

Measuring Attribute Of Product Of Vegetable Salad Of “Mamake” Micro Business Of Buddhist Community Group At Buddhi Vardhana Temple In Tangerang City

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Abstract

This research is to measure product attributes of micro business vegetable salad “Mamake” in order to help Buddhist community group at Buddhi Vardhana Temple who have interest to run the same business. It needs a specific technique to identify the want and preference of consumer by measuring the utility and relative importance values of product attributes. This research uses conjoint analysis. Respondents of this research are 80 members of Buddhist community group at Buddhi Vardhana Temple. The analysis shows that the most preferred salad based on its importance level is vegetable salad chicken and cheese with importance value of 0,065, hence can be concluded that opening a micro business of vegetable salad “Mamake” of this type become a promising opportunity in micro business world

Key words: conjoint technique, interest, preference

INTRODUCTION

One of the businesses at micro level that most people crazy about, even by young people, nowadays is culinary business. With innovation in food and culinary field and relatively need small capital, this business is highly promising as all people need it on daily basis. As reported in (<https://peraturan.bpk.go.id>, 1998) micro business is part of economic activities of society at small scale that need protection from unhealthy competition as the role of micro, small, and medium business is believed to be able to bring wealth to the society through various products they produce that can be expected to improve their economy. Natamukti Award 2019 presented to Tangerang City on October 7th 2019 by *International Council For Small Business (ICSB) Indonesia City Awards 2019* (<https://diskopukm.tangerangkota.go.id/>, 2019) indicating that Tangerang City is one of the cities that encourage the existence UMKM (Indonesian acronym for Usaha Mikro Kecil dan Menengah = Micro, Small, and Middle Business) and able to realize wealthy and competitive society.

The product of vegetable salad of “Mamake” is one of micro businesses that has been operated two and a half years now. At the end of 2016 the product was introduced and started to be marketed and known as a type of micro business and since then the “Mamake” salad has recorded a spectacular sales of IDR 250 million per year. The increasing trend of the sales of Mamake salad has been able to open up new opportunity for the society to develop their economy toward a healthy and competitive society. Buddhi Vardhana Temple is chosen as the location of this research because the location of the temple is close to a major university in Tangerang City that the business is expected to become a pilot project that can be functioning as a stimulant and pioneer in the business that can be managed and developed by Buddhist community who conduct their worship (pujabakti) in that temple. (Erika, 2009) admitted that society’s need of quality and safe fruits and vegetables to consume has brought its own challenge for the marketers to provide their offers that satisfy the customers and society as a whole. Vegetable salad is one of alternative product that can be expected to bring new opportunity because to obtain and to produce vegetable salad tends to be easier compared to other food products. Vegetable cuts combined with certain topping are easily found as opening or closing dishes in restaurants and other places.

Nowadays the attention given to the development of vegetable salad business is not maximized. This can be seen from the opening of several new businesses that did pick other than vegetable salad as their micro business. In order to know the level of attractiveness of vegetable salad among consumers who make vegetable salad as their consumption choice, there is a need to understand consumer preference of their interest to consume certain type of vegetable salad. Therefore, this research is directed toward measuring product attribute of vegetable salad micro business with its brand name “Mamake” of Buddhist community group at Buddhi Vardhana temple. And to come to results expected, the research utilizes conjoint analysis where the analysis result will give a description about the level of attractiveness among society to a micro business product of vegetable salad known with brand name “Mamake”. This description will be used to understand the want and the preference of consumers to a product or service by

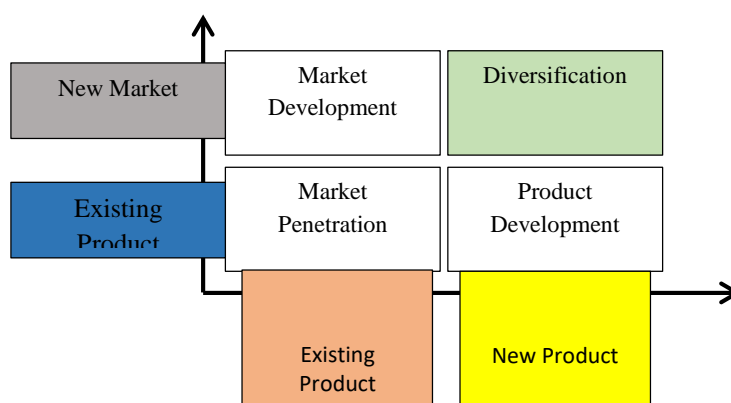
measuring the level of relative utility and importance values as attribute of a product or service.

Based on those considerations above, several things such as doing survey on consumer preference in consuming vegetable salad; how the application of conjoint analysis; what utility value of the attribute; and identification of importance ranking that influence consumers in choosing types of vegetable salad; all become important points in this work. Limited numbers of related research become a general challenge where the basis to choose variables or attributes to be used in this work become broader. To overcome this limitation, the respondents used in this research is limited to Buddhist community group that conduct their worship (pujabakti) at the temple (Vihara) of Buddhi Vardhana. And this research is to know the preference and attractiveness of consumers to three attributes developed in early survey. They are types of vegetable salad, plastic cup package, and price.

LITERATURE REVIEW

Those micro businessmen that have succeeded in certain area or market segments are usually encouraged to expand their business, The control over existing markets through penetration strategy with existing product will bring profit that is used to expand their business. Business expansion can be done according to Ansoff matrix (Nanang, 2016). In Pic. 1 of Ansoff matrix, there are four types of business development, namely:

- a. Entering new market with existing product.
- b. Entering existing market with existing product.
- c. Developing new product for existing market.
- d. Developing new product for new market.



Pic. 1. Ansoff Matrix

Source : (Nanang, 2016)

Micro business of vegetable salad is one example of business development through entering new market with existing product. Because vegetable salad is the micro business product that has already existed, this type of business development is predicted to bear minimum business risk. This is because in this strategy it assumes that the micro businessmen have had control and experience over the existing market of vegetable salad.

According to (Indriyo, 2012) there are various ways to enter market and should be done in the right time considering the funds invested are remarkably substantial that could be lost if the move is not done in the right way and in the right time. Marketing vegetable salad "Mamake" that has existed is using the strategy of "*Let The Other Get Trouble First*" where this strategy is commonly used by those businessses considered not strong enough yet in the market but sill possess good competiiveness. The owner of vegetable salad "Mamake" was previously waiting for its competitor to enter the market and to watch over its compeior closely. Knowing that entering new market is not an easy move, by letting the compeitors enter the market and watching over it closely, the owner of vegetable salad "Mamake" will decide the right time to move. According to (Yefi, 2019) the opportunity to watch over the competitors that entered the market before you, should be used to prepare funds and other resources needed to enter the market as soon as possible at this critical time, the time where the competitors facing difficulties. Oher critical things to do at this time should be related to promotion as well.

Promotional strategy used in selling vegetable salad "Mamake" is more categorized as *personal selling*, where in *personal selling* the businessmen do direct conact with their consumers. By so doing, I is expected that there will be a positive relationship and interaction between the businessmen with their consumers and ptperspective ones. Direct contact will make businessmen influence their consumer more intensively because the businessman can be able to learn the want and taste of their consumers that make them able to adapt their product, the way to approach and to communicate to the need and the preference of their consumers. As it is said that *personal selling* is face-to-face interaction between seller and prospective buyer(s) with the objective is to sell, prtsonal presentation, handling objection, making order, making sale, and customer relationship (Phillip & Armstrong, 2012).

Preference can be understood as choices or tendency to choose a product by consumers. The definition of preference used in this research explains that a consumer is assumed to have the same choices to attributes used, and will pick better choices. In other word, consumer preference theory assumes that every consumer is able to make a list preference ranking of all comodities being faced, hence it is subjective in nature.

RESEARCH MEHOD

Basically, research is a process that consists of steps which is aimed at understanding and explaining a phenomenon in an accurate and critical way through finding facts using certain seps (Mohammad, 2011). This esearch is quantitative and it focuses on single and parial phenomenon. Based on this phenomenon, variables of the research are decided.

Data used in this research are primary and secondary. Primary data are on preference of Buddhist comuniy group at the temple of (vihara) Buddhi Vardhana. Secondary data are about attribute and attribute levels obtained from texbooks, articles, the internet and other sources published by related institutions and also from previous research (Susetyo, 2016).

Table 1. Attribute to evaluate

No	Simulant Attribute
1	type of <i>Vegetable Salad</i>
2	Plastic <i>Cup</i> size
3	Price

Source: self observation, 2019

This research uses conjoint analysis technique as the basis of analysing data obtained from questionnaire distributed to respondents. Conjoint analysis is a tool where the *output* of the data analysed will give a general description and understanding on “how” and “how much” the want and preference of consumers to a product or service using *utility* and *importance* values of attributes of a product or service (Eko, 2016). Due to the scope of attribute is too broad, in this research it is limited to only three crucial attribute. They are the three most dominant attributes decided by respondents. The limitation of attributes in this quantitative research is more on the level of interest, urgency, and the flexibility of problems to be solved beside other limitation such as human, funds, and time (Sugiyono, 2010).

The location chosen to distribute questionnaire to gather data is the temple of Buddhi Vardhana, Karawaci, Tangerang. The time of research was set in a *cardplan* and was conducted from July to September 2019. In qualitative research, population is area of generalization consists of objects or subjects with certain quality and characteristics that will be studied and to draw conclusion. Meanwhile sample are part of that population (Sugiyono, 2010). And because the analysis of the research is descriptive and general in nature, the sampling technique applied is *simple random sampling* (Dani, 2018), in where all respondents are known as Buddhist community group at Buddhi Vardhana temple and all have the same interest in the business of salad, hence having the same probability to be chosen as respondents. According to (Simamora, 2005) sample are part of the total amount and characteristics of population and be able to represent the population. The characteristics of the sample in this research is Buddhist community group who are actively perform their worship (*pujabakti*) at Buddhi Vardhana temple and having the same interest in trying UMKM in vegetable salad. Sample size is 80 respondents, based on (Sugiyono, Metode Penelitian Bisnis, 2007) that 30-500 respondents are appropriate in a research.

As noted above, data analysis in this research uses conjoint analysis, where it is specifically used to understand the want and preference of consumers to a product or service by measuring utility and relative importance values of the attributes of a product or service and will be used in deciding marketing strategy. This conjoint analysis is perceived as good and appropriate, even at a higher level, it can be used to segment markets based on consumer preference of the attributes of the product they choose (Khrisna, 2013). In general, conjoint analysis is a multivariate technique using whatever stimulant such as products, brands or products sold in market evaluated by consumers as the collection of certain attributes. Therefore, this technique is very useful

in marketing especially in knowing consumer preference of a product launched in to market. Basic assumption that should be fulfilled to use conjoint analysis are:

- a. Subjects must rationally think in considering attributes.
- b. Attribute can be identified
- c. Developing the level of combination of those attributes.

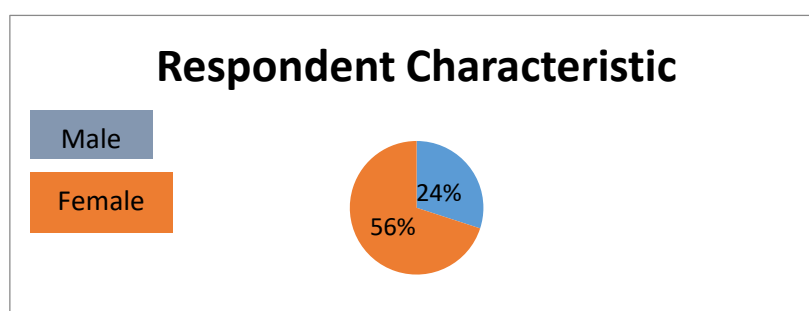
Steps in using conjoint analysis: design basic problem, compose stimulants, decide the form of data input that will be used in choosing proper conjoint analysis design, gather and interpret data, assess reliability and validity, and finally conduct the simulation (*choice simulator*).

RESULTS AND DISCUSSION

Results

Data Characteristics

Data on the preference of Buddhist community group at Buddhi Vardhana is temple is included in an illustration of the application of the method of *full* profile of sample size of 80 respondents of this research. Characteristics of the respondents can be seen based on gender.



Pic. 2: characteristics of respondents based on gender

Source: primary data from respondents, 2019

Analysis of the Results

To know the utility value of each attribute, it needs to compose parameter estimate that will be used as stimulant card. Stimulant card is designed using *software* SPSS 18.00, continued with conjoint design and the results are 21 stimulant cards, stimulant card is composed from stimulant created where every card consists of the combination and the levels of attribute which is different to other cards. Those 21 stimulant cards can be shown in Table 2 below.

Table 2. Attribute and Level to evaluate

Card List

	Card ID	Type of Salad Wanted	Type of cup expected	Price expected -in IDR
1	1	Thousand Island Sauce	200 ml	25,000
2	2	Thousand Island Sauce	300 ml	20,000
3	3	Thousand Island Sauce	300 ml	35,000
4	4	Thousand Island Sauce	300 ml	25,000
5	5	Chicken Sausage and Cramble Egg	200 ml	20,000
6	6	Thousand Island Sauce	400 ml	35,000
7	7	Chicken Sausage and Cramble Egg	300 ml	20,000

8	8	<i>Chicken Sausage and Cramble Egg</i>	400 ml	25,000
9	9	<i>Thousand Island Sauce</i>	200 ml	20,000
10	10	<i>Chicken and Cheese</i>	300 ml	25,000
11	11	<i>Chicken Sausage and Cramble Egg</i>	300 ml	25,000
12	13	<i>Chicken and Cheese</i>	200 ml	20,000
13	14	<i>Chicken Sausage and Cramble Egg</i>	300 ml	35,000
14	15	<i>Chicken and Cheese</i>	400 ml	25,000
15	16	<i>Chicken and Cheese</i>	400 ml	35,000
16	17	<i>Chicken and Cheese</i>	200 ml	25,000
17	18	<i>Chicken Sausage and Cramble Egg</i>	400 ml	35,000
18	22	<i>Thousand Island Sauce</i>	400 ml	25,000
19	23	<i>Chicken and Cheese</i>	300 ml	35,000
20	24	<i>Chicken and Cheese</i>	300 ml	20,000
21	26	<i>Chicken Sausage and Cramble Egg</i>	200 ml	25,000

Source; Output SPSS 18.00

From the *card list* above, it is known that the most probable parameter to be used as the main choice in marketing UMKM's salad product is the salad with *thousand island sauce* with not too big cup size i.e. 200 ml and preferred at a price of IDR. 25,000,-

In this research, to measure the level of consumer preference to vegetable salad "Mamake", three attributes are used, namely: the type of vegetable salad; plastic cup size; and the price of the most dominant vegetable salad. Each attribute will be subdivided into sub attributes. The attributes of vegetable salad consists of three sub attributes. They are *thousand island sauce*, *chicken and cheese*, and *chicken sausage and scramble egg*. Plastic cup used also consists of three sub attributes. They are the size of 200 ml, 300 ml, and 400 ml. Likewise, price also has three sub attributes namely IDR 20,000,-, IDR 25,000,-, and IDR 30,000,-. Output of SPSS 18.00 shows the result as in Table 3 below.

Table 3. Utility Level

Utilities		Utility Estimate	Std. Error
Salad	Thousand Island Sauce	,051	,039
	Chicken and Cheese	,065	,039
	Chicken Sausage and Cramble Egg	-,116	,039
Cup	200 ml	-,073	,042
	300 ml	-,145	,084
	400 ml	-,218	,127
Price	20,000	,038	,042
	25,000	,077	,084
	35,000	,115	,127
(Constant)		3,688	,089

Source: Output SPSS 18.00

Positive utility value assumes that the respondents like the sub attributes offered. Negative utility values show the sub attributes that respondents dislike. On the attribute of salad type, respondents like the most is *chicken and cheese* which is indicated by the highest utility value of ,0.065. Besides, the respondents also like the price level at IDR35.000 with utility value of 0.115. However, it seems that respondents are not really interested with the plastic cup size offered.

Table 4. Relative Importance Level

Importance Values	
Salad	40,148
Cup	28,787
Price	31,065

Source : Output SPSS 18.00

Based on the table above, it can be explained that the respondents of this research perceive that salad type preferred becomes the important factor or attribute with importance value of 40,148. Second important factor is the size of the cup used as the package of the salad (28,787) and the third important factor for respondents is price (31,065).

The result of the research is valid. It can be seen from Pearson correlation (0,653) and Kendall correlation (0,522) in which each of them is greater than 0.5 with significance below 0.05. This result also explains that there is a positive and strong relationship between general opinion pattern with the real opinion of the respondents.

Table 5. Person and Kendalls Tau Values

Correlations ^a		
	Value	Sig.
Pearson's R	,653	,001
Kendall's tau	,522	,001

Source: Output SPSS 18.00

Tabulation of questionnaire also shows the compatibility between SPSS software output with actual result obtained through questionnaire. This is to see the discrepancy between the tested attributes and the intention to run micro business of vegetable salad "Mamake". This suggests that variables previously analysed i.e. salad type, cup size and price that perceived suitable are to be marketed. From the table below, it can be seen that salad type respondents like the most is *Chicken and Cheese* chosen by 60 respondents, 15 respondents chose *Thousand Island Sauce* and 5 respondents chose *Chicken Saussage with Cramble Egg* as the salad type that they would sell in their prospective business.

Table 6. Attributes of Salad type as for prospective Micro Business

Attribute	Type	Chosen by	percentage
Type of vegetable salad	<i>Thousand Island Sauce</i>	15	18,75%
	<i>Chicken and Cheese</i>	60	75%
	<i>Chicken Saussage and Cramble Egg</i>	5	6,25%

Conclusion

Based on the result of product attribute analysis of vegetable salad of micro business "Mamake" of Buddhist community group at Buddhi Vardhana Temple in Tangerang City can be concluded that conjoint analysis shows that respondents are very interested in vegetable salad type of *chicken and cheese*, hence producing this type of vegetable salad will bring a new huge opportunity in micro market in Tangerang city. Looking at utility value of price variable of 0.115, the respondents perceive that vegetable salad of micro business "Mamake" could be very profitable and be able to cover initial cost. This, in turn, will significantly affect the cash flow considering that vegetable salad "Mamake" does not need big cost but does produce big profit. Disatisfaction is only related to cup size but it is more due to all alternative sizes are out of respondents' expectation.

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