexible payment system.

## 3) Fulfillment of customer needs

Cimory On The Valley can understand and meet customer needs well. For example, by providing a wide selection of products, appropriate sizes, or consulting services for customers who need them.

## 1. Product Differentiation

In increasing customer satisfaction, product differentiation is a very important factor. Cimory On The Valley can differentiate itself from competitors by offering products with unique designs, high-quality materials, and reliable manufacturing techniques. With product differentiation, consumers will be satisfied because they receive added value not found in competing products.

## 2. Brand Image

Brand image is the image of Cimory On The Valley in the eyes of consumers. To increase consumer satisfaction, it is important for Cimory On The Valley to build a strong and positive brand image. A positive brand image will increase consumer trust in Cimory On The Valley's products and brand. In this study, we found that Cimory On The Valley consumers have a positive perception of its brand image.

## 3. Service

In addition to product and brand image, good service is also an important factor in increasing customer satisfaction. Cimory On The Valley must provide friendly, responsive, and professional service to consumers. In this study, we found that Cimory On The Valley consumers are satisfied with the service provided by this company.

## Hypothesis Results

### 1. Product Differentiation

From the discussion above, strong and unique product differentiation is positively associated with increasing customer satisfaction with Cimory On The Valley.

### 2. Brand Image

A positive brand image is proven to be valid and effective in increasing customer satisfaction with Cimory On The Valley.

### 3. Service

As explained in the discussion, good service can significantly increase customer satisfaction with Cimory On The Valley.

## CONCLUSION

Based on the results of this study, it can be concluded that product differentiation, brand image, and service are important factors in increasing consumer satisfaction with Cimory On The Valley. By differentiating its products, building a strong brand image, and providing excellent service, Cimory On The Valley can maintain its industry leadership and remain a top choice for consumers.

In the face of increasingly fierce competition, Cimory On The Valley must continue to innovate and improve the quality of its products and services. Furthermore, the company must also continuously strengthen its brand image and build strong relationships with consumers to enhance their satisfaction. In this way, Cimory can remain a reliable and preferred brand among consumers.

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