

# The customer preferences on product quality of Abian Tubuh Tofu

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## ABSTRACT

This study aims to determine the quality of food sector SME products that are widely spread in Mataram City. The focus of research is on tofu products which are one of the superior products in this city. This study used the survey sample method, by choosing the Abian Tubuh tofu industry center as the research location. The study population was all customers knew who came to make purchases at some predetermined traditional market. In determining respondents as data sources in this study, researchers used purposive sampling techniques. Because the number of members of the study population is not known with certainty, the number of research samples was determined at 100 respondents. To answer the problem posed, the analytical tool used is the Ideal-Point Model, which is a consumer evaluation of what is perceived with what is desired. This model measures the difference between what is perceived and what consumers want. The results showed that the quality of SME products tofu Abian Tubuh, Mataram City was very good. This is indicated by the quality value being in the upper interval class which means that the quality of the tempeh product is in accordance with consumer wishes.

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## 1. INTRODUCTION

A title of article should be the fewest possible words that accurately describe the content of the Small and Medium Enterprises (SMEs) open up greater job and business opportunities for the people of Indonesia. One of these SMEs is food processing SMEs that have been able to contribute to the national economy, indicated by the ability of this sector to absorb labor and the value of production produced. The three sub-sectors that contribute the largest production value in the food processing industry are the food, beverage, and tobacco sectors.

One of the SMEs in the food sector is the soybean-based industry, namely tempeh tofu products, generally small and medium scale. The Central Statistics Agency (BPS) recorded the average per capita consumption of tempeh tofu in Indonesia at 0.304 kilograms every week in 2021. This figure increased by 3.75% compared to the previous year which was 0.293 kilograms every week (Dataindonesia.id, 2022).

Consumption of tofu and tempeh will affect the survival of the soybean processing business. The city of Mataram makes tempeh tofu one of the superior products, has several areas that are centers for soybean-based food processing industries, one of which is tofu production located in the Abian Tubuh area. Tofu products produced have gone through quality control carried out by BPOM Mataram regularly, to ensure that tempeh produced is safe for health, free from harmful chemicals such as borax, formalin, and so on.

Research on product quality is very important to help companies to know the things they want and maintain the trust that has been planted in their consumers so far. According to Sumarwan (2003), consumers have a desire for a product in accordance with the knowledge they have, so it is expected that the product can provide benefits for consumers. If the products consumed are in accordance with what consumers want, then consumers will make purchases so that they can provide benefits for producers or marketers.

Product quality is an important aspect to always be considered by tofu manufacturers. The quality of tofu that is in accordance with consumer expectations will help increase sales, and at the same time maintain the sustainability of tofu production in the future which is the source of livelihood for some people. Based on this background, the researcher is interested in presenting the results of research entitled "The Customer Preferences on Product Quality of Abian Tubuh Tofu".

## 2. RESEARCH METHOD

The type of research used in this study is descriptive. This method is called descriptive because this method focuses on a step of solving problems that exist in the present or actual, then the data collected is first compiled, explained and then analyzed (Surakhmad, 1998). The purpose of descriptive research is to make a systematic, factual and accurate description, picture or painting of the facts, properties and relationships between the phenomena investigated. In this case, descriptive research is used to get an idea of consumer evaluation of the quality of Abian Tubuh tofu products in Mataram City.

In a study of Abian Tubuh tofu consumers, researchers chose 3 traditional markets as research locations/places, namely: first, the Ampenan market because the location of this market is farthest from the tofu production center studied; second, Mandalika market because it is a group A (large) market where sellers and buyers gather in / out of town located in Cakranegara; and third, Dasan Agung market, because it is located in the middle of settlements within Mataram City.

The population in this study was all tempeh product consumers who came to make tofu purchases in one of the three markets. The respondent determination technique used in this study is *purposive sampling*, which is sampling according to the purpose of the study. Because the number of members of the study population is not known with certainty, the sample taken for the study was determined as many as 100 people. This number has met the minimum number of samples between 30 and 500 as stated by Roscoe in Wibisono (2013). The determination of sample size is also in accordance with Guilford's opinion (1987) which states that the research sample includes a number of elements (respondents) that are greater than the minimum requirement of 30 elements or respondents.

According to Sumarwan (2021), to find out consumer attitudes towards products, you can use the ideal-point model. In principle, the ideal number model provides information about the consumer's evaluation of what is perceived by the consumer and what is desired (the ideal) by the consumer. This model measures the gap between what is ideal and what consumers actually feel.

The analysis procedure used in the study is as follows:

- a. To find out consumer confidence in tofu products, consumers are asked to provide an assessment of the nature of attributes as they are actually perceived.
- b. To find out the ideal properties that consumers want for tofu products, they use ideal quality analysis, namely consumer expectations / desires for tempeh product attributes. Each consumer has the ideal properties of the product according to their individual wishes. The ideality of tempeh products is assessed by looking at the difference point between ideal performance and trust in tofu attributes. According to Sumarwan (2021), the smaller the difference or difference between what is expected (the ideal) and the actual quality the better.

### 3. RESULTS AND DISCUSSIONS

#### Analysis of Consumer Interests in Buying Tofu in General

Consumer interest is a consumer statement regarding the order of importance or absence of an attribute attached to tofu products. The consumer's decision to buy a product before will consider these attributes according to their interests. The attributes attached to tofu will be an attraction for consumers to make purchases.

**Table 1.** The Consumer Interests on Tofu Product Attributes

No.	Attribute	ST (1)	TP (2)	C (3)	PT (4)	SPT (5)	Total	N	Wi	Rank
1	Price			5	10	85	480	100	4,80	2
2	Taste			2	8	90	488	100	4,88	1
3	Color			15	11	74	459	100	4,59	6
4	Smell			7	13	80	473	100	4,73	3
5	Shape			17	10	73	456	100	4,56	7
6	Texture			10	13	77	467	100	4,67	4
7	Nutritional content			15	10	75	460	100	4,60	5

Source: primary data processed

The results showed that respondents made the highest purchase of tofu products due to taste with an importance level of 4.88 followed by price attributes with an importance level of 4.80 and smell attributes of 4.73. While the texture, nutritional content, color, and shape attributes were ranked 4th, 5th, 6th, and 7th respectively with a value of 4.67; 4.60; 4.59; and 4.56.

#### Analysis of Consumer Ideal Quality on Abian Tubuh Tofu Products

The ideal quality analysis of Abian Tubuh is intended to describe whether the attributes attached to the product are appropriate or not in accordance with consumer wishes.

**Table 2.** The Ideal Quality Value Abian Tubuh

No	Attribute	Ideal	Fact	Gap
1	Price	4,41	4,09	0,32
2	Taste	4,31	3,93	0,38
3	Color	4,55	3,70	0,85
4	Smell	4,52	3,80	0,72
5	Shape	4,55	4,10	0,45
6	Texture	4,50	3,90	0,60
7	Nutritional Content	4,25	4,12	0,13

Source: primary data processed

From the table above, it can be known the ideal quality of consumers against the attributes of Abian Tubuh tofu. The attribute that best suits consumer desires is nutritional content, followed by price, taste, and shape. While the attributes of texture, smell, and color have not been ideal or have not met consumer desires.

#### Quality of Tofu Abian Tubuh Based on Consumer Preferences

The closer a product is to the ideal, the better positioned it is. In Abian Tubuh tofu products, various attributes become consumer evaluation criteria when making purchases such as price, taste, color, smell, shape, texture, and nutritional content. Analysis of the quality of such products can be seen in the following table.

**Table 3.** Product Quality of Abian Tubuh Tofu

No.	Attribute	Interests	Gap	Quality
1	Price	4,80	0,32	1,728
2	Taste	4,88	0,38	1,5844
3	Color	4,59	0,85	3,9015
4	Smell	4,73	0,72	1,842
5	Shape	4,56	0,45	2,052
6	Texture	4,67	0,60	2,0081
7	Nutritional Content	4,60	0,13	0,548
<b>Sum</b>				<b>13,764</b>

Source: primary data processed

From the table above, it is known that the total quality value is 13,764, which means that consumers rate the quality of Abian Tubuh tofu relatively very well. The high quality value is a reflection that the quality of the tofu is very good and has fulfilled their wishes. The quality value is in the top interval class, which is  $0 < Ab < 22.56$  (very good), meaning that the quality of Abian Tubuh tofu products, Mataram City is very good or in accordance with consumer wishes.

### Discussion

The results showed that respondents made the highest purchase of tofu products due to taste with an importance level of 4.88 followed by price attributes with an importance level of 4.80 and smell attributes of 4.73. While the texture, nutritional content, color, and shape attributes were ranked 4th, 5th, 6th, and 7th respectively with a value of 4.67; 4.60; 4.59; and 4.56. From data analysis, it can also be known about the ideal quality of consumers on the attributes of Abian Tubuh tofu. The attribute that best suits consumer desires is nutritional content, followed by price, taste, and shape. While the attributes of texture, smell, and color have not been ideal or have not met consumer desires.

Quality measurement found that the total quality value was at 13,764. This figure shows the position of consumer perception on the quality of the product Abian Tubuh tofu as a whole. The quality value is perceived very well by consumers because it is in the interval of  $0 < Ab < 22.56$ . In other words, the quality of Abian Tubuh tofu products, Mataram City is very good or in accordance with consumer wishes / expectations.

### 4. CONCLUSION

The attributes of products that are in accordance with consumer desires are nutritional content attributes, followed by price, taste, and shape, while the texture, smell, and color attributes are not ideal or have not met consumer desires. The attributes that consumers consider to purchase the highest production of Abian Tubuh SMEs are taste, followed by price, smell, texture, nutritional content, color, and finally shape attributes. The quality of the tofu is relatively very good, which is indicated by the high total quality value. This means that tempeh products produced by SMEs Abian Tubuh are in accordance with consumer wishes. Attributes that have been in accordance with consumer wishes should continue to be maintained while maintaining the quality of inputs, good processes, and post-production product quality so as to deliver valuable and useful products to consumers.

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