CONSUMER SATISFACTION ANALYSIS OF SEAFOOD PROCESSED PRODUCTS IN BANDAR DJAKARTA RESTAURANT, TANGERANG

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ABSTRACT

This study aims to determine the attributes that affect the level of customer satisfaction and the value of the level of customer satisfaction in the restaurant Bandar Djakarta Alam Sutera. The method used in this study is the method of importance performance analysis to determine the attributes that affect customer satisfaction and the customer satisfaction index to determine the value of overall customer satisfaction. After all the data has been processed, the data will be analyzed descriptively. The technique used to take samples in this study is accidental sampling. Sampling was carried out for four weeks in July 2019 with a total of 85 respondents. The results of this study indicate that the attributes that make consumers feel satisfied are the variety of food, product taste, food hygiene, safety guarantees, hospitality of the waitress, queuing time, room comfort and room cleanliness. While the attributes that make consumers feel less satisfied are the cleanliness of eating utensils and the speed at which food is served. The overall value of customer satisfaction is at 86.21.
INTRODUCTION

A healthy lifestyle has become the latest trend for people around the world. The public is increasingly aware and understanding that the use of foods that are harmful and unhealthy for the body can affect the body’s health in the long term [1]. It is important to consume fish for the community, freshwater fish and seawater fish have excellent nutritional content for growth for all ages. Fish have fat and contain omega-3 which is very beneficial for brain health. Omega-3 can also improve the health and development of the brain for its intelligence potential in young children and adolescents [2].

Seafood is one of the favorite foods for the people of Indonesia. One seafood restaurant that is quite famous in the Jabodetabek area is Bandar Djakarta. Bandar Djakarta itself already has several branches in Jabodetabek such as Ancol, Alam Sutera, Bekasi and Pluit. This restaurant is already quite famous and has quite a number of rivals in the Jabodetabek area. Bandar Djakarta itself is one of the biggest seafood restaurants in South Tangerang. The development and competition of business today is increasingly high, in terms of company policy and strategy, there are always a lot of new innovations and creativity. A trust and loyalty given by consumers is very important for the company and of course sales are made, business people want to get the maximum profit possible, so that business people and companies make various strategies to improve and develop their services [3].

Bandar Djakarta is demanded to be able to understand the desires or expectations of consumers in order to create satisfaction for consumers. The services provided by Bandar Djakarta are very satisfying on weekdays. But when it is on holidays or Saturdays and Sundays, the services provided are less than satisfactory because consumers / visitors are very crowded. Some of the problems discovered during the survey were waiters who only used sign language to consumers, too full seating and the delay in the arrival of dishes that were ordered. Therefore it is necessary to have an assessment and analysis of customer satisfaction in Bandar Djakarta so as to ensure that consumers who come will make repeat purchases and recommend this restaurant to others or close family. The purpose of this research is to know (1) Analyze the attributes that most influence consumer satisfaction in Bandar Djakarta Restaurant and (2) Analyzing the level of customer satisfaction Bandar Bandar Jakarta restaurant.

METHOD

The method used is the case study method. Primary data were obtained from interviews and questionnaires to respondents. the sampling technique used was accidental sampling method. Accidental sampling technique is a sampling technique based on chance that is the consumer who meets with the researcher and is considered suitable as a source of data. This research was conducted at Bandar Djakarta Restaurant, Alam Sutera, Tangerang. Data collection will take place in July 2019. This research is divided into four phases, namely the first, second, third and fourth week.

Data analysis method used in this research is quantitative descriptive method, the data obtained are analyzed descriptively presented in tables, writing, diagrams or graphs. Descriptive analysis is a form of analysis of research data to describe or analyze the results of research, not used to make broader conclusions. Descriptive analysis is used to determine the characteristics of consumers to consumer satisfaction through the calculation of the percentage of the number of respondents presented in the form of a simple tabulation.

Data Analysis that conducted on this research is:

a. Customer Satisfaction Index

Customer satisfaction index used to determine the level of overall customer satisfaction by looking at the level of restaurant product or service attributes. There are four stages to measuring this index [4].

\[ WF = \frac{MIS_i}{MIS_j} \times 100\% \]

\[ WS = MSS \times WF \]

\[ WAT = WS_{a1} + WS_{a2} + \ldots + WS_{an} \]

\[ IKP = \frac{WAT}{HS} \times 100\% \]

RESULTS AND DISCUSSION

Consumer characteristics

The characteristics of Bandar Djakarta restoring consumers discussed in this study include gender, age, occupation, number of family members, domicile area and monthly income. Each consumer has different characteristics and ratings, but the restaurant as a whole must be able to know the characteristics of consumers - consumers, therefore it is necessary to know the general characteristics of consumers who come in Bandar Djakarta restaurants.
The number of respondents who are male is 46 respondents. The number of respondents who are female is 39 respondents.

![Bandar Djakarta Customer Gender](image)

Figure 1. Consumer characteristics based on gender

The age range of 21-30 years is the majority in this study because it has the highest number of respondents but only 1 respondent differs from a class that has an age range of 31-40 years. This means that the majority of Djakarta city consumers are aged between 21-40 years.

![Bandar Djakarta Customer Age](image)

Figure 2. Consumer characteristics based on age

The most number of jobs chosen by respondents were 27 private employees. The number of respondents who chose self-employed as many as 16 people made the second largest entrepreneur in the category of consumer work.
The number of family members 4 people is the most chosen category by 32 respondents, followed by 5 family members by 20 people.

The results obtained are the number of respondents living in Tangerang and Jakarta differing only by 1 respondent. The number of respondents who chose Tangerang as the domicile area was 34 people and those who chose Jakarta were 33 people.
Respondents who choose no income themselves are usually retirees, students and students. The majority of respondents chose income > Rp. 4,000,000 with a total of 52 respondents and the lowest at Rp. 1,000,000 - Rp. 2,000,000 with a total of 4 respondents.

After analyzing the characteristics of consumers in Bandar Djakarta, it can be seen that market segmentation based on demographics owned by Bandar Djakarta are consumers who are male, consumers who are 21-40 years old, consumers who have jobs as private employees, consumers who have a family of 4 and consumers who earn > Rp. 4,000,000. Whereas geographically the market segment owned by Bandar Djakarta is consumers who come from the Tangerang area.

Market segmentation itself allows marketers to focus, allows marketers to see a map of the competition, can make it easier for marketers to know the next stage to do, and is a key factor in beating competitors. This means that Bandar Djakarta can find better marketing techniques going forward [5]

Customer Satisfaction Index

Consumer satisfaction index is a calculation of the level of overall customer satisfaction. Based on the calculation results, it is found CSI which is owned by Bandar Djakarta as a whole is at 86.21%. This shows that in general Bandar Djakarta Alam Sutera restaurant consumers are said to be very satisfied because they are in the range of values between 80% - 100%. In addition 86.21% also shows that there are still 13.79% of the problems that are considered by respondents to not satisfy them.

Consumers in this study can be expressed very satisfied because there are many attributes whose performance values are higher than the value of interests according to the respondents themselves. Consumers who feel that the performance value provided by Bandar Djakarta is higher than its importance indicates a positive disconfirmation. Positive disconfirmation can guarantee that consumers will feel satisfied with the product or service provided [6]
Data collection using questionnaires to respondents carried out for 4 weeks in July 2019. Therefore CSI will be divided based on these 4 weeks to find out which week consumers feel most satisfied and vice versa. The figure below will tabulate the CSI values in weeks -1 through 4 in the Bandar Djakarta Alam Sutera restaurant. The highest customer satisfaction index (CSI) was at week 3 with a value of 87.74 and the lowest at week 1. The value of CSI from week 2 to week 4 did not differ significantly because it only had a difference in value of around 1 - 2. While CSI in week 1 it differs around 3-4 values with CSI weeks 2 to week 4. Although in reality the four CSI values per week are still categorized as very satisfied.

The value of the Customer Satisfaction Index is also compared between male sex and female gender. The value of the Customer Satisfaction Index obtained after the calculation is CSI of respondents whose male sex is at a value of 84.96 and CSI of respondents whose female sex is at a value of 87.68. Although there are differences in CSI values between the sexes, CSI values are still in the range of 80.00 - 100.00 which is categorized as very satisfied.
The value of the Customer Satisfaction Index is also compared between income from consumers. Consumer income is divided into 5 classes namely no income, <Rp. 1,000,000, Rp. 1,000,000 - Rp. 2,000,000, Rp. 2,000,000 - Rp. 4,000,000 and> Rp. 4,000,000. The highest CSI value is owned by respondents who have no income. Consumers who do not have income are respondents who have retired, students and students, and also RT mothers. The lowest CSI is in respondents who have income of Rp. 1,000,000 - Rp. 2,000,000 with a CSI score of 79.91. CSI values that differ markedly are only in the income class of Rp. 1,000,000 - Rp. 2,000,000. Because they did not touch the number 80.00, respondents who earned Rp. 1,000,000 - Rp. 2,000,000 are categorized as satisfied.

Conclusion

The level of customer satisfaction Bandar Djakarta based on the results of the calculation of the customer satisfaction index get a total value of 86.21 which means that consumers of Bandar Djakarta are categorized very satisfied.

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