

## Consumer Preferences for Packaged Chili Brand Bu Rudy (Case Study at Pusat Oleh-Oleh Bu Rudy in Surabaya City)



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**ABSTRACT:** Fluctuating chili prices in Indonesia provide business opportunities for derivative products such as packaged chili sauce. In Surabaya City, the competition in the packaged chili sauce market is intense, including the "Bu Rudy" brand sold at Pusat Oleh-Oleh Bu Rudy. Therefore, strategic planning based on consumer preferences is needed to achieve competitive advantage. The objectives of this study are: 1) to analyze consumer preferences for the attributes of packaged chili sauce products at Pusat Oleh-Oleh Bu Rudy in Surabaya, 2) to analyze the importance and satisfaction level of the attributes of packaged chili sauce products at Pusat Oleh-Oleh Bu Rudy in Surabaya. The sampling method used purposive sampling with a total of 100 respondents. This study employed descriptive analysis, multi-attribute Fishbein, and IPA (Importance Performance Analysis). The results of the study indicate that 1) The most important attribute considered by consumers is the spicy sensation. The order of attributes in terms of attention is packaging, variety of flavors, price, product quality label, and size. ) Packaging and variety of flavors fall into Quadrant I, spicy sensation falls into Quadrant II, while price, product quality label, and size fall into Quadrant IV.

**KEYWORDS:** purchasing decision, consumer preference, packaged chili sauce.

### I. INTRODUCTION

Bird's eye Chili in Indonesia is a commodity that often experiences price fluctuations due to increased supply during the harvest season. As an alternative, processing chili into packaged sambal (chili sauce) is a solution to enhance its economic value. Indonesia ranks among the top 5 countries with the largest sauces and spices market in the world (Statista, 2019), indicating significant potential for the sauce market in this country. Sambal is a popular food accompaniment in Indonesian society, adding a spicy sensation to main dishes for breakfast, lunch, and dinner. The packaged sambal market in Indonesia is rapidly growing and becoming a flagship product in the food and beverage industry.

In Surabaya City, the market for packaged sambal faces strong and fierce competition. Sambal Bu Rudy, with its image as a typical souvenir from Surabaya, has managed to maintain sales stability despite offering only three variations of sambal flavors. In dealing with tough competition, Pusat Oleh-Oleh Bu Rudy can sustain success by understanding the preferences and importance levels of attributes in packaged sambal products. Manufacturers need to leverage this knowledge to improve product quality and achieve a competitive advantage by meeting consumers' needs and desires.

Through an understanding of consumer preferences or likings, producers can use it as a consideration to satisfy consumers, as the level of preference influences consumers' purchasing decisions (Sifaq et al., 2020). Consumers first consider the physical characteristics (attributes) inherent in the product before deciding to purchase it (Firmansyah, 2018). The importance and satisfaction of consumers regarding product attributes are key factors in evaluating product satisfaction. Regular product evaluations are essential to gaining a competitive advantage in an ever-changing market. Research on consumer preferences for Bu Rudy-branded packaged sambal provides valuable insights for companies to develop business strategies based on consumer behavior.

### II. PREVIOUS STUDIES

Similar research was conducted by Putri and Suprapti (2021), which indicated that the attributes considered by sambal consumers in Surabaya City are variation, price, size, sales location, taste, and packaging attributes. Delila et al. (2015) demonstrated that the most important attributes of bottled sambal sauce, as perceived by housewives, are spiciness, a dark orange color, a size larger than 250 ml (>250 ml), and glass bottle packaging. Factors significantly influencing the purchase of

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bottled sambal sauce are its price, the consumer's level of education, income, brand, and advertising. According to Hasbi's research (2019), chicken nuggets preferred by consumers in Palopo City are priced between 20,000 and 40,000, with the brand "fiesta," a savory taste, medium-sized packaging, labeled with the Indonesian National Standard (SNI), belonging to the sticky product type, and easily available in various supermarkets. Consumer attitudes towards chicken nugget attributes considered in Palopo City, ranked in order of importance from most to least considered, are the label, product type, ease of availability, price, brand, taste, and packaging.

### III. RESEARCH METHODS

This research is done intentionally or purposive at Pusat Oleh-Oleh Bu Rudy located at Jalan Dharmahusada No. 140, Surabaya. The population in this study were all consumers who visited the Pusat Oleh-Oleh Bu Rudy with the sampling technique using purposive sampling. Data collection methods used are observation, interviews, documentation, and questionnaires. Data analysis uses multiattribute fishbein analysis and Importance Performance Analysis (IPA). Multiattribute fishbein analysis is used to analyze consumer preferences for the attributes of packaged chili sauce and Importance Performance Analysis (IPA) is used to analyze the importance and satisfaction level of the attributes of packaged chili sauce.

### IV. RESULT AND DISCUSSION

#### A. Multiattribute Fishbein Analysis

An individual's attitude towards packaged sambal is based on their assessment of the attributes possessed by the packaged sambal. This assessment involves two aspects: the evaluation of the importance of specific attributes that the packaged sambal possesses and the evaluation of satisfaction with those attributes. One of the models for analyzing attitudes towards multiattributes is the Fishbein model. This analysis includes two components: the satisfaction component (ei) and the importance component (bi). The Fishbein attitude model can explain two types of attitudes based on the object of the attitude, which are attitudes towards the object and attitudes towards behavior. Attitudes are formed by the satisfaction that an object has certain desired attributes (bi) and the evaluation of the attributes possessed by that object (ei) (Setiadi, 2010).

**Table 1. Assessment of the Importance of Attributes in Bu Rudy's Packaged Sambal Product**

Attribute	Interest Assessment (bi)					Total	Average
	2	1	0	-1	-2		
Product quality labels	30	30	40	0	0	90	0,90
Price	23	41	36	0	0	87	0,87
Spicy sensation	30	41	29	0	0	101	1,01
Various flavors	43	28	29	0	0	114	1,14
Size	23	27	50	0	0	73	0,73
Packaging	41	28	31	0	0	110	1,10

Source : Primary data after processing, 2023

With an average value of 1.14, the attribute of flavor variety is thought to be the most important in terms of importance. This is because flavor variations provide consumers with a broader range of choices and flexibility to meet their tastes and preferences. With the availability of various flavor options, consumers can find products that match their desires, allowing them to enjoy diverse taste experiences and avoid boredom from consuming the same flavored food every time.

On the other hand, the attribute of size is perceived as unimportant by consumers, with an average value of 0.73. This is because packaged sambal is generally used in small quantities when consuming meals. As an additional flavor or condiment, consumers only need a small amount of sambal for each use. Therefore, whether the packaging size is smaller or larger does not make a difference in terms of practicality or product usage.

**Table 2. Assessment of the Satisfaction of Attributes in Bu Rudy's Packaged Sambal Product**

Attribute	Satisfaction Assessment (ai)					Total	Average
	2	1	0	-1	-2		
Product quality labels	43	40	17	0	0	126	1,26
Price	50	36	14	0	0	136	1,36
Spicy sensation	50	35	15	0	0	135	1,35
Various flavors	24	56	20	0	0	104	1,04

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Size	46	35	19	0	0	127	1,27
Packaging	38	40	22	0	0	116	1,16

Source: Primary data after processing, 2023

Consumers believe that the attribute of price has the best assessment of satisfaction, with an average value of 1.36. This is because Bu Rudy's packaged sambal is relatively affordable. Consumers feel that the price they pay for Bu Rudy's packaged sambal is proportional to the quality and benefits they receive. They believe that the product offers good value for the money they spend.

On the other hand, the attribute of flavor variety is perceived to have the lowest satisfaction by consumers, with an average value of 1.04. This is due to the limited choices offered. With only three flavor variants available in Bu Rudy's packaged sambal, consumers feel restricted from trying new flavors that suit their preferences. They may feel that the limited options hinder them from exploring more diverse and enjoyable flavor variations. With only three flavor variants, Bu Rudy's packaged sambal fails to meet the diverse needs and preferences of consumers' tastes, resulting in lower satisfaction with the product.

Consumer attitudes towards packaged sambal are based on assessments of both importance and satisfaction with product attributes. One of the models for analyzing attitudes towards multiattributes is the Fishbein model. This analysis includes components of satisfaction evaluation (ei) and belief in importance (bi). After obtaining the beliefs and evaluation assessments, the analysis results in consumer attitudes towards the attributes of packaged sambal. By multiplying bi and ei for each attribute, the consumer attitude index (Ao) is obtained. This index reflects consumers' assessments of the attributes inherent in Bu Rudy's packaged sambal.

**Table 3. Result of Consumer Attitude Analysis towards Bu Rudy's Packaged Sambal Attributes**

Attribute	Interest Assessment (bi)	Satisfaction Assessment (ai)	Ao = bi.ei	Ranking
Spicy sensation	1,35	1,01	1,36	1
Packaging	1,16	1,10	1,28	2
Various flavors	1,04	1,14	1,19	3
Price	1,36	0,87	1,18	4
Product quality labels	1,26	0,90	1,13	5
Size	1,27	0,73	0,93	6
Total			6,21	

Source: Primary data after processing, 2023

The consumer attitude index values towards the attributes considered in the purchase decision of Bu Rudy's packaged sambal, from highest to lowest, are spiciness sensation, packaging, flavor variety, price, product quality label, and size. Thus, it can be said that the attributes of spiciness sensation and packaging are the two most dominant factors considered by consumers in making the purchase decision of Bu Rudy's packaged sambal.

The attribute of spiciness sensation, which is considered in this Fishbein analysis, is also supported by the results of the descriptive analysis in the alternative evaluation stage of the purchase decision process, indicating that respondents also consider spiciness sensation as a primary consideration in buying packaged sambal. Consumers pay more attention to the spiciness sensation attribute when purchasing Bu Rudy's packaged sambal because their purpose is to use it as a complement to their main meals. The spiciness sensation in Bu Rudy's packaged sambal provides a strong spicy flavor that is still within reasonable limits, making it well-accepted by consumers without being too extreme or unacceptable.

The attribute of size is not considered because consumers believe that the size of the packaged sambal product does not affect its usage or consumption. Consumers also state that the size of Bu Rudy's packaged sambal does not influence the product's quality. When using the packaged sambal product, consumers consume it in the desired quantity and do not use the entire product immediately.

### **B. Importance Performance Analysis (IPA)**

Importance Performance Analysis (IPA) is a method used to analyze the extent of an individual's satisfaction with a company's performance based on an assessment of the level of importance, satisfaction, or performance (Algifari, 2016). The Importance Performance Analysis (IPA) method is employed to evaluate the satisfaction and importance of attributes in a product, which is then analyzed in four quadrants with lines dividing the values of performance level and importance. Quadrant I represents high

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priority, Quadrant II indicates maintaining performance, Quadrant III represents low priority, and Quadrant IV indicates excessive performance. This method helps determine priorities and provides guidance for product improvement and development to meet the needs and desires of consumers.

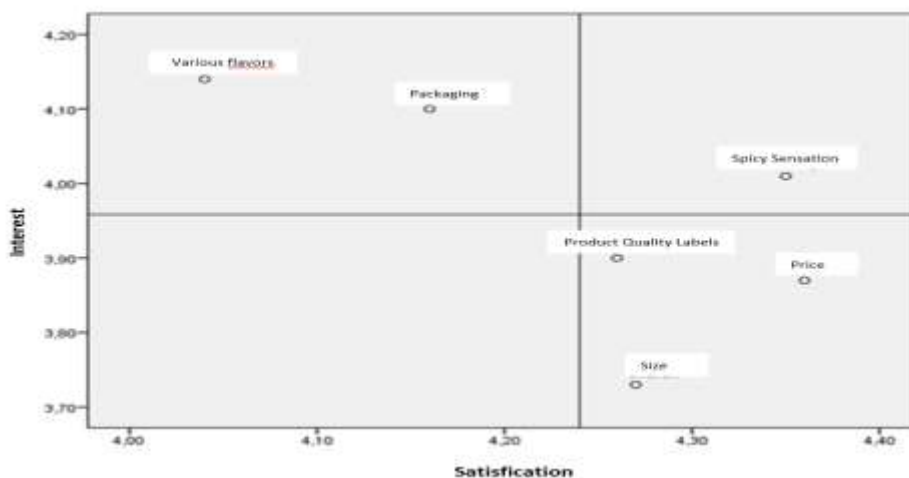
The analysis of the level of importance and satisfaction of each attribute of Bu Rudy's packaged sambal uses six attributes: product quality label, price, spiciness sensation, flavor variety, size, and packaging. The results of the importance of performance analysis in this research are presented in the following table:

**Table 4. Value of the IPA analysis**

No	Attribut	Average Satisfaction ( $\bar{X}$ )	Average Interest ( $\bar{Y}$ )	Quadrant
1	Product quality labels	4,26	3,9	IV
2	Price	4,36	3,87	IV
3	Spicy sensation	4,35	3,86	II
4	Various flavors	4,04	4,01	I
5	Size	4,27	3,73	IV
6	Packaging	4,16	4,1	II
Total Rata-rata		25,44	23,75	
Rata-rata		4,24	3,96	

Source: Primary data after processing, 2023

The table above shows the average values of satisfaction ( $\bar{X}$ ) and importance level ( $\bar{Y}$ ) for Bu Rudy's packaged sambal attributes. The overall average values of X (4.06) and Y (3.91) will intersect at two lines to divide the quadrants into four sections. Then, the average results for each attribute in the table are plotted on a Cartesian diagram to determine which attributes of the packaged sambal are located in Quadrant I, Quadrant II, Quadrant III, and Quadrant IV.



**Figure 1. Qadrant Diagram IPA**

Source: Primary data after processing, 2023

The results of the Importance Performance Analysis (IPA) show the importance level and satisfaction level of Bu Rudy's packaged sambal attributes. The results of the Importance Performance Analysis are used to make improvements to the attributes that are considered important by consumers. The improvement of these attributes depends on the position of each variable in the four quadrants. Bu Rudy's packaged sambal attributes are grouped based on the quadrants of the Cartesian diagram as follows: Attributes that fall into Quadrant I on the Importance Performance Analysis (IPA) Cartesian diagram indicate attributes that are important to consumers, but their satisfaction level does not meet consumer expectations. Business operators should give primary attention to and improve satisfaction for attributes in this quadrant to meet and enhance consumer satisfaction. The attributes included in Quadrant I are as follows:

### 1) Various flavors

The attribute of flavor variety has an average satisfaction score of 3.82 and an importance level of 4.14. This indicates that the average satisfaction score for the flavor variety attribute is lower than the overall average satisfaction level of all attributes, i.e.,  $3.82 < 4.12$ . However, the average importance score for the flavor variety attribute is higher than the overall average

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importance level of all attributes, i.e.,  $4.14 > 3.96$ . The flavor variety attribute is considered important by consumers, but their satisfaction with it does not meet their expectations. Therefore, Bu Rudy's packaged sambal needs to improve satisfaction with the flavor variety attribute. The unsatisfactory level of satisfaction with the flavor variety attribute of Bu Rudy's packaged sambal is due to the lack of updates and developments in flavor variations. This has led consumers to feel bored and try other packaged sambal brands with a more diverse range of flavor variations.

### 2) Packaging

The attribute of packaging has an average satisfaction score of 3.95 and an importance level of 4.1. This indicates that the average satisfaction score for the packaging attribute is lower than the overall average satisfaction level of all attributes, i.e.,  $3.95 < 4.12$ . However, the average importance score for the packaging attribute is higher than the overall average importance level of all attributes, i.e.,  $4.1 > 3.96$ . The packaging attribute is considered important by consumers, but their satisfaction with it does not meet their expectations. Therefore, Bu Rudy's packaged sambal needs to improve the satisfaction with the packaging attribute. The unsatisfactory level of satisfaction with the packaging attribute of Bu Rudy's packaged sambal is due to the bottle packaging not keeping up with the times, where the bottle's design is perceived by consumers as needing an update to look more minimalist and modern.

Attributes that fall into Quadrant II on the Importance Performance Analysis (IPA) Cartesian diagram are considered important by consumers, and their satisfaction level meets their expectations. Therefore, they become a priority for business operators to maintain and continue satisfying consumers. The attributes included in Quadrant II are as follows:

### 1) Spicy sensation

The attribute of spicy sensation has an average satisfaction score of 4.28 and an importance level of 4.01. This indicates that the average satisfaction score for the spicy sensation attribute is higher than the overall average satisfaction level of all attributes, i.e.,  $4.28 > 4.01$ . Also, the average importance score for the spicy sensation attribute is higher than the overall average importance level of all attributes, i.e.,  $4.01 > 3.96$ . The spicy sensation attribute is considered important by consumers, and their satisfaction level is already satisfactory. Bu Rudy's packaged sambal provides a strong and enjoyable spicy sensation, which makes consumers feel satisfied with the product. The spicy sensation in Bu Rudy's packaged sambal is at a reasonable level and is well accepted by consumers without being too extreme or unacceptable.

Attributes that fall into Quadrant III on the Importance Performance Analysis (IPA) diagram indicate attributes that are considered less important by consumers, and their satisfaction level still needs improvement. Based on the research results of the six attributes asked of the respondents, no attribute is considered unimportant yet satisfying.

Attributes that fall into Quadrant IV on the Importance Performance Analysis (IPA) diagram indicate attributes that are considered less important by consumers, but the business operators have already provided good satisfaction for those attributes. This area is referred to as the "excessive" or "overkill" area for Bu Rudy's packaged sambal, meaning the business operators do not need to focus efforts on these attributes anymore because they are already considered excessive and not needed by consumers. The attributes included in Quadrant IV are as follows:

### 1) Product quality labels

The attribute of product quality labels has an average satisfaction score of 4.24 and an average importance level of 3.9. This indicates that the average satisfaction score for the product quality labels is higher than the overall average satisfaction level of all attributes, i.e.,  $4.24 > 4.12$ . However, the average importance score for the product quality labels is lower than the overall average importance level of all attributes, i.e.,  $3.9 < 3.96$ . The product quality label attribute is considered less important by consumers, as they already trust the product. Bu Rudy's packaged sambal has been produced since 2000 and has gained consumer trust. The satisfaction with the product quality labels is good because the labels provide complete information needed by consumers with easy readability. Although considered less important, this attribute already satisfies consumers, and it is recommended to maintain this satisfaction to further enhance consumer satisfaction with Bu Rudy's packaged sambal.

### 2) Price

The attribute of price has an average satisfaction score of 4.26 and an average importance level of 3.87. This indicates that the average satisfaction score for the price attribute is higher than the overall average satisfaction level of all attributes, i.e.,  $4.26 > 4.12$ . However, the average importance score for the price attribute is lower than the overall average importance level of all attributes, i.e.,  $3.87 < 3.96$ . The price attribute is considered less important by consumers, as they feel the price given is reasonable for the product's quality. Consumers perceive the price attribute as average or less important compared to other attributes of Bu Rudy's packaged sambal. However, although considered less important, this attribute already satisfies consumers, and it is recommended to maintain this satisfaction to further enhance consumer satisfaction with Bu Rudy's packaged sambal.

### 3) Size

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The attribute of size has an average satisfaction score of 4.15 and an average importance level of 3.73. This indicates that the average satisfaction score for the size attribute is higher than the overall average satisfaction level of all attributes, i.e.,  $4.15 > 4.12$ . However, the average importance score for the size attribute is lower than the overall average importance level of all attributes, i.e.,  $3.73 < 3.96$ . The size attribute is considered less important by consumers because it does not affect the usage or consumption of the product. Consumers can easily use or consume the packaged sambal in the desired amount. The satisfaction with the size attribute is good because the existing size meets practical needs and is easily portable. The designated size allows consumers to easily carry the product while traveling. Although considered less important, this attribute already satisfies consumers, and it is recommended to maintain this satisfaction.

## V. CONCLUSIONS

Based on the research results, the consumer preferences for attributes of Bu Rudy's packaged sambal are primarily influenced by the attribute of spicy sensation, which has the highest consumer attitude score, followed by the attributes of packaging, various flavors, price, product quality labels, and size. The packaging and variety of flavors rank first in terms of importance and satisfaction for the attributes of Bu Rudy's packaged sambal. The attribute of spicy sensation falls into the "maintain performance" category. Attributes that are considered "excessive" include price, product quality labels, and size.

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