

Product Attribute Satisfaction Towards the Interest of Repurchase a Palm Sugar

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ABSTRACT

Palm sugar is a product that can improve the economy of society with innovation and product development. Hence, this research aims to find out on how to develop palm sugar based on product attributes in the form of brands, packaging, and labeling towards repurchase interest. The research is conducted by using the Research and Development method with the 5D model define; design; develop; disseminate; and result. As the results, the research found that there was the existence of product dimensions that affect the buying interest of palm sugar. Furthermore, the research also found that there was the development of the brand; packaging; and label. By developing brands, packaging, and labels, the purchasing power of palm sugar in the district of Muarasipongi is also increased. Finally, it could increase the value of palm sugar to become more elegant and valuable.

Keywords: *Product attributes, Purchase interest, Brand, Labeling, Packaging.*

1. INTRODUCTION

The large potential of the household industry is illustrated by the data released by the Ministry of Trade, which states that the market demands for palm sugar products in Indonesia is reached 400 tons, consisting of domestic and foreign sources. The demand for domestic market is reached 20 tons per month, while the national production capacity is only around five to 10 tons per month. Thus, even though it is still export-oriented, it is considered more profitable because the domestic market is still growing.

In addition, sugar that is produced from palm sugar processing is very helpful in increasing people's income. Recently, the palm sugar industry is still used as a daily primary business. The average of sugar production is three times a week, then is sold to collectors. In the current economic condition, palm sugar production starts to decline, and the palm sugar producers are less enthusiastic because the selling price received is not optimal.

Therefore, the repurchase decisions are also influenced by the product attributes, and the community has not yet increased product attribute innovation. Moreover, the sugar produced is still large (1-3 kg), and then the packaging used has not increased product attractiveness. First of all, the benefit of the packaging is only to protect the product or for portability. Recently, the packaging is increasingly required in order to attract consumers' attention, so that,

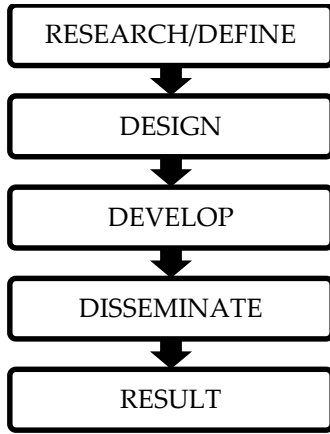
the consumers will repurchase products that have high appeal.

In addition, the packaging used is still the form of dried banana leaves or using a plastic, then there is no labeling on the product. It will make the consumers difficult to make purchases and find out the advantages and disadvantages of palm sugar, as well as the guarantees that consumers get when making repurchases. Besides, the researchers have conducted an interview with several consumers, producers, and collectors, and the results of showed that palm sugar products need to be given innovation in order to increase the purchasing power of palm sugar. The innovation is needed in the form of packaging, shape, brand, and information about palm sugar guarantee for the consumer.

Purnomo (2012) states that consumer's buying interest is a stage where consumers form their choice among several brands that are members of the choice device, then in the end, to make a purchase they are likely to find an alternative choice or the process that consumers go through to buy a product or service based on a consideration.

Furthermore, Simamora (2002: 79) [1] states that product attributes are the factors that consumers consider in making decisions about purchasing a brand or product category, which is attached to the product, or which is part of the product itself). Meanwhile, Lovelock and Wright (2007: 67) [2] states that the product attributes are all the features (both tangible and

intangible) of a product or service that customers can assess. The conceptual framework in this study can be seen as follows:



2. METHODS

This research is conducted based on Research and Development method, then used regression to see the effect of the product changes on repurchase interest. Furthermore, Research and Development are research methods used to produce certain products and test the effectiveness of these products.

Research and Development Process

1. Define

The definition stage is the stage for determining and defining the conditions needed in product development. Initially, there was no innovation for sugar products. The traditional sugar produced would be processed to support more effective production and increased sales. In this activity, researchers conduct research or look for problems related to palm sugar, in order to become the basis for developing palm sugar products.

2. Design

At this stage the researcher compiles a design regarding the product to be processed and designs the product that will be given innovation in the brand, packaging and labeling, the researcher makes a design for the form of palm products, makes attractive brands, then proper packaging.

3. Develop

At this stage, the development stage is divided into two activities, namely: expert appraisal and developmental testing. Expert appraisal is a technique for validating or assessing the feasibility of a product design, meanwhile, developmental

testing is the activity of testing product designs on the real target subject.

4. Disseminate

At this stage the product that has been implemented is then carried out an assessment of repurchase interest in order to determine the extent of the product's feasibility. Moreover, the researchers conducted product tests in the form of brand, packaging and label tests, by distributing questionnaires to consumers, then carrying out the TCR test.

5. Result

At this stage the product is ready to be marketed, palm sugar products that have been repaired according to suggestions from consumers in order to increase the competitiveness of palm sugar.

3. RESULTS AND DISCUSSION

The development model in this research refers to the 5D (Five-D) research and development model. The 5D research and development model consists of 5 main stages, namely define, design, develop, and disseminate, and result.

1. Define

After determining and defining the conditions that are needed in product development, the traditional palm sugar produced should be processed in shape of effective production and increased sales. Based on interview that has been conducted by researchers, the palm sugar products are still traditional and there is no innovation. Besides, the palm sugar packaging still uses plastic or dried banana stem leaves, and then, the research also found that the form of palm sugar has not changed. The palm sugar printed by producers is still in the form of a circle with a size of one to three kilos, and then the research also found brands or information that was not yet displayed in the palm sugar packaging.



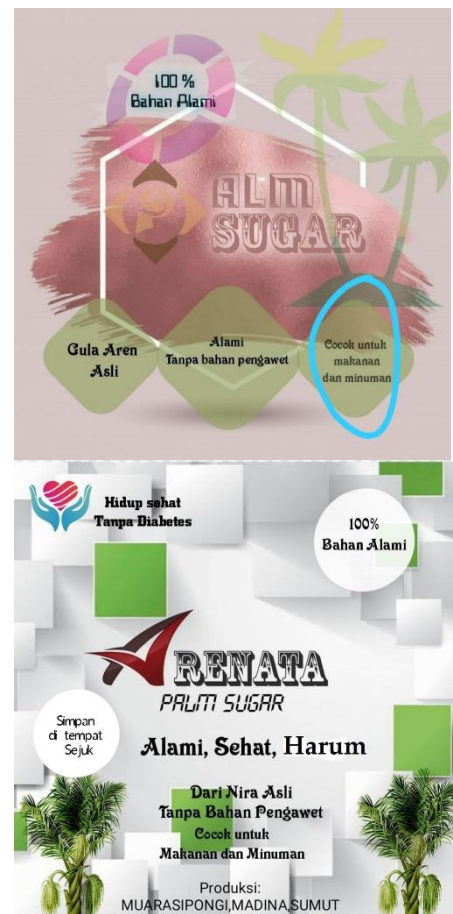
Consequently, based on the results of interviews, there was an expectation for producers to make innovations. So that, they will become a source of income for the sub-district, and then entrepreneurs ask that the level of production be more focused so that export needs are not hampered.

2. Design

In the thesis writing process, the researcher and supervisor focused on the innovation planning of the palm sugar product attributes. After that, the researcher compiles a design regarding the product to be processed and designing. Besides, the product will be given innovation in branding, packaging and labeling.

a) Brand

The researchers planned a brand on palm sugar products, so that, the consumers will be easier to find and recognize the palm sugar products from the Muarasipongi. In addition, two brands were designed based on interviews and consultations with validators. The first is the Palm Sugar brand and the Arenata brand. The brands were designed based on the name, area, and symbol of Muarasipongi itself.



Based on the results of the consultation, it is concluded that the brand that will be used for the brand is “Arenata”, because it comes from the scientific language *Arenga Pinnanta*, then the brand immediately reflecting the palm sugar products..

b) Packaging

Researchers and supervisors plan for better palm sugar packaging, and it would be adjusted to gain innovations in products. Moreover, the packaging is more attractive to consumers' buying interest and product durability when stored in a cool place. Based on interviews conducted by researchers and consultations with validators, 2 packaging designs are made, namely aluminum foil and mica box packaging.



Based on the consultation, the researchers used the mica box as a palm sugar packaging because it was more attractive, and had good durability. Besides the mica box was also easy to store and carry.

c) Labelling

Researchers and supervisors created information that can convince consumers in making purchases. The label in the package would provide information to consumers about the differences between palm sugar from Muarasipongi and palm sugar from other regions. Based on interviews and consultations with validators, information and labeling on the packaging would be given so that consumers would be interested and get information.



As the results, a label would be used in the development section. The design is carried out 3 to 5 times in order added value to the product, and these steps become the basis for developing the attributes of palm sugar products. By selecting the attribute, the researcher expected the consumers would become more interested in making purchases.

3. Develop

The researcher divided the development stage into two activities, namely: expert appraisal and developmental testing. Expert appraisal is a technique for validating or assessing the feasibility of a product design. In this activity, an evaluation was carried out by experts in their field, for this study the supervisor was the evaluation team. The suggestions given are used to improve the product innovation design that has been compiled.

a) Brand

Based on the planning made by the examiner and the results of consultation with the supervisor, the "ARENATA" is chosen as the brand for palm sugar, because the scientific

language of palm sugar is Arenga Pinannata. And the researcher expected that the consumers would think the palm sugar immediately when they read the brand.



b) Packaging

Based on the planning, the researcher would use plastic and a mica box as the packaging for palm sugar.



This packaging provides an attraction for consumers to buy palm sugar, and it will be better and more durable if stored in good packaging.

c) Labelling

Based on the initial plan, that products should be easy to compare to other similar products, the researchers provided some

information in the form of palm sugar, for instance, the authenticity; good packaging; and the benefits of palm sugar.



4. Disseminate

At this stage, the product that has been implemented is then carried out of an assessment of repurchase interest in order to determine the extent of the product's feasibility. Furthermore, the researcher has made several improvements to the suggestions from the respondents and the team of experts, so that the product is ready to be marketed. Based on the results of the development carried out and trials, the data were processed using TCR.

Furthermore, the description of this research variable aims to determine and describe the proportion of answers given by respondents and to see the Effect of Product Attributes on Repurchase Interest in district of Muarasipongi. The data presentation of each variable is in the form of a frequency distribution, where each respondent gives an answer in accordance with the actual situation. Consequently, the results of this study are based on the answers of 30 respondents.

5. Results

Based on the results of planning, development, and testing, and the suggestions obtained, the palm sugar with the brand "ARENATA" is ready to be marketed. Moreover, the product is developed based on the initial design, with the two brands proposed. In order to make it attractive and easily recognized by consumers, then the proposed packaging has two types.

Furthermore, after being developed, it is tested on consumers by providing a questionnaire related to sugar products. The palm sugar, that has been given innovation, has very good results based on the questionnaire, and it can be seen from the processed

of SPSS data. Moreover, looking at the suggestions given by consumers and testers, the palm sugar products should be developed to be better. As the final result, at first, the Palm sugar that was found which initially had no brand, no proper packaging, and no related information are now has a good change. So that, the consumer's purchasing powers would be increased.

Based on the data analysis, the results of the descriptive study showed that the average of satisfaction. The score for the product attributes was 4.14 with a TCR of 82.8 which was categorized as very good. It showed that the better innovation in product attributes, for instance, brand; packaging; and labeling; it could make the consumers are easier to recognize and remember product attributes. Besides, the descriptive research results showed that the average score of repurchase interest is 4.46 with a TCR of 89.2 that was categorized as very good. It showed that the greater of the desire to know the product and to refer it, it could increase the buying interest.

The initial concept of palm sugar products is only on the buying and selling needs and the weaknesses will make the basis for making palm sugar designs that are of higher quality in form, brand, packaging, and information obtained by consumers. For instance, the factors of product design are, the first, is the quality of raw materials. It means more attention is paid to processing sap into sugar. Besides, cleanliness and filtering until the level of maturity makes palm sugar products better in value and makes sugar last longer. The second is the design of a more attractive form of palm sugar. It means an elegant palm sugar is given several forms in order to increase attractiveness and diversity shows the difference between palm sugar products after innovation. The third is packaging design. It means the palm sugar which is initially given a perishable packaging, is replaced with a package that has long durability, and packaging this makes palm sugar easier to carry and a place to store is also easy to provide. The last, is the label in the package will of course provide information for making purchases.

In addition, Durianto et al (2001: 1) [3] state that a brand is a name, term, sign, design symbol, or a combination thereof which identifies a product or service that produced by a company. From this brand theory, it is the basis for researchers to make "ARENATA" as the brand of palm sugar. By doing so, the brand will be easier to remember and relate to the sugar products.

Wirya (1999) [4] states that good packaging is a package that can protect the content of the product against weathers and other natural processes. This theory becomes the basis for researchers to make mica boxes into packaging. Besides, the good packaging is aimed to attract consumers to make purchases. Moreover, it became the basis theory so that "ARENATA" products have high durability and are easy to store.

Furthermore, Tjiptono (2002: 107) states that labeling is closely related to packaging. Label is a part of a product that conveys information about a product and seller. Based on this theory, it becomes the basis for providing clear information. Besides, consumers are more comfortable with existing information, and consumers understand how products are stored.

The results showed that, the product design has an influence on the interest in buying palm sugar. It means that the more innovation is given to palm sugar products, it will make the product have a high value and the interest to buy will increase. The dominant indicator of the attribute's satisfaction is the brand. It means that, when there is a very good brand it will be easy to remember and know by consumers. Similar to above, Tjiptono (2008: 104) [5] says that a good brand aims to provide a guarantee of good quality. The results of this study are also in line with research conducted by Susi Evanita and Okki Trinanda (2017) [6] that showing the effect of product attributes on buying interest in snacks.

4. CONCLUSIONS

From the results of research and development, that conducted through simple analysis between the dependent and independent variables, it can be concluded that product attributes have an influence in increasing the interest in repurchasing the palm sugar. The palm sugar products look more elegant and have a competitive value to similar palm sugar products. From the data analysis, the brands, the packaging, and the labels have high influence in increasing the selling value of palm sugar.

In addition, at first, there is no brand of palm sugar, and after doing the research and development the Palm sugar has more good value, furthermore the ARENATA brand is easy to recognize by consumers and easy to remember when making repurchases. Besides, the packaging is also more attractive, it means that the packaging is not yet worthy of innovation uses a mica box, so that the consumers are easy to store palm sugar and easy to carry. And then, the processed products also added some information that could

convince consumers to make repurchases and consumers safely.

Based on the research, in order to increase the repurchase interest, the researcher suggested as follows:

1. Use a more attractive brand to increase the repurchase interest.
2. By considering the satisfaction of product attributes that has a small effect on repurchase interest, it is suggested to the next researcher to examine the factors that influence repurchase interest.
3. To the society, to improve further product innovation, both products, attributes, etc. in order to increase consumer buying interest.
4. To the society and researchers, to further improve more interesting innovations, such as researching any kinds of sugar, then researching palm sugar is good for substituting white sugar when consumed with coffee.

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