

Consumer Satisfaction of the Tempeh Product's Pejeruk Abian

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ABSTRACT

This study aims to find out the consumer satisfaction of tempeh products produced by the Pejeruk Abian tempeh industry center in Mataram City. The type of research is descriptive which is used to get an idea of the satisfaction of the tempeh product based on the consumer criteria. This study uses a sample survey method, by choosing the center of Pejeruk Abian's tempeh industry as the research location. The study population is all tempeh consumers who come to make purchases at the center, or consumers elsewhere who buy Pejeruk Abian tempeh. In determining respondents as data sources in this study, the researcher used a purposive sampling technique. Because the number of members of the research population is not known for sure, the number of research samples is determined to be 100 respondents. To answer the problems raised, the analysis tools used are Consumer Satisfaction Index (IKK) Analysis and Cartesian diagrams, namely consumer evaluations of what they feel and what they want. This model measures the difference between what is perceived and what consumers want. The results of the study showed that consumers were satisfied with the attributes of the Pejeruk Abian tempeh product. This is shown by the CSI value at 1.06, which means that the attributes of the tempeh product are in accordance with consumer wishes.

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1. INTRODUCTION

Nowadays, small industries are expected to play a role as a buffer for the national economy. This is because small industries will open up job opportunities and make larger efforts. The small food processing industry has contributed to the national economy with the ability of this industry to absorb labor and the value of production produced. The three sub-sectors that contributed the largest production value were the food, beverage, and tobacco industry sectors.

MSMEs in the food sector, one of which is the tofu and tempeh industry in general, are small and medium-scale. Based on the Central Statistics Agency, around 38% of soybeans in Indonesia are consumed in the form of tofu and tempeh products. Along with the increase in the number of Indonesia's population, domestic demand for tofu and tempeh products in the last decade has grown. Indonesian people make tempeh a daily consumption food. This food is very well known and can be reached by all levels of society. Soybeans, which are the raw material for tofu products, in addition to containing protein, also contain iron, calcium, vitamins A, B, B1, and B2 (Cahyadi, 2007:13).

Tempeh consumption will affect the survival of the soybean processing industry, as is the case in Mataram City which has several soybean-based food processing industries. There are several places in the city of Mataram that are the center of the soybean-based industry (tofu-tempeh),

one of which is at Pejeruk Abian. The tempeh production center in Pejeruk Abian has a enough share in tempeh production in the city of Mataram.

Research on consumer satisfaction plays a very important role in helping companies to find out what their consumers want. According to Sumarwan (2003:123), consumers have a desire for a product according to their knowledge, so it is hoped that the product can provide benefits to consumers. If the product consumed is in accordance with what consumers want, then consumers will get satisfaction, and will make purchases so that they can then provide profits for producers or marketers.

Based on this condition, research on consumer satisfaction is important to be carried out for the sustainability of the industry's business which in turn will be able to increase the welfare of industry players while moving the wheels of the economy in Mataram City.

2. METHOD

The type of research used in this study is descriptive. This method is called descriptive because it focuses on a step to solve problems that exist in the present or actual, then the data collected is first compiled, explained and then analyzed (Surakhmad, 1998: 140). Descriptive research was used to get an overview of consumer satisfaction with Pejeruk Abian tempeh product.

In a study of Pejeruk Abian tempeh consumers, researchers chose 3 traditional markets. The researcher chose three markets as the location/place of the research, namely: *first*, Kebon Roek market, this market was chosen because the location of this market is a group A (large) market which is close to the tempeh production center whose products are studied; *kedua*, Ampenan market is a group B (medium) market which is also close to the production center of the product being researched, and *third*, Dasan Agung market, because it is located in the middle of a settlement in Mataram City.

The population in this study is all consumers of tempeh products who come to buy tempeh 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 research.

Since the number of members of the research population is not known exactly, it was determined that the sample taken for the study was 100 people. This number has met the minimum number of samples, which is between 30 and 500 as stated by Roscoe in Wibisono (2003: 55). The determination of the sample size is also in accordance with the opinion of Guilford (1987: 125) who states that the research sample includes a number of elements (respondents) that are greater than the minimum requirement of 30 elements or respondents.

In this study, the method used is a survey sample. According to Nazir (2005: 325), the survey sample method is a method that only takes a part of the existing population as a sample. The reason for using the survey sample method in data collection is due to the unknown number of the population.

Kotler and Keller (2016) define satisfaction as a feeling of pleasure or disappointment that comes from the comparison between perception of the performance of a product and its *expectations*. If the product performance from the consumption experience is below expectations, this condition indicates dissatisfaction (*dissatisfied*), when equally satisfied (*satisfied*), and when above is highly *satisfied* (*highly satisfied*).

The consequence of this definition is that satisfaction measurement is based on the gap between expectations and experience, without having to first issue the dimensions and indicators that are used as a measure of customer satisfaction. Implicitly, this concept fulfills the assumption that respondents already have expectations for the goods and services to be consumed, and this assumption is not always fulfilled.

The formula for the consumer satisfaction index (CSI) is:

The formulation gives the following meanings:

1. If the $CSI > 1$, then the quality is said to be high.
2. If the $CSI = 1$, then the quality is said to be moderate.
3. If the $CSI < 1$, then the quality is said to be low.

Furthermore, the results of the scale are analyzed using intervals. The measurement interval is a comparison between the highest value minus the lowest value and the number of scales.

To answer the formulation of the problem, a cartesius diagram is also used, which is to find out the attributes of the product that need special attention, so that these attributes or dimensions are considered important by consumers. In this cartesian diagram, the perception of performance and the degree of importance can be seen from four quadrants, namely quadrant I to quadrant IV, so that it appears that each attribute that consumers assess lies in a position among the quadrants. The shape of the cartesian image can be seen in the figure below (Supranto, 2011: 242).

3. RESULT AND DISCUSSION

Analysis of Consumer Expectations and Product Performance of Tempeh Pejeruk Abian

Consumer expectations are consumer statements regarding the desire for various attributes inherent in Pejeruk Abian tempeh product. The desire for these attributes is an indicator of things that need to be improved. Meanwhile, actual performance is a consumer's statement of attributes to what they see, feel and based on their knowledge and experience.

In this study, there are 7 (seven) product attributes measured, namely price, taste, color, aroma, shape, texture, and nutritional content to determine consumer perceptions or responses to the expectations and performance of Pejeruk Abian tempeh product. This performance and expectation measurement is carried out by giving questionnaires to respondents to fill out according to their opinions. The following is a description of the level of expectations and performance of Pejeruk Abian tempeh product.

Table 1. Consumer Expectations and Product Performance of Pejeruk Abian Tempeh

No	Attributes	Performance	Criterion	Hope	Criterion
1	Price	425	Very High	365	High
2	Taste	426	Very High	432	Very High
3	Color	290	Less High	365	High
4	Aroma	414	High	417	High
5	Shape	345	High	240	Low
6	Texture	380	High	437	Very High
7	Nutritional Content	429	Very High	384	High
Total		2709		2640	
Average		387	High	377	High

Source: primary data processed

From the table data above, some of the attributes that have very high performance are nutritional content with a score of 4.29, taste 4.26, and price 4.25. The attributes that have high performance criteria are aroma with a score of 4.14, texture 3.80, and shape 3.45. The only attribute that has less high performance is color with a score of , 0. The average performance score is 3.87 with high criteria. The performance data above explains that the body knows that Pejeruk Abian has offered high performance across the overall attributes measured.

The expectations of consumers with very high criteria lie in the texture attributes with a score of 4.37 and taste of 4.32. The attributes that have high expectations are aroma with a score of 4.17, then nutritional content 3.84, price and color of 3.65 each. There is one attribute where consumers have low expectations, namely in the form of tofu with a value of 2.40. The average consumer expectation value is 3.77 which means that consumers have high expectations for the attributes of Pejeruk Abian tempeh product.

Analysis of the Consumer Satisfaction Index (CSI)

This analysis is used to measure the extent to which the performance of product attributes has met consumer expectations, by comparing the performance value of each product attribute with its expected value. This comparison can be seen in the following table.

Table 2. Conformity Criteria/Comparison of Expectations and Actual Performance of Pejeruk Abian Tempeh Product Attributes

No	Attribute	Performance	Expectation	IKK	Criterion
1	Price	425	365	1,16	Highly satisfied
2	Taste	426	432	0,98	Satisfied
3	Color	290	365	0,84	Dissatisfied
4	Aroma	414	417	0,99	Satisfied
5	Shape	345	240	1,43	Highly satisfied
6	Texture	380	437	0,88	Dissatisfied
7	Nutritional Content	429	384	1,12	Highly satisfied
Average		387	377	1,06	Satisfied

Source: primary data processed

From the table above, it is known that the average performance score of product attributes is 387 and the average expected value is 377. There is a small difference between the performance value and the expectation of 10. Although there is a difference, it does not give meaning to the CSI value, which is 1.06, or rounded to 1 (satisfied consumer category). The table above also explains a number of attributes that have met consumer expectations with $IKK > 1$, namely the form of tofu, price, and nutritional content. Another attribute, the CSI is close to 1 and smaller than 1, namely aroma, taste, texture, and color attributes.

Cartesian Diagram Analysis

The measurement using a cartesian diagram is intended to find out which attributes need to be improved in priority on the Abian Badan tofu product. This measurement is usually done by determining the score of each attribute and the average score of the attribute on the expectations and performance of the product.

Table 3. Average Performance Values and Consumer Expectations of Pejeruk Abian Tempeh Product

No	Attributes	Performance Assessment (X)	Expectation Assessment (Y)	X	Y
1	Price	425	365	4,25	3,65
2	Taste	426	432	4,26	4,32
3	Color	290	365	2,90	3,65
4	Aroma	414	417	4,14	4,17
5	Shape	345	240	3,45	2,40
6	Texture	380	437	3,80	4,37
7	Nutritional Content	429	384	4,29	3,84
Total				27,09	26,40
Average				3,87	3,77

Source: primary data processed

In the table above, it is known that the average value of performance and consumer expectations of Pejeruk Abian, which is 3.87 and 3.77, respectively. The average data has been plotted on a diagram consisting of four quadrants, where the X axis is for actual performance, and the Y axis is for consumer expectations.

The diagram is not showed in this article, however, the explanation derived from the diagram shows that the attributes of the product are spread across each quadrant, there are attributes that need to be improved, maintained, and improved.

Quadrant I (Top Priority)

Attributes in quadrant I show attributes that have high expected values, but low performance values. This attribute needs special attention or priority because it is considered very important by consumers. This attribute is the texture of tofu Consumers think they prefer tofu that has a chewy and soft texture because it will affect the taste of tofu. Tofu is a food product that spoils quickly,

quickly changes in taste, texture, and aroma, ideally it must be distributed appropriately and quickly. Post-production control is finally important so that the final product that reaches consumers is *in fresh* and good condition.

Quadrant II (Maintain Achievements)

In quadrant II, there are attributes that are considered important by consumers, meaning that consumers have high expectations, but the product has also offered high performance in its attributes. There are two attributes contained in this quadrant, namely taste and aroma. Consumers are already satisfied with the taste and aroma of Pejeruk Abian tempeh product, because according to them, in addition to having a good aroma, the taste of this tofu is delicious and soft on the tongue. Manufacturers need to keep product performance in this quadrant.

Quadrant III (Improvement)

The level of product expectations and performance in this quadrant is low, meaning that consumers have low expectations on this attribute, but also Pejeruk Abian tempeh products have not offered good performance on these attributes. The attributes that occupy this quadrant are the color and shape of the product. In the context of color, consumers have the expectation to increase the type of color by using natural dyes (turmeric), but they do not really care about the shape in determining their satisfaction and dissatisfaction with tofu. However, the quality of these attributes needs to be improved.

Quadrant IV (Excessive)

Consumer expectations for an attribute in this quadrant are low, but the actual performance is high. There are two attributes that fall into this category, namely price and nutritional content. According to the concept of the cartesian diagram, consumers have low expectations/importance on the price attributes and nutritional content of Pejeruk Abian tempeh, but manufacturers have offered performance that is judged to be excessive on both attributes.

4. CONCLUSION

Based on the results of the Consumer Satisfaction Analysis of Tempeh Pejeruk Abian products, the following conclusions can be drawn: 1) From the analysis of the Consumer Satisfaction Index (IKK), it shows that consumers feel "satisfied" with the product of Pejeruk Abian. This is shown by the total performance score of product attributes is the same as the total score of consumer expectations so that it can be said that consumers feel "SATISFIED". 2) From the analysis of the Cartesian Diagram, each attribute has a different satisfaction value. There is one attribute that has a high expectation value, but a low performance value, namely the texture of the product. This attribute should receive special attention because it is considered important by consumers. Consumers prefer tempeh which has a chewier and softer texture. Tempe is a food product that spoils quickly, quickly changes in taste, texture, and aroma, if not distributed appropriately and quickly. 3) The use of the CSI approach and the cartesian diagram resulted in differences in interpretation of price and nutritional attributes. The cartesian diagram approach shows that the price attributes and nutritional content have performance that is judged to be excessive. However, the Consumer Satisfaction Index (CSI) approach for both attributes results in a high CSI, meaning that consumers feel very satisfied with the current price and nutritional content of Pejeruk Abian. This means that the use of the two approaches above complements each other. The weakness in one tool is covered by the other approach.

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