CONSUMER PREFERENCES ANALYSIS ON PROCESSED FISH PRODUCTS IN BANDUNG CITY: WARUNG CELUP RESTAURANT CASE STUDY

Fanny Paramesworo Daniel[1*], Atikah Nurhayati[2], Izza Mahdiana Apriliani[3], Asep Agus Handaka[4]

[1] *Department of Fisheries Faculty of Fisheries and Marine Sciences, Padjadjaran University, Indonesia*
([1] Corresponding Author)*

ABSTRACT

Consumer preferences show consumer preferences from a variety of options. Consumer preferences are closely related to the issue of choice. This study was aimed to analyze consumer preferences and what attributes are most considered by consumers in making the decision to buy processed fish products at Warung Celup restaurants. This study was conducted at Warung Celup in August – September 2020. Primary data retrieval techniques using purposive sampling as many as 50 respondents, while secondary data obtained from the Central Statistics Agency of Bandung City. The analysis tool used to determine consumer preferences is attitude measurement using the Likert scale and attribute analysis tool that is most considered in product selection using Multiple Linear Regression Analysis. Based on the results of the consumer preference study Warung Celup shows that the most preferred processed fish product is Shrimp. Attributes considered in the purchase of processed fish products in Warung Celup were a taste, price, nutritional content, and type of process.

Keyword: *Attributes, Consumer Preferences, Processed fish*

1. INTRODUCTION

Bandung City residents are defined as residents who have lived in the Bandung City for at least 6 months and or intend to reside in the Bandung [1]. Based on data [2], the population of Bandung continues to increase significantly every year, this evidenced by the average population growth rate per year 2012 - 2017 which is 0.46%. This increase is in line with the increasing need for food, business fields, population income and so on.

Consumer preference is the choice of whether someone likes or dislikes the product (goods or services) that are consumed. Preferences indicate consumer preferences from a variety of selected products [3]. Consumer preferences emerge in the alternative evaluation stage in the purchasing decision process, where at that stage consumers are faced with a wide variety of product and service choices with a variety of different attributes. Study of consumer preferences will produce three important information, namely consumer orientation or perspective, various facts about shopping behavior, and a concept or theory that gives reference to the human thinking process in making decisions [4].

This study includes the purchasing decision making process and the factors that influence consumer purchasing decisions in purchasing processed seafood products. The purpose of this study is to analyze consumer preferences for decision making in purchasing processed fish products and to analyze the attributes that are considered by consumers' preferences for decision making in purchasing processed fish products at Warung Celup restaurant.

2. MATERIALS AND METHODS

This study was carried out in August - September 2020. This study was conducted at Warung Celup, Jalan Tubagus Ismail Raya No.153, Sekeloa, Coblong District, Bandung City., West Java Province 40133. Data collection and retrieval of information related to the study activities were carried out by observation and interviews with the marketing agencies on the spot.

2.1 Study Method

The method used in this study is a case study method by taking respondents from Warung Celup restaurant. According to [5], case study is a study design that is comprehensive, intense, detailed, and in-depth, and is more directed as an effort to examine contemporary (time-limited) problems or phenomena.

2.2 Data Sources and Types

Sources of data used in this study were primary data and secondary data. According to [6] primary data is a data source that directly provides data to data collectors. Primary data is obtained from interviews and filling out questionnaires by respondents. Secondary data is a data source that does not provide information directly to data collectors. This secondary data source can be the result of further processing of primary data presented in other forms or from other people. Sources in obtaining secondary data were the library, the Ministry of Marine Affairs and Fisheries, the West Java Provincial Marine and Fisheries Service, the Central Statistics Agency, the Bandung City Service, and other agency sources that are directly related to this study.

2.3 Data Analysis

The data analysis method used in this study is quantitative descriptive method. Descriptive analysis is used to analyze consumer preferences for purchasing processed seafood products by calculating the percentage of the number of respondents who are presented in a simple tabulated form with the multiple linear regression method. Data analysis used supporting software for IBM SPSS Statistics 22 and Microsoft Office Excel 2019.

This study analyzes used multiple linear regression analysis to analyze the product attributes under consideration. consumers towards the purchase of processed seafood products. According to [7], a simple regression model in this study is as follows:

$$Y = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_{...} X_{...} \text{ (1)}$$

Desc:
Y = dependent variable (dependent)
b0 = intercept (point of intersection of the regression line with the Y axis)
b1 = slope
X = independent variable (independent)

3. RESULT AND DISCUSSION

Warung Celup is a restaurant located on Jalan Tubagus Ismail Raya No.153, Sekeloa, Coblong District, Bandung City, West Java 40133. This restaurant is located in the center of Bandung with the concept of a family restaurant that serves a middle menu where portions can be enjoyed by 3 to 6 person. Various kinds of processed fish menus are offered at Warung Celup, namely, Crab, Squid, Shellfish, Lobster and Shrimp. The range of selling prices for the processed menu at this restaurant is Rp. 30,000 - 350,000. The raw materials used are generally obtained from suppliers. Raw material purchases are made every day when stock availability starts to run out. The processed fish products served at Warung Celup include crab, squid, shellfish, lobster and shrimp.

3.1 General Condition of Consumer at Warung Celup Restaurant

The general characteristics of respondents in this research were divided into gender, age, occupation, education level and income. Gender is one of the characteristics that greatly influences consumer purchasing decisions for a product. Characteristics of respondents based on gender were 56% female and 44% male. Characteristics of respondents based on age ranged from 20-25 years, namely as many as 28%, 26-30 years as many as 38%, 31-35 years as many

as 30%, and 36-40 years as many as 4%. Characteristics of respondents based on occupation were, 12% of college students, 10% of house wifes, 36% of entrepreneur, 10% of civil servant and 10% of private employees. Characteristics of respondents based on school education were, 22% of highschol student, 6% of first-diploma, 8% of third-diploma, 62% of bachelor, and 2% of magister. Characteristics of respondents based on income were 2% of < Rp. 1.000.000, 6% of Rp. 1.000.000 - Rp. 2.000.000, 40% of Rp. 2.000.000 - Rp. 3.000.000, 12% of Rp. 3.000.000 - Rp. 4.000.000 and 40% of > Rp. 4.000.000.

3.2 Consumer Preferences of Processed Fish Products at Warung Celup

The process of making consumer decisions in buying processed fish products is also influenced by consumer preferences. The preferences of consumers of processed fish products are the choices that consumers like or dislike about processed fish products to be consumed.

Table -1. Matrix of Consumer Reasons for Buying Processed Fish Products at Warung Celup

No.	Types of Processed Products	Reason to Buy		
		Cheap price	**Delicious Taste**	**High Nutrition**
1.	Crab	36%	64%	0%
2.	Squid	20%	70%	10%
3.	Shellfish	34%	62%	4%
4.	Lobster	44%	56%	0%
5.	Shrimp	4%	86%	10%

Source: Primary Data (2020)

Based on the table 1, the reason consumers buy processed fish products at Warung Celup is because of their delicious taste. Taste is a very important attribute to consider whether consumers like or dislike a food product. Taste is a parameter of food quality. If the quality of the food provided is good, it will benefit both parties, the restaurant will get a good image and profit in its business, while customers will get the expected satisfaction. Thus food quality is one of the best ways to maximize success in the restaurant business [8].

Table -2. Processed Fish Products at Warung

No.	Types of Processed Products	Percentage
1.	Crab	8%
2.	Squid	8%
3.	Shellfish	24%
4.	Lobster	24%
5.	Shrimp	36%
Total		**100%**

Source: Primary Data (2020)

Based on the results of the study, 36% of consumers liked the type of processed shrimp products, 24% of the consumers liked the processed shellfish and lobster, 8% of the consumers liked the crab and squid processed products. The number of consumers who like processed shrimp products because of the delicious taste of the product. Processed shrimp products are included in the good category because the product is in accordance with consumer tastes, this is indicated by the processed shrimp product which is a best seller at Warung Celup. This shows that the level of consumer preference has a significant positive effect on the consumption behavior of processed shrimp products. According to [9] said that the higher a person's level of preference for a product, the greater the opportunity to buy and consume the product.

Table -3. Multiple Linear Regression Model

No.	Types of Processed Products	Multiple linear regression
1.	Crab	$Y = 0.747 + 0.541 X1 - 0.176 X2 + 0.076 X3$
2.	Squid	$Y = 2.427 + 0.299 X1 + 0.156 X2 + 0.113 X3 + 0.148 X4$
3.	Shellfish	$Y = 1,837 + 0.075 X1 + 0.377 X2 - 0.148 X3 - 0.035 X4 + 0.174 X5$
4.	Lobster	$Y = 3.083 + 0.374 X1 - 0.200 X2 + 0.108 X3$
5.	Shrimp	$Y = 0.576 + 0.377 X1 + 0.297 X2 + 0.032 X3 + 0.159 X4$

Source: Primary Data (2020)

Based on the multiple linear regression model, a positive regression coefficient can indicate that the higher the taste (X1), price (X2), nutritional content (X3), type of preparation (X4), and type of product (X5), the higher the consumer preference. to buy these processed products. But this is inversely proportional if the regression coefficient is negative.

The processed crab product with a constant of 0.747 shows an average consumer preference without being influenced by the X variable in the model, namely taste (X1), price (X2), and nutritional content (X3). The regression coefficient for the flavor variable shows that if there is an increase in the quality unit of the processed crab taste, it will increase the product preference by 0.541. The regression coefficient for the variable price of processed crab shows that each price increase is Rp. 1 then it will decrease the product preference level by 0.176. The regression coefficient for the nutritional content variable shows that for every 1 gram increase in the nutritional content of processed crab, it will increase the product preference by 0.076.

The processed squid product with a constant of 2.427 shows the average consumer preference without being influenced by the X variable in the model, namely taste (X1), price (X2), nutritional content (X3), and type of processed (X4). The regression coefficient for the taste variable shows that if there is an increase in the taste quality unit of the processed shrimp product, it will increase the level of product preference by 0.299. The regression coefficient for the variable price of processed squid products shows that each price increase is Rp. 1 then will increase the level of product preference by 0.156. The regression coefficient for the nutritional content variable shows that every 1 gram increase in the nutritional content of the processed squid product will increase the product preference level by 0.113.

The processed shellfish product with a constant of 1,837 shows an average consumer preference without being influenced by the X variable in the model, namely taste (X1), price (X2), nutritional content (X3), processed type (X4), and type of shellfish (X5). The regression coefficient for the taste variable shows that if there is an increase in the taste quality unit of processed shellfish products, it will increase consumer preferences amounting to 0.075. The regression coefficient for the variable price of processed shellfish products shows that each price increase of Rp. 1 then will increase the preference of shellfish products by 0.377. The regression coefficient for the nutritional content variable shows that every 1 gram increase in the nutritional content of processed shellfish products will decrease the product preference by 0.148. The regression coefficient for the processed type variable shows that each additional one unit of the processed shellfish variant will decrease the product preference by 0.035. The regression coefficient for the variable types of shells shows that each additional one unit of variant types of shellfish will increase the product preference by 0.174.

The processed lobster product with a constant of 3.083 shows an average consumer preference without being influenced by the X variable in the model, namely taste (X1), price (X2) and nutritional content (X3). The regression coefficient for the taste variable shows that if there is an increase in the taste quality unit of processed lobster products, it will increase the product preference by 0.374. The regression coefficient for the variable price of processed lobster products shows that each price increase is Rp. 1 then decreases the product preference by 0.200. The regression coefficient for the nutritional content variable shows that every 1 gram increase in the nutritional content of processed lobster products will increase consumer product preference by 0.108.

Shrimp processed products with A constant of 0.576 shows the average consumer preference without being influenced by the X variable in the model, namely taste (X1), price (X2), nutritional content (X3), and type of preparation (X4). The regression coefficient for the flavor variable shows that if there is one increase in the taste quality unit of processed shrimp products, it will increase the product preference by 0.377. The regression coefficient for the variable price of processed shrimp products shows that each price increase is Rp. 1 then will increase the liking of the product by 0.297. The regression coefficient for the nutritional content variable shows that every 1 gram increase in the nutritional content of processed shrimp products will increase the product preference by 0.032. The regression coefficient for the processed type variable shows that each additional one unit of the type of processed shrimp variant will increase the product preference by 0.159.

4. CONCLUSIONS

The highest consumer preference for processed fish products at Warung Celup is shrimp at 36% of total consumer, followed by lobster at 24%, shellfish at 24%, squid at 8% and crab at 8%. The most considered attributes by

consumers in purchasing processed crab, squid, shellfish, lobster, and shrimp at Warung Celup restaurant simultaneously were taste, price, nutritional content, type of preparation and type of fish affect product purchases. Partially, the taste attributes most considered by consumers in purchasing processed crab, squid, lobster, and shrimp, meanwhile the consideration in purchasing processed shellfish is partially influenced by price, and consideration of processed shrimp is partially influenced by the attributes of taste, price and nutritional content.

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