Analysis of Customer Satisfaction on Probiotic Plus Biofarm Products in Malang District

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Abstract. **This study aims to determine customer satisfaction on probiotic products plus Biofarm, the main factors of customer satisfaction on probiotic products plus Biofarm, and to determine customer attitudes towards the attributes of probiotic products plus Biofarm in Malang Regency. This research was conducted in Malang Regency in November until December 2019. This study used a survey method with descriptive data analysis, Fishbein analysis, Importance and Performance Analysis (IPA), and Customer Satisfaction Index (CSI). The researchers analyze the data using Microsoft Excel 2010. The results of this study indicate that customer attitudes toward Biofarm products are quite good. However, customers are less amenable to the ease of obtaining products, and the prices are considered expensive. Customer satisfaction level starts with product attributes, product qualifications, product quality, product promotion, product prices, and the ease of obtaining products. The customer attitude towards Biofarm products' attributes can be seen from the value of customer satisfaction, in which 58.6913% show a positive response.**

Keywords: customer satisfaction, Bio farm products, livestock

INTRODUCTION

The choice of feeds products must be highly considered from both the nutrition and the multivitamin that will be given because it will have an impact on the growth, production, and health of livestock. Environment, feed characteristics, and livestock conditions can affect feed consumption. This feed's characteristics can affect the chemical content of feed, form of feed, feed threshold, and digestibility of feed [1], [2].

The best solution to obtain optimal production is to add feed additives, such as probiotics, to optimize the supply of nutrients that will later be needed. The provision of probiotics can control microorganisms in the digestion of farm animals, helps in the absorption of nutrients that can improve intestinal health, and inhibit pathogenic bacteria [3], [4].

Biofarm is a product that can be used as a probiotic for livestock because it contains several macro organic minerals, such as N, P, Ca, Mg, S, and micro minerals, such as Fe, Mg, Zn, Na, Al, Cu. It also has bacterial culture lignochlorite, cellulolytic, mineralization, decomposition, phitat, tannin, and lignin. Probiotic plus Biofarm products have a very effective role in the decomposition process of fermentation in the feed because, in its composition, there are lignochloritic bacteria that can produce bioactive compounds and various useful enzymes.

Probiotics are microbes that live in the digestive tract, which, in sufficient quantities, will be very beneficial for the health of the host. Lignochloritic probiotics can increase the activity of rumen microbial fermentation, thereby increasing the digestibility of dry matter, organic matter, NH3 production, VFA, and efficiency of rumen microbial synthesis in vitro. Lignochloritic probiotics also increase consumption, milk production, milk quality, and health of dairy cattle [5]-[7].

In making a product, it is necessary to consider how to handle it to analyze customer satisfaction with the purchase of the product. To improve marketing, it is necessary to study behavior that can later be used as a solution for farmers and producers. Customer satisfaction describes a person's assessment of the performance of the product related to expectations. If the customer feels dissatisfied or disappointed, the performance of the product will not meet expectations. Likewise, if product performance exceeds their expectations, the customers will be happy or satisfied [8]-[11].

Satisfaction can be identified by comparing the customer expectations of a particular product brand. Customers will trust a brand if they are satisfied with the product. Meanwhile, if the results felt is higher than their expectations, the customers will feel satisfied. They will take action according to values that meet expectations and repurchase the product [12].

Consumer behavior is the treatment of a person

or individual, leading to the purpose and use of products (goods or services). The application of a marketing mix can produce consumer behavior towards purchases, so the buying process is crucial for distributors rather than the consumption of a product [13]-[14].

Product attributes are the main factors used as the basis for purchasing products desired/needed by consumers. Product attributes are also the main factor of the company in determining the benefits of a product. Product attributes are influences for consumers in choosing a product. The role of product attributes is considered very important because it is the product element used as the basis for decision-making. The product attributes include brand, packaging, label, complementary services, and guarantees [15]-[16].

Marketing management is a merging of the art and science of setting target markets and creating profitable ties with target marketing. With this, marketing management includes several things, namely beginning with market analysis to find business opportunities according to the details of planning based on organizational goals. The planning is followed by the implementation of production activities aimed at meeting market demand. [17] - [19].

METHOD

Research on customer satisfaction with the purchase of probiotic products plus Biofarm was conducted from November to December 2019 in Malang Regency. In this study, the method used is the survey method, a technique to collect information or data from a sample by conducting interviews or filling out the questionnaire. Analysis of the data used in this research is descriptive analysis, Fishbein analysis, IPA analysis (Importance and Performance Analysis), and CSI (Customer Satisfaction Index) analysis. In processing the data, Microsoft Exel 2010 was used. The Fishbein analysis model was used to analyze the attitudes and responses (perceptions) of consumers to Biofarm plus probiotic products in Malang Regency. The Importance And Performance Analysis (IPA) method was used in determining the level of importance with the performance of a product. Finally, to determine the level of customer satisfaction on the product purchased, the Customer Satisfaction Index (CSI) analysis method was used.

RESULT & DISCUSSION

CSI is an index to determine overall customer satisfaction by considering the importance of the attributes measured. The Customer Satisfaction Index (CSI) is very useful for internal company goals to introduce the products to the customers. If customers do not know the products, they will not be purchased. Therefore, the step that must be done is to make customers know or know the products offered. Customer recognition of company products is limited to brands and labels and packaging, usability, and price. By recognizing these factors, customers will soon be able to connect with product brands. Customers will usually try the product, feel satisfied, and continuously use the product.

Attribute Evaluation

Attribute evaluation is research about the assessment of product attributes to illustrate the extent of the product's importance compared to the performance attributes of a product. Based on the results of measurements of product attributes, in general, customers assume that product attributes are considered very important. These attributes significantly affect customers in making product purchase decisions. The attributes that are considered essential to customers are brand, packaging, price, convenience, product design, and products.

The analysis results show that the customer's first consideration in making product purchase decisions is product quality. Quality is very influential in customer confidence in the purchase of a product. The second rank is the product, consisting of product brands and packaging. The third one is promotion. Customers support promotions indirectly, such as using brochures, pamphlets, and other print media. Fourth is product qualifications, which refers to the state of a product. The product can last up to the specific limit of time. Customers choose products that can last long enough and are resistant to various weather conditions. The fifth is the price of the product. Price is an essential factor for a customer when considering to buy a product. According to the customers, the price set by the producers is too expensive for probiotic types. At the same time, there are many similar products with lower prices compared to Biofarm products, so many customers disagree with the price. The sixth is the ease of customers in obtaining probiotic products plus Biofarm. This Biofarm product is a new product that has not been widely marketed in stores in both urban and rural areas. The product is only marketed to the people nearby. The distribution of Biofarm products is not extensive, so it has not made it easier for customers to buy Biofarm products. Biofarm products cannot be found at the large retail farms and small retail farms in Malang Regency. Therefore, there is a need for extensive marketing of this Biofarm product so that customers can easily buy it.

Level of Trust Attributes

Trust is an assessment of someone with another person who will conduct certain transactions in an

environment full of uncertainty. It is the willingness of one party to trust the other party. This is based on the expectation that the other party will take a particular action that is very important for those who trust it. Attachment behavior that occurs between a company and its partners is primarily determined by commitment. So, it can be concluded that trust has a positive relationship [20]

The trustworthiness of the Biofarm product attributes is considered quite good by customers starting from the highest (very good) to the lowest (very bad). Biofarm product trust starts from product quality (4), promotion (3.68), product (3), product qualifications (2.58), ease of obtaining products (2.13), and product prices (1.6). Based on these data, it can be said that customers value good trust attributes, namely product quality and promotion. In contrast, products, product qualifications, ease of obtaining products, and prices have a low level of trust. Biofarm product qualifications have an unfavorable attraction to customers. It is expected that producers improve the shape and model of Biofarm product packaging, so customers are interested in Biofarm products.

Table 1. Attribute evaluation and attribute value trust of Bio farm product

Attribute Evaluation

No	Product attribute	Attribute Evaluation (ei)	Attribute Evaluation Category
1	Product	4	Agree
2	Product Qualifications	3.5	Agree
3	Product quality	4.025	Agree
4	Promotion	3.75	Agree
5	Product Prices	3.15	Disagree
6	Ease	2.55	Disagree

Attribute Value Trust

No	Product attribute	Trust Attributes (bi)	Attribute Evaluation Category
1	Product	3	Not good
2	Product Qualifications	2.58	Not good
3	Product quality	4	Good
4	Promotion	3.68	Good
5	Product Prices	1.6	Very bad
6	Ease	2.13	Not good

Note: 1.00 (strongly disagree), 2.00 (disagree), 4.00 (agree), 5.00 (strongly agree).

Level of Importance and Product Performance

If the level of importance (expectations) is greater than or equal to the implementation (satisfaction/ performance), the performance of a product meets customer satisfaction. The results obtained have an average level of importance of all factors that influence customer satisfaction with Biofarm products.

Consumer Behavior and Perceptions of Products

Based on the results of the study, it can be seen that overall, respondents gave a positive attitude towards probiotic products plus Biofarm. Consumers who have a positive attitude towards a product will have the opportunity to purchase the next one. On the other hand, if the consumer's attitude towards a product is negative, it can prevent consumers from making a repurchase.

It shows that the overall customer satisfaction of Biofarm products is quite high. This is evidenced by the value of the Customer Satisfaction Index (CSI) obtained between 50% - 75%, which is equal to 58.6913%. It shows that Biofaram producers' performance is in line with expectations, so many customers are satisfied with Biofarm products. When performance matches expectations, customers will feel satisfied, and when performance exceeds their expectations, customers will feel very satisfied. It is hoped that customer satisfaction will continue to improve its performance, so that customer satisfaction with Biofarm products is higher. Producers can decide a strategy so the customers can accept the marketed Biofarm products.

CONCLUSION

Based on the results of this study, it can be concluded that the overall customer satisfaction of Biofarm products is high. Customer satisfaction values indicate that the customers are satisfied with Biofarm products, and Biofaram producers' performance is in line with their expectations. Respondents' attitudes toward Biofarm products showed a positive value, which means the product was accepted by consumers.

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