

CHAPTER I

INTRODUCTION

1.1 Background

Many people must maintain their bodies' health so they are not exposed to diseases and viruses that are currently hitting Indonesia. Various kinds of supplements and vitamins were created to maintain the health and immunity of the human body from the dangers of the coronavirus attack. Likewise, a company that is well known to many people and has international standards also does the same thing. This company makes a lot of products that have many health benefits for the human body, so that the human immune system is maintained and good.

In the era of globalization, which is marked by economic development and technological advances in all fields, it creates competition in the business world. Every company is required to be able to create a sustainable competitive advantage in the face of the increasing number of competitors engaged in the same industry, The us they can survive or even win the competition for the survival of the company. One way to achieve a sustainable competitive advantage is to form a good brand image in the eyes of consumers so that consumers decide to buy the product because they already know more about the brand image of an MCI product.

However, as the globalization era grows rapidly with the increasingly stringent development of the business world today, it is becoming increasingly difficult to compete between companies to create new innovations to maintain the loyalty of their consumers. One of the things that needs to be considered by companies is whether they wish to retain existing customers or consumers. Because this thing is new. It really depends on the satisfaction of its customers, both old and new. Everyone needs health insurance because health is vital for life. Once, the importance of health has made many companies interested in opening a

business for health benefits, including from the legal institution PT. Jaya Makmur, MCI (Millionaire Club Indonesia).

Millionaire Club Indonesia (MCI) is a company in the field of beauty and health. This MCI comes from Indonesia, which processes and makes products that have many types and also health benefits. So it is very influential on the brand image of the MCI product. As is often used by the Bengkalis community, namely Bioglass products, Bioglass has many benefits for our health.

Consumer Perception According to Mowen et al. (2015), consumer perception is the process of individuals getting information, paying attention to information, and understanding it. According to Aaker in Permana et al. (2014), consumer perceptions will involve things that are important to customers because each customer has a different interest in a product or service. Consumer perception is measured as a very important determinant in product selection (Zenithal and Kazmi 2012).

Consumer satisfaction is the main factor in assessing the quality of service, where consumers assess the performance of services received and how they feel directly about a product. Service quality is determined by the level of conformity between the services provided and the expectations expected by service users. The higher the quality of service, It is felt that the higher the level of user or customer satisfaction, the more it will have a positive impact on a person's behavior or intentions in responding to these services Cronin and Taylor in Rini et al.(2020).

According to Yulianti (2020) Brand Image In the decision to purchase a product, the image of the product can affect the consumer's desire to buy the product. The better the product image, the more consumers will be attracted to the product. In Arslan and Zaman (2014), brand image is the total and overall personality in the minds of consumers. Consumer purchasing decisions most often depend on the brand image rather than the physical characteristics of the brand. Companies should not ignore the brand image of their products because a brand image is a company identity that can be known by customers (Foster, 2016).

According to Henard and Szimanski in Rini et al (2020), product advantages are superiority or higher differentiation compared to the offer competitors. The

elements of product excellence, such as uniqueness, value and The benefits offered by the company must be seen from the customer's perspective based on an understanding of customer needs and wants and also from their subjective factors (likes and dislikes).

Aprilia et al (2018) product image is a set of associations perceived by consumers towards a product. Product image is built to be positive in the eyes of the public, both those who have become real consumers and consumers who want to be targeted based on several understandings from some of these experts, it can be concluded that product image is the impression, opinion, or response that consumers have towards a particular product object.

From the description above, researchers are interested in conducting this research further in order to reveal the extent to which consumer perceptions increase consumer satisfaction, consumer loyalty, product excellence, and product image of MCI products in Bengkalis district. If the consumer's perception really meets the requirements, then, of course, you will get a positive response. Otherwise, you will not get a positive response or even a negative response. This will then be related to the extent to which consumer perceptions of increased consumer satisfaction, consumer loyalty, product excellence, and product image on MCI products in Bengkalis district. If you want to know more about MCI's products, benefits, and prices, you can visit the official MCI website below. <https://home.mci-world.com/all-category/>.

The importance of this research is that we know how Consumer perceptions of increasing consumer satisfaction, consumer loyalty, product excellence, and product image of MCI products will affect the health and beauty of MCI customers. And how big is the benefit of the product that has been created by this MCI company for the customer Bengkalis Regency? Therefore, by looking at the problems above for this research, the title "**Consumer Perception on Consumer Satisfaction, Consumer Loyalty, Product Excellence and Product Image of MCI (Millionaire Club Indonesia) Product in Bengkalis Regency**".

1.2 Formulation of The Problem

Based on the background that has been stated, the formulation of the problem in this study is: “How is Consumer Perception on Consumer Satisfaction, Consumer Loyalty, Product Excellence and Product Image of MCI (Millionaire Club Indonesia) Product in Bengkalis Regency ?”

1.3 Purpose of The Study

Based on the background that has been stated, the Purpose of the problem in this study is:

- 1 Knowing Consumer Perceptions on Consumer Satisfaction of MCI Products in Bengkalis Regency.
- 2 Knowing Consumer Perceptions on Consumer Loyalty of MCI Products in Bengkalis Regency.
- 3 Knowing Consumer Perceptions on MCI Product Excellence in Bengkalis Regency.
- 4 Knowing Consumer Perceptions on Product Image of MCI Products in Bengkalis Regency.
- 5 Find out the highest and lowest factor on consumer perception on MCI products in Bengkalis Regency

1.4 Significance of The Study

The Benefit that can be obtained from the research proposal for writers, communities and companies are as follow :

1. Practical Benefits

a. For consumers

It is hoped that it can provide an overview of MCI products that are safe to use for health reasons, as well as the many experiences of Bengkalis Regency customers who have purchased or used products from MCI, whose brand image is well known.

b. Manufacturers of MCI Product

Can provide input and consideration for MCI product manufacturers in carrying out good marketing strategies, especially those related to their consumer perception on consumer satisfaction, consumer loyalty, product excellence and product image of MCI product in Bengkalis regency.

2. Theoretical Benefits

This research is expected to be able to explain and strengthen theories and materials about marketing strategies that are friendly to health, as well as add discourse to science.

1.5 Limitation of The Problem

In this study, research limitations were applied with the aim of obtaining a solution to the problem that focused on the defining point of the existing problem.

The research limits set are:

- 1 The scope of this study is restricted to Consumer Perception of Increasing Consumer Satisfaction, Increase Consumer Loyalty, Product Excellence and Product Image variables.
- 2 The research was conducted on respondents who used MCI products in Bengkalis Regency.

1.6 Writing Systematics

The systematics of writing on this research proposal can be explained as follows :

CHAPTER I : INTRODUCTION

In this chapter, the researcher describes the background, problem formulation, research objectives, research benefits, scope and limitations of the problem, and writing systematics.

CHAPTER II : LITERATURE REVIEW

In chapter explains previous studies and literature review and the framework.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter the researcher will describe various things, including: location and object of research, types and sources of data, population and samples, sampling techniques, data collection techniques, data processing techniques, scale measurement, validity and reliability testing, data analysis methods, research hypotheses, research models, types of research, concept definitions and operational variables, research schedules and budgets.

CHAPTER IV : RESULT AND DISCUSSION

This chapter contains the research results obtained from the field and the documentation to be analyzed. This chapter contains an analysis of the data obtained from the research results and provides an interpretation of the problems studied.

CHAPTER V : CONCLUSION AND SUGGESTION

In this chapter, the author will describe the conclusion obtained from methodology research the fiber of suggestios that will be submitted by the author.