
Case study

ANALYSIS OF CONSUMER PREFERENCE LEVEL IN BUYING DECISION MAKING PROCESSED FISH PRODUCTS IN BEKASI (CASE STUDY OF BANDAR DJAKARTA RESTAURANT, BEKASI)

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ABSTRACT

Consumer preference is a consumer attitude towards a product choice. The needs and desires of consumers are very varied and can change because of the factors that influence consumers in choosing products. This study aims to analyze consumer preferences and what attributes are considered by consumers in making decisions to choose processed fish products. This research was conducted at Bandar Djakarta Restaurant, Summarecon, Bekasi (Indonesia) in January - February 2021. Primary data collection techniques used accidental sampling of 30 respondents, while secondary data was obtained from Bandar Djakarta Bekasi, FPIK Unpad Library and Unpad Public Library. The analytical tool used to determine consumer preferences is the measurement of attitudes using the likert scale and the attribute analysis tool that is considered in product selection, namely the Chi Square analysis. Based on the results of the analysis of the level of consumer preference at the Bandar Djakarta Restaurant, it shows that the most preferred processed product is shrimp. The attributes that are considered in purchasing processed shrimp products are consecutively good taste, low price, and easy to find, high nutrition and family preference at the same level.

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Keywords: Attributes, Consumer Preferences, Processed fish

1. INTRODUCTION

Bekasi City is an area that has the potential for marketing fishery products. Some people know only a few types of fish that are distributed close to their homes, in the end this information becomes their personal preference. The more fish in the community, the more likely people are to consume fish [1]. According to [2] Bekasi City is a city with low consumption of fish among its people, which is only 22%.

Although various programs to increase fish consumption have been implemented, Indonesian fish consumption is still considered low [3]. Based on the description above, it can be concluded that fish consumption in Indonesia is still low compared to other countries, so it is necessary to further study the pattern of fish consumption in Indonesia.

Consumer preference is a consumer's attitude towards a choice of product brands that are formed through evaluation of various brands in the various options available (Kotler and Keller 2009). Restaurant is a business that operates in the service sector. One of the strategies in managing a restaurant business is to provide facilities that are not only focused on the taste aspects of the food, but also from the nuances of the room the restaurant offers so that it can always compete [4].

2. METHOD

This research was conducted at the Bandar Djakarta Restaurant, Bekasi City, West Java Province, Indonesia. Implemented in January - April 2021.

The method used in this research is a case study method, a case study is a study of the status of the research subject with respect to a specific or typical phase of the whole personality. This method will explain the results of a descriptive data analysis. The data used consists of primary data and secondary data. Primary data is obtained directly through questionnaires or interviews with related parties. Secondary data were obtained from existing sources.

Data analysis

The data analysis method used in this research is descriptive method. Descriptive analysis is used to analyze consumer preferences for purchasing processed seafood products by calculating the percentage of the number of respondents who are presented in a simple tabulated form. Data analysis used supporting software for IBM SPSS Statistics 22 and Microsoft Office Excel 2019.

There are three data analyzes used in this study, namely the validity test to test whether the measuring instrument used is valid or invalid, the reliability test to test whether the measuring instrument used is reliable or not, and Chi Square analysis to analyze the product attributes under consideration consumers towards the purchase of processed seafood products.

Validity and Reliability Test

Research results are valid if there is a similarity between the data collected and the data that actually occurs on the object under study [5]. To test the validity of the construct, it was done by correlating the score of the questions with the total score. Then use the Product Moment correlation technique as follows:

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$$r_{xy} = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{\{n \sum x^2 - (\sum x)^2\} \{n \sum y^2 - (\sum y)^2\}}}$$

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Where:

- r = Product Moment Correlation Coefficient
- x = Score of Each Item
- y = Total Score
- n = Sample Size

The Alpha formula is used to find the reliability of instruments whose scores are not 1 or 0 [6], for example a questionnaire or description form questions to find reliability for all items is to correct the correlation number obtained with the r table.

The Cronbach Alpha (α) statistical test formula is as follows:

$$CA = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma_b^2}{\sigma_c^2} \right)$$

Where:

- CA = Coefficient Cronbach Alpha (α)
- K = Number of questions in item
- σ_b^2 = Item Variance
- σ_c^2 = Total Variance

Validity and Reliability Test

Chi Square or chi square is used to test the comparative hypothesis (test for differences) on the average k independent samples with each sample having several classes or categories [7]. The basic Chi Square formula is as below

$$\chi^2 = \frac{\sum (f_o - f_e)^2}{f_e}$$

Where:

- χ^2 = Chi Square Value
- f_o = Frekuensi yang diobservasi
- f_e = Frekuensi yang diharapkan pada penelitian

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3. RESULTS AND DISCUSSION

The Bandar Djakarta Restaurant in Bekasi City is located in Bekasi City, which is on Jalan Bulevar Ahmad Yani Blok F, Marga Mulya, North Bekasi, and the Bandar Djakarta Restaurant in Bekasi City during the pandemic operates every day from 10:00 to 20:00. Mr. Harry R. Simanjuntak as the manager explained that the Bandar Djakarta Bekasi City Restaurant can accommodate 200 customers every day, with the help of 30 employees. Bandar Djakarta Kota Bekasi has a seafood menu price range of IDR 90,000-130,000 / per 100 gr. The Bandar Djakarta restaurant has a range of 24,500-70,000 / 100 gr and for other fish the price is Rp. 55,000 - Rp. 220,000 with sizes from M-XXL. Seafood ingredients are delivered directly to the Bandar Djakarta Restaurant, Bekasi City. So far there have been no obstacles in the procurement of seafood ingredients.

Consumer Preferences of Processed Fish Products at Restoran Bandar Djakarta

The process of making consumer decisions in buying processed fish products is also influenced by consumer preferences. The preferences of consumers of processed fish products are the choices that consumers like or dislike about processed fish products to be consumed.

Table 1. Produk olahan ikan yang disukai

No.	Types of Processed Products	Percentage	participants
1.	Squid	33.3%	10
2.	Shrimp	50%	15
3.	Grouper	16.7%	5
Total		100%	30

Source: Primary Data (2020)

The table shows that the frequency of buying products preferred by the Bandar Djakarta Restaurant respondents varies widely. Based on the table above, it is known that of the 30 respondents, 15 of them have the frequency of buying processed fish types of shrimp, in the second place, 10 are the frequencies that buy processed fish types of squid and the last order there are 5 frequencies that buy groupers. Consumers prefer shrimp because according to [8] Shrimp is a food source of high quality animal protein which is good for health. Examples of proteins contained in shrimp are amino acids, amino acids commonly found in shrimp are glutamic acid, aspartic acid, arginine, lysine, leucine, slicine and alanine.

Table 2. Chi Square test untuk produk olahan yang disukai

No.	Types of Processed Products	X ²	Df	Table
1.	Squid	3.60	3	7.82
2.	Shrimp	8.13	3	7.82
3.	Grouper	10.27	3	7.82

Source: Primary Data (2020)

According to Table 2 above, it can be defined to show that there are differences in consumer preferences for products and there is one product that is not significantly different. Each product observed was significantly different from the table at a significant level of 95%. Based on this table, there are differences in consumer preferences for shrimp and grouper products, while squid products have no significant differences.

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Table 3. Matrix of Consumer Preference for Processed Fish Products

No.	Types of Processed Products	Preference				Total
		Do not like	Normal	Like it	Really Like it	
1.	Squid	10%	30%	30%	30%	100%
2.	Shrimp	13.3%	23.3%	16.7%	46.7%	100%
3.	Grouper	50%	20%	13.3%	16.7%	100%

Source: Primary Data (2020)

Table 3 shows that consumers of processed squid products have a level of liking at the level of normal, like it and really like it with a percentage of 30%. Consumers of processed shrimp products are dominated by consumers who really like these processed products with a percentage of 46.7%. Consumers of processed grouper fish are dominated by consumers who do not like these processed products with a percentage of 50%, and only 16.7% of consumers really like these processed products.

Table 4. Matrix of Consumer Reasons for Buying Processed Fish Products at restaurant Restoran Bandar Jakarta

No.	Types of Processed Products	Reason					Liked by Family
		Cheap Prize	Easy to Find	High in Nutrition	Good Taste	Easy Serving Method	
1.	Squid	23.33%	10.00%	13.33%	43.33%	3.33%	6.67%
2.	Shrimp	26.67%	10.00%	10.00%	43.33%	0.00%	10.00%
3.	Grouper	20.00%	13.33%	66.67%	0.00%	0.00%	0.00%

Source: Primary Data (2020)

Based on the results of the study, the attributes considered in choosing processed squid products are delicious taste, low price, high nutrition, easy to find, family-friendly and easy way of serving. The attributes that are considered in selecting processed shrimp products are delicious taste, low price, easy to find, high nutrition and family preference at the same level. The attributes that are considered in selecting processed grouper products are high nutrition, low price and easy to find, respectively.

Validity and Reability Test for Processed Products at restaurant Restoran Bandar Jakarta**Table 5.** Validity and Reability Test Matrix

No.	Types of Processed Products	Validity Value					Reason to Buying	Cronbach's Alpha
		Things to Consider	Smell	Color	Taste	Price		
1	Squid	0.389	0.533	0.327	0.591	0.464	0.543	0.302
2	Shrimp	0.381	0.261	0.052	0.769	0.294	0.7	0.263
3	Grouper	0.383	0.118	0.725	0.661	0.101	0.537	0.307

Source: Primary Data (2020)

Based on the preference items above, according to [9] an item is said to be valid if it has a validity value greater than 0.3 so that most of the items above can be said to be valid. According to [10] if $\alpha > 0.90$ then reliability is perfect. If α is between 0.70 - 0.90, the reliability is high. If α is 0.50 - 0.70, the reliability is moderate. If $\alpha < 0.50$ then reliability is low. However, the number of Cornbach's table above is valued at 0.302, so the preparation is said to be somewhat reliable or low reliability because the amount is still below the average.

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it is quite low. I think, this is due to the low number of the contributors to the questionnaire. also, it is unacceptable.

Likert scale questions is:

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

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Chi Square Test for Processed Products at Restoran Bandar Djakarta

Table 6. Chi Square Test for Processed Squid Products Preference

No.	Preference	χ^2	Df	Table
1.	Things to Consider	3.600	3	7.8147
2.	Smell	12.133	3	7.8147
3.	Color	29.467	3	7.8147
4.	Taste	17.000	4	7.8147
5.	Price	12.200	2	5.9915
6.	Reason to Buying	19.600	5	11.0705

Source: Primary Data (2020)

The table above shows that there are differences in consumer preferences for processed squid based on attributes except for the part that is considered. Each attribute in the observed squid product is significantly different with a significant level of 95%, which means that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted as χ^2 is calculated to be greater than χ^2_{α} table, so that there are differences in consumer preferences for attributes, which is contained in the processed squid by the respondents of the Bandar Djakarta Bekasi Restaurant. The most influential attributes in consumer selection are product smell, product color, product taste, product price, and reason for buying the product.

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Table 7. Chi Square Test for Processed Shrimp Products Preference

No.	Preference	χ^2	Df	Table
1.	Things to Consider	13.467	3	7.8147
2.	Smell	3.600	3	7.8147
3.	Color	34.267	3	7.8147
4.	Taste	26.000	4	9.4877
5.	Price	2.133	1	3.8415
6.	Reason to Buying	13.333	4	9.4877

Source: Primary Data (2020)

The table above shows that there are differences in consumer preferences for processed shrimp based on attributes except in the product smell and product price sections. Each

attribute in the observed shrimp product is significantly different with a significant level of 95%, which means that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted as χ^2 is calculated to be greater than χ^2 table, so that there are differences in consumer preferences for the attributes contained. on shrimp processing by respondents in Bandar Djakarta Bekasi Restaurant. The most influential attributes in consumer selection are the things considered by the product, the color of the product, the taste of the product and the reasons for buying the product.

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Table 8. Chi Square Test for Processed Grouper Products Preference

No.	Preference	χ^2	Df	Table
1.	Things to Consider	0.667	3	7.8147
2.	Smell	21.467	3	7.8147
3.	Color	3.333	1	3.8415
4.	Taste	2.333	4	9.4877
5.	Price	30.200	2	5.9915
6.	Reason to Buying	15.200	2	5.9915

Source: Primary Data (2020)

The table above shows that there are differences in consumer preferences for processed grouper based on attributes except for the part considered, product color and product taste. Each attribute in the observed squid product is significantly different with a significant level of 95%, which means that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted as χ^2 is calculated to be greater than χ^2 table, so there are differences by the Bandar Restaurant respondents. Djakarta Bekasi. The most influential attributes in consumer selection are product smell, product price, product taste and reasons for buying the product.

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4. CONCLUSION

Based on the description of the discussion, several conclusions can be made, including:

1. Consumers at Bandar Djakarta restaurants tend to prefer processed shrimp products over processed squid or grouper fish.
2. Attributes that are considered in selecting processed squid products are delicious taste, low price, high nutrition, easy to find, family-friendly and easy serving methods. The attributes that are considered in selecting processed shrimp products are delicious taste, low price, easy to find, high nutrition and family preference at the same level. The attributes that are considered in selecting processed grouper products are high nutrition, low price and easy to find, respectively.

5. SUGGESTION

Based on the description of the above discussion, several suggestions are needed, namely an evaluation of Bandar Djakarta Restaurant business actors is needed to continue to improve product quality and improve restaurant quality, to keep the taste of product because it is the most considered attributes.

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