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Analysis Of The Level Of Consumer Satisfaction With Product Quality Attributes And Service Quality Of Fresh Fruit Shopping In Modern Markets In Ambon City (Case Study Of Hypermart Maluku City Mall).

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Abstract

This study aims to analyze the level of consumer satisfaction with product quality attributes and service quality of fresh fruit shopping at the Ambon City Modern Market. The sample of this study is 100 consumers who happen to shop for fresh fruit at Hypermart Maluku City Mall. There are 2 methods used to analyze data, namely the Customer Satisfaction Index method and the Importance Peformance Analysis (IPA) method. The results of the study show that the level of consumer satisfaction with the attributes of fresh fruit at Hypermart Maluku City Mall, is in the very satisfied category, which is 0.81-1.00.

Keywords: Consumer satisfaction level; product attributes; fresh fruit

INTRODUCTION

Indonesia is known as an agrarian country with an agricultural sector. One agricultural subsector that plays an important role is the horticulture subsector, including fruits (Darman et al., 2015). Consuming fruits is important in maintaining a healthy body, thus making them of high economic value as agribusiness products. The economic value of fruit products and the increasing fruit consumption of the Indonesian population make fruit products a promising commodity in the agribusiness sector (Suci, 2014).

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Indonesia is a country rich in fruits, a variety of fruit plants can thrive in various regions of Indonesia. Judging from the variety of fruit plants that can thrive in this country, it is known that Indonesia is ranked 9th as the largest producer of fresh fruit in the world (Statista, 2022). The fruits produced by Indonesia are not only for local consumption but also become export commodities and contribute to the Indonesian economy. According to data from the Central Bureau of Statistics (2022), fruit production in Indonesia reached 28.30 million tons in 2022. This production continues to increase from 2020 of 24.87 million tons. Then in 2021 Indonesia has produced 25.97 million tons of fruit. This means that there was an increase in the amount of fruit production from 2020 to 2021 by 1.10 million tons and from 2021 to 2022 by 2.33 million tons.

The diversity of fruits in Indonesia, unfortunately, does not reflect high public consumption. This can be seen from the very low level of fruit consumption in Indonesia. According to the Ministry of Agriculture (2021), the level of fruit consumption in Indonesia is still very low with an average of 88.56 grams/capita/day for 2020, which decreased by 1.4 percent compared to 2019. This consumption rate is only 59.04 percent of the minimum nutritional adequacy limit of the World Health Organization (WHO) which recommends fruit consumption of 150 grams/capita/day. When compared to the fruit consumption levels of people in other countries, Indonesia is still very low. European and American people have fruit consumption levels reaching 192 grams/capita/day, and Japanese people's fruit consumption levels reach 247 grams/capita/day.

The low consumption of fruit is due to the shift in people's consumption patterns from natural to ready-to-eat or instant, which generally lacks natural vitamins. In addition, the lack of awareness of Indonesian people in consuming fruit is due to a lack of understanding of the importance of fruit and the benefits contained by each fruit to maintain health (Hapsari, 2010). This is inversely proportional to the information and availability of fruits that are easily available in various shopping places such as traditional markets and modern markets.

Modern markets or retailers are experiencing rapid growth and development in various regions in Indonesia. The existence of modern markets raises concerns about the sustainability of traditional markets as a center for selling fresh fruits (Wardika et al., 2018). According to the Central Statistics Agency (BPS) (2022) the number of modern retail outlets reached 40,377 outlets in 2021. This figure consists of 38,323 minimarket

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outlets, 1,411 supermarket outlets, 358 gas station retail outlets, and 285 hypermarket outlets.

The marketing concept says that the key to business success is to determine the needs and wants of consumers, and provide the satisfaction expected by consumers more effectively and efficiently than competitors. Therefore, creating consumer or customer satisfaction has become a topic of discussion in various marketing literature. As Simatauw, et al (2017) states that consumer loyalty arises directly when consumers are satisfied with the products purchased and consumed. Thus, Hypermarket in the midst of competitive conditions with other modern retailers must strive to meet the needs and desires of consumers.

Hypermarket is a hypermart type company owned by Matahari Group. A very large and comfortable place, where there are various kinds of consumer needs ranging from foodstuffs, clothing, medicines, and other general needs at affordable prices, and provides a shopping experience that consumers do not get in other shopping places.

Hypermart Ambon is designed with a warm, fun and friendly atmosphere. This concept was responded well by the people in Ambon City. This is also inseparable from the positioning set by Hypermart Ambon as One Stop Shopping. The presence of Hypermart combines the concept of One Stop Shopping and service, which combines one shopping location with services. Based on the results of the pre-survey, Hypermart Ambon sells various household needs, daily goods, fruits, vegetables and other goods. Hypermart Ambon sells fruits with a variety of fruits both imported and local fruits that are packaged in various shapes and sizes. Hypermart Ambon also provides various facilities and promotions that give a positive impression in the minds of consumers and attract consumer attention to visit Hypermart Ambon. Hypermart Ambon also creates a very unique differentiation by giving the impression of affordable prices so that consumers are interested in shopping.

The average consumption of fruits and vegetables in Maluku is 7.78 kg per capita per year or 21.31 grams/capita/day and this figure shows that the consumption of fruits and vegetables in Maluku is very low. This means that the existence of modern markets with offers of various types of fruits and cleanliness does not necessarily guarantee that consumers will return to shop at these modern markets and become regular customers. One of the modern markets in Ambon city is Hypermart Maluku City Mall. Hypermart provides various types of fruits needed by consumers, but the continuity of sales is highly dependent on its customers. Consumer assessment of fruit product attributes and consumer satisfaction with the products purchased is important for the Company.

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Consumers will feel satisfied if what they want from a product is fulfilled. Companies including modern markets such as Hypermart also need to know consumer satisfaction with their products to develop sales or marketing strategies (product, price, promotion, and distribution).

According to Yola and Budianto (2013) the biggest challenge in running a retail business is creating and maintaining satisfied and loyal consumers. There is no successful and long-lasting retail business other than because of satisfied consumers. Hypertmart Ambon, in this case Hypermart MCM as a research location, needs to have a reliable marketing strategy to be able to market fruit products so that they can reach consumers in good condition. One way to win the competition, the company must be able to provide satisfaction to its consumers, for example by providing products of better quality, cheaper prices, faster product delivery and better service than its competitors (Maulani and Fitri, 2018). Therefore, it is necessary to analyze customer satisfaction at Hypermart Ambon, especially Hypermart MCM as a reference for developing marketing strategies so that store sales increase.

OBJECTIVES

Based on the background of the problems that have been stated previously, the authors formulate the main problem: “How is the level of consumer satisfaction with product quality attributes and service quality shopping for fresh fruit in the Modern Market of Ambon City (Case Study of Hypermart Maluku City Mall)?”

Based on the formulation of the research problem, the researcher then determines the purpose of this study is to analyze the level of consumer satisfaction with product quality attributes and service quality shopping for fresh fruit in the Modern Market of Ambon City (Case Study of Hypermart Maluku City Mall).

RESEARCH METHOD

This research was conducted at Hypermart Maluku City Mall which is located at Jl. Jend. Sudirman, Hative Kecil, Kec. Sirimau, Ambon City, Maluku. This research time was carried out for one month.

The sampling technique used in this study is accidental sampling, which is a technique of taking research samples by chance where anyone who meets the researcher is sampled. Thus the research sample is the Ambon City Community who buy fresh fruit at Hypermart Maluku City Mall with a sample size of 100 people who have purchased fresh fruit more than once.

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The data collected consists of primary data and secondary data. Primary data is data collected through observation, interviews, and filling out questionnaires directly in the field with respondents involved in the research. Secondary data is obtained from textbooks, articles, reports, journals and data from relevant government and private agencies relevant to the research.

The analysis method used in this research is descriptive analysis method, customer satisfaction index and Importance Performance Analysis.

RESULTS AND DISCUSSION

Level of Consumer Satisfaction with Fresh Fruit Attributes at Hypermart Maluku City Mall

Importance Performance Analysis of Fresh Fruit at Hypermart Maluku City Mall

Importance and performance level analysis is used to determine the magnitude of consumer willingness and satisfaction of fresh fruit at Hypermart Maluku City Mall. The following is the average value of the level of importance and the level of performance on each attribute of fresh fruit at Hypermart Maluku City Mall in the following table

No	Atribut	Rata-rata skor kepentingan	Rata-rata Skor Kinerja
1	Manfaat buah	4,63	4,61
2	Rasa buah	4,15	4,40
3	Kesegaran	3,94	3,85
4	Higienitas	4,12	3,88
5	Ketetapan Penimbangan	4,38	4,51
6	Ketetapan harga	4,44	4,49
7	Tanggap	4,40	4,33
8	Pendinginan buah-buahan	4,25	4,32
9	Kemasan buah-buahan	3,97	4,55
10	Ketersediaan daftar harga	4,28	4,63
11	Kebersihan ruangan	4,31	4,38
12	Kerapihan petugas	4,28	4,31

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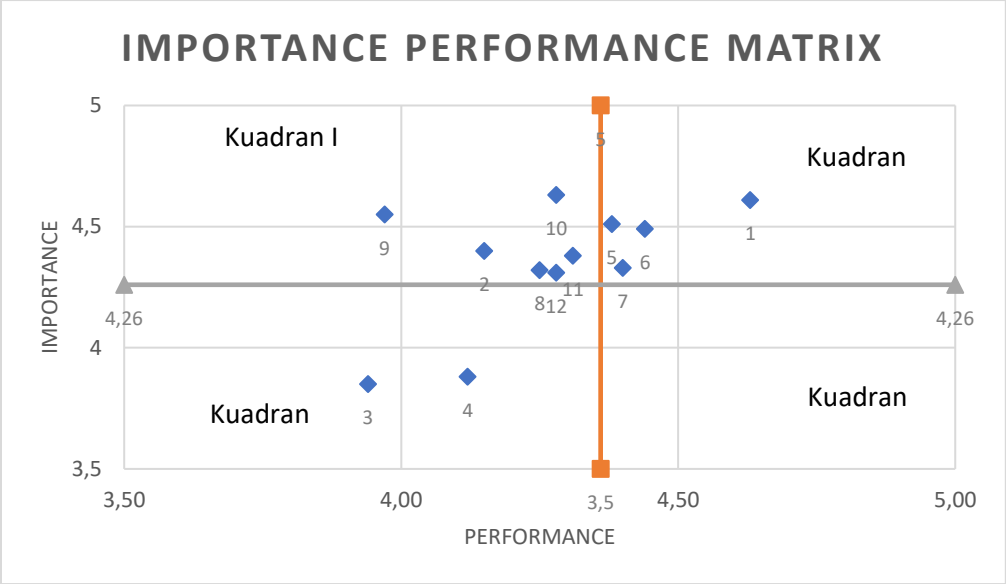
	Total	51,15	52,26
	Rata-rata	4,26	4,36

Sumber: Data Primer diolah, 2024

The table shows that the average performance level of all attributes is greater than the level of importance. This indicates that the attributes of fresh fruit at Hypermart Maluku City Mall for fruit consumers are good, but at the attribute of freshness of fruits. there is a low value than other attributes, which indicates that Hypermart Maluku City Mall needs to pay attention to the freshness attribute of the fresh fruit they sell. The average score of the highest level of importance is at the attribute of the benefits or nutritional content of fruits which is 4.63 and the lowest average score is the freshness attribute of fruits which is 3.94. While at the performance level, the highest attribute value is at the attribute of price list availability. Just like the freshness attribute of fruits at the level of importance, the freshness attribute at the performance level also has a low performance with an average of 3.85. Based on the results of the study, it can be seen that, based on the level of importance, the freshness attribute of fruits is considered neutral (some feel important and some feel unimportant) for consumers. On the one hand, consumers keep buying because they already believe in the benefits of fresh fruit for health. Hypermart Maluku City Mall supplies fresh fruit products from producers whose products are quality and reliable and guaranteed safety and benefits. However, when the available products are not sold out for a long period of time, the quality of the freshness of the fruit/products decreases, as a result consumers who shop at that time get less fresh fruit products on packaged fruit products. As for unpackaged products, consumers can choose fruit products that are still fresh. The assessment of the level of importance and performance is then plotted on a Cartesian diagram consisting of four quadrants as shown in the following figure.

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IPA Cartesian Diagram of Fresh Fruit Attributes at Hypermart Maluku City Mall

Description:

1. Benefits or nutritional content of fruits
2. Fruit flavor
3. Freshness of fruits
4. Hygiene of fruits
5. Weighing accuracy
6. Provision of price conversion by weight
7. Responsiveness in helping consumer difficulties in shopping
8. Refrigeration of fruits
9. Fruit packaging
10. Availability of price list
11. Cleanliness and comfort of the shopping room
12. Neatness and cleanliness of the staff

Quadrant I (Top Priority)

This quadrant is an area that contains changes with a high level of importance, but chooses a low level of performance. The attributes that enter this quadrant must be improved in performance. In quadrant I there are attributes of fruit flavor, fruit cooling, fruit

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packaging, availability of price lists, cleanliness and comfort of shopping rooms, tidiness and cleanliness of officers.

Quadrant II (Maintain Achievement)

Quadrant II on the Cartesian diagram shows that the level of importance of this attribute is very important or high according to consumers, and based on performance or implementation it is felt to be good or satisfactory. In quadrant II there are attributes of benefits / nutritional content of fruits, accuracy of weighing, accuracy of price conversion based on weight, responsiveness in helping consumer difficulties in shopping. These four attributes are the mainstay of fresh fruit products at Hypermart Maluku City Mall. Therefore, these four attributes must be maintained by the Company so that customer satisfaction is maintained until high loyalty is formed.

Quadrant III (Low Priority)

The factors located in this quadrant have a low level of satisfaction and at the same time are not considered very important to consumers, so management does not prioritize or pay too much attention to these factors. Attributes located in quadrant III are the attributes of fruit freshness and hygiene of fruits. Attributes that are in this quadrant are attributes that are rated by consumers with relatively lower importance and performance perceived by consumers on this attribute is also considered less good. Attributes that are included in this quadrant, the company needs to maintain its performance, because the attributes in quadrant III are the second priority that must be improved by Hypermart.

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Quadrant IV (Excessive)

The factors located in this quadrant are considered not too important so that management needs to allocate resources related to these factors to other factors that have higher priority handling that still requires improvement. The last quadrant on this Cartesian diagram shows that the level of importance of this attribute is low but in its implementation is considered to be high performance according to consumers. Based on Figure 3 there are

no fresh fruit attributes at Hypermart Maluku City Mall contained in this quadrant.

Customers Satisfaction Index (CSI) Analysis

The calculation in the Customer Satisfaction Index takes into account the average value of the importance of an attribute in determining the performance level of that

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attribute which will have an influence on the level of total consumer satisfaction. The results of this analysis will describe the level of customer satisfaction at the very dissatisfied, dissatisfied, moderately satisfied, satisfied, and very satisfied stages.

No	Atribut Kualitas Produk	Rata-Rata Skor Kepentingan (RSP)	Weighiting Factor (WF=RSP/51,15)	Rata-Rata Skor Kinerja (RSK)	Weighted Score (WS=RSK x WF)
1	Manfaat Buah	4,63	0,09	4,61	0,42
2	Rasa Buah	4,15	0,08	4,40	0,36
3	Kesegaran	3,94	0,08	3,85	0,30
4	Higienitas	4,12	0,08	3,88	0,31
5	Ketetapan Penimbangan	4,38	0,09	4,51	0,39
6	Ketetapan Harga	4,44	0,09	4,49	0,39
7	Tanggap	4,40	0,09	4,33	0,37
8	Pendinginan Buah-buahan	4,25	0,08	4,32	0,36
9	Kemasan buah-buahan	3,97	0,08	4,55	0,35
10	Ketersediaan daftar harga	4,28	0,08	4,63	0,39
11	Kebersihan ruangan	4,31	0,08	4,38	0,37
12	Kerapihan petugas	4,28	0,08	4,31	0,36
	Total	51,15	1,00	52,26	4,361
	Rata-rata	4,26		4,36	87,22

Based on the table, it can be seen that the Customer Satisfaction Index for fresh fruit products is 87.22.This shows that the level of consumer satisfaction with fresh fruit products at Hypermart Maluku City Mall based on the attributes determined by the researcher above is overall in the very satisfied category because it is in the satisfaction index range of 0.81-1.00.

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CONCLUSIONS

Based on the results of research that discusses the level of consumer satisfaction with product quality attributes and service quality shopping for fresh fruit in the modern market in Ambon City, the following conclusions can be drawn:

1. Importance Peformance Analysis (IPA) calculations show that the total importance level value is 51.15 and the average value is 4.26 and the total performance level value is 52.26 and the average value is 4.36 which means that all performance level attributes are greater than the importance level attributes. Twelve attributes of fresh fruit at Hypermart Maluku City Mall for consumers are good, but at the attribute of fruit freshness there is a lower value than other attributes, which indicates that Hypermart Maluku City Mall needs to pay attention again to the attribute of fruit freshness in the fresh fruit they sell.
2. In quadrant II there are attributes of benefits / nutritional content of fruits, accuracy of weighing, accuracy of price conversion based on weight, responsiveness in helping consumers in shopping. These four attributes are the mainstay of fresh fruit products at Hypermart Maluku City Mall. Therefore, these attributes must be maintained by the Company so that customer satisfaction is maintained until high loyalty is formed. Based on the results and discussion, it can also be concluded that the level of consumer satisfaction with the attributes of fresh fruit at Hypermart Maluku City Mall, is in the very satisfied category, namely 87.22 percent because it is in the high loyalty category.

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