Consumer Satisfaction Level of Pudak Purchase in Sari Kelapa Gresik

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ABSTRACT: The rapid development of business in Indonesia makes entrepreneurs have to pay attention to several aspects, one of which is consumer satisfaction. The purpose of this study is to analyze the level of consumer satisfaction in purchasing pudak in Sari Kelapa Gresik. Purposive sampling method with 100 respondents. This research uses Customer Satisfaction Index and Importance Performance Analysis analysis tools. The results showed that the CSI value produced was 78.95%, which means that in general consumers have been satisfied with the purchase of pudak products at Sari Kelapa. As for the IPA analysis, some attributes fall into the improvement category, namely employee appearance.

KEYWORDS: Customer Satisfaction, Pudak, Sales, Customer Satisfaction Indeks, Importance Performance Analysis

I. INTRODUCTION

Business development in Indonesia today can be said to be very rapid because the needs and desires of the community continue to increase, making entrepreneurs expand their market share to reach new consumers. Almost all regions in Indonesia have experienced an increase in business development, including Gresik. The rapid development of small-scale food businesses in Gresik can be seen from a large number of issuance of trade business licenses (SIUP) for small-scale businesses. Based on data from BPS Gresik, in 2018 there were 2,703 approved trade business license application documents, where the figure increased after previously in 2017 there were 1,203 and in 2016 there were 1,805 trading business licenses issued (BPS, 2019). The food business is one form of implementation for small-scale businesses. Small-scale food businesses in Gresik are dominated by producing various processed fish products, cakes, drinks, and traditional foods typical of Gresik. One of the most famous traditional foods and can only be found in Gresik is pudak.

Pudak is one of the specialties of Gresik which has a sweet and chewy taste. In addition, the advantage of pudak is the shape of the packaging which is not the same as any type of food. Pudak packaging comes from the midrib of areca nut leaves or commonly called "ope" which is not easy to obtain and the process of making packaging is not simple. Several places in Gresik see many small-scale food businesses that produce pudak to be sold as typical Gresik souvenirs. Competitiveness between smallscale food businesses can be said to be high so business owners need to create the advantages of their respective pudak products to increase sales. One of the small-scale food businesses that sell pudak in the area is Sari Kelapa. Pudak is the most popular food for buyers in Sari Kelapa, this makes Sari Kelapa the most famous store selling pudak.

Based on sales data on Sari Kelapa pudak products, it is known that sales of pudak products from 2019 – 2022 have Experienced sales fluctuations.

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Picture 1. Data Penjualan Produk Pudak Sari Kelapa 2019-2022
Source: Sari Kelapa, 2022

Based on the sales chart, it is known that in selling pudak products, Sari Kelapa experienced sales fluctuations caused by the Covid-19 pandemic that occurred at that time. In 2022, Sari Kelapa experienced an increase in sales but not optimally due to several factors, including the level of consumer satisfaction that was still not met. Realizing the importance of the progress of the Gresik souvenir business, Sari Kelapa must analyze consumer satisfaction. This needs to be done considering the location of Sari Kelapa business which is close to similar business competitors that can make Sari Kelapa lose in market competition. Consumers who are not satisfied will buy pudak products in other places near the Sari Kelapa area.

The level of consumer satisfaction is a problem as well as a challenge for Sari Kelapa in marketing its products. Where when consumers feel satisfied, they will make repeat purchases and do not hesitate to provide information to others about the products they buy. This is certainly beneficial for Sari Kelapa, therefore Sari Kelapa must make consumers feel satisfied because when consumers feel satisfied they will indirectly provide benefits for Sari Kelapa and vice versa when consumers feel dissatisfied it will provide losses. Based on this description, the author tries to analyze the level of consumer satisfaction with the purchase of pudak in Sari Kelapa.

II. LITERATURE REVIEW

Consumer satisfaction is the level of a person's feelings when receiving a product or service offered and comparing the performance of the product or service received with consumer expectations (Sumartini &; Tias, 2019). Meanwhile, Sopang (2021) explained that customer satisfaction is the level at which customer expectations of a product are bye the actual performance or appearance of the product. Consumer expectations are an important and major influence in determining the quality of products or services and conducting evaluations, where consumers use their expectations as a benchmark or reference.

According to Kottler & Keller (2016), there are several indicators used to measure consumer satisfaction with a product or service, including:

1. Reliability is the ability to provide services or goods as promised, reliable, accurate, and consistent
2. Responsiveness is the willingness of employees to help customers and provide services or goods with vet as well as listen and resolve consumer complaints
3. Assurance is the ability of employees to generate confidence and trust in the promises that have been made to consumers
4. Empathy is the willingness of employees to care more about giving personal attention to consumers
5. Physical evidence is good physical appearance, equipment, and various communication materials

III. RESEARCH METHODOLOGY

The research was conducted in Sari Kelapa located on Jalan Sindujoyo No. 113, Gresik District, Gresik. The location of the study is determined in a *purposive* way. The sample used in this study was determined through *purposive sampling techniques* until a total of 100 respondents were obtained. This study used primary and secondary data. Primary data comes from questionnaires, interviews with related parties, continuous observation, and supporting documentation. While secondary data is obtained from the results of citing publications, journals, theses, books, and other relevant sources. The data analysis methods used in this study are as follows:

A. Test Instruments
1. Validity Test

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Ghozali (2014) explained that the validity test was carried out to measure the validity or absence of a questionnaire. An indicator can be said to be valid can be seen in the comparison of *corrected item-total correlation* values. If the *corrected value of the total correlation item* > r table, it can be said to be correct and feasible to be used as a measurement of the dependent variable.

2. Reliability Test

Reliability tests are carried out to show the accuracy, consistency, and accuracy of a measuring instrument in measurement, where the measuring instrument used in this study is a questionnaire. According to Ghozali (2014), the reliability test in this study uses Cronbach's Alpha method *which is considered reliable if* Cronbach's Alpha value is greater than 0,7.

B. Customer Satifsfaction Indeks (CSI)

CSI is a method used to determine the level of consumer satisfaction by considering performance appraisals and expectations of attributes (Suhendra &; Prasetyanto, 2016). Stages of CSI analysis according to Anggraeni *et al.* (2015) among others as follows:

1. Determine *the Mean Importance Score (MIS) and* Mean Satisfaction Score *(MSS) derived from the average importance level and criteria of each respondent*
2. Calculating the Weighted Factor *(WF) on the average value of the expectation level into a percent number, so that the total* Weighting Factor is *100%*
3. Calculating the Weighting Score *(WS), which is the multiplication value between the average value of each attribute's performance level and the* Weighting Factor of *each attribute*
4. Calculates *the Total Weight Average* (WAT), which sums the *Weighted Score* (WS) of all research attributes
5. Calculates the *Customer Satisfaction Index*, which is obtained from the *Weighted Average Total* divided by the maximum scale (HS) used. The formula for calculating CSI is as follows:

CSI=WAT/HS x 100% Information:

CSI   = *Costumer Satisfaction Index*

WAT = *Weight Avarage Total*

HS   = *High Scale*

The CSI value obtained is used to determine the level of consumer satisfaction. CSI values are interpreted and then adjusted according to the following criteria:

Table 1. Conformity Level Criteria in CSI Method

| Value in percentage (%)	Information
0,00 – 34,99	Not satisfied
35,00 – 50,99	Less satisfied
51,99 – 65,99	Quite satisfied
66,00 – 80,99	Satisfied
81,00 – 100	Very satisfied

Source: Mudjarnoko *et al*., 2020

C. Importance Performance Analysis (IPA)

Importance Performance Analysis (IPA) is an analytical technique used to identify important performance factors that must be considered and demonstrated by a company in meeting consumer satisfaction (Suhendra &; Prasetyanto, 2016). IPA analysis can be seen through a matrix that contains an explanation of the comparison between the level of importance and performance divided based on the quadrant of each attribute observed. The x-axis in the quadrant represents consumer perception of performance, while the y-axis represents consumer expectations. According to Anggraeni *et al.* (2015) the stages in the IPA method are as follows:

1. Determine the degree of congruence between the performance and expectations of the attributes studied.
2. Calculates averages for each attribute that consumers perceive.
3. Calculates the average of all performance level attributes and expectations that would be constraints in a cartesian diagram.
    4. Describe attributes in a cartesian diagram

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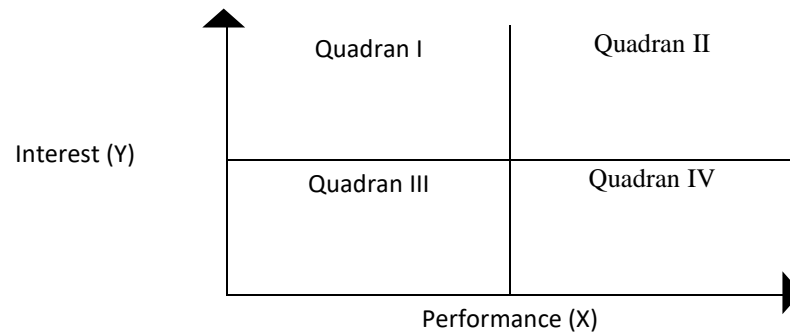
IV. RESULT AND DISCUSSION

A. Instrument Test Results

1. Validity Test

Table 2. Result of Validity Test

No.	Attribute	Correlation Value		Informance
		Interests	Performance	
1	Pudak flavor	0.886	0.774	Valid
2	Pudak variety	0.880	0.831	Valid
3	Speed of service	0.858	0.835	Valid
4	Employee skills	0.895	0.796	Valid
5	Price match with pudak taste	0.853	0.753	Valid
6	Pudak quality	0.839	0.760	Valid
7	Employee friendliness	0.877	0.834	Valid
8	Swiftness to respond to complaints	0.895	0.866	Valid
9	Good facilities	0.864	0.881	Valid
10	Neatness of employee appearance	0.936	0.877	Valid

Source: Primary data after processing, 2023

Based on the table above, it is known that all attributes of the statement are declared valid. This is because the correlation between respondents' answers to each statement attribute with a total score obtained significant results. Where all correlation values are obtained on importance and performance > r table (0.3061).

2. Reliability Test

Table 3. Result of Reliability Test

Attribute	*Cronbach's Alpha*	Information
Interests	0.966	Reliable
Performance	0.946	Reliable

Source: Primary data after processing, 2023

Based on the table above, it is known that all attributes of importance and performance are declared reliable. This is because the resulting *cronbach's alpha* value exceeds 0,7. So it can be concluded if the questionnaire is reliable or reliable.

B. Customer Satisfaction Indeks (CSI)

The Customer Satisfaction Index (CSI) is used to determine the overall level of customer satisfaction by taking into account the average value of the level of expectation and satisfaction of the attributes measured.

Table 4. Results of CSI Value Calculatiom

Indicator	Atribut	MIS	WF	MSS	WS
Reliability	Pudak flavor	4,43	10,59	4,27	45,21
	Pudak variety	4,41	10,54	4,14	43,74
Responsiveness	Speed of service	4,04	9,66	3,98	38,43
	Employee skills	4,02	9,61	3,96	38,05

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Assurance	Price match with pudak taste	4,23	10,11	4,11	41,55
	Pudak quality	4,43	10,59	4,29	45,42
Emphaty	Employee friendliness	4,04	9,66	3,80	36,69
	Swiftness to respond to compplaints	4,00	9,56	3,66	34,99
Tangible	Good facilities	4,04	9,66	3,69	35,63
	Neatness of employee appearance	4,20	10,04	3,49	35,03
Total		41,48	100	39,40	394,75
CSI = (Weighted Score total : 5) x 100% = 78,95%					

Based on the calculations made, it is known that the CSI value produced is 78.95%. Mudjarnoko *et al* (2020) suggest that the value range of 66.00-80.99% is at the level of satisfaction. So it can be concluded that the level of consumer satisfaction in purchasing pudak products at Sari Kelapa is at the level of satisfaction. The majority of consumers are satisfied with the performance of Sari Kelapa attributes in selling pudak products including pudak taste, pudak variety, speed of service, employee skills, price suitability with pudak taste, pudak quality, employee friendliness, swiftness to respond to complaints, good facilities, and neatness of employee appearance.

Consumer satisfaction with the purchase of pudak products in Sari Kelapa has not been fulfilled perfectly because of the unfulfilled satisfaction of other attributes. To increase satisfaction, Sari Kelapa must improve the attributes that are considered lacking by consumers. If the attributes contained in a place are in accordance with what consumers expect, then consumers will feel very satisfied and will buy back in that place, but on the contrary if it is not in accordance with what consumers expect, consumers will move to other places. The satisfaction value of other attributes in this study of 21.05% was obtained from the calculation of maximum consumer satisfaction minus attribute consumer satisfaction, namely 100% - 78,95% = 21,05 %.

C. Importance Performance Analysis (IPA)

Analysis of the level of importance and performance is made to defend a company from market competition because if the interests and performance are in accordance with the wishes of consumers, then consumers feel satisfied. The results of the IPA analysis are seen by calculating the average importance score and performance score of each attribute of Sari Kelapa.

Table 5. Results of IPA Value Calculation

No.	Attribute	Xi	Yi	Tki (%)	Average $\bar{X}i$	Average $\bar{\bar{X}}i$
1	Pudak flavor	427	443	96,39	4,27	4,43
2	Pudak variety	415	441	94,10	4,15	4,41
3	Speed of service	398	404	98,51	3,98	4,04
4	Employee skills	396	402	98,50	3,96	4,02
5	Price match with pudak taste	411	423	97,16	4,11	4,23
6	Pudak quality	429	443	96,84	4,29	4,43
7	Employee friendliness	380	404	94,06	3,80	4,04
8	Swiftness to respond to complaints	366	400	91,50	3,66	4,00
9	Good facility	369	404	91,34	3,69	4,04
10	Neatness of employee appreance	349	420	83,10	3,49	4,20
Total		3940	4184	941,51	39,40	41,84
Average		394	418,4	94,15	3,94	4,18

Based on Table 3, above the average importance level is 4.18 higher than the performance level of 3.94. This shows that the level of customer satisfaction of Sari Kelapa has not been achieved optimally because the level of importance or expectations from consumers is still higher than the performance of Sari Kelapa. According to the average, each attribute is divided into four quadrants in a cartesian diagram. Cartesian diagrams are limited by the average performance weight of 3.94 (X=3.94) and the average importance weight of 4.18 (Y=4.18) calculated in the table above. The two axes delimit each attribute to match its quadrant. The results of the science matrix through cartesian diagrams are explained as follows:

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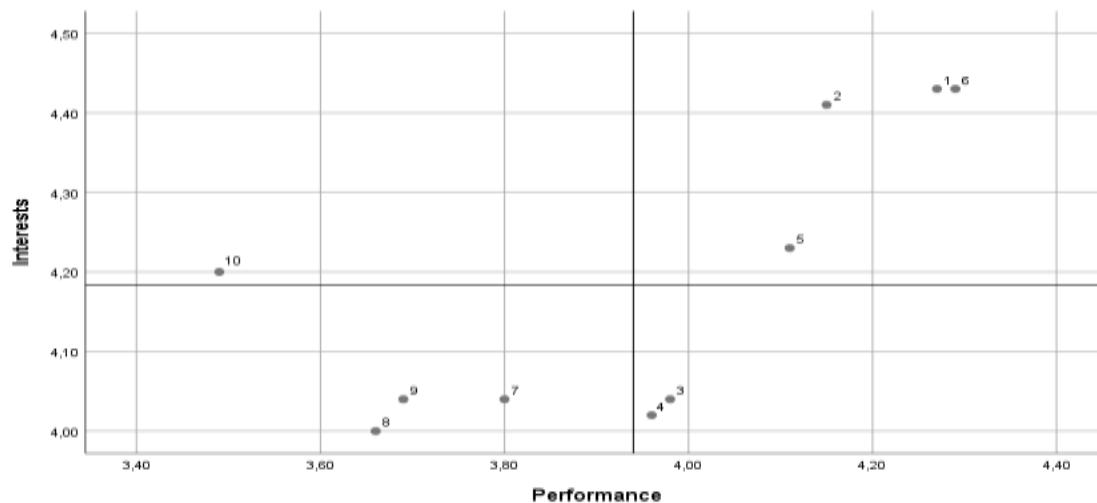
Picture 2. Cartesian Diagram Results Using IPA Method
Source: Primary data after processing, 2023

Quadrant I
Quadrant I is a top priority where customers as respondents feel the item is very important and has high expectations but has not felt maximum performance (Teddy &; Devy, 2019). The attribute included in quadrant I is the neatness of the appearance of employees. Employee appearance is an important attribute for consumers because employees are people who offer services so that neatness of appearance needs to be considered to increase customer satisfaction. Sari Kelapa employees do not use uniforms or special clothes provided, where they only use free clothes and sometimes less neat. This can certainly reduce consumer satisfaction because they interact directly with consumers so they need to pay attention to their appearance.

Quadrant II
Quadrant II is the existence of service attributes that are also considered important by customers and the service is considered good (Teddy &; Devy, 2019). The attributes included in quadrant II are the taste of pudak, the variety of pudak, the suitability of price with the taste of pudak, and the quality of pudak.

The taste of Sari Kelapa pudak has a high value for consumers which means consumers are satisfied with the taste of Sari Kelapa pudak. While the variant is an important factor for choosing a product to buy. The difference in tastes of each consumer makes the variant very important. The pudak variant offered by Sari Kelapa has a high value for consumers. This shows that the product variants provided by Sari Kelapa have been diverse and provide satisfaction for consumers as evidenced by the variants of Sari Kelapa pudak which include pandan pudak, white pudak, sago pudak, and mini pudak.
The suitability of the price with the taste of pudak has a high value for consumers, which means that consumers already feel the price of pudak is in accordance with the desired taste. In addition, Pudak Sari Kelapa has good product quality is also an important factor for consumers in choosing products. Pudak sold by Sari Kelapa is always in good condition because it is always produced every day so that the quality of the products sold can be said to be good.

Quadrant III
Quadrant III contains attributes that have a weak level of importance and a low level of performance in the eyes of consumers (Yudha *et al.,* 2022). The attributes included in quadrant III are employee friendliness, swiftness to respond to complaints, and good facilities. Employee friendliness is an attribute that consumers consider less important because consumers attach more importance to other attributes. But employee friendliness needs to be improved because performance in this attribute is still low. The service of Sari Kelapa employees can be said to be still unfriendly so it needs to be improved.
Swiftness to respond to complaints is also included in attributes that are not considered important to consumers. This is because consumers rarely complain about pudak products sold by Sari Kelapa. In addition, Sari Kelapa provides good facilities included in attributes that are not considered important for consumers because consumers rarely use the facilities provided by Sari Kelapa. The majority of consumers who make pudak purchases at Sari Kelapa are immediately served by employees so that when the service is complete and consumers have got the desired product, they will immediately leave the store.

Quadrant IV
Quadrant IV shows attributes that are considered less important by customers but have excellent performance by service providers so that they are considered excessive but customers feel very satisfied (Fadillah *et al* , 2020). The attributes included in

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quadrant IV are the speed of service and employee skills. Speed of service is included in attributes that have excellent performance but are considered less important by the company. Sari Kelapa employees always serve consumers quickly and responsively, where every consumer who comes directly is well served. Unlike when the store is crowded making the service provided less fast, but this is not a problem because consumers usually wait while choosing the product to buy.

Employee skills are also included in attributes that have excellent performance but are considered less important by the company. This is because Sari Kelapa employees always provide information to consumers who purchase pudak related to how to store, shelf life, taste of pudak, and so on. This information is usually given to consumers who first buy pudak, while consumers who often buy pudak already know the information so they do not need re-information from employees.

V. CONCLUSIONS

The level of consumer satisfaction with the purchase of pudak products at Sari Kelapa can be seen from the calculation of the *Customer Satisfaction Index* (CSI) of 78.95%. This value means that consumers are satisfied with the performance of Sari Kelapa attributes which include pudak taste, pudak variety, speed of service, employee skills, price suitability with pudak taste, pudak quality, employee friendliness, swiftness to respond to complaints, good facilities, and neatness of employee appearance. Meanwhile, based on the analysis of the *Importance Performance Analysis* (IPA) method, it is known that the attributes included in quadrant II are the neatness of the appearance of employees because they have good performance. Meanwhile, some attributes are included in quadrants I, III, and IV because they have weak performance in increasing consumer satisfaction.

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