

Consumer Perceptions Of The Kasuari Brand White Cooden Oil Products (Case Study At The Nikmat Software Shop, Ambon City)

Firsandi Tomia¹

¹ Agrubusiness Study Program, Faculty of Agriculture, Pattimura University
Jln. Ir. M. Putuhena, Poka Campus, Ambon 97233

S. FW Thenu²

² Agrubusiness Study Program, Faculty of Agriculture, Pattimura University
Jln. Ir. M. Putuhena, Poka Campus, Ambon 97233

MTF Tuhumury³

³ Agrubusiness Study Program, Faculty of Agriculture, Pattimura University
Jln. Ir. M. Putuhena, Poka Campus, Ambon 97233

E-mail: sanditomia03@gmail.com, stevethenu@gmail.com,
maisie.tuhumury@lecturer.unpatti.ac.id

Abstract

What are consumers' perceptions of the service and quality of cassowary brand eucalyptus oil products in the delicious souvenir shop in Ambon City. To determine the perception of service quality and the quality of cassowary brand eucalyptus oil products in the delicious souvenir shop in Ambon City, a survey method was used based on the consideration that this method is quite economical, quickly guarantees freedom and guarantees the confidentiality of respondents' identities so that it is easier to provide information or answers to perceptions. The quality of service includes physical evidence, responsiveness, assurance and empathy which has very good value. Likewise, consumers' perceptions of product quality include special characteristics, performance and durability which also have very good value. Service quality: physical evidence, brightness, responsiveness, assurance and empathy are classified as very good. In terms of indicators of consumer attention and needs, trust, safety and comfort, responsiveness and comfort. Product quality: special characteristics, performance and durability are classified in the very good category, in terms of appearance, quality, quality, aroma and durability.



Keywords: Consumer perception, service quality, product quality.

INTRODUCTION

One of the products that consumers are currently looking for is eucalyptus oil. Eucalyptus oil products on the market are very diverse with different brands, so choosing the right one is one of the considerations for consumers. Each eucalyptus oil product has advantages and characteristics that differentiate it from competing products.

The quality of eucalyptus oil products is important because it can influence customer behavior, especially customer loyalty which is manifested in the desire to repurchase and recommend (Wijaya, 2009). Not only is product quality a major consideration for consumers, currently price and atmosphere are important factors for consumers in choosing a place to dine (Meldarianda and Lisan, 2010).

Eucalyptus oil contains eucalyptol which is thought to have the potential to inhibit Covid-19 infection and is related to Covid-19 proteinase. The Mpor-eucalyptol complex forms hydrophobic interactions, hydrogen bond interactions and strong ionic interactions so that it can inhibit viral replication associated with the spike protein or proteins of the Covid-19 virus (Sharma, 2020). There are many other benefits of eucalyptus oil, namely as an anticancer, antispasmodic, antimicrobial, hypertension medication, sedative, and for treating the respiratory tract (Sudradjat, 2020).

In fact, if you look at the potential of the Kasuari brand of eucalyptus oil, it has quite good prospects, because the Kasuari brand of eucalyptus oil is also familiar to consumers in Ambon City. Kasuari eucalyptus oil has successfully competed with the Namlea brand of eucalyptus oil and won the hearts of the people of Ambon City. , If you look at the sales volume data for local eucalyptus oil products at the Nikmat shop obtained from 2017 to 2020. The following is a table of sales volume for local eucalyptus oil products at the delicious shop in Ambon City:

Table 1. Sales Volume of Local Eucalyptus Oil Products at the Nikmat Shop

Brand Sales Volume (units/year)				
	2017	2018	2019	2020
Namlea	700	770	800	1,000
white dove	290	250	270	350
Cassowary	270	300	310	350
Pearl	100	80	50	45



Source: Toko Nikmat 2017-2020

Based on table 1 above, it can be seen that the Namlea *brand Eucalyptus Oil* increased from 2017 - 2019 by 70 units, and experienced an increase of 200 units in 2020. The Kasuari brand experienced an annual increase of 30-90 units because apart from eucalyptus oil, the Namlea brand is already well known, Cassowary stamps are also starting to be recognized by consumers and the knowledge gained by consumers has led to an increase in sales volume. The Merpati Putih brand in 2018 experienced a decrease of 50 units and increased by 20-90 units in 2019-2020. The Mutiara brand experienced a decline of 20-60 units due to lack of buying interest from consumers, lack of knowledge about the Mutiara brand, and lack of promotion about the brand, resulting in a decline.

Based on the results of observations made at the delicious souvenir shop in Ambon City , the quality of service provided is friendly employee service and also the neat and attractive appearance of the employees, thus creating a comfortable impression for consumers and creating good service quality. The quality of the Kas Uari brand of eucalyptus oil has been quite successful in winning the hearts of consumers because if you look at the sales volume in 2017-2020, it has increased annually , namely in the year it is 30-90 units .

Formulation of the problem

1. What is the consumer's perception of the quality of cassowary brand eucalyptus oil products in the delicious souvenir shop in Ambon City?
2. What is the consumer's perception of the quality of service at the Ambon City souvenir shop?

Research purposes

Uari brand eucalyptus oil products in the delicious souvenir shop of Ambon City.

2. To find out consumer perceptions of the quality of service at the delicious souvenir shop in Ambon City

Research Output

1. A thesis that has been approved
2. Scientific articles to be published in scientific journals

MATERIALS AND METHODS



Time and location of research

This research will be carried out at the figure of favors in Ambon City . The research period started in October 202 3 – November 2 02 3 .

Research methods

The type of research used in this research is the survey method, which is used based on the consideration that this method is quite economical, fast, guarantees freedom and guarantees the confidentiality of the respondent's identity so that it is easier to provide information or answers.

Method of collecting data

Sampling Techniques

1. Uari brand of eucalyptus oil products . Where this population is *non-probability* sampling and is assumed to be a diverse, non-homogeneous population.
2. Meanwhile, the sampling technique used was an accidental sampling technique , namely respondents who were caught buying the Kas Awari brand of eucalyptus oil products . Therefore, the sample taken was 50 respondents for the Ka Sawari brand of eucalyptus oil products .

Data Types and Sources

Data Types and Data Sources used in other research:

1. Quantitative Data is data in the form of numbers that can be calculated obtained from questionnaire calculations that will be carried out related to the problem being discussed.
2. Qualitative data, namely data that cannot be calculated or is not in the form of numbers obtained from interviews with consumers who use/purchase the Kas Uari brand of eucalyptus oil as well as information obtained from other parties related to the problem discussed.

The type of data in this research is qualitative data. Qualitative data is data in the form of words or statements. The data sources in this research consist of :

1. Primary Data : Primary data is data obtained directly through interviews and filling out questionnaires by respondents and also direct observation or observations in the field.
2. Secondary data: Secondary data is data taken to complement and support primary data obtained from literature studies of various books, articles, previous theses from relevant



agencies , or also by using literature related to this research.

Data analysis technique

Data analysis is an effort or way of processing data into information so that the characteristics of the data can be understood and are useful for solving problems, especially problems related to research. The data analysis used in this research is qualitative descriptive analysis . Data obtained in the field was then analyzed to achieve the objectives of this research.

This research uses 5 categories, namely Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree. The measurement category uses the class interval width formula, namely: (Siegel, S. 1997)

$$\text{Range} \\ \text{Class interval} = \frac{\text{Range}}{K}$$

Where Range: The difference between the highest and lowest values

K: Number of classes

Criteria:

Rating category:

Question

If Very good = 214-250

If good = 173-213

If Good enough = 132-172

If Not good = 91-131

If Very Bad = 50-90

Operational Definition.

The variable in this research is consumer perception of the quality of products and services at Toko Nikmat Ambon City. Analysis of consumer perceptions of the quality of products and services at Toko Nikmat Kota Ambon is intended as a process that starts from sight until a response is formed within the visitor so that the visitor is aware of everything in their environment.

RESULTS AND DISCUSSION



Respondent Characteristics

The samples taken were 50 respondents for the Kas Uari brand of eucalyptus oil products . Based on data from 50 respondents through interviews and questionnaires , the condition of the respondents regarding age, gender and occupation was obtained .

Characteristics of Respondents Based on Age.

The characteristics of respondents based on age can be shown in the following table:

Table 2. Characteristics of Respondents Based on Age

Age Group	Number of people)	Percentage (%)
18-33 years old	24	48
34-49 years old	17	34
50-65 years old	9	18
Total	50	100

Source: Processed Primary Data, 2023

The research results showed that the majority of respondents to cassowary eucalyptus oil products were aged 18-33 years, namely 24 respondents.

Characteristics of Respondents Based on Gender

The characteristics of respondents based on gender can be seen in the table below

Table 3. Distribution of respondents based on gender who purchased cassava eucalyptus oil products

Gender	Number of people)	Percentage (%)
Man	24	48
Woman	26	52
Total	50	100

Source: processed primary data, 2023

The research results showed that the majority of respondents to Kasawari eucalyptus oil products were female, namely 2-6 respondents with a percentage of 5-2 percent .



Characteristics of Respondents Based on Occupation.

The characteristics of respondents based on work can be seen in the following table.

Table 4. Distribution of respondents based on the type of work they do purchase cassowary eucalyptus oil products .

Type of work	Number of people)	Percentage (%)
civil servants	9	18
TNI/Polri	3	6
Self-employed	18	36
Housewife	8	16
Student/Students	10	20
Doesn't work	2	4
Total	50	100

Source: Primary data processed, 2023

The results of this study show that the grouping based on the occupation of the respondents is mostly self-employed , namely 18 respondents who are related to kasawari eucalyptus oil products. for personal purposes and resell the product.

P Consumer Reception of Service Quality at the Delicious Souvenir Shop in Ambon City.

Consumer perceptions can be determined by measuring the level of usefulness of the relative importance of an attribute contained in a product or service. The attributes displayed on a product or service can create the first attraction that can influence consumers.

Service Quality Based on Physical Evidence.

Physical evidence is the most important thing in realizing its existence to external parties in the form of appearances such as comfort , facilitation and employee appearance . The following is a table of service quality based on physical evidence:

Table 5. Service Quality Based on Physical Evidence

Consumer Perception	Amount	Category
Comfort	238	Very good



Neat Appearance	225	Very good
-----------------	-----	-----------

Source: Primary data processed, 2023

Based on the table above, it shows that the quality of service in terms of comfort is 238 and the neat appearance is 225 in the very good category, meaning that the comfort at Toko Nikmat seems good .

Service Quality Based on Reliability.

Reliability is the ability to be relied on to provide services as promised accurately and reliably , such as service and on time. The following is a table of service quality based on reliability:

Table 6. Service Quality Based on reliability

Consumer Perception	Amount	Category
Good Service	231	Very good
Timely Help	202	Good

Source: Primary data processed, 2023

Quality of service based on service received a total of 231 in the very good category and on time 202 in the good category. This means that delicious shop employees always provide good service to consumers from the moment the consumer comes to the shop.

Service Quality Based on Capture Capacity.

In improving service quality, the ability of employees is the most important thing in helping customers and responding to their requests, as well as informing them when services will be provided and then providing services quickly. The following is a table of service quality based on responsiveness.

Table 7. Service Quality Based on Responsiveness

Consumer Perception	Amount	Category
Quick response	227	Very good
Helpful Every Time	236	Very good

Source: Primary data processed, 2023



Service quality based on responsiveness was obtained at 227 and helpful at all times, at 236 in the very good category .

Service Quality Based on Product Type.

The knowledge, politeness and abilities of employees foster customer trust. This includes, among other things , trust, good knowledge and good manners. The following is a table of service quality based on responsiveness:

Table 8. Service Quality Based on Guarantee

Consumer Perception	Amount	Category
Trust	238	Very good
Safe and comfortable	227	Very good

Source: Primary data processed, 2023

The quality of service based on trust was obtained with a score of 238 and comfort 227 in the very good category. This means that the delicious shop will provide a guarantee when there is minor damage to the product found by consumers .

Service Quality Based on Empathy.

Ability to understand customer problems and act on them in the interests of customers, as well as providing sincere attention and personal needs of consumers . The following is a table of service quality based on empathy:

Table 9. Service Quality Based on Empathy

Consumer Perception	Amount	Category
Attention	228	Very good
Consumer Needs	227	Very good

Source: Primary data processed, 2023

The quality of service based on attention was obtained at 228 and consumer needs at 227 in the very good category. This means that the delicious shop gives very good individual attention



to consumers starting by asking consumers' needs and desires .

Consumer Perceptions of the Quality of Kasawari Brand Eucalyptus Oil Products at the Delicious Souvenir Figures in Ambon City .

Consumer perceptions can be determined by measuring the level of usefulness of the relative importance of an attribute contained in a product or service. The attributes displayed on a product or service can create the first attraction that can influence consumers.

Product Quality Based on Special Characteristics.

diversity is usually measured subjectively by each consumer which indicates differences in the quality of one product and other products . The following is a table of product quality based on special characteristics:

Table 10. Product quality based on special characteristics

Consumer Perception	Amount	Category
Appearance	234	Very good

Source: Primary data processed, 2023

Product quality is based on special characteristics with a total of 234 in the very good category. This means that this shows that special characteristics have a very positive and significant impact on consumer buying interest.

Product Quality Based on Performance.

The performance of some products is usually based on views consumers who are basically general in nature. The following is a table of product quality based on performance:

Table 11. Product quality based on performance

Consumer Perception	Amount	Category
Quality	233	Very good

Source: Primary data processed, 2023

Product quality based on performance was obtained at 233 in the very good category. This



means that this shows that performance *has* a very important role . In determining consumer buying interest, it can be seen from *the performance* of the cassowary brand eucalyptus oil product has superior (original) quality so that it influences consumer buying interest.

Product Quality Based.

The durability of a product includes both economic and technical aspects. Technically, the durability of a product is defined as the number of uses a person gets before experiencing a decline in quality.

Table 12. Product quality based on durability

Consumer Perception	Amount	Category
Strong and long lasting aroma	237	Very good

Source: Primary data processed, 2023

Product quality based on durability was obtained at 237 in the very good category. This means that based on the research results, it shows that the durability *variable* has a very significant effect because cassowary brand eucalyptus oil has a very strong aroma .

CLOSING

Conclusion

Based on the discussion presented in this research, several important conclusions can be drawn:

Based on the discussion presented in this research, several important conclusions can be drawn:

1. Service quality
 - a. Physical evidence is classified in the very good category, in terms of facilities and comfort indicators.
 - b. Reliability, the indicator of timely assistance is classified as good and service is classified as very good.
 - c. Responsiveness is classified in the very good category, on indicators of responsiveness and helpfulness at all times.
 - d. The guarantee is classified in the very good category, based on indicators of trust and safety and comfort.



- e. Emapti is classified in the very good category, based on indicators of consumer attention and needs .
2. Product quality
 1. The special characteristics are classified in the very good category, in terms of display indicators.
 2. performance is classified in the very good category, on quality indicators.
 3. Durability is classified as very good, with a strong and long-lasting aroma

REFERENCES

- Andriyanto Purnomo Wijaya, 2009, *Financial Ratio Analysis in Planning Profit Growth: Signal Theory Perspective*, Journal, andriantopw @ gmail.com
- Meldarianda and Oral. 2010. The Influence of Store Atmosphere on Consumer Purchase Interest at Café Atmosphere Bandung. Journal. Vol17 (2), Pg 97- 108
- Sharma, F (2020). Human resource Management by. In Google Books.
- Sudradjat, 2020. "The Influence of Training and Career Development on Employee Performance at Arthindo Utama." AKRAB JUARA Journal
- Siegel, S. 1997. Non-Parametric Statistics for the Social Sciences. Scholastic. Jakarta.

