Analysis of Consumer Satisfaction Levels of More Beach Fish Culinary Smes, Gianyar

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ABSTRACT: This study aims to analyze the level of customer satisfaction in Lesehan Yani, Pantai Lesehan, Gianyar based on direct evidence, reliability, responsiveness, assurance and empathy. This research is a quantitative research conducted by survey method. The subjects of this study were consumers of SME Culinary Seafood, More Beaches, Gianyar. A sample of 75 people is calculated by the Yamane formula. Collecting data using interviews, questionnaires and documentation. Meanwhile, data analysis was carried out by analyzing the Customer Satisfaction Index and Importance Performance Analysis. In general, consumers are satisfied with the services of SME Culinary Seafood, More Beaches, Gianyar. The results of the data analysis showed that 74% of the respondents were very satisfied, 8% of the respondents were satisfied, and 18% of the respondents were dissatisfied, and (3) of the five attributes measured, in general on each attribute consumers feel very satisfied or very satisfied. at least satisfied, those who are dissatisfied are not. more than 25%. The attribute that gives the most satisfaction is responsiveness, followed by physical form, reliability, assurance, and empathy

KEYWORDS: Consumer Satisfaction, Customer Satisfaction Index

INTRODUCTION

Human needs are very diverse and to meet these needs in various ways. According to Maslow's hierarchy of needs theory in Shiffman and Kanuk (2008), it describes that physiological needs are a form of first-level, and most basic, human needs, one example of which is the fulfillment of the need for food and drink. Where at first the activity of consuming food and drink was only limited to efforts that were useful in fulfilling nutritional and nutritional needs (Prasetyo and Sunarti 2020). Today the activity of consuming food and drink is also a lifestyle activity that gives happiness to individuals and creates togetherness with family and friends.

Research on the level of consumer satisfaction with the ground coffee marketing mix by Surya Darma (2016) obtained results in the satisfied category with a consumer satisfaction index value of 73.5%. Factors that are considered important and have satisfied customers are; factors of taste, smoothness, aroma of coffee, speed of delivery and responding to complaints. Factors considered important by consumers but unsatisfactory include completeness of information, friendliness of employees and product packaging

Rows of restaurants, food stalls, lesehan in the coastal area of Gianyar, Bali offer a variety of seafood specialties that tempt the taste buds. One of the mainstay menus is the more beach fish satay, which became the forerunner of the popular Balinese fish satay. The beach is located in the Gianyar subdistrict, Bali, about 100 meters from the shoreline. There are food stalls that provide a variety of processed fish menus, from fish head soup, fish skewers, grilled fish, fried fish, fish balls, fish pepes and other menus. . Some of the food stalls in the beach area include; Warung Mangku, Lesehan Yudi, Warung Ijo, Lesehan Darta, Warung by the Beach, Lesehan Yani, Warung Ayu and others,

One of the many MSME sectors in Indonesia, especially in the province of Bali, is MSME in the culinary field, this is due to changes in people's lifestyles, which due to busyness do not have time to cook, and or to support lifestyle, identity in association, and for entertainment. and recreation (Fatimah and Tyas, 2020). Lesehan Yani is an MSME that provides a variety of seafood specialties with delicious flavors from fresh seafood ingredients with a great blend of spices. Spacious dining room with several tables and chairs, as well as cross-legged tables and seating. The initial survey conducted by the authors obtained information that daily sales were relatively low, only on holidays that consumers who visited and made purchases experienced a slight increase.

1. Physical Evidence, consumers who come are greeted less friendly by Lesehaan Yani employees.
2. Reliability, including the speed of officers in service and the accuracy of the information provided is still lacking. It took quite a long time for the food to be served.

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3. Orders that have been placed a few days before, when the product is not ready to be picked up, lack of confirmation, the order is not recorded.
4. Guarantees, covering the security of transactions and the reputation of Yani and his employees on lesehan. This is illustrated by the number of consumers who come and consumer opinions from ratings on social media.
5. Empathy, including a sense of sensitivity to the condition of consumers, this can be seen when consumers need help, waiters are less sensitive to respond.

Based on the background above, the authors are interested in conducting research with the title Analysis of Consumer Satisfaction LevelsSME Culinary Sea Fish More Beach, Gianyar.This study aims to analyze the level of consumer satisfaction withSME Culinary Sea Fish More Beach, Gianyarbased on reliability, responsiveness, assurance, empathy and physical form.

RESEARCH METHODS

The research is a case study, which was carried out at the More Beach Seafood Culinary MSME, Gianyar from February to March 2023. The sampling method used a purposive sampling technique, namely respondents were determined by researchers based on criteria, namely consumers of the More Beach Seafood Culinary, Gianya who transacted more than 2 times and over 17 years old. The method used for data collection is through observation, interviews and documentation. The data taken in this study used primary data and secondary data. The measurement scale in this study uses a Likert scale. The collected data were analyzed by descriptive quantitative. The method of data analysis in this study is using the customer satisfaction index (CSI) gap analysis and importance performance analysis (IPA).

Technical analysis of the questionnaire data obtained, then tested for validity, reliability then the instrument data that passed can be used for further testing. Tabulated questionnaire data were then analyzed using the Customer Satisfaction Index (CSI) test, Gap Analysis and Importance Performance Analysis (IPA). A more detailed explanation of the method to be used is as follows:

Customer Satisfaction Index (CSI)

Customer satisfaction indexis a method other than the IPA method which is an analysis to determine the level of customer satisfaction by considering the level of importance and performance of the product and service attributes being measured. The customer satisfaction index (CSI) has several advantages, including obtaining information on the satisfaction index as well as information related to the dimensions/attributes that need improvement. Customer satisfaction index (CSI) analysis is easy to use and simple and uses a scale that has high sensitivity and reliability.

According to Aritonang, the steps for analyzing the Customer satisfaction index are as follows: 1) Calculating the Mean Importance Score (MIS) for each attribute; 2) Determine the Weight Factors (WF) of each variable. This weight is the percentage of the MIS value per variable with the total MIS of all variables. 3) Calculate the Mean Satisfaction Score (MSS) for each attribute, 4) Determine the Weight Score (WS) for each attribute. This weight is the multiplication of WF with MSS, 5) Finally calculates the Customer Satisfaction Index (CSI) score. The interpretation of CSI values is seen based on the following table:

Table 1. Interpretation of Customer Satisfaction Index (CSI).

Index	Interpretation
81% – 100%	Very satisfied
66% – 80%	Satisfied
51% – 65%	Quite satisfied
35% – 50%	Less satisfied
1% – 34%	Not satisfied

Source: Sukardi & Chandrawati (2006)

Gaps Analysis

Gap analysis is an analysis to determine the difference between the level of performance and the level of expectations. A positive gap value means that the attribute has fulfilled visitor satisfaction, while a negative value means that the attribute has not given satisfaction. However, if all gap values are negative, an alternative to interpret is to compare the absolute value of the gap with the scale range of performance level criteria and the expectation level of 0.8. If the absolute value of the gap is less than equal to 0.8 then the level of performance and the level of expectation are in the same criterion range. The following is the formula for calculating the gap [GAP = Performance – Expectations]. This study uses the Importance performance analysis (IPA) method which is used to measure attributes or variables at the level of performance with consumer expectations (Simamora, 2000). This analysis

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is useful for the development of marketing strategies. Analysis of customer satisfaction with the IPA method has several advantages, namely it can show attributes that must be maintained, increased and exaggerated to maintain customer satisfaction. The results obtained are relatively easy to interpret in the Cartesian quadrant diagram.

RESULTS AND DISCUSSION

1. Analysis of Customer SatisfactionIndex(CSI)

Customer Satisfaction Index(CSI) is a question of what services make consumers feel satisfied and what is the level of customer satisfaction for each dimension (Sakinah, 2020). The Customer Satisfaction Index (CSI) is identified in several ways, namely distributing questionnaires containing questions about service on two sides, namely interest and performance, then calculating the average of the answers given by consumers, calculating weight factors and weight scores, then calculating Customer Satisfaction. Index (CSI) (Hidayani, 2019). The following presents the results of calculating the Customer Satisfaction Index (CSI) for each indicator based on the answers obtained from consumers.

The calculation results for the MIS (Mean Importance Score) are obtained from the total number of the nth attribute of interest for all respondents divided by the total respondents, as well as for the MSS (Mean Satisfaction Score) by the total number of the nth performance attributes for all respondents divided by the total respondents. To find the weighted score obtained from the MIS value divided by the total number of influencing attributes in the form of a percent, the calculation of the weighted score is obtained from the MSS value divided by WF, and the total weight calculation is obtained from the total number of WS values. Finally, the calculation of the customer satisfaction index is obtained from the results of WT divided by the high scale, which is 5 in percent.

a. **Customer Satisfaction IndexPhysical Evidence (Tangible)**

The Customer Satisfaction Index value for the physical evidence dimension shows how much consumers are satisfied with the service attributes in the form of physical evidence that has been provided by the SME Culinary Fish Seafood in Pantai Lagi, Gianyar. Based on the results of the analysis of the data, it is obtained that the dimension of physical evidence has a CSI value of 76.26%. According to Aritonang in Salsabila (2016) if it has a value of 61% - 80% = satisfied. So consumers of SME Culinary Seafood, More Beach, Gianyar are stated to be satisfied with the service in the form of physical evidence provided by the company. The attribute with the highest weight score can lead to the greatest satisfaction for consumers, namely "tidiness and appearance of the employees of the SME Culinary Fish Seafood at the More Beaches, Gianyar" with a weight score of 0.451. This is due to the tidiness and appearance of the employees of the SME Culinary Seafood Coast More, Gianyar uses uniforms so that it looks neat and consumers are satisfied with the service. The use of uniforms for the employees of the More Beach Seafood Culinary MSME, Gianyar also makes consumers confident about the More Beach Seafood Culinary MSME, Gianyar and does not feel worried or suspicious of the employees because they can find out who the real employees are.

b. **Customer Satisfaction IndexReliability**

The value of the Customer Satisfaction Index (CSI) for the reliability dimension shows how much consumers are satisfied with the service attributes in the form of reliability that has been provided by the SME Culinary Seafood of the More Beaches, Gianyar. The calculation results on the reliability dimension have a CSI value of 74.36% = satisfied. So it was stated that the consumers of the SME Culinary Seafood for More Beaches, Gianyar were satisfied with the dimensions of the reliable service provided by the SME Culinary for More Beach Sea Fishes, Gianyar. The attribute with the highest weight score that can lead to the greatest satisfaction for consumers is "delivery services in accordance with existing operational standards" with a weight score of 0.630. This attribute has performed well because it always provides purchase receipts to consumers,

c. **Customer Satisfaction IndexResponsiveness**

The value of the Customer Satisfaction Index (CSI) for the responsiveness dimension shows how much consumers are satisfied with the service attributes in the form of responsiveness that has been provided by the SME Culinary Seafood of More Beaches, Gianyar. The calculation results show that the CSI value is 70.40% and it is stated that consumers are satisfied with the responsiveness service dimension. The attribute with the highest weight score that can lead to the greatest satisfaction for consumers is "employees can provide the right information" with a weight score of 0.911. Providing information is considered good and consumers are satisfied with this attribute because employees have performed well, such as the information explained according to existing social media, the information explained has guidelines.

d. **Customer Satisfaction IndexGuarantee**

The value of the Customer Satisfaction Index (CSI) for the guarantee dimension shows how much consumers are satisfied with the service attributes in the form of guarantees that have been provided by the SME Culinary Seafood of the More Beaches, Gianyar. The results of the CSI calculation on the guarantee dimension are 76.21% = satisfied, so consumers of the SME Culinary Seafood

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for More Beaches, Gianyar are stated to be satisfied with the service performance of the Guarantee dimension provided by the SME Culinary for Seafood for More Beaches, Gianyar to consumers. The attribute with the highest weight score that can lead to the greatest satisfaction for consumers, namely "safety in transactions at the SME Culinary Seafood of More Beaches, Gianyar" with a weight score of 0.986.

e. **Customer Satisfaction IndexEmpathy**

The value of the Customer Satisfaction Index (CSI) for the empathy dimension shows how much consumers are satisfied with the service attributes in the form of empathy that has been given by the SME Culinary Seafood of the More Beaches, Gianyar. The results of the CSI calculation on the empathy dimension are 75.90% = satisfied. Thus, consumers of the SME Culinary Seafood Over Beach, Gianyar were declared satisfied with the performance of the empathy indicator service provided by the MSME Culinary Seafood for More Beach, Gianyar to consumers. As for the attributes on the Empathy dimension with the highest weight score that can lead to the greatest satisfaction for consumers, namely "employee service to consumers does not differentiate between consumer appearance" with a weight score of 0.801. This attribute has been satisfied by consumers because employees have performed well,

2. Level of Conformity of Expectations and Performance

The level of conformity will answer the question of how the level of conformity between the value of consumer expectations and the value of the performance provided by consumers to the company. The level of conformity is obtained from the calculation results of each attribute value of the level of performance divided by each attribute value of the level of importance. The value of the lowest level of conformity is an attribute that is considered to have poor performance by consumers but the value of its importance is considered important, while the value of the highest level of conformity is an attribute that is considered to have good performance by consumers and the value of its importance is also considered important (Wibisono, 2019).

It can be seen that the results of the analysis of the suitability level between the performance level values and the importance level values obtained the total suitability level value of all dimensions which is equal to 88%, which means that the suitability value is still insufficient to reach 100%. Physical evidence (tangible) ranks first out of the five dimensions regarding the degree of concordance between performance level values and importance level values, while responsiveness ranks last out of the five dimensions regarding the degree of agreement between performance level values and importance level values. All of the calculation results of the Customer Satisfaction Index (CSI) that most determine customer satisfaction for SME Culinary Seafood, Gianyar, namely the dimensions of physical evidence services.

This could be due to differences in the location of the research, in Widyastuti's research (Nindiani, 2021) carried out in restaurants so that the attitude of personal contact towards consumers must be paid more attention to, in Wisanggeni, et al (Ersi & Semuel, 2014), it was carried out in Marine Fish Culinary SMEs on a national scale, so the importance of things that are reliable, with the intention of the company providing accurate or thorough services without making mistakes and what has been promised precisely must be given more attention. Whereas in this study, the physical evidence which includes the facilities, cleanliness, tidiness and others that are in the process of services has been carried out properly by the SME Culinary Seafood of the More Beaches, Gianyar. Especially MSME Culinary Sea Fish More,

CONCLUSION

1. Analysis of the level of customer satisfaction in the SME Culinary Seafood Coast, Gianyar produces a Customer Satisfaction Index (CSI), so it is obtained from all dimensions of satisfaction that it is equal to 74.63%, which means consumers are satisfied. Physical Evidence (tangible) is a Servqual dimension that ranks first in terms of its effect on customer satisfaction on the satisfaction dimension, meaning that consumers consider physical evidence which includes building facilities, cleanliness, tidiness and others that are in the service process that have been carried out properly by the company, with so companies can focus more on the servqual dimensions of reliability, responsiveness, assurance and empathy which are considered less satisfying to consumers.

2. The results of the analysis of the suitability level between the performance level values and the importance level values obtained the total suitability level value of all dimensions which is equal to 88%, which means that the suitability value is still insufficient to reach 100%. Physical evidence (tangible) ranks first out of the five dimensions regarding the degree of concordance between performance level values and importance level values, while responsiveness ranks last out of the five dimensions regarding the degree of agreement between performance level values and importance level values.

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