

CUSTOMER SATISFACTION TOWARD SAMBAL DCABEAN PRODUCT

*Nadia Jayalianti*¹, *Reny Sukmawani*, and *Neneng Kartika Rini*

Department of Agribusiness, Faculty of agriculture, University of Muhammadiyah Sukabumi, Indonesia.

Abstract. The culinary industry in Indonesia represents a strategic sector that fosters socio-economic development, propelled by the growing demand for practical and high-quality food products. This study aims to analyze consumer satisfaction regarding the Sambal Dcabean product produced by Koperasi Tani Mandiri Sejahtera in Sukaraja District, Sukabumi Regency. The research utilized a descriptive quantitative method and included 50 respondents selected through purposive sampling. Data were gathered by distributing online questionnaires via google forms. The results, analyzed using the Likert Scale, indicate that the consumer satisfaction index for Sambal Dcabean has reached 89%, suggesting that customers are highly satisfied with the product. Further analysis showed that customer satisfaction levels are signfinly high across three main variables : product quality (89.27%), price (87.60%), and service (89.47%). These findings underscore the significane of maintaining high product quality, adopting competitive pricing strategies, and enchancing service quality to cultivate customer loyalty and seize market opportunities

Keywords: customer satisfaction; product quality; price; service; customer satisfaction index

1 Introduction

The culinary industry in Indonesia is a strategic sector that plays a major role in economic growth [1]. According to the Central Bureau of Statistics [2] The beverage and food sector experienced growth of 5.53% in the second quarter of 2024, making it the largest contributor to the processing industry which grew by 3.95%.. This shows that culinary is not only a basic need, but also part of people's lifestyles. The demand for practical food has also driven the popularity of packaged chili sauce. Sambal Dcabean, one of the local products from the Prosperous Mandiri Farmers Cooperative in Sukabumi, is marketed on a pre-order basis through social media. This product has a wide market potential due to the high public interest in spicy food. Consumer satisfaction is an important factor in maintaining loyalty and increasing competitiveness. Consumer satisfaction According to Kotler (2008) in research [3] i.e. a person's feeling of pleasure or disappointment that results from a comparison between how he views the performance or (result) of the product and his expectations. Customer satisfaction is a key driver of customer retention and loyalty. Some consumers base their satisfaction on price factors, while others make purchasing decisions based on how well the product meets their needs[4]. and Customer satisfaction plays a crucial role in driving consumer retention and loyalty. Some customers assess their satisfaction based on price factors, while others place greater emphasis on how well a product meets their needs when making purchasing decisions [5]. To sustain a business amid intense competition, customer satisfaction with service must be improved. If

¹ Email: nadiajayalianti@gmail.com

customers are not satisfied, it can lead to negative consequences such as decreased revenue and loss of customers [6]. Previous research has shown that products, prices, and services have a significant effect on consumer satisfaction. [7], [8] and [9] It was found that quantitative approaches through the Likert scale and questionnaires were effective in measuring consumer perceptions of different types of products. This study aims to determine the level of consumer satisfaction with Sambal Dcabean with a focus on product quality, price, and service. It is hoped that the results of this research will provide an academic contribution to the study of consumer behavior as well as practical input for business actors in improving their marketing strategies.

2 Research method

The method used in this study is a quantitative method. This approach is used to analyze the influence of product quality, price, and service on Sambal Dcabean consumer satisfaction in Sukabumi. According to Sugiyono [10], quantitative research methods are rooted in the view of positivism and are used in researching specific populations or samples, data is collected through research instruments and statistically analyzed. In this study, the instrument used was a questionnaire with a Likert scale. The Likert scale is applied to measure respondents' attitudes, opinions, and perceptions of predetermined variables, namely product quality, price, service, and consumer satisfaction [10]. The data obtained will be analyzed quantitatively to show how much influence each variable has on the level of consumer satisfaction.

2.1 Population and Data Collection

This research was carried out at the Mandiri Sejahtera Farmers Cooperative located in Sukaraja District, Sukabumi Regency. The subject of this study is consumers of Sambal Dcabean products who buy the product through cooperatives. The sampling technique is with a purposive sampling approach which is non-probability sampling. According to (Sugiyono, 2013) Non-probability sampling is a sampling method in which not all members of the population have the same chance of being selected, while Purposive sampling is a technique for selecting subjects based on specific criteria from the researcher[11]. Purposive sampling involves selecting the sample to be selected referring to certain criteria that are in accordance with the purpose of the research. The criteria referred to in this study include consumers who have purchased Sambal Dcabean products at least twice, assuming that the repurchase reflects a more stable level of satisfaction. This technique is expected to help researchers obtain data from respondents who truly understand the quality, price, and service of the product being studied. The number of respondents involved as a sample in this study was 50 people. The amount is in accordance with the statement (Sugiyono, 2013) which states that an adequate sample in quantitative research ranges from 30 to 50 respondents.

2.2 Measurement and Data Collection

The data in this study includes primary and secondary data. Primary data was obtained directly from respondents through interview techniques and questionnaire dissemination in the form of Google Form. The use of Google Form was chosen to save time and money, considering that the reach of Sambal Dcabean consumers is quite wide and spread across

various regions. With this approach, respondents who are in remote locations can still be involved in the research. Meanwhile, through relevant literature studies, secondary data was obtained, including data from the Central Statistics Agency (BPS), reference books, reports, scientific journals, and other online media sources related to this research topic. These two types of data are used to support analysis related to the influence of product quality, price, and service aspects on the level of consumer satisfaction of Sambal Dcabean.

2.3 Variables and Data analysis

Consumer satisfaction is the main variable in this study. To measure the level of consumer satisfaction with Sambal Dcabean products, quantitative descriptive analysis was used with the *Customer Satisfaction Index* (CSI) approach. Data collection was carried out through the distribution of questionnaires with the Likert scale, The collected data is then evaluated using this scale and scored from 1 to 5, with the following interpretations:

Score	Description
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

In the scoring process, each respondent assigns a score to each statement, and the total score is obtained by summing all the scores provided.

$$Total\ Score = p1 + p2 + p3 + p4 + p5 + p6 + p7 + p17 \qquad (1)$$

The data obtained from the questionnaires is processed by calculating the average score for each indicator from the respondents. Then, this data is classified using a rating interval based on the formula :

$$Interval = \frac{Maximum\ Score - Minimum\ Score}{Number\ of\ Rating\ Categories} \qquad (2)$$

To ease interpretation, these values are converted into percentages using the following formula:

$$Present = \frac{(Actual\ Total\ Score) \times 100\%}{Total\ Maximum\ Score} \qquad (3)$$

The total score for each criterion is calculated using the formula:

$$Total\ Score = Score\ for\ each\ criterion \times Number\ of\ Respondents \times Number\ of\ Questions \qquad (4)$$

The Customer Satisfaction Index is used to determine the overall level of satisfaction with the product being studied. The formula used is:

$$CSI = \frac{Actual\ Score}{Ideal\ Score} \times 100\% \qquad (5)$$

Description:
 CSI = Consumer Satisfaction Index
 Actual Score = Total score obtained from all respondents for all questions
 Ideal Score = Maximum score (number of respondents × number of questions × highest score)

3 Results and discussion

3.1 Product Quality

Product quality is the condition of a product or service, and various other characteristics that aim to meet consumer satisfaction [12]. The distribution of Sambal Dcabean consumer satisfaction based on Product Quality, is presented in the form of the following table:

Table 3.1 Distribution of Sambal Dcabean Consumer Satisfaction Based on Product Quality Variables

Statement	1 (SD)	2 (D)	3 (N)	4 (A)	5 (SA)	Sum	Percentage	Criterion
The taste of the chili sauce that I consume is according to my taste	0	0	1	16	33	232	92,80%	Very satisfied
The aroma of the chili sauce that I consume is according to my taste	0	0	2	19	29	227	90,80%	Very satisfied
The spiciness level of this chili sauce is as I expected	0	0	1	21	28	228	91,20%	Very satisfied
The texture of this chili sauce is not too oily	0	1	9	19	21	210	84,00%	Very satisfied
This chili sauce packaging is attractive, modern and easy to carry	0	0	3	21	26	223	89,20%	Very satisfied
The information on the chili sauce packaging is clear and easy to understand	0	0	5	21	24	219	87,60%	Very satisfied
Sum						1.339		Very satisfied
Average							89,27%	

Table 3.1 shows that on average 89.27% of respondents responded to the quality of Sambal Dcabean products with great satisfaction. This shows that consumers get satisfaction from this quality.

3.2 Pricing

Price is a key component that can play a role in determining consumer choices when buying products or services. The price of a product or service greatly affects perception, quality, and satisfaction because of the intangible nature of the service and is difficult to assess before purchase. The distribution of Sambal Dcabean consumer satisfaction based on price variables is presented in the form of the following table:

Statement	1 (SD)	2 (D)	3 (N)	4 (A)	5 (SA)	Sum	Percentage	Criterion
The price of chili sauce is proportional to the quality	0	0	5	21	24	219	87,60%	Very satisfied
I am willing to pay that price to get this kind of quality chili sauce	0	0	3	26	21	218	87,20%	Very satisfied
The price of this chili sauce is affordable for me	0	0	2	25	23	221	88,40%	Very satisfied
I feel satisfied because the price of this chili sauce affects my decision to buy this product again	0	0	3	23	24	221	88,40%	Very satisfied
I am satisfied because the price of this chili sauce is competitive compared to other similar products	0	0	5	24	21	216	86,40%	Very satisfied
Sum						1095		Very satisfied
Average							87,60%	Very satisfied

Based on table 3.2. above, it is stated that consumers are very satisfied with the price

3.3 Service

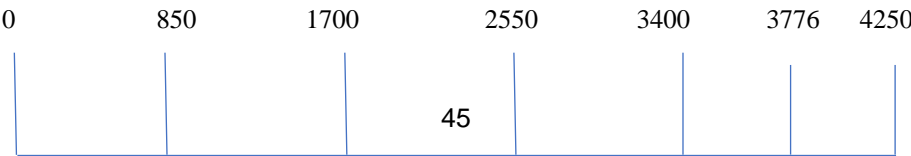
Service is an individual or organization's activity to meet consumer needs[13]. The two main dimensions that make up the quality of service are the fiscal dimension (what consumers receive) and the functional dimension (how the service is provided. The following is a table of the distribution of Sambal Dcabean consumer satisfaction based on service variables:

Table 3.3. Distribution of Sambal Dcabean Consumer Satisfaction Based on Variables								
Statement	1 (SD)	2 (D)	3 (N)	4 (A)	5 (SA)	Sum	Percentage	Criterion
The service provided by the seller is very friendly and polite	0	0	2	21	27	225	90.00%	Very satisfied
The seller provides clear information about the chili sauce product	0	0	1	26	23	223	89.20%	Very satisfied
The process of purchasing sambal is very fast and easy	0	0	3	23	24	221	88.40%	Very satisfied
The chili sauce packaging is neatly packaged and safe at the time of purchase	0	0	0	24	26	226	90.40%	Very satisfied
The seller provided a quick response to my questions or complaints	0	0	2	23	25	223	89.20%	Very satisfied
I am satisfied with the service provided after purchase (e.g. warranty & complaint service)	0	0	2	22	26	224	89.60%	Very satisfied
Sum						1342		
Average								89.47%

Table 3.3 shows that consumers are very satisfied with the service provided by Sambal Dcabean. Overall, the average percentage of consumer satisfaction reached 89% which is included in the "Very Satisfied" category.

3.4 Consumer Satisfaction Index (CSI)

The Customer Satisfaction Index (CSI) is an analysis of customer satisfaction percentages that measures the level of satisfaction based on the importance of a product or service attribute [14]. CSI is efficiently used to assess overall satisfaction [15]. The ideal score for all questions is 4250 (Very Satisfied Category), while the lowest score is 850 (Dissatisfied Category). Data was collected from 17 statements given to 50 respondents, and a total score of 3776 was obtained. The consumer satisfaction index based on the data is as follows:



TP KP N P SP

Figure 3.4. Data-Based Consumer Satisfaction Index

In percentage terms, the Consumer Satisfaction Rate index is located at:

$$\text{Consumer Satisfaction} = \frac{3776}{4250} \times 100\% \\ = 89$$

With the Consumer Satisfaction Level Index, namely:

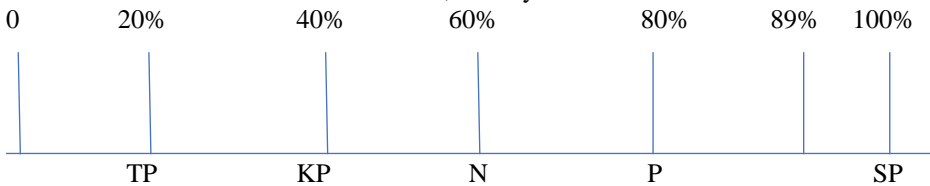


Figure 3.4.1 Consumer Satisfaction Index (Percentage)

Based on the results of the recapitulation of consumer satisfaction scores for Sambal Dcabean products in Sukaraja District, Sukabumi Regency, a satisfaction index of 89% was obtained, which is included in the very satisfied category. There are 17 question indicators that include three variables, namely product quality, price, and service. The service variable obtained the highest score of 89.47%, followed by product quality of 89.27%, and price of 87.60%. This shows that consumers are most satisfied with the service, especially regarding the seller's friendly attitude, clear product information, and quick response to questions or complaints. Overall, Sambal Dcabean is considered to have succeeded in meeting consumer expectations in terms of quality, price, and service.

4 Conclusion and recommendation

This study identifies three main aspects that affect the level of consumer satisfaction with Sambal Dcabean products in Sukaraja District, Sukabumi Regency, namely product quality, price, and service. The service variable showed the highest level of satisfaction with a score of 1,342 or 89.47%, followed by product quality of 1,339 or 89.27%, and price of 1,095 or 87.60%. These three variables are included in the category of very satisfied, which indicates that Sambal Dcabean has been able to meet the expectations of its consumers as a whole. The profile of respondents who are dominated by women of productive age with a higher education background also reflects the importance of maintaining product quality and credibility. Based on these results, the advice that can be given is that Sambal Dcabean needs to continue to maintain product quality, especially in maintaining the quality of raw materials, taste consistency, and attractive and informative packaging. In addition, the taste of chili sauce needs to be maintained to be in accordance with consumer preferences, including in terms of texture and consistent spiciness level. Sambal Dcabean also needs to start considering the development of product innovation through the addition of new flavor variants that can attract consumer attention and expand market reach. These efforts are important so that consumer satisfaction levels remain high and loyalty to products continues to increase over time.

The author greatly appreciates and expresses his infinite gratitude to all parties who have supported, directed, and assisted during the process of preparing this research. Special thanks to the supervisor for the direction and very valuable input. In addition, the author thanks the respondents who have been willing to take the time to contribute. This research would not be completed without the help and cooperation of various parties.

References

1. R. Rabiah, J. Adm. Bisnis Fisipol Unmul **8**, 65 (2020)
2. Badan Pusat Statistik, Pertumbuhan Ekon. Indones. Triwulan II-2024 (2024)
3. R. S. Prayitno, L. Dumarto, and Darsono, J. Widya Ganecwara **11**, 1 (2021)
4. I. Restiani and I. Ardiansyah, KarismaPro **14**, 43 (2023)
5. I. Apriasty and M. E. Simbolon, J. Ilmu Multidisplin **1**, 135 (2022)
6. M. . . Buton, R. . . Kaunang, and S. G. Jocom, Agri-Sosioekonomi **15**, 159 (2019)
7. J. Jane, M. Mantiri, M. Y. Memah, G. Adonia, and J. Rumagit, Agrisosioekonomi **17**, 191 (2021)
8. S. Hamidah and S. Pertiwi Hari Sandi, Abdima J. Pengabdi. Mhs. **2**, 3416 (2023)
9. A. Alicia and N. B. Laulita, J. Maksipreneur **13**, 656 (2024)
10. Sugiyono, *Metodologi Penelitian Kuantitatif, Kualitatif Dan R & D* (2020)
11. A. R. Kumara, *Metodol. Penelit. Kualitatif* **3** (2018)
12. Lay, *Lab. Penelit. Dan Pengemb. FARMAKA Trop. Fak. Farm. Univ. Mualawarman, Samarinda, Kalimantan Timur* **1**, 5 (2019)
13. M. Exreana Karundeng, L. F. Tamengkel, and A. Y. Punuindoong, *Productivity* **2**, 511 (2021)
14. I. gede kt. T. P. Budhi and N. K. Sumiari, *Sisfotenika* **7**, 25 (2017)
15. A. D. Setiawan, A. Z. Yamani, and F. D. Winati, *J. Teknol. Dan Manaj. Ind. Terap.* **1**, 286 (2022)