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ANALYSIS OF THE LEVEL OF CUSTOMER SATISFACTION IN THE SUPER MORO TRESNO LEDRE AGROINDUSTRY BOJONEGORO

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Abstract

The impact of the Covid-19 pandemic has affected the decline in sales of agroindustries, including the Super Moro Tresno Ledre agroindustry. It can be seen from the decrease in the Number of tourists in Bojonegoro Regency in the last two years (2020-2021), which has an impact on the sale of ledre as a typical souvenir food from Bojonegoro has decreased consumers. In addition, the development of ledre agroindustry in Bojonegoro is quite a lot, which certainly causes competition among fellow ledre agroindustries. This research aims to analyze the level of customer satisfaction and the attributes that need to be improved to increase customer satisfaction. This research uses the Customer Satisfaction Index (CSI) method for the first objective and the Importance Performance Analysis (IPA) method for the second. The results showed that the overall level of customer satisfaction based on the CSI value was 75.67%, which means that customer satisfaction is in the "Satisfied" index. Based on the results of the IPA analysis, it is known that several attributes need to be improved, which include product packaging standards, responses to consumer complaints and suggestions, varied and affordable prices, suitability of packaging portions at the cost spent, prices offered with the benefits obtained by consumers, freedom of movement in the store, and shop space arrangement.

Keywords: CSI, IPA, and Customer Satisfaction

INTRODUCTION

Indonesia's agricultural sector has various crops, and each region has superior commodities. Based on data from the East Java Central Bureau of Statistics (2021), the Bojonegoro Regency has the highest banana production. Banana itself is one of the perishable horticultural commodities and has a relatively short shelf life. Therefore, one of the efforts to maintain the quality and shelf life of bananas is to process them into various processed forms, one of which is ledre as carried out by the Bojonegoro Super Moro Tresno Ledre agroindustry.

Table 1 Number of Tourists in Bojonegoro 2017–2021

Year	Number of Tourists
2017	641,668
2018	1,184,440
2019	1,154,570
2020	295,350
2021	239,650

However, due to the COVID-19 pandemic, the sales of agroindustries have decreased, including the Super Moro Tresno Ledre agroindustry. It can be seen from the decline in the Number of tourists in Bojonegoro Regency in the last two years (2020-2021), as shown in Table 1. During the Covid-19 pandemic, the implementation of large-scale social restrictions or PSBB caused people not to be able to travel freely, which of course, had an impact on the sale of ledre as a typical souvenir from Bojonegoro also experienced a decline in consumers.

In addition, the development of the ledge agroindustry in Bojonegoro is a lot. It creates competition among fellow agroindustries, where the Super Moro Tresno Ledre agroindustry is one of many agroindustries in Bojonegoro Regency. Along with the many developed ledre agroindustries, agroindustry needs to pay attention to consumers to increase customer satisfaction because customer satisfaction can affect the resulting sales turnover. If consumers are satisfied with a product, demand increases, and sales turnover goes up; otherwise, if consumers are not happy, demand and sales turnover will decrease (Yolanda et al., 2020). Based on these two problems, the Super Moro Tresno Ledre agroindustry needs to know customer satisfaction because satisfied consumers will be able to tell other consumers about the advantages of the products they get so that they can create a good image among consumers and can survive among the competition of fellow ledre agroindustries. In addition, Super Moro Tresno Ledre agroindustry can also increase its sales. Previously, this agroindustry was also affected by the COVID-19 pandemic, so sales have decreased. Based on the description of the problem above, the objectives of this study are:

1. To analyze the Level of consumer satisfaction of the Super Moro Tresno Bojonegoro Ledre agroindustry
2. To analyze the attributes that need to be improved to increase consumer satisfaction of the Super Moro Tresno Bojonegoro Ledre agroindustry.

LITERATURE REVIEW

Total revenue is a company's income calculated based on all potential income from a.

Consumer Satisfaction

Based on Article 1 verse 2 of the GCPL Law, a consumer is any person who uses goods and services available in the community, both for the benefit of themselves, their families, other people, and other living things and not traded (Directorate General of Consumer Protection and Trade Order, Ministry of Trade of the Republic of Indonesia, 2017).

Satisfaction is "a person's pleasure or disappointment that arises after comparing the perceived product performance against the expected performance or results." Consumer satisfaction is a response to the service or performance (results) received; then, consumers will compare the performance (results) with the expectations they want. If the version (results) received exceeds expectations, the consumer is satisfied,

and vice versa. If the performance (results) he receives does not meet or equal his expectations, it can be said that consumers are dissatisfied with the performance (results) received (Daga, 2017).

Factors that affect the level of Consumer Satisfaction

According to Indrasari (2019), in determining the level of customer satisfaction, five main factors must be considered by the company, which include:

1. Product quality provides for attributes (Mullins et al., 2005 in Indrasari, 2019): performance, durability, conformance to specifications, features, reliability, aesthetics, and perceived quality.
2. Service quality is an effort to fulfill consumer needs and desires related to ledre. Service quality attributes (Lupiyoadi & Hamdani, 2009 in Indrasari, 2019) include tangibles, reliability, responsiveness, assurance, and empathy.
3. Emotional is the satisfaction obtained not because of product quality but the social value that satisfies consumers: dynamic attributes (Irawan, 2008), namely aesthetic, self-expressive, and brand personality.
4. Price is the amount consumers pay to get the benefits of owning or using a product or service. Price attributes (Kotler, 2008 in Indrasari, 2019) include affordability, compatibility with product quality, price competitiveness, and benefits, and price can influence consumers' decisions.
5. Cost is an additional expenditure (money or Time) to obtain a product or service. Cost attributes (Irawan, 2008) include convenience, comfort, and efficiency.

RESEARCH METHODS

This research will be conducted in May 2023 with the research location in the Super Moro Tresno Ledre agroindustry located in Padangan Village, Padangan District, Bojonegoro Regency. The sample determination method uses a non-probability sampling method with a purposive sampling technique, where sample members are specifically selected based on research objectives (Hardani, 2020). The sample criteria specified in this study are:

1. Respondents aged 17 years and over.
2. Respondents buy and consume ledre Super Moro Tresno

The population in this study are consumers of Ledre Super Moro Tresno. The sample size is calculated using a linear time function with the formula:

$$n = \frac{T - t_0}{t_1} = \frac{450 - 180}{6} = 45 \text{ respondents}$$

Information:

N = Number of samples

T = Time available for research (30 days x 15 hours/day (store opening hours from 06.00 to 21.00) = 450 hours)

to = Sampling time (6 hours/day x 30 days = 180 hours)

t1 = Time used by each sample unit, namely the Time used by respondents to fill out the questionnaire (0.2 hours/day x 30 days) = 6 hours

Based on the above calculations, the number of samples (respondents) needed in this study is 45 consumers. Data analysis in this study uses the Customers Satisfaction Index (CSI) method for the first objective and the Importance Performance Analysis (IPA) method for the second objective.

1. Customer Satisfaction Index (CSI)

The Customer Satisfaction Index (CSI) measures and determines how many customer satisfaction levels. According to (Hill, 2006 in Amanda and Nurmalina, 2018), the stages are as follows:

- a. Determining the Mean Importance Score (MIS) and Mean Satisfaction Score (MSS)

$$MIS = \frac{\sum_{i=1}^n Y_i}{n} \quad MSS = \frac{\sum_{i=1}^n X_i}{n}$$

- b. Calculating *Weighting Factors* (WF)

$$WF = \frac{MIS}{\sum_{i=1}^p MIS} \times 100\%$$

- c. Calculating *Weighted Score* (WS)

$$WS = WF \times MSS$$

- d. Calculating *Customer Satisfaction Index* (CSI). Calculating the Customer Satisfaction Index, namely the Weighted Score divided by the maximum scale used (maximum scale of 5), then multiplied by 100%.

$$CSI = \frac{\sum_{i=1}^p WS}{5} \times 100\%$$

The following is the interpretation of the Customer Satisfaction Index, namely:

Table 2 Interpretation of Customer Satisfaction Index

Index	Interpretation
0% - 35%	Dissatisfied
36% - 50%	Less Satisfied
51% - 65%	Quite Satisfied
66% - 80%	Satisfied
81% - 100%	Very Satisfied

2. Importance Performance Analysis (IPA)

Importance Performance Analysis is used to determine what attributes need to be improved to increase customer satisfaction. According to (Rangkuti, 2008 in Wibowo & Muhammad, 2018), the stages are as follows:

- a. Comparing the performance score with the importance score with the formula:

$$Tki = \frac{Xi}{Yi} \times 100\%$$

Information:

Tki = Level of the suitability of respondent

Xi = Score of implementation/satisfaction assessment

Yi = Interest/expectancy assessment score

- b. Calculate the average assessment on each attribute with the formula:

$$X' = \frac{\sum Xi}{n} \qquad Y' = \frac{\sum Yi}{n}$$

Keterangan:

X' = Average Score of attribute performance i

Y' = Average Score of attribute importance i

n = Number of respondents

- c. Determine the boundaries of the Cartesian diagram with the formula:

$$\bar{X} = \frac{\sum Xi}{k} \qquad \bar{Y} = \frac{\sum Yi}{k}$$

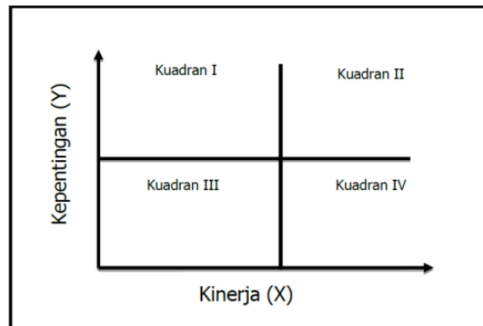
Keterangan:

$\bar{X}$ = the average of the average performance level scores

$\bar{Y}$ = the standard of the average Score of the importance level

k = Number of attributes that can affect buyer satisfaction

Performing attribute description in a Cartesian diagram



Picture 1 Cartesian Diagram Importance Performance Analysis

RESULTS AND DISCUSSION

Customer Satisfaction Index (CSI) analysis is carried out to measure and determine overall customer satisfaction by looking at the level of performance and the importance of the attributes that affect customer satisfaction. The calculation results of the stages to get the CSI value can be seen in Table 3 below:

Table 3 Calculation of Customer Satisfaction Index

No	Attribute	ΣY	MIS	WF	ΣX	MSS	WS
1	Variable Product Quality	2504	55,64	30,42	2387	53,04	115,37
2	Variable Service Quality	1816	40,36	22,06	1718	38,18	84,27
3	Variable Emotional	1051	23,36	12,77	1012	22,49	47,89
4	Variable Price	1777	39,49	21,59	1680	37,33	80,61
5	Variable Cost	1084	24,09	13,17	1029	22,87	50,19
Totally		8232	182,93	100	7826	173,9	378,33

Source: Processed Data (2023)

Based on Table 4 above, the calculation of the Customer Satisfaction Index value is obtained using the following formula:

$$CSI = 378.33/5 \times 100\% = 75.67\%$$

The Customer Satisfaction Index value obtained is 75.67%, which means that the satisfaction value of Super Moro Tresno ledre consumers is at the 66% - 80% satisfaction index, which in this index indicates that consumers are satisfied with the performance of the Super Moro Tresno ledre agroindustry Sari et al. (2020) research in his study entitled "Analysis of Consumer Satisfaction with Organic Vegetables in Supermarket." The Level of satisfaction is at the satisfied index. In his study, he said that the comfort index shows that the level of performance the company provides has yet to meet the expectations desired by consumers.

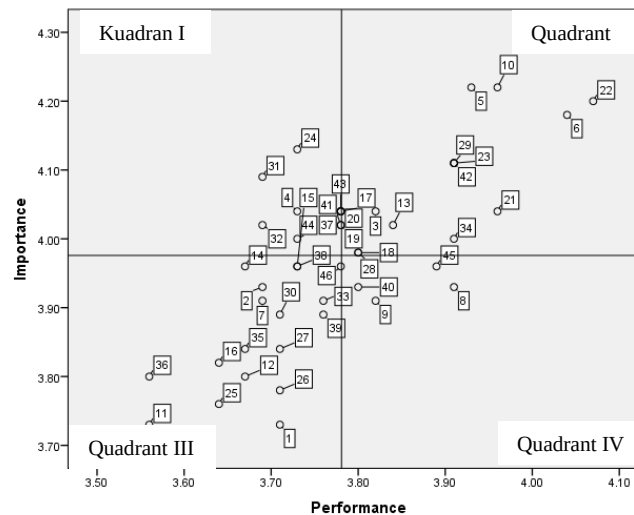
Based on the calculation of the Customer Satisfaction Index (CSI), it is known that 24.33% of consumers are not satisfied, which is obtained from maximum satisfaction minus consumer satisfaction, namely $100\% - 75.67\% = 24.33\%$. As for the solution to increase the percentage of customer satisfaction, it is necessary to do an Importance Performance Analysis (IPA) to find out what attributes need to be improved in meeting customer satisfaction. The following are the results of the Importance Performance Analysis (IPA) calculation stage:

Table 4 Calculation of Importance Performance Analysis

No	Attribute	Kepentingan	Kepuasan
1	Variable Product Quality	55,64	53,04
2	Variable Service Quality	40,36	38,18
3	Variable Emotional	23,36	22,49
4	Variable Price	39,49	37,33
5	Variable Cost	24,09	22,87

Source: Processed Data (2023)

Based on the results of the calculation of the Importance Performance Analysis (IPA) stage, these values are then processed using SPSS so that the final results of the Importance Performance Analysis (IPA) analysis are obtained, as can be seen in the diagram below:



Picture 2 Cartesian Diagram Importance Performance Analysis

Figure 2 describes the Importance Performance Analysis (IPA) mapping in a Cartesian diagram with the X axis being attribute satisfaction and the Y axis being attribute importance. In the Cartesian diagram, indicator attributes are limited by the average importance assessment of 3.98 and the average satisfaction assessment of 3.78. Based on the calculation of Importance Performance Analysis (IPA), the results of the quadrant division are obtained, as can be seen in Picture 2:

1. Quadrant I (Top Priority)

This quadrant contains attributes considered necessary by consumers, but these attributes are not by consumer expectations. Based on the table above, it is known that the features included in quadrant I have the product quality variable attribute no (4). On service quality variables, there are attributes no (24), (31), (32), and (37). Moreover, from the cost variable (B), there are attributes no (41), (43), and (44).

2. Quadrant II (Maintain Achievement)

This quadrant contains attributes that consumers think are what is felt, and the Level of satisfaction is relatively high. The characteristics in this quadrant must be maintained because the variables in this quadrant are an advantage in the eyes of consumers. Based on Table 4 above, the features included in quadrant II include product quality variables, including attributes no (3), (5), (6), (10), and (13). Service quality variables include details no (17), (18), (19), (20), (21), (22), and (23). Emotional variables include attribute no (28) and (29). The price variable is attribute (34). Moreover, from the cost variable, there is attribute no (42).

3. Quadrant III (Low Priority)

This quadrant contains attributes that are not very important because they do not affect consumers in making purchases. The characteristics in this quadrant need to be reconsidered in the increase because

consumers' perceived benefits are negligible. These attributes include product quality variables there are attributes no (1), (2), (7), (11), (12), and (14). There are several service quality variables, including attributes no (15) and (16). Emotional variables include attribute no (25), (26), (27), and (30). Price variables include attribute no (33), (35), (36), (38), and (39). Moreover, the last of the cost variables is attribute no (46).

4. Quadrant IV (Excessive)

This quadrant contains attributes considered excessive because the importance level value is low but has a high performance value. According to consumers, Ledre Moro Tresno agroindustry has provided sufficient satisfaction to consumers in purchasing ledre products at Ledre Moro Tresno. The attributes in quadrant IV include the product quality variable, attribute no (8) and (9); from the price variable, there is attribute no (40) and attribute no (45) of the cost variable.

Based on the results of the description of each quadrant on the Cartesian diagram, the researchers provide suggestions for improvement, especially for attributes that need to be prioritized (quadrant I) to make improvements, including the following:

Based on the results of the description of each quadrant on the Cartesian diagram, the researchers provide suggestions for improvement, especially for attributes that need to be prioritized (quadrant I) to make improvements, including

1. The company can provide training to employees on how to handle complaints and appropriate customer responses
2. Companies can provide special prices for consumers in purchasing specific quantities of products or discounts.
3. The company can pay more attention to quality control of ledger size so that the size is even.

CONCLUSION

1. Based on the results of the Customer Satisfaction Index (CSI) analysis, it is known that the customer satisfaction index is 75.67%, which means that Super Moro Tresno Ledre consumers are satisfied with buying Ledre products.
2. Based on the results of the Importance Performance Analysis (IPA), it is known that several attributes need to be improved, including product packaging standards, responses to consumer complaints and suggestions, varied and affordable prices, suitability of packaging portions at the price spent, prices offered with the benefits obtained by consumers, freedom of movement in the store, and shop space arrangement.

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