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Analysis of Characteristics and Consumer Satisfaction in Buying Fruits in Bende Village, Kadia District, Kendari City

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Abstract

This study aims to (1) Identify the characteristics of fruit consumers in Bende Village, Kadia District, Kendari City, (2) Analyze the level of consumer satisfaction in buying fruits in Bende Village, Kadia District, Kendari City. The method used in this research is quantitative method using Customer Satisfaction Index (CSI). The population in this study were all consumers who purchased fruits at the Bende Village fruit market, Kadia District, Kendari City. Determination of respondents is done accidentally (Accidental Sampling). Accidental Sampling method is a sampling technique based on coincidence of members of the population who are encountered and willing to be respondents so that they are sampled, with a total sample of 36 people. The results showed that (1) The characteristics of respondents based on gender in buying fruits are mostly male as many as 23 people or 63%, characteristics based on age, namely at the age of 15-25 years as many as 15 people or 42%, characteristics based on the length of education for 12 years as many as 25 people or 69%, characteristics based on status dominated by unmarried as many as 25 people or 56%, characteristics based on the respondent's job as self-employed as many as 14 respondents or 39%, characteristics based on respondent income as much as <Rp 500.000 with 14 respondents, this is because the majority who buy fruit work as housewives or their income is still from the head of the household (husband). (2) The level of consumer satisfaction obtained a figure of 0.76 or 76%. This figure is in the satisfied criteria because it is in the range 0.66 - 0.80. This shows that consumers are satisfied with the performance of the attributes of the variable quality of fruits and service quality when shopping for fruits.

Keywords: Characteristics, Satisfaction in Buying Fruits

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INTRODUCTION

Indonesia has always had a wealth of natural resources and high biodiversity. One of the reasons Indonesia is considered an agricultural country is because the agricultural sector is one of the *leading sectors* in its economy. Agriculture is a business activity that includes the cultivation of food crops, horticulture, plantations, fisheries, and livestock (Wahyudie, 2020).

Southeast Sulawesi is one of the regions in Indonesia with potential in the development of the agricultural sector, especially the horticulture subsector. Fruits are one of the potentials in the development of Southeast Sulawesi's agricultural sector, this can be seen in Table 1.

Table 1 Fruit Production in Southeast Sulawesi Province

No	Year	Fruit Production (tons)
1	2017	85.725
2	2018	141.470
3	2019	156.141
4	2020	199.126
5	2021	135.624

Source: BPS Southeast Sulawesi (2018, 2019, 2020, 2021, 2022, processed)

Based on Table 1, fruit production in Southeast Sulawesi continued to increase from 2017 to 2020 and reached its peak in 2020 at 199,126 tons, but in 2021 it fell to 135,624 tons due to the Covid-19 pandemic which affected agricultural activities. According to BPS Southeast Sulawesi (2021), the province produces 23 types of fruit, including avocado, durian, mango, banana, rambutan, and soursop, which are spread across various districts/cities. Of these twenty-five commodities, there are eight leading commodities that can be seen in Table 2.

Table 2 Featured Fruit Commodities in Southeast Sulawesi Province

No	Type of Fruit	Total Production (tons)
1	Banana	41.610
2	Siamese Jerus	22.129
3	Durian	12.585
4	Mango	12.405
5	Papaya	10.031

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6	Pineapple	9.073
7	Rambutan	8.303
8	Jackfruit	6.238

Source: BPS Southeast Sulawesi (2021)

Based on Table 2, banana fruit is the highest production in Southeast Sulawesi in 2021 with a total production of 41,610 tons. However, banana production in 2021 decreased by 30% when compared to banana production in 2020 with a total production of 59,798 tons (BPS Southeast Sulawesi, 2021).

The development of the fruit horticulture sector in Southeast Sulawesi is well utilized by business actors to meet consumer needs and demands, where according to Kotler and Keller (2009), turning needs into business opportunities shows the intelligence of marketers. The demand for fruit is quite high, as seen from data from BPS Kendari City (2021) that fruit is the fifth largest contributor of calories from 14 food groups. Fruit is also rich in health benefits, although some types need to be watched out for because of their fat and sugar content (Suryana, 2018). This potential is utilized by traders in Bende Village Fruit Market, which provides a variety of strategic fruits in the middle of Kendari City. For this reason, understanding consumer behavior and satisfaction is very important, because satisfied consumers will tend to repurchase and increase business income (Irwansyah, 2021; Qomariah, 2020).

This research needs to be done to help companies know the characteristics of fruit consumers and the extent of consumer satisfaction in buying fruits. This information can be useful for companies to formulate marketing alternatives, so that companies can strategize so that customer satisfaction can be maintained and further increased.

METHOD

This research will be conducted in Bende Village Fruit Market, Kadia District, Kendari City. The selection of this location is done intentionally (*purposive*) with the intersection in Bende Village there is a Fruit Market. This research was conducted starting when the proposal was prepared in August 2022, for data processing in 2023.

The population in this study were all consumers who purchased fruits at the Bende Village fruit market, Kadia District, Kendari City. Determination of respondents was done accidentally (*Accidental Sampling*). The number of samples taken was 36 respondents based on the sampling technique according to Malhotra (1996), where the number of samples obtained from 4 times the number of attributes analyzed. This technique was used in the

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study because of the unknown data of consumers who have shopped for fruits in the Fruit Market of Bende Village, Kadia District, Kendari City. The number of indicators used in this study are 9 attributes where multiplied by four, the number of respondents is 36.

The types of data used in this study are primary data and secondary data. Primary data comes from observation by means of direct interviews with respondents using a questionnaire. Meanwhile, data collection is carried out using a Likert scale The Likert scale in this study uses a score range of 1 to 5. As seen in Table 3

Table 3 Assessment Score of Importance Level and Performance Level

Score	Importance Parameter	Performance Parameter
1 (1,00-1,80)	Very unimportant	Not very good
2 (1,81-2,60)	Not important	Not good
3 (2,61-3,40)	Quite important	Quite good
4 (3,41-4,20)	Important	Good
5 (4,21-5,00)	Very important	Very good

Source: Supranto (2006)

Data analysis in this study is by using *descriptive* analysis measured by Microsoft *Excel*, this *descriptive* analysis is used to identify consumer characteristics. To find out *customer* satisfaction or *Custumer Satisfastion Index* (CSI), you must first know the *Mean Impotance Score* (MIS) or the average value of the importance score, *Weight Factors* (WF) or weighting factors, *Mean Statisfaction Score* (MSS) / average performance score and *Weight Score* (WS) / weighting score. After the four values of each attribute has been known, it can be calculated the value of *Customer Satisfaction Index* (CSI) which can be used as a measure of consumer satisfaction in shopping for fruits.

$$MIS = \frac{\sum_{p=1}^{n} Yi}{n} \quad \text{.....(1)}$$

Description:

Yi = Importance value of the i-th attribute

i = (attribute 1, attribute 2, attribute 3, ..., attribute 9)

n = Number of respondents (n = 36)

p = 1st respondent

Σ = Sigma (sum of 1 to n)

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$$WF = \frac{MISi}{\sum_{t=1}^{k} MISi} \text{X } 100\% \quad \text{.....(2)}$$

Description:

I = (attribute 1, attribute 2, attribute 3, ..., attribute 9)

K = Number of attributes (k = 9)

t = 1st attribute

Σ = Sigma (sum of 1 to n)

$$WS = WFi \text{ x } MSSi \quad \text{.....(3)}$$

Description:

i = (attribute 1, attribute 2, attribute 3, ..., attribute 9)

$$CSI = \frac{\sum_{t=1}^{k} WSi}{HS} \text{X } 100\% \quad \text{.....(4)}$$

Description:

k = Number of attributes (k = 9)

t = 1st attribute

HS = Maximum scale used (*Height Scale*)

Σ = Sigma (sum of 1 to n)

RESULTS AND DISCUSSION

Characteristics of Respondents

The number of respondents taken in this study was 36 people with general characteristics of respondents, including gender, current age, current status (married, unmarried, widow, widower), how long schooling, occupation and income, in shopping for fruits.

Table 4. Characteristics of Respondents Based on Gender

Characteristics		Number of Respondents	Percentage (%)
Gender	Male	23	64
	Female	13	36
Age	15-25	15	42
	26-35	13	36
	36-45	6	17
	46-55	2	6
Status	Married	16	44

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	Unmarried	20	56
	Widowed	0	0
	Widower	0	0
Years of Education	6	0	0
	12	25	69
	13-18	11	31
Occupation	Student	5	14
	CIVIL SERVANT	3	8
	Private Employee	2	6
	Self-employed	14	39
	Housewife	7	19
	Others	5	14
Income	< Rp.500,000	14	39
	Rp 500,000 - Rp 1,500,000	2	6
	RP 1,501,000 - RP 2,500,000	5	14
	Rp 2,501,000 - Rp 3,500,000	10	28
	>Rp 3,500,000	5	14
	Total	36	100

Source: Primary Data Analysis, 2023

Based on table 4 above, the characteristics of respondents in the study can be explained as follows;

1. That consumers who buy fruit are dominated by men compared to women. Consumers who buy fruits in this study consist of 23 male consumers with a percentage of 64% and 13 respondents with a percentage of 36%.
2. Most of the respondents were aged 15-25 years because at this age they need a lot of nutrition from fruit as a companion to staple food. Age 26-35 years old began to realize the importance of fruit consumption for health, age 36-45 years old are more selective in choosing food including fruit, while age 46-55 years old are more careful and choose fruit according to their health needs.
3. That consumers who mostly decide to buy fruits are unmarried, because they prioritize their own nutritional needs without family dependents, while married

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consumers tend to buy fruit to meet the needs of all family members, the number of which will adjust to the size of the family.

4. That based on the length of education period of 7-12 years, with 25 respondents or 69%. The number of respondents with a length of schooling of 7-12 years or the last high school / vocational high school education, it is possible because with a background of a length of schooling above 12 years or the last education S1 is more likely to shop.
5. That the majority of consumers who buy fruits work as self-employed (39%), followed by housewives (19%), students (14%), other occupations (14%), civil servants (8%), and private employees (6%), with the largest dominance coming from the self-employed.
6. That the most respondents who buy fruits are those with no income (39%), the majority of housewives and students who depend on the head of the family or parents. Meanwhile, respondents with incomes of Rp 2,501,000 - Rp 3,500,000 accounted for 28%, followed by those with incomes of Rp 1,501,000 - Rp 2,500,000 and above Rp 3,500,000 at 14% each, and the fewest with incomes of Rp 500,000 - Rp 1,500,000 at 6%.

Consumer Satisfaction Analysis

Customer satisfaction analysis is a process of evaluating how satisfied consumers are with the services they receive, where the results of this analysis can be used to identify areas that need to be improved in product quality and service quality, thereby increasing customer satisfaction.

Table 5 Fruit Quality Variables

Attributes	Attribute Score		Level of Conformity
	Importance	Performance	
Fruit Benefits	173	170	$\frac{170}{173}$ x 100% = 98%
Fruit Flavor	179	141	$\frac{141}{179}$ x 100% = 79%
Freshness of Fruits	174	126	$\frac{126}{174}$ x 100% = 72%

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Fruit Commodity Variety	152	127	$\frac{127}{152}$ x 100% = 84%
Weighing Accuracy	163	140	$\frac{140}{163}$ x 100% = 86%
Responsive in Helping Consumers	159	147	$\frac{147}{159}$ x 100% = 92%
Fruit Packaging	152	136	$\frac{136}{152}$ x 100% = 92%
Speed of Conferencing Price Accuracy	172	139	$\frac{139}{172}$ x 100% = 81%
Cleanliness and Comfort of the Place	174	117	$\frac{117}{174}$ x 100% = 67%

Source: Primary Data Analysis, 2023

Based on table 5 above, the presentation of fruit quality variables can be explained as follows;

1. That the total score of attribute importance and attribute performance can be used to calculate the level of conformity to the attributes of the benefits of fruits perceived by consumers, where the value of the level of conformity is 98%. This figure shows that consumers consider the nutritional content of fruits to be very important for the body. The benefit attribute of fruits is considered important or an attribute that is considered by consumers when buying fruits, because the interest of consumers buying fruits is to get maximum nutrition from the fruit purchased.
2. That the level of suitability is calculated by dividing the total score value of attribute performance and the total score value of attribute importance, so that the value of the level of suitability is 79%. This level of conformity indicates that the taste of fruit attributes satisfies consumers, but in its performance there are still shortcomings that can be seen in the total score of attribute performance with a total of 141 this is different from the total score expected by consumers. So that improvements must be made to the taste attributes of fruits to increase customer satisfaction. Fruit flavor attributes are considered important to be considered by consumers when going shopping for fruits, this reason also influences the fruit sellers to immediately

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improve the performance of this attribute in order to increase the number of consumers.

3. That the level of conformity is 72%. This value indicates that consumers are less satisfied with the performance of the freshness attribute of fruits. Thus, the fruit sellers need to make the freshness attribute a priority to improve its performance in order to meet the interests of consumers, who consider the freshness attribute very important to consider when going shopping for fruits.
4. Expectation and performance values on Good answers are close to the same, and the importance value of the attribute is greater than the performance value of the attribute with a suitability level value of 84%. This shows that the availability or types of fruits in the Bende Village Fruit Market is not categorized as complete but the fruits that are often consumed by consumers are available. This is because some types of fruits have a season.
5. That the total score of attribute performance with a total score of importance to the accuracy of weighing attributes, resulting in a value of 86% conformity level, which means consumers are satisfied with the performance of this attribute. Because based on consumer experience, the seller has served well in the accuracy of weighing fruits, this achievement must be maintained. This has an impact on reducing the number of consumers who will buy fruits.
6. That the value of the level of conformity is 92%. This figure illustrates that the level of consumer satisfaction with atribu responsiveness in assisting consumers in buying is very good. This shows that the performance of atribu must be maintained. This attribute is considered important by consumers where when buying, consumers always want to get the best fruits, what fruits are in season and share information needed by consumers, are small things that consumers respect.
7. That the value of the level of conformity is 89%, but 11 people who gave answers with very good expectations but in performance there were no consumers who gave very good answers. This shows that consumers have hopes that the packaging of fruits can be improved so that the fruit purchased is well protected.
8. That 31 people consider the speed of confirming price accuracy to be very important, while in performance it decreases to 2 people. This indicates that consumers when doing the process of buying fruits always ask the price of the fruit, so the need for information about the price of each fruit to help consumers know the price of each fruit without having to ask.

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9. That 30 people consider the cleanliness and comfort of the place to buy fruits very important, thus getting a suitability value of 67%. This value has not been able to meet the overall expectations of consumers. This indicates that fruit sellers in the fruit market to create a clean and comfortable shopping place to improve the performance of cleanliness and comfort attributes.

Consumer Satisfaction

To determine consumer satisfaction or *Custumer Satisfastion Index* (CSI), it must be known first the value of *Mean Impotance Score* (MIS) or the average value of the importance score, *Weight Factors* (WF) or weighting factors, *Mean Satisfaction Score* (MSS) / average value of performance scores and *Weight Score* (WS) / weighting *score*. After the four values of each attribute are known, the *Customer Satisfaction Index* (CSI) value can be calculated which can be used as a measure of consumer satisfaction in shopping for fruits. The values above can be shown in the table below:

Table 6 Consumer Satisfaction

Attributes	***MIS***	***MSS***	***WF***	***WS***
Benefits of Fruits	4,81	4,72	0,12	0,55
Taste of Fruits	4,89	3,92	0,12	0,46
Freshness of Fruits	4,83	3,50	0,12	0,41
Fruit Commodity Variety	4,22	3,53	0,10	0,36
Weighing Accuracy	4,53	3,89	0,11	0,42
Responsive in Helping Consumers	4,42	4,08	0,11	0,43
Fruit Packaging	4,22	3,78	0,10	0,4
Conferencing Speed Price Accuracy	4,78	3,86	0,12	0,44
Cleanliness and Comfort of the Place	4,83	3,25	0,12	0,38
	41,53			3,84

Source: Primary Data Analysis, 2024

Based on the calculation results in the table, the *Weighted Score* (WS) value is 3.84. This *Weighted Score* value is divided by the *Height Score* value of 5 so that the *Custumer Statisfacsion Index* or Consumer Satisfaction Index value is 0.76 or 76%. In general, if the CSI value is above 50%, it can be said that consumers are satisfied, on the other hand, if the CSI value is below 50%, consumers are not satisfied. According to Ihsani, the value of *Customer Satisfaction Index* (CSI) which is in the range of 0.66 - 0.88 is in the satisfied criteria. So based

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on the experience of consumers shopping for fruits in Bende Village, it can be said that consumers are satisfied with the existing attributes, which shows the *Customer Statisfaction Index* (CSI) value of 76%.

CONCLUSION

Based on the results of the discussion as described in the previous chapter, it can be concluded that the characteristics of respondents based on gender in buying fruits are mostly male as many as 23 people or 63%, characteristics based on age, namely at the age of 15-25 years as many as 15 people or 42%, characteristics based on the length of education for 12 years as many as 25 people or 69%, characteristics based on status dominated by unmarried as many as 25 people or 56%, characteristics based on the respondent's job as self-employed as many as 14 respondents or 39%, characteristics based on respondent income as much as <Rp 500.000 with 14 respondents, this is because the majority who buy fruit work as housewives or their income is still from the head of the household (husband).

The level of consumer satisfaction obtained a figure of 0.76 or 76%. This figure is in the satisfied criteria because it is in the range 0.66 - 0.80. This shows that consumers are satisfied with the performance of the attributes of the variable quality of fruits and service quality when shopping for fruits.

Fruit sellers need to improve the performance of attributes that are still considered unsatisfactory by consumers, especially related to the cleanliness and comfort of the place to buy fruit and the freshness of fruits which are the top priority to be improved, including by providing a clear price list. In addition, sellers are advised to periodically measure the level of consumer satisfaction to determine the extent of consumer response to improvements or improvements that have been made. For further research, it is recommended to link the level of consumer satisfaction in buying fruits with the level of consumer loyalty, so that it can be seen how much influence satisfaction has on the decision to purchase or re-consume fruits.

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