



CONSUMER CHARACTERISTIC AND CONSUMER PREFERENCE ANALYSIS OF FISH PRODUCT (CASE STUDY KOBE JAPANESE & CHINESE FOOD RESTAURANT)

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KeyWords

attributes, consumer, fish processed, preferences, restaurant.

ABSTRACT

This research aims to analyze the attributes of the processed fishery products that became consumer preferences and analyze the most considered attributes by the consumers on the decisions to buy processed fish products at Kobe Chinese & Japanese Food. This research was conducted at Kobe Chinese & Japanese Food) on August–September 2019. Primary data collection technique used purposive sampling as many as 50 respondents while secondary data obtained from Central Agency on Statistics of Bandung City. The analytical tool used to determine consumer preferences was attitude measurement using a Likert Scale. Based on the consumer characteristic shown that consumers dominated by female consumers, aged 19-27 years old, students, income of > Rp. 4,000,000. Consumer preferences analysis shown the consumers like fish jelly products (steamboat), processed shrimp, processed squid, processed crabs, and processed fish.

INTRODUCTION

Bandung City residents are defined as residents who live in Bandung City for at least 6 months and or intend to settle in Bandung City [4]. It is known that the population of the city of Bandung continues increasing significantly each year, this is evidenced by the average rate of population growth in 2012-2017 was 0.46%[3]. The increase impact to food needs, business and also income of the population. The increase in population plays an important role in the economy of the city of Bandung, one of which is in the fisheries sector. This is supported by fish consumption per capita in Bandung City which is 37,90 kg / capita, it is greater than fish consumption in West Java Province which is 29,60 kg/capita [5]. The increase in fish consumption is supported by the promotion of products and the *Gemar Makan Ikan* throughout the province.

Fishery products have to be used as business opportunities and livelihoods by Bandung City residents. This is implemented by the emergence of various restaurants that rely on processed fish products as the main menu. One of them is Kobe Chinese & Japanese Food which is located at Jalan Cibadak 101, Bandung. This restaurant has a variety of processed fish menu offered. Affordable prices and strategic area influence consumer to come. Consumers of Kobe Chinese & Japanese Food have the right to decide whether or not to choose to consume processed fish at the restaurant.

Preference is the process of ranking all things that can be consumed with the aim of obtaining product or service preference [6]. Consumer preference is the selection of someone likes or dislikes the product (goods or services) consumed. It is indicate consumer

preferences for a variety of available product choices [19]. So, knowing the consumer characteristics and consumer's preference of fish products in this restaurant is needed to make a marketing strategy of fishery products's business.

MATERIAL AND METHOD

Place and Time

This research was conducted in August - September 2019 at Kobe Chinese & Japanese Food Restaurant, Jalan Cibadak 101, Bandung City, West Java, Indonesia.

Sampling Method

The method used in this research was the case study method. The type of data used in this research are primary data and secondary data. Primary data were obtained by conducting interviews and filling out questionnaires by consumers who bought processed seafood. Secondary data is a source of research data obtained from reports on the results of an agency's research and other library materials. Agencies involved in this research are the library, the Central Statistics Agency of Bandung City, and other agency sources that are directly related to this research.

Data Analyse

Data analysis used software support IBM SPSS Statistics 16 and Microsoft Office Excel 2010. Consumer characteristics analyses by percentage on Microsoft Office Excel 2010 and consumer preference analysis used by Likert Scale. A likert scale consists of a series of statements with each statement followed by a number of ordered responses alternatives. These numbers are used when scoring the scale. The numbers associated with each response are totaled to provide the overall score for each respondent [6].

RESULT AND DISCUSSION

Consumer Characteristics in Kobe Japanese & Chinese Food

The consumers characteristics analysis is useful as a segmentation and target market. Determining segmentation and target markets can facilitate pricing of products, services and market needs[11]. The following are the characteristics of consumers based on research result:

a. Consumers Characteristic Based on Gender

Consumers characteristic based on gender are divided into two groups, male and female. Consumers characteristic based on gender in Kobe Chinese & Japanese Food can be seen on Figure 1.

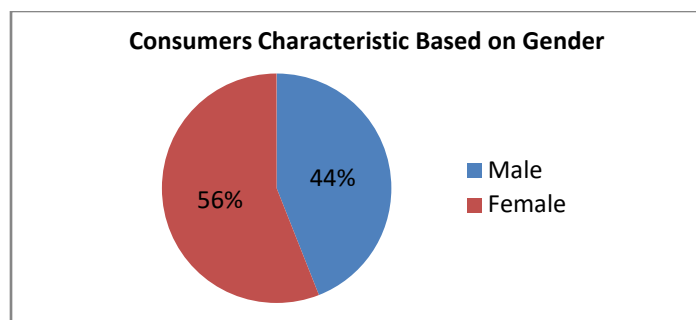


Figure 1. Consumers Characteristic Based on Gender

Based on Figure 1, processed fish consumers in Kobe Chinese & Japanese Food are 22 males with percentage of 44% and 28 females consumers with a percentage of 56%. The difference in the percentage of consumers is only 6%, so it can be concluded that consumers of processed fish in this restaurant there are not too dominant differences between genders.

b. Consumers Characteristic Based on Age Range

Consumers characteristic based on age are important to know to inform sellers about the composition and age distribution of consumers to be their target market [13]. Characteristics of consumers by age range in Kobe Chinese & Japanese Food can be seen on Figure 2.

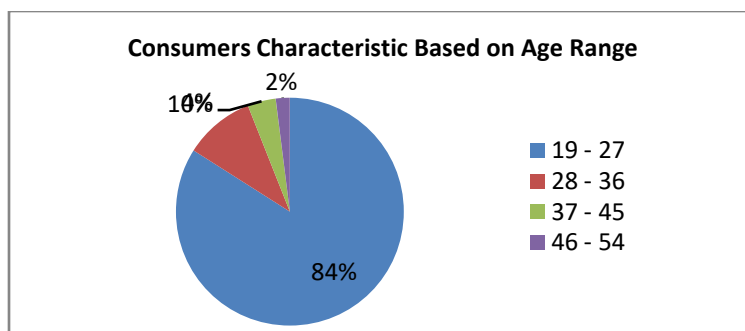


Figure 2. Consumers Characteristic Based on Age Range

Based on Figure 2, processed fish consumers in Kobe Chinese & Japanese Food are dominated by consumers who are in the age range of 19-27 years as many as 42 people with a percentage of 84%. And only 1 respondent aged 53 years old. This shows that the restaurant is affordable place for young consumers (19-27 years). Age range is important in this research because sellers need to know the composition and age distribution of consumers to be their target market.

c. Consumers Characteristic Based on Employment

The type employment will affect the income they receive. The income will influence the purchasing decision process and consumption patterns [14]. Consumers characteristic based on employment Kobe Chinese & Japanese Food can be seen on Figure 3.

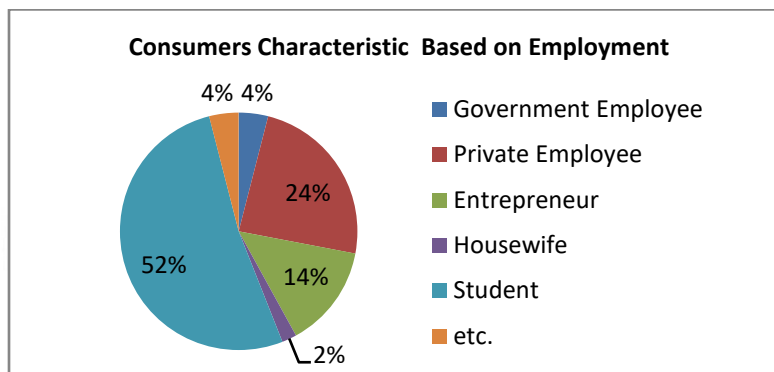


Figure 3. Consumers Characteristic Based on Employment

Based on Figure 3, processed fish consumers in Kobe Chinese & Japanese Food are dominated by consumers who work as students as many as 26 people with a percentage of 52%. While the lowest profession quantity is 1 housewife with a percentage of 4%. Various kinds of work backgrounds make *ready-to-eat* fish processed products for an appropriate solution as the practical food product.

d. Consumers Characteristic Based on Recent Education

Consumers characteristic based on recent education in this research were divided into five categories. They were high school, certificate (D1), associate (D3), bachelor (S1) and magister (S2). Consumers characteristic based on recent education in Kobe Chinese & Japanese Food can be seen on Figure 4.

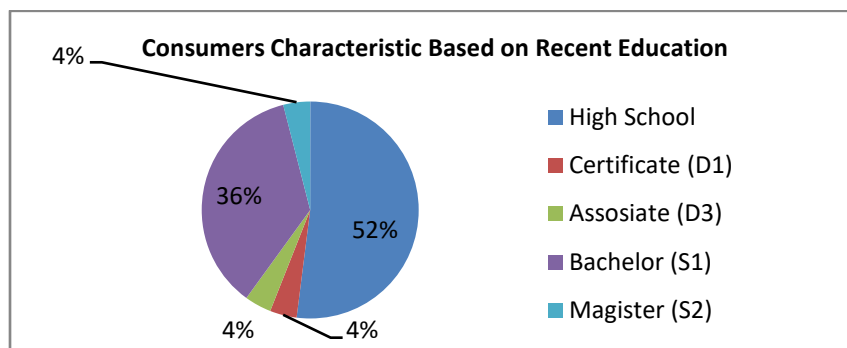


Figure 4. Consumers Characteristic Based on Recent Education

Based on Figure 4, processed fish consumers in Kobe Chinese & Japanese Food are dominated by graduated high school consumers as many as 26 people with a percentage of 52%. Education is knowledge that influences human attitudes, the higher level of education, the more easily consumers will receive and absorb information and knowledge related to the products they consume[1].

e. Consumers Characteristic Based on Income

Consumer characteristics based on income per month in this research were divided into five categories. They were <Rp. 1,000,000, Rp. 1,000,000 - Rp. 2,000,000, Rp. 2,000,000 - Rp. 3,000,000, Rp. 3,000,000 - Rp. 4,000,000 and > Rp. 4,000,000. Consumer characteristics based on income can be seen on Figure 5.

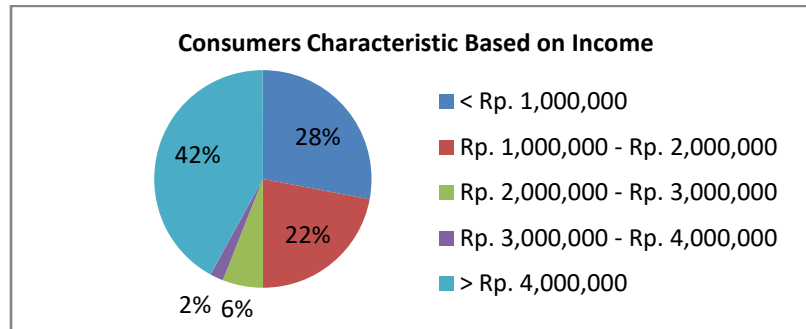


Figure 5. Consumers Characteristic Based on Income

Based on Figure 5, the higher percentage (42%) of processed fish consumers in Kobe Chinese & Japanese Food whose income > Rp. 4,000,000 as many as 21 people, including employees (entrepreneur, private employee, and government employee). It can be concluded that the processed fish in this restaurant is enjoyed by all groups who have different income.

Consumer Preferences in Kobe Chinese & Japanese Food

Analysis of consumer preferences is an analysis that aims to find out what consumers like and dislike, also to determine the importance of a product's attributes and the product itself[16]. Consumer preferences in Kobe Chinese & Japanese Food can be seen on Figure 1.

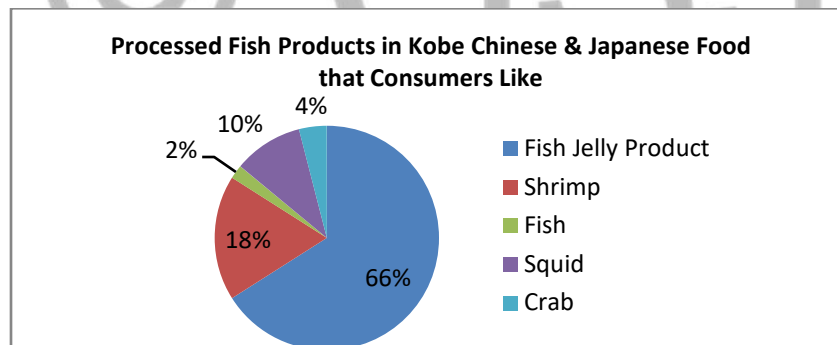
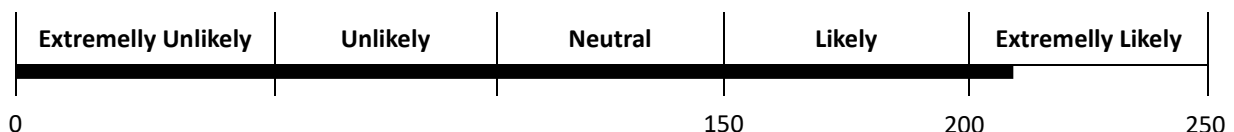


Figure 1. Processed Fish Products in Kobe Chinese & Japanese Food that Consumers Like

Based on Figure 7, 66% of consumers liked the fish jelly products, 18% of consumers liked processed shrimp products, 10% of consumers liked processed squid products, 4% of consumers liked of processed crab products and 2% of consumers liked processed fish products. Consumers liked fish jelly products because of the delicious taste of the product and the price is affordable. Fish jelly products are categorized well by consumers because these products are in accordance with consumer tastes, this is indicated by fish jelly products is one of the best sellers menu at Kobe Chinese & Japanese Food Restaurant. The more consumer liking for a product, the greater opportunity to buy and consume the product[18].

a. Consumer Preferences For Steamboat (Fish Jelly Product)

Steamboat is a soup dish with a variety of topping choices containing shrimp, squid, fish jelly product (fish balls, shrimp meatballs, etc.) and various vegetables served in pots with a small stove. Consumer preferences for steamboat product can be seen on Figure 2.



50 100
Figure 2. Rating Scale for Consumer Preference of Steamboat Product
Source: Primary Data (2019)

Based on the results of research that the total score of consumer answers on steamboat product is 216. Therefore, these products are extremely likely by Kobe Chinese & Japanese Food consumers. They like steamboat very much because of the delicious taste and the affordable price. Based on research results that the reason consumers buy steamboat product because it tastes delicious and can be consumed by more than two person.

b. Consumer Preferences For Processed Shrimp Product

Shrimp is a commodity that is widely consumed throughout the world. Parts of the body that can be consumed as much as 40 [10], the body color is white, dense and chewy. Consumer preferences for processed shrimp products can be seen on Figure 3.

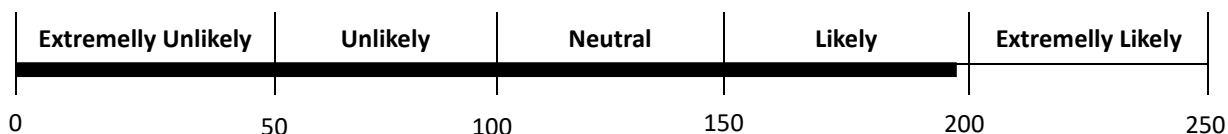


Figure 3. Rating Scale for Consumer Preference of Processed Shrimp Product
Source: Primary Data (2019)

Based on the results of research that the total score of consumer answers on this product is 196. Therefore, it can be concluded that Kobe Chinese & Japanese Food consumers like processed shrimp. According to the owner of the restaurant, tempura shrimp processed is a type of processed that is in consumers demand, so this menu is one of the best seller products in Kobe Chinese & Japanese Food.

c. Consumer Preferences For Processed Fish Product

Fish is one of the food sources that are needed by humans because it contains a lot of animal protein. The types of fish that are often consumed are varied. The type of fish can be classified into two groups, fishery products in a fresh condition or processed fish [12]. Consumer preferences for processed fish product can be seen on Figure 4.

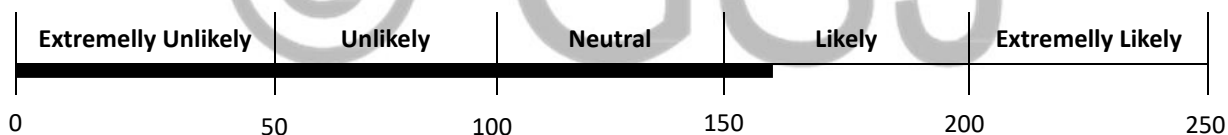


Figure 4. Rating Scale for Consumer Preference of Processed Fish Product
Source: Primary Data (2019)

Based on the results of research that the total score of consumer answers on processed fish products is 165. Therefore, it can be concluded that processed fish in Kobe Chinese & Japanese Food are likely by consumers. The reason consumers buy processed fish products is because it tastes delicious. However, there are some consumers do not like processed fish products at this restaurant because processed fish in this restaurant are not fresh and the price is less affordable.

d. Consumer Preferences For Processed Squid Product

Squid (*Loligo* sp.) is a marine product that is widely available in Indonesian water. Squid has white and chewy flesh with a good protein content. The protein content found in 100 grams of squid is 17.9 grams [7]. Consumer preferences for processed squid product can be seen on Figure 5.

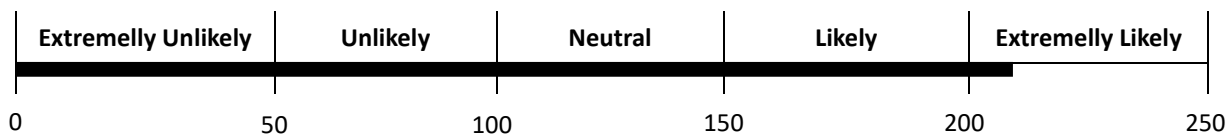


Figure 4. Rating Scale for Consumer Preference of Processed Squid Product
Source: Primary Data (2019)

Based on the results of the study that the total score of consumer answers on processed squid products in Kobe Chinese & Japanese Food is 215. Therefore, it can be concluded that the processed squid in this restaurant is extremely likely by consumers. The reason

consumers buy processed squid products is because it tastes delicious. Processed squid that consumers like are generally fried squid with butter sauce.

e. Consumer Preferences For Processed Crab Product

Crab has white flesh, smooth texture, and sweet taste. The protein content in 100 grams of crab flesh is around 16-17 grams [17]. The crab that is served is provided at Kobe Chinese & Japanese Food processed with a variety of sauces. Consumer preferences for processed crab product can be seen on Figure 6.



Figure 4. Rating Scale for Consumer Preference of Processed Crab Product
Source: Primary Data (2019)

Based on the results of research that the total score of consumer answers on processed crab products is 181. Therefore, the product is likely by consumers Kobe Chinese & Japanese Food. But there some consumers extremely do not like this product because of allergies to these crustacean organisms. For some consumer who liked this product, the delicious taste is an attraction for consumers to buy this product. However, behind its delicious taste, the results of the study showed 20% of consumers said that processed crab product were not affordable. This is because stock losses often occurred, so the selling price of this processed product is the highest among other processed menus.

Conclusion

Based on the description of the discussion there is several conclusions:

1. Consumers of Kobe Chinese & Japanese Food are dominated by female consumers, aged 19-27 years old, students, income of > Rp. 4,000,000.
2. Processed fish products in Kobe Chinese & Japanese Food Restaurant that consumers like include: 66% processed fish jelly (steam-boat); 18% processed shrimp products; 10% processed squid products; 4% crab processed products; and 2% processed fish products.

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