Customer Attitude's Model to Analyze Tempeh Products

M. Ilhamudin[1], Masrun[2]

Faculty of Economics and Business, University of Mataram, indonesia

A R T I C L E I N F O	ABSTRACT
	This study aims to find out the attitude of customers of one of the MSME products, namely tempeh which is widely spread in the city of Mataram. This study uses a sample survey method, by selecting several locations for making tempeh and places of sale as research locations. The research population is all tempeh consumers who come to make purchases at some of these centers, or consumers make purchases at other sales centers outside the industrial center. In determining respondents as the data source in this study, the researcher used purposive sampling techniques. Because the number of members of the study population is not known for sure, the number of research samples is determined to be 100 respondents. To answer the problem asked, the analysis tool used is the Ideal-Point Model, which is a customer's evaluation 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 show that the attitude of customers of tempeh products in Mataram city is very good. This is shown by the perception value of being in the upper interval class which means that tempeh products offered by producers in the city of Mataram are in accordance with customer desires.

Corresponding Author:

M. Ilhamudin,
Faculty of Economics and Business,
University of Mataram
Email: ilhamudin@unram.ac.id

1. INTRODUCTION

Nowadays, Small and Medium Enterprises (SMEs) play a very important role as a buffer for the national economy. This is because SMEs open up greater job opportunities and businesses. Small businesses such as food processing have contributed to the national economy with the sector's ability to absorb labor and the value of the 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 MSMEs in the food sector is the tofu tempeh industry, which is generally small and medium-scale. The sale of tempeh products is not only sold directly at production places, but also sent to local traditional markets. Even today, many have penetrated the modern market or exported abroad (Suparjo & Hariastuti, 2017).

Mataram City has made tempeh one of the superior products, having several areas that are the center of the soy-based food processing industry. Tempeh products are known by the public for their high nutritional value, rich in dietary fiber, calcium, B vitamins, and iron. According to Rah & Chapman in Sartika (2007), some of the ingredients in tempeh have medicinal value such as antibiotics to cure infections and antioxidants to prevent generative diseases.

Research on customer attitudes is very important to help companies to know what they want and maintain the trust that has been planted in their consumers so far. According to Sumarwan (2003:123), consumers have a desire for a product according to the knowledge they have, so it is hoped 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 manufacturers or marketers. Attitude is an important aspect to always be measured and analyzed, thus it will be possible to find the response of consumers to what they expect from a product. Thus it will help increase sales, and at the same time maintain the sustainability of the production process in the future.

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 collected data is first compiled, explained and then analyzed (Surakhmad, 1998: 140). In this case, descriptive research is used to get an overview of the attitude of tempeh MSME customers in Mataram City.

In the study of Mataram tempeh consumers, the researcher chose 3 traditional markets as the location/place of the research, namely: *first*, the Ampenan market because this market is located in the middle of the Mataram city settlement; *second*, the Kebon Roek market because it is a group A (large) market where sellers and buyers gather in / outside the city located in Ampenan; and *third*, the Dasan Agung market, also because it is located in the middle of a settlement in Mataram City.

Because the number of members of the study population is not known exactly, the sample taken for the study was determined to be 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 stated that the research sample includes a number of elements (respondents) that are greater than the minimum requirement of 30 elements or respondents.

The model used for the analysis is the ideal-point model. According to Sumarwan (2003:164), to find out the attitude of consumers towards products, one can use the *ideal-point model*. In principle, the ideal number model provides information about consumer evaluations of what consumers feel and what consumers want (ideally). This model measures the gap between what is ideal and what is actually perceived by consumers.

The analysis procedures used in the study are as follows:
1. To find out consumer confidence in tempeh products, consumers are asked to give an assessment of the nature of the attributes as they are actually felt.
2. To find out the ideal traits that consumers want for tempeh products, they use ideal quality analysis, namely consumers' expectations/desires for the attributes of tempeh products. Each consumer has the ideal properties of the product according to their own desires. The ideality of tempeh products is assessed by looking at the point of difference between ideal performance and trust in tofu attributes. According to Sumarwan (2011:181), the smaller the difference between what is expected (ideal) and what is actually good, the better.

3.   RESULTS AND DISCUSSIONS

The research activity analyzes the order of consumer interest in the attributes of tempeh products. The next stage is to analyze the ideal qualities that customers expect and compare them with perceived reality. The last is to analyze the value of the gap that exists in the quality of tempeh products.

Analysis of Consumer Interests in Buying Tempeh in General

Consumer interest is a consumer's statement about the order of importance or not an attribute attached to tempeh products. The consumer's decision to buy a product will previously consider these attributes according to their interests. The attributes inherent in tempeh will be an attraction for consumers to make purchases.

In this study, there are 7 (seven) attributes that are measured, namely price, taste, color, aroma, shape, texture, and nutritional content. The following is described about the interests of consumers when purchasing tempeh products.

Table 1. Consumer Interest in Tempeh Product Attributes in General

No.	Attribute	ST (1)	HCMC (2)	C (3)	PT (4)	SPT (5)	Total	N	Wi	Ranking

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	Aroma			7	13	80	473	100	4,73	3
5	Shape			17	10	73	456	100	4,56	7
6	Tekstur			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 purchased the highest tempeh products due to the taste with an importance level of 4.88 followed by a price attribute with an importance level of 4.80 and an aroma attribute of 4.73. Meanwhile, the texture attributes, nutritional content, color, and shape attributes 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 Mataram Tempeh Products

The ideal quality analysis of a product is used to measure the extent of the gap between the ideal traits desired by consumers and the reality that exists in a product. The analysis of the ideal quality of Mataram tempeh is intended to illustrate whether the attributes attached to the product are in accordance with or not in accordance with consumer desires. The analysis of the quality of Mataram tempeh can be seen in the following table.

Table 2. Ideal Quality Value of Mataram Tempe

No	Attribution	Ideal	Statement	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	Aroma	4,52	3,80	0,72
5	Shape	4,55	4,10	0,45
6	Tekstur	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 for the attributes of Mataram tempeh. The attributes that best suit consumer desires are nutritional content, followed by price, taste, and shape. Meanwhile, the texture, aroma, and color attributes are not ideal or have not met consumer desires.

Customer Attitude Model Application

Marketers need to be able to know the consumer's tastes reflected in their assessment of the products they use. This study has observed how consumers evaluate products based on their evaluation criteria so that the responses that emerge are in the context of liking or disliking the product. An analysis of the attitude model can be seen in the following table.

Table 3. Customer Attitude Model

No.	Attribution	Interests	Gap	Attitude
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	Aroma	4,73	0,72	1,842
5	Shape	4,56	0,45	2,052
6	Tekstur	4,67	0,60	2,0081
7	Nutritional Content	4,60	0,13	0,548
Sum				**13,764**

Source: primary data processed.

From the table above, it is known that the total value of attitude is 13,764, which means that consumers consider the quality of Mataram tempeh to be relatively very good. The high quality value is a reflection that the quality of the tempeh is very good and has met their wishes. The quality value

is in the highest interval class, which is 0 < Ab < 22.56 (very good), meaning that the quality of tempeh products in Mataram city is very good or in accordance with consumer wishes.

Attitude measurement found that the quality value was at 13.764. This figure shows the position of consumer attitudes on the quality of Mataram tempeh products as a whole. The quality value was very well received by consumers because it was at an interval of 0 < Ab < 22.56. In other words , the quality of tempeh products in Mataram city is very good or in accordance with consumer desires/expectations.

comprehensive discussion. Results can be presented in figures, graphs, tables and others that make the reader understand easily (Grieshaber, 2020). The discussion can be made in several sub-chapters.

4.   CONCLUSION

The attributes of products that are in accordance with consumer desires are nutritional content attributes, followed by price, taste, and shape, while texture, aroma, and color attributes are not ideal or have not met consumer desires. The attributes that consumers consider when buying tempeh produced by Mataram SMEs are taste, followed by the attributes of price, aroma, texture, nutritional content, color, and finally the attribute of shape. The quality of the tempeh is relatively excellent, which is shown in the high total value of quality. This means that tempeh products produced by Mataram SMEs are in accordance with the wishes of consumers.

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