Customer Prefrency Analysis in The Design of Traditional Fruit Retail Smees in Bojonegoro

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A R T I C L E   I N F O

A B S T R A C T

The decision of consumers to choose products in traditional fruit retail SMEs is not only based on one attribute, such as price or brand. They see a product as a whole, namely by looking at the combination of features and attributes that exist. After seeing the combination of features and attributes of the existing product, the buyer is faced with a trade-off situation before making a decision. On the other hand, a traditional fruit retail SME must understand consumer desires for the products they will sell. The above problems can be overcome by using the Conjoint Analysis method. This method can be used to understand consumer preferences and perceptions. The results obtained from this method are the relative importance level of the attributes and level of fruit and packaging products chosen by consumers, marketing segmentation, and the relative importance of the technical response of traditional fruit retail SMEs in Bojonegoro. With this method, the company can design product packaging according to the attributes and level of consumer choice that are tailored to the technical capabilities of a traditional SME.

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1.   Introduction

Marketing is one of the main activities carried out by a business entity in order that the business carried out can make a profit and grow. A company is said to be successful in carrying out its function if it is able to sell its products to consumers and earn profits in accordance with the company's targets and policies. Consumers as one of the elements in the marketing process play an important role where from time to time they become increasingly critical in addressing a product. The introduction section contains descriptions that briefly explain the background research problem so that the research was carried out, a brief description of the results of previous research relevant.

One of the marketing strategies that will be studied is the design of a traditional fruit retail SME, where the right design will invite customers to visit traditional fruit traders and make purchase transactions, thereby increasing sales results, which is the goal of marketing itself. To find out and analyze consumer preferences for the design of traditional fruit retail SMEs and how to solve the problems in the design of traditional fruit retail SMEs, a research is needed which is expected to help develop traditional fruit retail SMEs.

The purpose of this study was to determine consumer preferences for the design of traditional fruit retail SMEs, in order to obtain a combination of attribute pairs according to consumer desires that will increase sales value, so that businesses can survive and even grow in the face of increasing business challenges. This research will contribute to developing a model in the process of dealing with the problem of the process of formulating an appropriate marketing strategy so that consumers are interested in their products. It is through this model that the formulation of a marketing strategy is expected to help develop traditional fruit retail SMEs. in accordance with the rules / stages that have been determined. This is because all marketing activities can be estimated carefully.

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2.   Study of Learning Outcomes Theory

2.1   Inductive Studies

Inductive studies are knowledge obtained from the results of previous research studies. In this study, extracting information from previous research as a comparison, both regarding the existing advantages or disadvantages. In addition,

researchers also dig up information from books and research related to this research in order to obtain information. There are several previous studies that are almost similar to this research where this research is about identifying canoe modeling as an analytical method.

2.2 Retail Growth Strategy

There are 4 types of growth pursued by retail, namely market penetration, market expansion, retail format development and diversification. Market penetration opportunities include direct efforts to existing consumers by attracting consumers to the current target market who do not shop at the store to visit the store more often or to buy more items at each visit. For the next stage, namely about market expansion, carried out after our target market is met, we can be oriented to form new retailers in order to increase the number

consumers are growing. Meanwhile, the development of the retail format is carried out to reach more customers, however innovation needs to be done considering that there are many competitors who are both trying to get more consumers. Another approach is cross-selling, namely by selling additional goods to consumers. For example, for fruit retail SMEs, it can be added to sell fresh vegetables or something else.

2.3 Consumer Behavior

Understanding consumer behavior by Engel et al. (1994), is an action that is directly involved in obtaining, consuming, and spending products and services, including the decision process that precedes and ends these actions. Sumarwan (2011), also found the same thing about the definition of consumer behavior. According to Sumarwan, consumer behavior is all activities, actions, and psychological processes that drive these actions before buying, buying, using, spending products and services after doing the things above or evaluating activities.

Consumer behavior itself is based on the description given by Hurriyati (2010), argues that consumer behavior is the study of buying units and the exchange process which involves the acquisition, consumption and disposal of goods and services, experiences, and ideas. idea. Simamora (2004) defines consumer behavior as a decision-making process that requires individual activities to evaluate, acquire, use, or mix goods and services.

3. Research Methods

3.1 Stage 1

Researchers distributed the first stage questionnaire by distributing and direct interviews in the field. The total number of questionnaires collected for stage 1 was 103 respondents. Following are the characteristics of the respondents from the questionnaire 1 results:

Table 1.
Questionnaire variables

No	Variabel
	Jenis Kelamin
1	Pria
	wanita
	usia
	15-25
	26-35
2	36-45
	45-55
	Lebih dari 55
	Pekerjaan
	pelajar
	Mahasiswa
3	Ibu Rumah Tangga
	PNS/TNI
	Lainnya
	Tempat tingal saat ini
4	Kalitidu
	Trucuk
	Pendapatan
	<Rp 1.000.000
5	Rp 1.000.000- Rp 2.000.000
	Rp 2.000.000- Rp 3.000.000
	>Rp 3.000.000

3.2 Stage 2

After the results of the attribute reduction were obtained in the 1st stage questionnaire, it was then continued to distribute the 2nd stage questionnaire. The 2nd stage questionnaire or the main questionnaire was used to determine the combination of attribute levels desired by customers. The first step in making the second stage questionnaire was making a combination of attribute levels. The level and attribute values are obtained from the results of the 1st stage questionnaire.

3.3 Stage 3

Processing using SPSS 19 software, until the explanation of data collection using tables and graphics processing using the SPSS Statistic Viewer software. and Withdrawing Conclusions and suggestions.

4.   Results and Discussion

4.1   Questionnaire Data Processing Phase I

The first stage questionnaire is a questionnaire that is useful for collecting and knowing the attributes or features that are important in a traditional fruit retail SME service product in terms of customers. After the questionnaires are distributed and collected, the next step is to process the data. The distribution of the first phase questionnaires was carried out from 15 July 2020 to 21 July 2020. The number of questionnaires collected was 43 and 8 were considered invalid because some of the questionnaire questions were not filled in by respondents according to their orders. The results of data processing for the first stage questionnaire are as follows:

Table 2.
The results of the stage 1 questionnaire

Demographic Characteristics	Percentage	Frequency
Gender		
Male	71%	32
Women	29%	13
Respondent Age		
15-25	33%	15
26-35	27%	12
36-45	18%	8
46-55	23%	11
More than 55	9%	4
Residence		
Trucuk	51%	23
Kalitidu	49%	22
Profession		
PNS / TNI	24%	11
Private employees	15%	8
Student	17%	6
College student	20%	9
Others	24%	11
Average Monthly Income		
<Rp.1.000.000	28%	14
Rp.1.000.000-Rp.2.000.000	33%	15
Rp.2.000.000-Rp.3.000.000	22%	10
>Rp.3.000.000	17%	6

4.2   Questionnaire Data Processing Phase II

The second stage questionnaire was compiled by giving demographic questions of respondents and attribute level combinations that were compiled using the Orthogonal SPSS. The attributes and levels that are combined are the results of the identification of the stage 1 questionnaire.The following is a combination table of the results from using SPSS Orthogonal regarding the design of crystal guava fruit packaging for 45 respondents:

Table 3.
Attribute stimulus

Card ID	Attractive design	Strength and capacity	Environmentally friendly	Affordable prices
Card1	Easy to carry	Stronger when large and heavy	Can be used again	There is no additional price for packaging
Card2	The appearance is more pleasing to the eye	More capacity	Can be used again	Cheaper prices do not burden consumers
Card3	Easy to carry	Stronger when large and heavy	Can be used again	Cheaper prices do not burden consumers
Card4	Easy to carry	More capacity	The material is easier to break down	Cheaper prices do not burden consumers
Card5	The appearance is more pleasing to the eye	More capacity	Can be used again	There is no additional price for packaging
Card6	The appearance is more pleasing to the eye	Stronger when large and heavy	The material is easier to break down	Cheaper prices do not burden consumers
Card7	Easy to carry	More capacity	The material is easier to break down	There is no additional price for packaging
Card8	The appearance is more pleasing to the eye	Stronger when large and heavy	The material is easier to break down	There is no additional price for packaging

Table 4
Attribute stimulus

	N of Levels	Relation to Ranks
Attractive design	2	*Discrete*
Strength and capacity	2	*Discrete*
Environmentally friendly	2	*Discrete*
Affordable prices	2	*Discrete*
All factors are orthogonal.		

Table 5
Utilities

Atribut		Utility estimate	Std. error
Design_attractive	The appearance is more pleasing to the eye	-0.114	0.221
	Easy to carry	0.114	0.221
Power_and_power_ forces	Stronger when large and heavy	0.003	0.221
	More capacity	-0.003	0.221
Environmentally friendly	The material is easier to break down	0.047	0.221
	Can be used again	-0.047	0.221
Affordable prices	Cheaper prices do not burden consumers	0.025	0.221
	There is no additional price for packaging	-0.025	0.221
(Constant)		4.564	0.221

Table 6.
Importance Values

Importance Values	
Design_attractive	26.236
Power_and_power_forces	26.082
Environmentally friendly	21.476
Affordable prices	26.205
Averaged Importance Score	**25.000**

4.3 Analysis of Attributes and Attribute Levels of Guava Crystal Packaging

Based on the results of the calculation of the importance value of the attributes, it can be analyzed that consumers prioritize crystal guava packaging design as the most important thing of a package with a percentage of 26.236% which indicates that the guava crystal packaging design must be prioritized by fruit retail SMEs in order to fulfill consumer desires. The next attribute that ranks after that is the affordable price of 26.082% followed by the strength and capacity of the product packaging with a percentage of 26.205% and finally the environmentally friendly attribute with a percentage of 21.476%.

From the calculation of the attribute importance value, it can be seen that the attributes studied have almost the same values, including attributes, so it can be analyzed that these attributes have the same importance value as desired by consumers to be applied in choosing crystal guava packaging. As for the calculation of the utility value for each attribute level, it can be analyzed that consumers want crystal guava packaging with the attribute level of an attractive design indicating that consumers want a design that is easier to carry than a design with an attractive appearance.

Then the utility value of strength and capacity shows that consumers want crystal guava packaging to be stronger when loading a lot than the packaging that can contain more guava but not too strong. At the attribute level for environmentally friendly packaging materials, most consumers choose packaging materials that are more biodegradable than packaging that can be reused. At the last attribute level, in the affordable price attribute, consumers choose to buy the packaging at a low price but with good quality rather than free but lacking quality.

When viewed from the literature, the attributes and levels of the salesperson's attributes that have been identified based on consumer preferences are the same as the attributes listed in the literature. As Kotler (1994) argues that consumers want salespeople who are honest, trustworthy / dependable, knowledgeable and useful.

4.4 Analysis of Consumer Perceptions and Preferences of Crystal Guava Packaging

From the results of data processing, it was found that consumer perceptions with 22% stated that the display had been boring. It can be analyzed that so far consumers have not received a good packaging design. Therefore, it is necessary to improve the guava crystal packaging design as a marketing strategy in order to avoid consumer disappointment and vice versa to get the goal of the packaging.

Consumers also stated that the packaging used so far was not environmentally friendly and could not be reached again so that many chose to bring their own packaging or bags from home, however there were 16% of consumers who stated that the packaging they had used had been good and there was no need for improvement because they are quite satisfied with the packaging achieved by traditional fruit retail SMEs so far. There are 16% who stated that the appearance of the packaging used for crystal guava so far has an unattractive and monotonous appearance so it can be concluded that the appearance of the packaging is sufficient to influence consumer interest in buying crystal guava that is sold.

Besides that, there are 15%, several other reasons that according to consumers influence their buying interest, so there are several other things that traditional fruit retail SMEs need to pay attention to in order to increase the level of sales of crystal guava in terms of packaging. After all consumer perceptions and preferences are known, the traditional fruit retail SMEs must implement a new strategy in determining the quality of crystal guava packaging.

4.5 Analysis of Traditional Fruit Retail SME Strategies to Increase Sales with Packaging Design

The success of a program can be achieved with an accurate and precise strategy. In terms of improving the quality of crystal guava packaging as a marketing strategy, the company should implement a strategy that can meet consumer desires for the factors of packaging selection, namely an attractive design, strong and has a lot of capacity, environmentally friendly and certainly the price of the packaging is affordable for consumers and retailers.

5. Conclusion

From the analysis, it can be concluded that so far, consumers have a poor perception of the packaging design of crystal guava. This is based on the results of the data as much as 22% of respondents stated that the packaging they used so far looked boring to them. Moreover, 66% of consumers have been disappointed with the crystal guava packaging. Through processing using SPSS 19, the importance value of the attributes that influence consumers to prioritize crystal guava packaging design is

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the most important thing of a package with a percentage of 26.236% which indicates that the crystal guava packaging design must be prioritized by fruit retail SMEs in order to fulfill consumer desires. The next attribute that ranks after that is the affordable price of 26.082% followed by the strength and capacity of the product packaging with a percentage of 26.205% and finally the environmentally friendly attribute with a percentage of 21.476%.

When viewed from the level of each attribute, it can be concluded that consumers want crystal guava packaging with environmentally friendly materials with an attractive design that is strong and at an affordable price. Furthermore, it can be concluded that the combination of these attribute levels will provide the greatest utility and preference for consumers. Based on the analysis of the SPG management strategy, it can be concluded that in order for the selection of packaging materials to be an appropriate and useful marketing strategy, it can be done by following the steps of the traditional fruit retail SME strategy analysis to increase sales with the packaging listed.

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