



ANALYSIS OF CONSUMER PREFERENCES FOR PURCHASING CHINESE FOOD THROUGH GO FOOD IN THE RUNGKUT SUB-DISTRICT

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Abstract

This research aims to analyze consumer preferences for purchasing Chinese Food through Go Food in the Rungkut sub-district and determine consumer considerations when purchasing Chinese Food by using Importance and Performance (IPA) and Customer Satisfaction Index (CSI) data analysis methods. This research shows consumer preferences for attributes when purchasing Chinese Food through Go Food. Characteristics of the respondents of this study in purchasing Chinese Food through Food in the Rungkut sub-district: Most of the respondents were female, with an average age of 16-25 years, taking into account the attributes of consumer satisfaction level with the product, Ease of information, presentation and ordering security. Consumer satisfaction with purchasing Chinese Food through Go Food is 76.23%, included in the category $76\% < \text{CSI} \leq 100\%$, which means consumers feel very satisfied.

Keywords: Chinese Food, preferences, consumer satisfaction

INTRODUCTION

In a time of technology that continues to grow, electronic commerce co, mostly pronounced e-commerce, is an electronic business that places itself on business transactions using the internet to exchange objects and services. E-commerce has produced a relatively affordable accessibility for citizens that connects industry and consumers. Along with that, e-commerce also shares the increase in performance to facilitate a data system that supports consumer services (Rifai and Suryani, 2016).

The development of technology is proliferating, which will automatically bring enormous changes to human life in the world. Based on Indonesia's total population of 272.1 million, it means that 64% of half of Indonesia's population has experienced access to cyberspace. The percentage of internet users aged 16 to 64 who have each type of device, including mobile phones (96%), smartphones (94%), non-smartphone mobile phones (21%), laptops or desktop computers (66%), tablets (23%), game consoles (16%) to virtual reality devices (5.1%). In a time of technology that continues to grow, electronic commerce, or what is commonly called e-commerce (electronic commerce), is an electronic business that places itself on business transactions using the internet as a medium for exchanging objects and services. E-commerce has produced a relatively affordable ease of access for citizens that connects industry and consumers (Rifai & Suryani, 2016).

Table 1. User Data for Food Purchases Through Go Food in 2022

No	City	Number of users
1.	East Java	60%
2.	DKI Jakarta	15.1%
3.	West Java	10.1%
4.	Yogyakarta	2.7%
5.	Central Java	2.7%
6.	Bali	1.6%

Source: *Idntimes.com* 2022

Based on Table 1, the order of the most users of online Food purchasing services by region is in the East Java region, then DKI Jakarta with a percentage of 15.10%, and the lowest is in the Bali region with a percentage of 1.60%. It shows that online food purchasing services are familiar because they are widely used by the public, especially in big cities in Indonesia, so many other platforms have sprung up to compete in the digitalization era.

LITERATURE REVIEW

Technology

e_Purchase Intention of Taiwanese Consumers: Sustainable Mediation of Perceived Usefulness and Ease of Use, 2018. The study aims to determine the factors and benefits of using technology in online shopping. (Musa et al. 2019)

Preference Konsumen

Brand Impact on Consumer Preferences in Purchasing Milk Online: A Conjoint Analysis Approach. This study aimed to determine Czech consumers' preferences in online shopping for long-life semi-skimmed milk and identify the importance of milk attributes in their online purchasing process, with a focus on brand. The study used a quantitative approach (Velčovská and Larsen (2021)).

Product Quality

Product quality is the ability of a product to demonstrate its function, including overall durability, reliability, accuracy, Ease of operation, product repair, and other product attributes (Kotler & Keller, 2016). Product quality is an essential factor in running a business, where product quality determines the level of customer satisfaction and the company's future.

METHOD

The research data sources were collected from primary data obtained through consumer questionnaire interviews. Secondary data is obtained from books, journals, articles, data from the

internet, and theses from previous research by researchers and other relevant sources. This research uses Descriptive Analysis, Importance and Performance (IPA), and Satisfaction Index (CSI) methods.

RESULTS AND DISCUSSION

Respondent Characteristics

The characteristics of respondents in this study are grouped by gender, age, latest education, occupation, and income. Information about consumer characteristics needs to be done by a business actor in order to determine the target market. From the results of distributing questionnaires to people in Surabaya City totaling 100 respondents, a description of the characteristics of respondents based on gender, age, latest education, occupation, and income can be obtained. The description of the characteristics of respondents in this study can be presented as follows:

Table 2. Characteristics of Respondents Based on Gender

Gender Percentage (%)	Respondents	Percentage (%)
Male	41	41
Female	59	59
Total	100	100

Source: Primary Data (processed) 2023

Table 2 shows the characteristics of respondents based on gender. It can be seen that respondents of the female gender have a higher percentage, namely 59%, compared to respondents of the male gender, namely 41%.

Table 3. Characteristics of Respondents Based on Age

Age	Respondents	Percentage (%)
16 - 25 Tahun	79	79
26 - 35 Tahun	19	19
36 - 45 Tahun	2	2
>46 Tahun	0	0
Total	100	100

Source: Primary Data (processed) 2023

The characteristics of respondents based on their last education can be seen. The majority of respondents who buy Chinese Food through Go Food are respondents with the last high school and vocational high school education, namely 66% of the total respondents.

Table 4. Karakteristik Responden Berdasarkan Pekerjaan

Jobs	Respondents	Percentage (%)
Public Servant	1	1
Private Employee	34	34
Teacher	0	0
Entrepreneur	5	5
Student	43	43
HOUSEWIFE	1	1
Other	16	16
Total	100	100

Source: Primary Data (processed) 2023

The characteristics of respondents based on occupation can be seen in that the majority of respondents who buy Chinese Food through Go Food are respondents with jobs as students/students, namely 43% of the total respondents.

Table 5. Characteristics of Respondents Based on Income

Revenue	Respondents	Percentage (%)
Rp 1.000.000 – Rp 2.000.000	50	50
Rp 2.000.000 – Rp 3.000.000	14	14
Rp 3.000.000 – Rp 4.000.000	15	15
Rp 4.000.000 – Rp 10.000.000	21	21
Total	100	100

Source: Primary Data (processed) 2023

The characteristics of respondents based on income show that most are students with an income of Rp 1,000,000 - Rp 2,000,000, namely 50% of the total respondents. Respondents with an income/pocket money of Rp 1,000,000 - Rp 2,000,000 will be more careful allocating the money.

Validity and Reliability Test Results

Validity Test

Validity is a measure that shows the extent to which the measuring instrument can measure what will be measured. The validity test will test each variable used in this study, where all research variables contain 15 questions that respondents must answer. The criteria used in determining whether the statements used in this study are valid are as follows: confidence level = 95% ($\alpha = 5\%$), degree of freedom (df) = $n-2 = 100 - 2 = 98$, obtained r table of 0.196. If the r count is greater than the r table and the r value is positive, then the question item is said to be valid (Ghozali, 2005).

Table 6. Level of Importance Indicator Validity Test Results

Variabel	Item	R Hitung	R Tabel	Keterangan
Produk	P1	0.471	0,196	Valid
	P2	0.788	0,196	Valid
	P3	0.730	0,196	Valid
	P4	0.719	0,196	Valid
Informasi	I1	0.659	0,196	Valid
	I2	0.748	0,196	Valid
Kemudahan Pemakaian	KP1	0.862	0,196	Valid
	KP2	0.815	0,196	Valid
	KP3	0.815	0,196	Valid
Website Design	WD1	0.819	0,196	Valid
	WD2	0.712	0,196	Valid
Reliability	R1	0.781	0,196	Valid
	R2	0.824	0,196	Valid
Security	S1	0.700	0,196	Valid
	S2	0.817	0,196	Valid

Source: Primary Data (processed) 2023

Table 6 shows that all indicators of the level of importance used in this study have a correlation coefficient more significant than the r table (0.196), which means that all indicators are valid.

Table 7. Validity Test Results of Performance Level Indicators

Variable	Item	R Count	R Table	Description
Product	P1	0.516	0,196	Valid
	P2	0.663	0,196	Valid
	P3	0.628	0,196	Valid
	P4	0.762	0,196	Valid
Information	I1	0.840	0,196	Valid
	I2	0.840	0,196	Valid
Ease of Use	KP1	0.754	0,196	Valid
	KP2	0.814	0,196	Valid
	KP3	0.731	0,196	Valid
Website Design	WD1	0.853	0,196	Valid
	WD2	0.811	0,196	Valid
Reliability	R1	0.845	0,196	Valid
	R2	0.863	0,196	Valid
Security	S1	0.791	0,196	Valid
	S2	0.851	0,196	Valid

Source: Primary Data (processed) 2023

Table 7. shows that all performance level indicators used in this study have a correlation coefficient greater than r table (0.196), which means that all indicators are valid.

Reliability Test

Reliability is the constraint of an instrument showing the measurement results of an instrument that does not contain bias or is free from measurement errors, thus ensuring a consistent and stable measurement over time and various items or points in the instrument; the questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable over time (Riduwan and Sunarto, 2012). Reliability testing in this study is to use the alpha formula. A construct is reliable if it provides a Cronbach Alpha value > 0.7 (Hair et al., 2010).

Table 8. Instrument Reliability Test Results

Indicator	<i>Cronbach's Alpha</i>	Keterangan
Level of Importance	0,944	Reliable
Performance Level	0,950	Reliable

Source: Primary Data (processed) 2023

Based on Table 8, it can be seen that Cronbach's Alpha values of the importance level and performance level are 0.944 and 0.950, respectively. This value is obtained from the table using 15 questions that have met the criteria in the validity test. The results obtained are more significant than this study's minimum Cronbach's Alpha reliability level value, which is 0.70. These conditions indicate that the questionnaire in this study is reliable, or in other words, the measurement results can be trusted.

Importance Analysis and Performance Analysis (IPA)

Table 9. Performance Level Score of Chinese food purchase attributes through Go Food

No	Attribute	Importance Score
1.	Price of Chinese food products in go-food	340
2.	Taste of Chinese food products	348
3.	Texture of Chinese food products	341
4.	Chinese food product packaging	352
5.	Clarity of Chinese food product information in go-food	377
6.	Clarity of Chinese food transaction information in go-food	382
7.	Ease of ordering Chinese food products on the go Food	419
8.	Ease of payment for Chinese food products on go-food	401
9.	Ease of cancellation of Chinese food orders in go-food	382
10.	Clarity of Chinese food products in Going Food	391
11.	Level of the visual appeal of the Go food feature	387
12.	Timeliness of delivery of Chinese food products in go-food	390
13.	Accuracy of Chinese food products ordered ongoing Food	392
14.	Security in transactions at Food	414
15.	Security in maintaining identity confidentiality at Go Food	397
TOTAL		5713

Source: Primary Data (processed) 2023

Table 10. Score of Importance Level of Chinese Food Purchase Attributes through Food

No	Attribute	Importance Score
1.	Price of Chinese food products in go-food	431
2.	Taste of Chinese food products	435
3.	Texture of Chinese food products	383
4.	Chinese food product packaging	370
5.	Clarity of Chinese food product information in go-food	431
6.	Clarity of Chinese food transaction information in go-food	405
7.	Ease of ordering Chinese food products on the go Food	410
8.	Ease of payment for Chinese food products on go-food	409
9.	Ease of cancellation of Chinese food orders in go-food	390
10.	Clarity of Chinese food products in Going Food	398
11.	Level of the visual appeal of the Go food feature	376
12.	Timeliness of delivery of Chinese food products in go-food	430
13.	Accuracy of Chinese food products ordered ongoing Food	422
14.	Security in transactions at Food	442
15.	Security in maintaining identity confidentiality at Go Food	428
TOTAL		6160

Source: Primary Data (processed) 2023

Results of Importance and Performance Level Analysis

Table 11. Average Level of Importance and Level of Performance

No	Attribute	Average Level of Importance	Average Performance Level
1.	Price of Chinese food products in go-food	4.31	3.40
2.	Taste of Chinese food products	4.35	3.48
3.	Texture of Chinese food products	3.83	3.41
4.	Chinese food product packaging	3.7	3.52
5.	Clarity of Chinese food product information in go-food	4.31	3.77
6.	Clarity of Chinese food transaction information in go-food	4.05	3.82

No	Attribute	Average Level of Importance	Average Performance Level
7.	Ease of ordering Chinese food products on the go Food	4.1	4.19
8.	Ease of payment for Chinese food products on go-food	4.09	4.01
9.	Ease of cancellation of Chinese food orders in go-food	3.9	3.82
10.	Clarity of Chinese food products in Going Food	3.98	3.91
11.	Level of the visual appeal of the Go food feature	3.76	3.87
12.	Timeliness of delivery of Chinese food products in go-food	4.3	3.90
13.	Accuracy of Chinese food products ordered ongoing Food	4.22	3.92
14.	Security in transactions at Food	4.42	4.14
15.	Security in maintaining identity confidentiality at Go Food	4.28	3.97
TOTAL		61.6	57.13

Source: Primary Data (processed) 2023

Table 11. Exposes that the acquisition of the highest average level of importance is at the security attribute in transactions with a value of 4.42. In this case, security in transactions is critical because consumers must be given various special protections, such as security in transactions, which are vulnerable to various possibilities that will harm the consumers. Online transactions for the business actors and consumers must each have good faith from the start. The lowest average level of importance is the packaging attribute of Chinese food products, with a value of 3.7. Most respondents revealed that consumers needed to consider the packaging of Chinese Food before buying Chinese Food through Go Food.

The results are calculated in Table 11. then, a diagram will be made to map the average performance level and the average level of importance. For the quadrant dividing line, the results of the total average performance are 57.13, and the total average importance is 61.6.

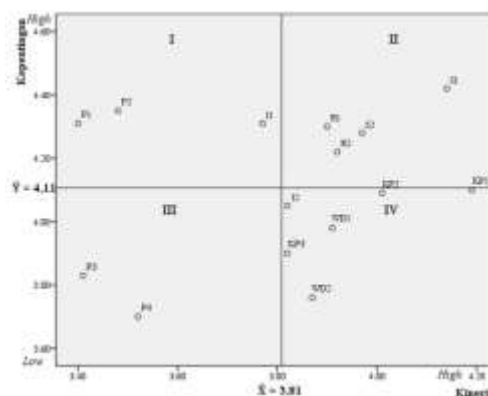


Figure 1. Cartesian Diagram of Importance and Performance

- P1 : Prices of Chinese food products ongoing Food
- P2 : Flavour of Chinese food products
- P3 : Texture of Chinese food products

- P4 : Chinese food product packaging
 I1 : Clarity of Chinese food product information in Go Food
 I2 : Clarity of Chinese food transaction information in Go Food
 KP1 : Ease of ordering Chinese food products at Go Food
 KP2 : Ease of payment for Chinese food products at go-food
 KP3 : Ease of cancellation of Chinese food product orders in go-food
 WD1 : Clarity of Chinese food products in going Food
 WD2 : Level of visual appeal of the go-food feature
 R1 : Delivery time accuracy of Chinese food products in go-food
 R2 : Accuracy of Chinese food products ordered in going Food
 S1 : Security in transactions at Go Food
 S2 : Security in maintaining identity confidentiality at Go Food

Analysis of Customer Satisfaction Index

Table 1. Hasil Perhitungan *Customer Satisfaction Index* (CSI)

No	Attribute	MIS	WF	MPS	WS	$\sum Y_i$	$\bar{y}_i$	$\sum X_i$	$\bar{x}_i$
1	P1	4.31	7.00	3.40	23.79	431	4,31	340	3.40
2	P2	4.35	7.06	3.48	24.57	435	4,35	348	3.48
3	P3	3.83	6.22	3.41	21.20	383	3,83	341	3.41
4	P4	3.70	6.01	3.52	21.14	370	3,70	352	3.52
5	I1	4,31	7,00	3,77	26,38	431	4,31	377	3.77
6	I2	4,05	6,57	3,82	25,12	405	4,05	382	3.82
7	KP1	4,10	6,66	4,19	27,89	410	4,10	419	4.19
8	KP2	4,09	6,64	4,01	26,62	409	4,09	401	4.01
9	KP3	3,90	6,33	3,82	24,19	390	3,90	382	3.82
10	WD1	3,98	6,46	3,91	25,26	398	3,98	391	3.91
11	WD2	3,76	6,10	3,87	23,62	376	3,76	387	3.87
12	R1	4,30	6,98	3,90	27,22	430	4,30	390	3.90
13	R2	4,22	6,85	3,92	26,85	422	4,22	392	3.92
14	S1	4,42	7,18	4,14	29,71	442	4,42	414	4.14
15	S2	4,28	6,95	3,97	27,58	428	4,28	397	3.97
	Total	61,60	100	57,13	381,15	6.160	61,60	5.713	57.13
Weighted Average Total (WAT)								381,15	
Customer Satisfaction Index (CSI)								76,23%	

Source: Primary Data (processed), 2023

Based on the results of the CSI calculation in Table 12. This study fulfilled consumer satisfaction by purchasing Chinese Food at Go Food at 76.23%. If based on the satisfaction index, the CSI value of consumers on the attributes of purchasing Chinese Food at Go Food falls into the category $76\% < \text{CSI} \leq 100\%$, which means very satisfied. It means that consumers are delighted with the performance of the attributes of buying Chinese Food at Go Food. Even though it is included in the very satisfied category, the Chinese Food restaurant or restaurant or Go Food still needs to increase the CSI value to be close

to or equal to 100% so that consumers who buy Chinese food products through Go Food feel maximum satisfaction.

Conclusion

The characteristics of the respondents in this study in purchasing Chinese Food through Food in the Rungkut sub-district are that most of the respondents are female, with an average age of 16-25 years, have the last education of SMA / SMK who currently work as students/students with an income or pocket money of Rp 1,000,000 - Rp 2,000,000 per month.

Based on the results of Importance Performance Analysis (IPA), it explains that attributes are considered essential. However, performance still needs to improve, namely the price of Chinese food products at Go Food, The taste of Chinese food products, and the Clarity of information on Chinese food products at Go Food. Attributes considered essential and having good performance are timeliness of delivery of Chinese food products at Go Food, accuracy of Chinese food products ordered at Go Food, security in transactions at Go Food, and security in maintaining identity confidentiality at Go Food. Attributes considered not too important and whose performance is average, namely the texture and packaging of Chinese food products. Attributes that are considered less critical and over-performing are Clarity of Chinese food transaction information at Go Food, Ease of ordering Chinese food products at Go Food, Ease of payment for Chinese food products at Go Food, Ease of cancellation of ordering Chinese food products at Go Food; Clarity of Chinese food products at Go Food; and The level of visual attractiveness of Go food features.

The level of consumer satisfaction can be seen based on the value of the Customer Satisfaction Index (CSI); it is known that the CSI value of consumer satisfaction in purchasing Chinese Food through Go Food is 76.23%, including in the category $76\% < CSI \leq 100\%$, which means that consumers are delighted.

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