The Behavior of Consumer Satisfaction in The Process of Purchasing Decisions in the Umkm Culinary Bogor North Bogor City

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Abstract

The purpose of this study was to identify and determine the consumers' behavior and satisfaction in purchasing decisions at North Bogor UMKM. Populations of this study are consumers who have shopped UMKM culinary products in North Bogor. The research method used was Non Probability sampling method, where not all the population member have the same opportunity to be a sample (prospective respondents), but respondents who are making purchases at UMKM in North Bogor District. The data source used is primary data obtained by using a questionnaire with a sample of 70 respondents who visited culinary UMKM in North Bogor. Data analysis in this study used three approaches: descriptive analysis, IPA (Importance Performance Analysis) analysis, and CSI analysis (Customer Satisfaction Index). The conclusions from the Importance Performance Analysis (IPA) test was the attributes that need to be considered and become the main priority for improvement are quadrant I (food hygiene, affordable price, and "harga sesuai dengan kualitas"). The results of the CSI method (Customer Satisfaction Index) show the level of customer satisfaction at 81.86%. This value is in the range of 80-100%, thus overall consumers feel very satisfied with the purchasing decisions at North Bogor UMKM. The output of this study is publications in accredited national journals/proceeding.

Keywords: Consumers' Behavior; Purchasing Decision; UMKM Products

Introduction

Bogor as one of the cities which has the attraction of tourism in West Java offers refined food products and other innovative and creative products. These products are a product of UMKM. Types of UMKM in this research will be restricted to culinary UMKM existing in Bogor. The development of UMKM in Bogor is potential. With a diverse product segment, opening market opportunities not only for domestic but also the global market. The number of UMKM that operate in the city of Bogor reach 29,006 units. Bogor Utara subdistrict is one area that has a lot of UMKM reached 2,557 units (kumkm.kotabogor.go.id/statistic), mostly in the field of culinary. The development of the business in the form of commercial buildings, shops and hotels in this area is very rapid. At the moment it is quite a lot of shops have sprung up with the most focus on the culinary sector. Bogor City is one of the popular tourist

destination, both for domestic and foreign tourists. According to Bogor Central Bureau of Statistics, the number of tourists visiting Bogor City in 2015 achieving 4,783,848 tourists, increased from 2014 that reach 4,348,593 tourists. This condition is exploited by various types of outlets that provide food in the city of Bogor, both traditional and modern. This has led to an increasingly tight competition between outlets to get the consumer which is the most appropriate indicators to determine the success of a business (https://kotabogor.go.id). Intense competition caused each of these food sales outlets are trying to maintain and expand market share. Maintain customer satisfaction is a challenge that must be faced. Therefore, it is very important for any UMKM to find out the level of consumer satisfaction against the attributes of quality products that have been awarded so far. By knowing the level of expected satisfaction, management of UMKM can improve its performance in service to consumers. If management is not able to maintain customer satisfaction against its products, the consumers can switch to another UMKM which are the competitors.

Literature Study

Consumer Behavior

Consumer behavior is actions that are directly involved in getting and spending, consuming products and services including the decision process that precedes and follows this action. The term behavior is closely related to the object of study that is directed to human problems in the field of marketing. The concept of consumer behavior continuously developed with various approaches. Some opinions about the definition of consumer behavior that is:

1.   Consumer behavior is the study of how decision makers, both individuals, groups, or organizations, are making decisions to buy or transact a purchase of a product and consume it. (Prasetijo, Ihalauw. 2005: 9).

2.   Kotler and Armstrong (2004) says consumer behaviour as a final consumer purchase behavior, both individuals and households who buy products for personal consumption.

Consumer Satisfaction

In buying an item or service, consumers are influenced by the experience of their purchases in advance. When customers get the best value from a previous purchase then customers will buy again and that means customers are satisfied. But if its value is worse then the possibility of purchase will not be continued or in other words customers not satisfied. Satisfaction and dissatisfaction against the product will affect consumer behavior. (Kotler and Keller, 2007:243).
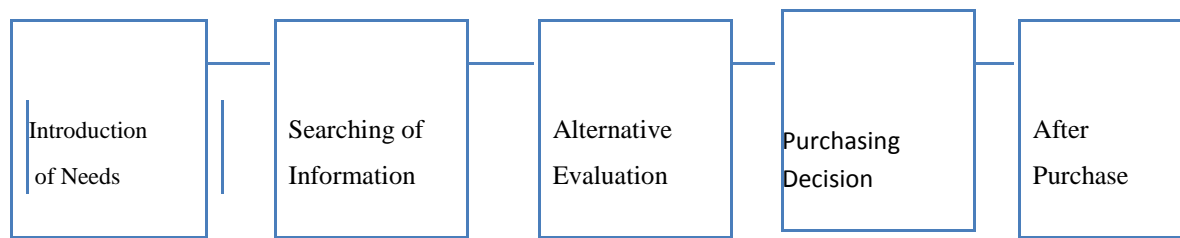
Consumer Purchasing Decision Process

Introduction of Needs	Searching of Information	Alternative Evaluation	Purchasing Decision	After Purchase

Figure 1 Consumer Purchasing Decision Process

1. Introduction of Needs

The process starts at the time the buyer identifies a problem or needs. Those needs can be posed by the presence of internal and external stimuli. Marketers need to identify the circumstances which trigger that need. By collecting information from a number of consumers, marketers can identify the most stimulation arouses interest in a category of products or services.

2. Searching of Information

Consumers who have an interest in a product will be compelled to seek more information. The magnitude of the search depends on the power of motivation that exist as well as the amount of information that is owned by the consumer information source.

3.	Alternative Evaluation

This is the stage of how consumer process the information until the selection of the brand. In this stage of evaluation, consumer preference forms the top brands in the group option and intend to purchase products that they like the most.

4.	Purchasing Decision

This is a decision on buying the most preferred brand. However, two factors can lies among the intentions of purchase and purchasing decisions. The first factor is the attitude of others. The extent of which the attitudes of other people influencing one's favored alternative depends on two things, namely: the establishment of other's negative intensity against the favored alternative to consumers, and consumer motivation to obey someone else. The second factor is the unpredictable situation that can appear. It may change the intention of the buyer.

5. After Purchase Behavior

After purchasing the product, consumers will experience a certain level of satisfaction or dissatisfaction. There are five roles of the consumers/clients in a purchasing decision (Amir, 2005:67):
1) Initiator, the first person to suggest the purchase of a product
2) Influencer, the person who gives influence on final decision.
3) Decider, the person who take decision
4) Buyer, the person who conduct the transaction
5) User, the person who consume the produc

Marketing Concept

According to Kotler and Armstrong, Marketing Mix is the set of marketing variables used by companies to pursue the desired sales target. Marketing strongly influenced the success of an enterprise, especially to be able to survive in the intense competition with its competitors. Marketing means the process of the preparation of integrated communication which aims to give information about the goods or services in relation to satisfying human needs and desires. Marketing begins with the fulfillment of human needs that then grow into human desire. So, marketing strategy's purpose is to make a successful marketing that made people want or need the products and services that you offer. The concept of the marketing mix is as follows.

1. Product

Products can be anything (either of which takes the form of a physical kind of food and books as well as the nature of the digital form of the application and so on). This product also includes services that can be offered by the company. Product is any form of deals done to a client or customer, that in accordance with the wishes or needs of the customers themselves. In theory, the product is any form that is offered to the market for a used or consumed so it could meet the needs and wants of the market.

2. Price

The price is an amount of money to be paid by the user or client to get the products offered. In other words, someone is going to buy our stuff if the sacrifice that issued (i.e. money and time) in accordance with the benefits that he wanted to get from the production of goods or services offered by these companies
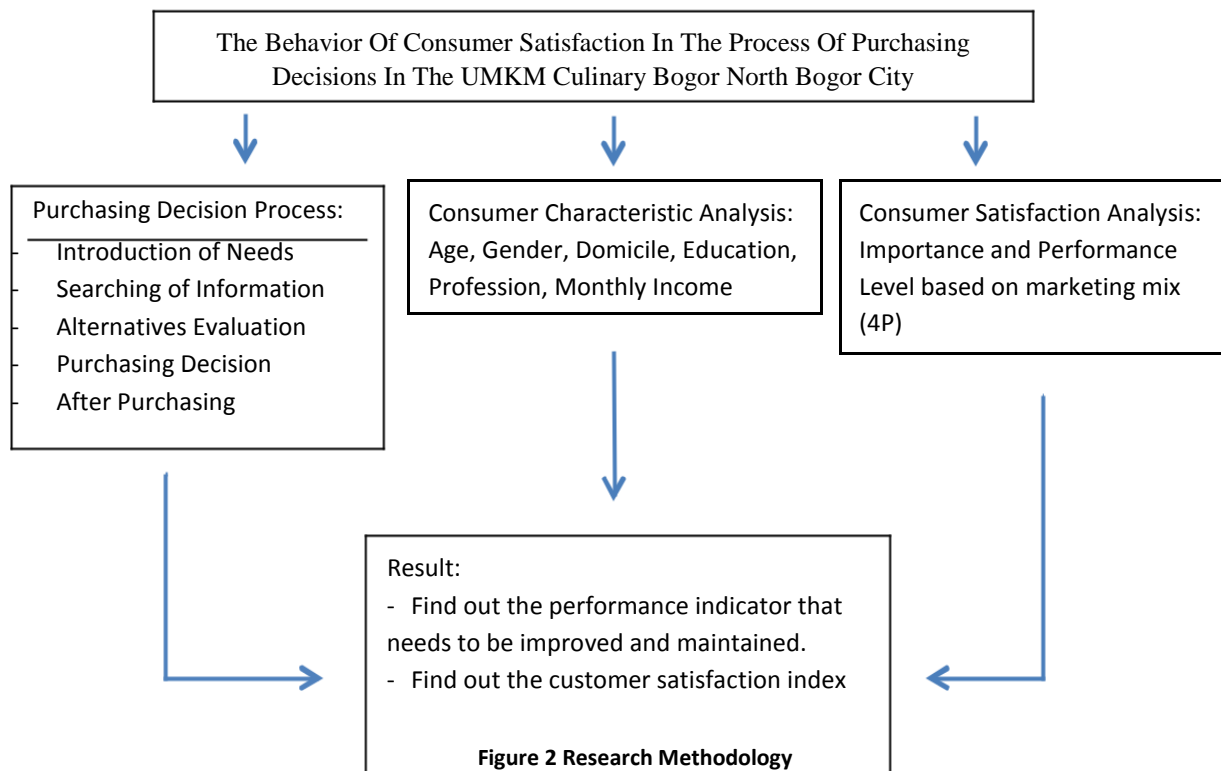
3. Place (Distribution Channel)

Definition of distribution channels are any activities or effort undertaken by the company to make products or services available or easily obtained in the hands of consumers. Because the purpose of the distribution is to provide goods and services that are needed and desired by consumers at the right time and place, then ease of access or the availability of the product on the right outlet must also be noticed by every company.

4. Promotion

The promotion is a persuasion attempt (inducement or encouragement) to invite the consumer or prospective consumer to purchase (or use) the products and services produced by a company.

Research Method

| The Behavior Of Consumer Satisfaction In The Process Of Purchasing Decisions In The UMKM Culinary Bogor North Bogor City |

Purchasing Decision Process:
- Introduction of Needs
- Searching of Information
- Alternatives Evaluation
- Purchasing Decision
- After Purchasing

Consumer Characteristic Analysis: Age, Gender, Domicile, Education, Profession, Monthly Income

Consumer Satisfaction Analysis: Importance and Performance Level based on marketing mix (4P)

Result:
- Find out the performance indicator that needs to be improved and maintained.
- Find out the customer satisfaction index

Figure 2 Research Methodology

Data Sample and Data Collecting Method

The data in this study is the primary data obtained from respondents. Sample is set with Non-Probability sampling methods, where not all of the population has an equal chance to be sampled (prospective respondents), that respondents who were making purchases in UMKM of culinary in North Bogor. The number of samples used are 70 respondents. A questionnaire handed out is a detailed questionnaire which consists of statements using a Likert scale. The interview process for filling the questionnaire is done to consumers who buy on selected UMKM which used to know the process of purchasing decisions by consumers as well as the level of consumer satisfaction against the attributes of UMKM Culinary North Bogor.

Method of Analysis

Quantitative analysis will use some mathematical and economic analysis models, i.e. descriptive analysis, analysis of IPA (Importance Performance Analysis), and analysis of CSI (Customer Satisfaction Index).

Descriptive Analysis

A descriptive analysis was used to describe the distribution of respondent data to a particular variable. In this study, a descriptive analysis is used to find out the characteristics of consumer behavior and the process of consumer satisfaction in purchasing decisions on UMKM.

Importance Performance Analysis

IPA analysis (Importance Performance Analysis) is a technique to measure the importance of product attributes according to the view of consumers and the level of performance that is useful for the development of the business. The use of methods of the IPA are meant to measure the importance and performance of the most influential attributes that averaged by the number of respondents i.e. 70 people. A total of research on performance levels and importance level of product attributes averaged against a number of attributes (Simanjuntak, 2010) and used a score for the assessment of the level of importance and performance. Formula score used in this research are:

$$\overline{X} = \frac{\sum X}{n} \qquad\qquad \overline{Y} = \frac{\sum X}{n}$$

where:
$\sum X$ = Total assessment score of performance level from all respondents
$\sum Y$ = Total assessment score of importance level from all respondents X =
Average assessment score of performance level Y = Average assessment
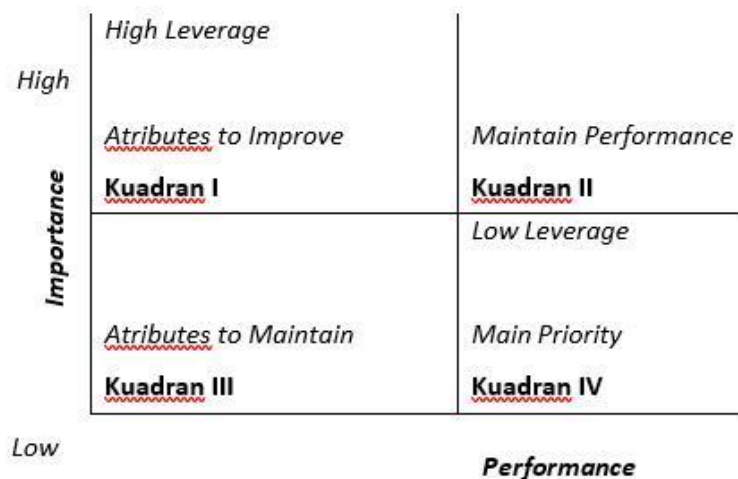score of importance level
n = Number of Respondents.

Figure 3 Importance Performance Diagram

The result of the calculation is then expressed in Cartesian Diagram that is divided into four sections and delimited by two perpendicular intersect lines at the point X = X and Y = Y. Calculation of values of X and Y, is done using the formula as the following:

$$\bar{\bar{X}} = \frac{\sum \tilde{\bar{X}}}{k} \qquad \bar{\bar{Y}} = \frac{\sum \bar{Y}}{k}$$

where:

X = The average score of the average weighted level of performance. Y =
The average score of the average weighted level of importance. k =
Number of attributes that affect customer satisfaction
The entire results of calculation are put in one quadrant of the Cartesian Diagram (Rangkuti, 2006), as contained in the Figure 3.

Customer Satisfaction Index

The consumer satisfaction index method (Customer Satisfaction Index) is an index that measures consumer satisfaction levels based on specific attributes. It depends on the needs of the information obtained by the company from the consumer. The attribute that being measured can be different for each industry, even for each company. Attributes used in this study are 20 attributes of products of culinary UMKM North Bogor.

The level of satisfaction of respondents as a whole can be seen from the level of consumer satisfaction criteria. Highest satisfaction achieved when the CSI shows 100%. The range of satisfaction ranged from 0-100%. Based on Simamora (2004), to create a numerical linear scale, first find the range of the scale (RS) with the formula:

$$RS = \frac{m-n}{b}$$

Where:
m = the highest score
n = the lowest score
b = number of categories. In this study, the number of categories is 5.

$$RS = \frac{100\% - 0\%}{5} = 20\%$$

Based on the range of the scale, the criteria of customer satisfaction are as follows:
$0\% < CSI \leq 20\%$ = very not satisfied
$20\% < CSI \leq 40\%$ = not satisfied
$40\% < CSI \leq 60\%$ = quite satisfied
$60\% < CSI \leq 80\%$ = satisfied
$80\% < CSI \leq 100\%$ = very satisfied

Result and Analysis

Validity Test

Validity Test using Chi-Square method. Result of validity test is as follow:

- Determine which hypothesis is already done:

- Determine Q calculated with Cochran Q test using SPSS:

Test Statistics[a]

N	30
Chi-Square	**19,607**
Df	19
Asymp. Sig.	,419

- Determine Qtable

Determine Qtable with α = 0,05 degree of freedom (dk) = k-1, then obtained Qtable (0,05 ; dk) from Chi Square Distribution table.

(dk)= k-1 = 20 – 1 = 19. From Chi Square Distribution table dk (19) α = 0,05 Qtable is (30,14)
- Decision

19,607 < 30,14 which means Ho is accepted and H1 is denied (Q calculated < Qtable)
- Conclusion

If Ho is accepted means the proportion of answers "Yes" to all of the attributes are considered the same, thus all respondents considered to agree on the attributes as a consideration factor.

Reliability Test

Reliability Test is conducted by using Hoyt method. Reliability value obtained from Hoyt method is 0,9314. Reliability values obtained are then compared with the values from the *r product moment* table. The value of *r product moment* table (α = 0.05) with df = N-2 = 30-2 is 0.355 with 95% confidence level. Results of the calculation of the reliability test from Hoyt methods can be summed up.

If $r_{calculated} > r_{table}$, all statement's item are reliable
0,9314 > 0,355, therefore all statement's item are reliable.

A valid questionnaire was distributed to the consumer of already selected UMKM as many as 70 respondents. The questionnaires returned were 70 questionnaires. The results of the questionnaire is processed using IPA and CSI analysis method.

Consumer Purchasing Decision Process

1. Introduction of Needs
From the table 1 the reason why consumers buy UMKM product is dominated because of the Culinary flavors (as many as 36 respondents).

Table 1 Reason for Purchasing UMKM Culinary Product from Respondent

Reason for Purchase	Number of Responden	Percentage (%)
Price	20	29
Flavor	36	51
Easily Obtained	14	20
TOTAL	70	100

2. Searching for Information

Table 2 UMKM Culinary's Information Source

Source of Information	Number of Respondent	Percentage (%)
Family	35	50
Friends	25	36
Social Media	10	14
TOTAL	70	100

The table 2 shows that the main source of information about UMKM Culinary is dominated from family (as many as 35 respondents).

Table 3 Effect of Promotion on Purchasing Decision

Effect of Promotion	Number of Respondent	Percentage (%)
Attracted	54	77
Not Attracted	16	23
TOTAL	70	100

The table 3 shows the influence of the promotion turns out to make 54 respondents (77%) are interested in buying UMKM culinary products.

2. Alternative Evaluation

Table 4 Product Attributes affecting Purchasing Decision

Attribute	Number of Respondent	Percentage (%)
Price	20	29
Flavor	32	46
Promotion	5	7
Brand	13	18
TOTAL	70	100

The table 4 shows that the most affecting attribute on consumer purchasing decision is flavor (as many as 32 respondents)

Table 5 Respondent Reaction to Price Increase

Reaction	Number of Respondent	Percentage (%)
Keep Buying	47	67
Not Buying	23	33
TOTAL	70	100

The table 5 shows respondent reaction when the price increased. Majority of respondents are tended to keep buying UMKM culinary product (67%).

4. Purchasing Decision

From the table 6, 30 respondents (43%) decide their purchasing decision well planned.

Table 6 How Respondent Decide to Purchase

Decision	Number of Respondent	Percentage (%)
Planned	30	43
Impromptu	26	37
Depends on Situation	14	20
TOTAL	70	100

Table 7 Type of Promotion Affecting Consumer Decision

Type of Promotion	Number of Respondent	Percentage (%)
Discount	46	66
Package Price	24	34
TOTAL	70	100

The table 7 shows the type of promotion that affecting consumer purchasing decision mostly is price discount (46 respondents).

5.   After-Purchase Evaluation

Table 8 Customer Satisfaction After Purchasing Product

Customer Satisfaction	Number of Respondent	Percentage (%)
Satisfied	30	43
Not Satisfied	26	37
Neutral	14	20
TOTAL	70	100

From the table 8, most of respondent are satisfied after they purchase UMKM culinary product (30 respondent).

Table 9 Customer's Willingness to Buy Back

Willingness to Buy Back	Number of Respondent	Percentage (%)
Yes	55	79
No	15	21
TOTAL	70	100

The table 9 shows that 55 respondents (79%) will buy back UMKM culinary product.

Table 10 Customer's Willingness to Recommend UMKM Culinary

Willingness to Recommend	Number of Respondent	Percentage (%)
Yes	55	79
No	15	21
TOTAL	70	100

The table 10 shows that 55 respondents (79%) will recommend UMKM Culinary product to other people.

Importance Performance Analysis (IPA)

An assessment of the importance and performance of an enterprise is crucial to formulating an effective marketing strategy. If the performance of the company in accordance with the needs and expectations of consumers then it can be said that consumers were satisfied. Satisfied or whether consumers against the company's performance can be measured by using a particular assessment scale against the attributes attached to the company. The different characteristics and preferences of consumers can make consumers could only be satisfied on one attribute but not satisfied against other attributes. The results of the assessment of the consumer against the attributes of this UMKM Culinary North Bogor processed using methods of Importance Performance Analysis by calculating the average of the score appraisal interests (Y) and performance assessment score (X) of each UMKM Culinary North Bogor's attribute.

Table 11 Result of IPA Analysis

No	Attribute	Importance Level (Y)	Performance Level (X)
1	Flavor	4,36	3,47
2	Flavor Variation	4,33	4,19
3	Product's Brand	4,49	4,3
4	Packaging design	4,36	4,34
5	Availability of Product	4,47	4,1
6	Food Hygiene	4,16	4,21
7	Service Hospitality	4,64	4,19
8	Service Speed	4,57	4,36
9	Fast Response on Complaints	4,4	4,69
10	Affordable Price	4,23	4,54
11	Price Match with Quality	4,19	4,13
12	Price Match with Product Size	4,13	3,86
13	Competitive Price	4,14	3,9
14	Attractive Ads	4,17	3,9
15	Package Price	3,94	3,91
16	Attractive Discount	4,14	3,81
17	Attractive Advertisement	4,1	3,97
18	Location is easily find	4,14	4,06
19	Reachable Location	3,71	3,93
20	Cleanliness of Place	4,24	3,89
	TOTAL	**84,91**	**81,75**
	AVERAGE	**4,2455**	**4,0875**

One way to measure consumer satisfaction of UMKM Culinary is to confirm the expectation, that satisfaction is measured from the suitability or a mismatch between the expectations of consumers with the actual performance of the UMKM Culinary. According to the table 11, the average value of the benefit is 4.24 and is above the average value of performance i.e. 4.08. This means that consumer satisfaction of UMKM Culinary has still not achieved its full potential can be. Further based on the average value of each attribute, the SMEC Cuisine is divided into four (4) quadrant so you can note any attributes that are considered important and not important for consumers as well as any attributes which are satisfactory and unsatisfactory consumers.
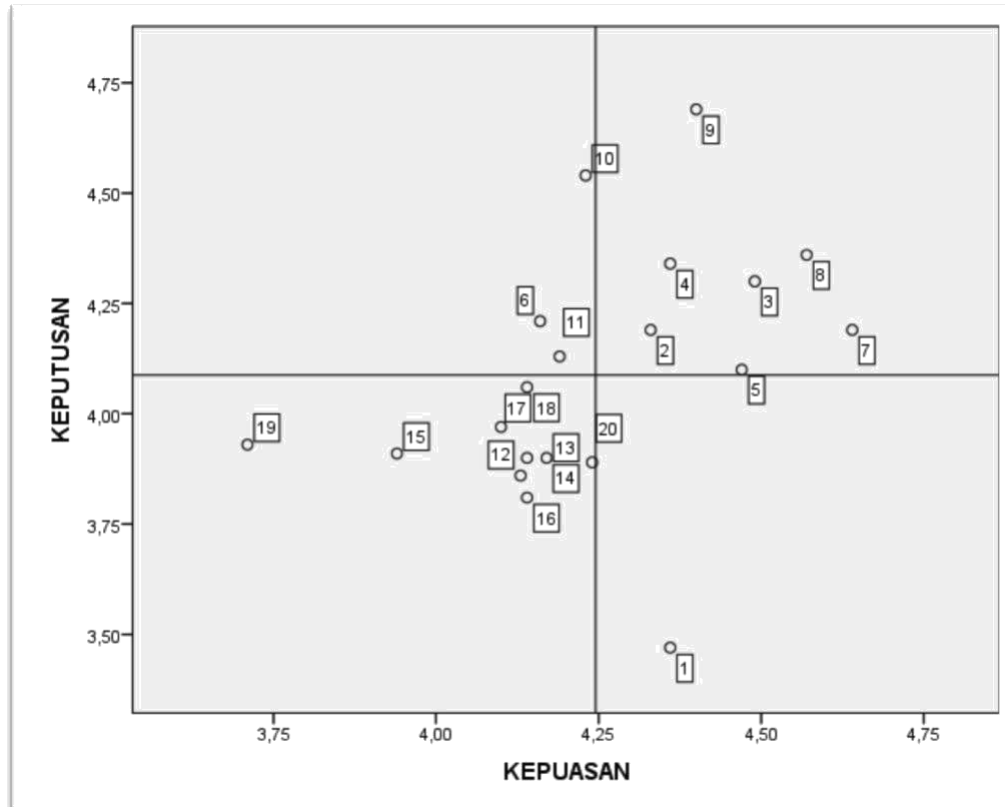
Figure 4 IPA Quadrant for UMKM Culinary Attribute

Based on the above picture, it looks that the UMKM Culinary attributes can be divided into quadrant I, quadrant II, quadrant III, and quadrant IV with the following explanation.
1. Quadrant I

Attributes that are in this quadrant should be a top priority to improve the UMKM Culinary satisfaction because it has a high importance level and a low performance level. The attributes that are included in this quadrant are the food hygiene, affordable price, and the price match with the quality.

2. Quadrant II

Attributes that are in this quadrant have importance and performance level that are equally high. UMKM Culinary must retain this good performance so that the businesses may still exist in the industry. The attributes that are included in this quadrant is a variation of taste, product brand, packaging of product, the availability of product, the hospitality of waiters, service speed and fast responsiveness to complaints.
3. Quadrant III

Attributes that are in this quadrant have a low priority in which importance level and performance level is equally low. The level of performance attributes in this quadrant needs to be fixed by the management of UMKM Culinary with priority scale after attributes in quadrant I is fixed. The attributes that are included in this quadrant are price match with product size, competitive price, attractive ads, packages price offered, attractive discounts, attractive advertisement, location easy to find, reachable location, and the cleanliness of the place.
4. Quadrant IV

Attributes that are located in this quadrant earned him positive reviews by consumers where their importance is low but it has a high level of performance. The attributes that included in this quadrant is the taste of the product.

Customer Satisfaction Index (CSI)

The calculation of the Customer Satisfaction Index (CSI) is used to assess consumer satisfaction index of UMKM Culinary North Bogor as a whole that the results obtained from an average score of importance and performance levels of all attributes. The results of the calculation of the Customer Satisfaction Index (CSI) can be shown in the table below.

Tabel 12 CSI Analysis Result

No	ATTRIBUTES	SATISFACTION		DECISION		
		AVERAGE	WF	AVERAGE	WS	
1	Flavor	4,36	5,13%	3,47	0,178	
2	Flavor Variation	4,33	5,10%	4,19	0,214	
3	Product's Brand	4,49	5,29%	4,30	0,227	
4	Packaging design	4,36	5,13%	4,34	0,223	
5	Availability of Product	4,47	5,26%	4,10	0,216	
6	Food Hygiene	4,16	4,90%	4,21	0,206	
7	Service Hospitality	4,64	5,46%	4,19	0,229	
8	Service Speed	4,57	5,38%	4,36	0,235	
9	Fast Response on Complaints	4,40	5,18%	4,69	0,243	
10	Affordable Price	4,23	4,98%	4,54	0,226	
11	Price Match with Quality	4,19	4,93%	4,13	0,204	
12	Price Match with Product Size	4,13	4,86%	3,86	0,188	
13	Competitive Price	4,14	4,88%	3,90	0,190	
14	Attractive Ads	4,17	4,91%	3,90	0,192	
15	Package Price	3,94	4,64%	3,91	0,181	
16	Attractive Discount	4,14	4,88%	3,81	0,186	
17	Attractive Advertisement	4,10	4,83%	3,97	0,192	
18	Location is easily find	4,14	4,88%	4,06	0,198	

19	Reachable Location	3,71	4,37%	3,93	0,172		
20	Cleanliness of Place	4,24	4,99%	3,89	0,194		
	TOTAL	84,91		81,75	4,093	WAT	
	AVERAGE	4,25		4,09	CSI	81,86	
			833,30%				

WF = Average Satisfaction / Total Satisfaction *100
WS = WF * Average Decision
WAT = Total WS
CSI = WAT/highest score *100%

Based on the above table, the value of the Customer Satisfaction Index of UMKM Culinary in North Bogor was 81.86% or amounting to 0.81. This shows that in general the customer satisfaction index of UMKM Culinary against analyzed UMKM attributes was very satisfied because it is on range 80 < CSI ≤ 100. Nevertheless, we recommend the UMKM Culinary must maintain their good performance and improve performance of attributes that becomes a top priority based on Important Performance Analysis, namely food hygiene, affordability of prices, and conformity between price and quality. Improving performance attributes that are in quadrants I and III as well as maintaining the achievements that have been attained which are attributes in quadrant II are expected to make a Customer Satisfaction Index of UMKM Culinary remain on the range are very satisfied (80 < CSI ≤ 100) and is expected to achieve the loyalty of consumers.

Summary

1. According to validity and reliability test using data from 30 respondents, the questionnaire used in this study is valid and reliable.

2. The main reason why consumer buy the UMKM Culinary is the variant of product flavor. Source of information about UMKM Culinary mostly come from respondent's family. Promotion that conducted by UMKM Culinary can increase consumer's interest to buy UMKM Culinary product. If there is an increasing price, majority of consumer will still tend to keep buying the UMKM Culinary product. Most of consumers buy UMKM Culinary products programmatically (the consumer has a willingness to visit and purchased the UMKM Culinary product before coming to the city of Bogor). Majority of consumer want some discount as a promotion. Most of consumer are satisfied with UMKM Culinary and want to buy back and recommend UMKM Culinary to other people.

3. Based on the average value of importance and performance level obtained by Importance Performance Analysis (IPA), every single attribute of UMKM Culinary is divided into 4 quadrants. The attributes that are included in Quadrant I are the food hygiene, affordable price, and the price match with the quality. The attributes that are included in Quadrant II is a variation of taste, product brand, packaging of product, the availability of product, the hospitality of waiters, service speed and fast responsiveness to complaints. The attributes that are included in Quadrant III are price match with product size, competitive price, attractive ads, packages price offered, attractive discounts, attractive

advertisement, location easy to find, reachable location, and the cleanliness of the place. The attribute that included in Quadrant IV is the taste of the product.

4.   The value of the Customer Satisfaction Index of UMKM Culinary North Bogor was 81.86% or 0.81. It shows that in general the UMKM Culinary North Bogor's consumers feel very satisfied (80 % < CSI ≤ 100 %) against attributes analyzed.

1. To improve the cleanliness of food, a thorough inspection of hygiene-related materials and production equipment needs to be done. In addition, UMKM Culinary should also do outreach on the importance of food hygiene for their employees. Through it, hopefully will be able to increase consumer satisfaction so consumers will come back to buy the products of UMKM Culinary.

2. The consumer is not satisfied with the prices offered by the UMKM Culinary. A solution that can be done is to do benchmarking with other competitors to know the standard price set by competitors. Furthermore, UMKM Culinary should also understand the standards of the quality of their products so that the price offered is indeed already describes the quality of the products they sell.

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