

ANALYSIS OF CUSTOMER SATISFACTION ON THE QUALITY OF PURPLE PATTOM CRUISER USING IMPORTANCE PERFORMANCE ANALYSIS (IPA) METHOD

Whydiantoro¹, Budiman², Engkos Koswara², Intan Kusumadewi²

¹ Universitas Majalengka

why@unma.ac.id

Abstract

Following up on PKM on purple sweet potato crackers in Padahanten village and seeing the current very rapid development of the service business, with the growth of the service business in Indonesia this has resulted in higher competition, consumers are more selective in buying and choosing the products they need. Therefore, purple sweet potato chips must be able to meet consumer needs. Products that are able to win the competition with competitors need a strategy that can improve services and be able to compete effectively in this increasingly competitive market. Win the competition and keep the business alive, growing and getting as many customers as possible. This can be said to be successful if consumers are satisfied with the performance of a product or service provided by the entrepreneur.

According to Lewis & Booms, in Service Management by Fandy Tjiptono (2016) Service quality is defined as a measure of how large the level of service that can be provided in accordance with the level of consumer expectations. In other words, the factors that affect the quality of service are the services expected by consumers, if the service exceeds what is expected by consumers, the quality of service can be said to be good (positive), and vice versa if the service is not in accordance with what is expected by consumers, it can be said that the quality of service is bad. (negative value)

Quadrant analysis or Importance Performance Analysis (IPA) is a descriptive analysis technique introduced by John A. Martilla and John C. James (1977) cited by Tjiptono and Chandra (2016: 222-223). Importance Performance Analysis (IPA) is an analytical technique used to identify what important performance factors must be demonstrated by an organization in meeting the satisfaction of their service users (consumers).

Therefore, it is necessary to conduct research on the analysis of consumer satisfaction on the quality of service in the marketing of purple sweet potato crackers by using the Importance Performance Analysis (IPA) method. and promotions. Through these (4P's) attributes, it will be known what influences consumers' desire to visit Padahanten purple sweet potato. The variables that are traced or researched are aspects of reliability (reliability), responsiveness (response), tangible (tangible), assurances (certainty), and empathy (empathy)..

Keywords: *Quadrant analysis, purple sweet potato crackers, marketing mix attributes*

| | | |
|-----------------------|---------------------|----------------------|
| Submitted: 2022-08-01 | Revised: 2022-10-01 | Accepted: 2022-10-01 |
|-----------------------|---------------------|----------------------|

Introduction

Following up on the PKM of purple sweet potato crackers in Padahanten village and seeing the current rapid development of the service business, with the growing growth of the service business in Indonesia this has resulted in increasingly high competition, consumers are increasingly selective in buying and choosing the products they need. Therefore, purple sweet potato chips must be able to meet consumer needs. Products that are able to win the competition with competitors require strategies that can improve services and be able to compete effectively in this increasingly competitive market. Winning the competition and maintaining the business to survive, develop and get as many customers as possible. This can be said to be successful if consumers are satisfied with the performance of a product or service provided by the entrepreneur.

According to Lewis & Booms, in Service Management by Fandy Tjiptono (2016) Service quality is defined as a measure of how much the level of service that can be provided is in accordance with the level of consumer expectations. In other words, the factors that influence service quality are the services expected by consumers, if the service exceeds what is expected by consumers, the quality of service can be said to be good (positive), and vice versa, if the service is not in accordance with what consumers expect, it can be said that service quality is bad. (negative value) Quadrant analysis or Importance Performance Analysis (IPA) is a descriptive analysis technique introduced by Jhon A.

Martilla and Jhon C. James (1977) cited by Tjiptono and Chandra (2016: 222-223). Importance Performance Analysis (IPA) is an analytical technique that is used to identify what important performance factors an organization must show in meeting the satisfaction of their service users (consumers). Therefore it is necessary to do research on the analysis of customer satisfaction on service quality in purple sweet potato cracker marketing using the Importance Performance Analysis (IPA) method.

To analyze the attributes that can be presented are the attributes of the marketing mix (4P) which include product, price, place and promotion. Through these attributes (4P), it will be known what influences consumers' desire to visit Padahanten purple sweet potato. The variables that are traced or studied are aspects of reliability, responsiveness, tangible, assurance, and empathy.

Research Method

In this study, the Importance Performance Analysis (IPA) method was used. Stages of research for the analysis of consumer satisfaction on service quality Purple Sweet Potato Crackers Marketing. Data collection is based on the results of questionnaires and interviews as well as direct observation of the field regarding the problems that occur in the service delivery system at the Purple Sweet Potato Crackers Marketing.

This research as descriptive research is research that functions to describe or give an overview of the object under study through sample data or population as it is, without conducting analysis and making general conclusions.

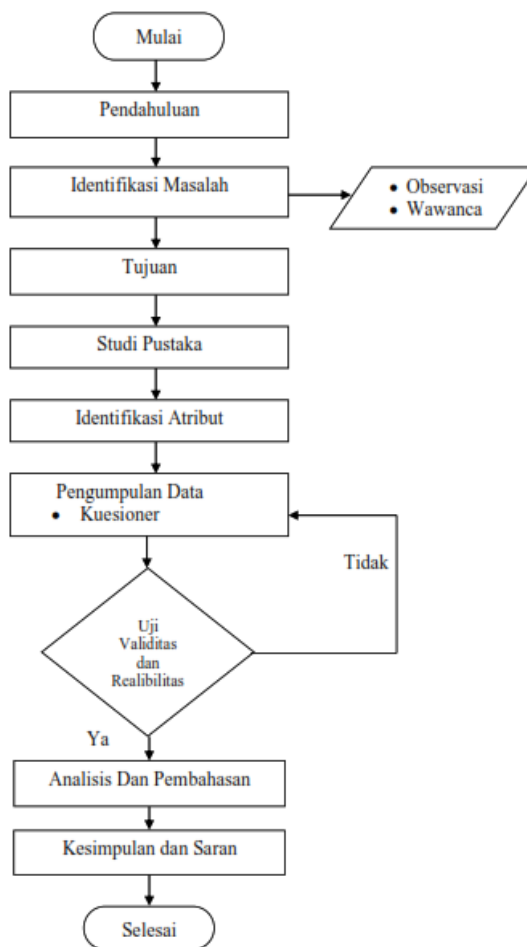


Figure 1. Research Flowchart

Results and Discussion

Analysis of Consumer Satisfaction Level Data

Consumer satisfaction is a function of the perception of reality and expectations. Reality is below the interests or expectations, so consumers will not be satisfied. Conversely, if the reality fulfills interests or expectations, consumers will feel satisfied. Generally, the consumer's interests or expectations are estimates or beliefs about what he will receive when he buys or consumes the product in question (reality). The results of this study use a Likert scale which consists of the level of importance or expectation with performance or reality received by consumers. Giving a score to each item statement is a score of 5 for very good/very satisfied answers, a score of 4 for good/satisfied answers, a score of 3 for moderately good/quite satisfied answers, a score of 2 for bad/dissatisfied answers, a score of 1 for Very unfavorable/very dissatisfied answers.

GAP analysis

After the importance score or expectation with the performance score or reality is identified, the next step is to compare the importance score and performance score using GAP analysis. GAP analysis is used to identify PFI (Priorities For Improvement), namely areas with the greatest potential for improving customer satisfaction. If the performance or reality is lower than the interests or expectations, then the company is likely to face a problem, the bigger the GAP, the bigger the problem (Fandy Tjiptono and Anastasia Diana, 2014: 79). GAP analysis is calculated by the formula:

$$\text{GAP} = \text{Performance Score} - \text{Importance Score}$$

Table 1. GAP Results of Interest and Service Quality Performance

| No | Atribute | Importance | Performance | GAP |
|----|---|------------|-------------|-------|
| 1 | Cleanliness of purple sweet potato crackers | 3.27 | 3.20 | -0.07 |
| 2 | Compatibility of price with quality | 3.17 | 3.13 | -0.03 |
| 3 | Purple sweet potato cracker delicacy | 3.33 | 3.37 | 0.03 |
| 4 | Information on the availability of purple sweet potato crackers | 2.43 | 2.60 | 0.17 |
| 5 | Purple sweet potato cracker packaging | 2.50 | 2.47 | -0.03 |

Source: Processed primary data, 2021

Table 4.6 shows the average difference between the interests or expectations of consumers and the performance or reality received by consumers. In table 4.6. It can also be seen that the importance score is greater than the performance score received by the customer, so the GAP (-) is negative, while the score obtained by GAP (+) is positive. A negative GAP value means that the consumer is less/dissatisfied with the service received, while a positive GAP value indicates that the consumer is satisfied with the service received.

Importance Performance Analysis (IPA)

Importance Performance Analysis (IPA) is used to determine the level of consumer satisfaction with purple sweet potato cracker products by measuring the level of importance or expectation with the level of performance or reality received by consumers. Consumers will feel satisfied if the performance or reality of the service is greater than the interests or expectations of consumers so that the following criteria can be made:

Table 2. Criteria for Assessment of Importance Performance Analysis

| Nilai | Criteria |
|------------------------|----------------|
| ≥ 100 ($X > Y$) | Satisfying |
| ≤ 100 ($X < Y$) | Not Satisfying |

Source : Tjiptono dan Chandra, 2016

Value of Importance Performance Analysis regarding Products/Services

Table 3. Value of Importance Performance Analysis regarding Products/Services

| No | Atribute | Importance Performance | Criteria |
|----|---|------------------------|----------------|
| 1 | Cleanliness of purple sweet potato crackers | 96.94 | Not Satisfying |
| 2 | Compatibility of price with quality | 88.42 | Not Satisfying |
| 3 | Purple sweet potato cracker delicacy | 101.00 | Satisfying |
| 4 | Information on the availability of purple sweet potato crackers | 106.85 | Satisfying |
| 5 | Purple sweet potato cracker packaging | 98.67 | Not Satisfying |

Source: Data primer yang diolah, 2021

Table 4.8 explains that purple sweet potato crackers show results that are not maximal with an average score of 98.38%. This is because the Importance Performance value is still below 100%, which means consumers are not satisfied with purple sweet potato products.

Based on the Importance Performance Analysis (IPA) analysis, the next step is to analyze the Cartesian diagram which aims to determine the level of consumer interest and the performance received by consumers. The total average value of Interest is 2.94 and Performance is 2.88.

Furthermore, these numbers are used as the X and Y axes. The Cartesian diagram will be divided into 4 quadrants, namely quadrants I, II, III, and IV.

Cartesius Diagram

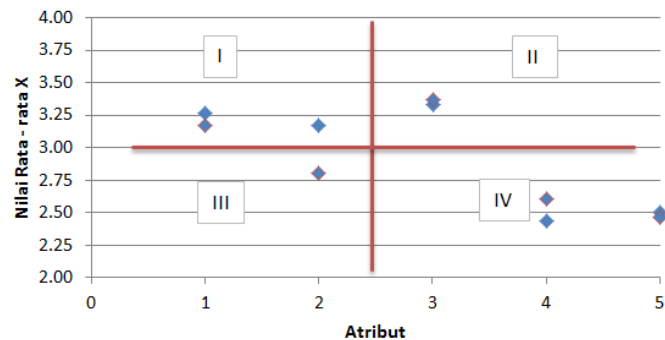


Figure 2. Cartesian Diagram of Consumer Satisfaction Levels

Conclusion

The results of research regarding the level of consumer satisfaction with the quality of purple sweet potato crackers using the Importance Performance Analysis (IPA) method based on the results of calculating the level of suitability of each service attribute can be interpreted that purple sweet potato crackers do not meet consumer interests/expectations, so consumers are not satisfied with crackers. purple sweet potato.

Using the Importance Performance Analysis (IPA) method, the results of this study are the average score of 98.38%. This is because the Importance Performance value is still below 100%, which means consumers are not satisfied with purple sweet potato products.

Acknowledgement

Giving the highest award and gratitude to the University of Majalengka through P3M in accordance with the Assignment Agreement for the Internal Research Program at the University of Majalengka in 2021.

Reference

- Martilla, J.A. and James, J.C., 1977. Importance-performance analysis. *Journal of marketing*, 41(1), pp.77-79.
- Bacon, D.R., 2003. A comparison of approaches to importance-performance analysis. *International Journal of Market Research*, 45(1), pp.1-15.
- Eskildsen, J.K. and Kristensen, K., 2006. Enhancing importance-performance analysis. *International Journal of Productivity and Performance Management*.
- Azzopardi, E. and Nash, R., 2013. A critical evaluation of importance-performance analysis. *Tourism management*, 35, pp.222-233.
- Sever, I., 2015. Importance-performance analysis: A valid management tool?. *Tourism management*, 48, pp.43-53.
- Phadermrod, B., Crowder, R.M. and Wills, G.B., 2019. Importance-performance analysis based SWOT analysis. *International journal of information management*, 44, pp.194-203.