Customer Satisfaction Analysis of SobaTani IPB

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Abstract

The retail industry play a pivotal role in Indonesia's economic development, and it is estimated that the number of retail business in Indonesia in 2022 will exceed 90,000 result in intensifying competition, including in the freshmart retail sectors. SobaTani is one of the freshmart businesses with a distinctive concept, but which continues to encounter challenges in terms of fluctuating income and transactions, particularly in the context of intense competition within the freshmart sector. An evaluation of SobaTani's performance is required in order to sure and enhance customer satisfaction. This study aiming to analyze the level of customer satisfaction at SobaTani IPB. The study utilized both primary and secondary data, which were subjected to to an importance-performance analysis (science) and a customer satisfaction index (CSI) evaluation. The results demonstrated that 96% of the indicators were in according to with the established standards. The identified areas for improvement, classified within quadrant I, included the accessibility of the location, the alignment of promotional content with the actual situation, and the presentation of products in a manner that minimizes consumer wait times. SobaTani's customer satisfaction index (CSI) was found to be 86.38%, indicating a high level of satisfaction among SobaTani consumers.

Keywords: CSI, Customer Satisfaction, Freshmart, IPA

INTRODUCTION

Retail or trading retail is sale goods on general public Which intended For consumption or use individual or home ladder through various channel distribution (BPS 2020). The products sold in retail businesses are very diverse, ranging from food and beverages, clothing, household equipment, vehicle fuel, information and communication equipment, cultural and recreational goods, and so on. One of the most widely sold products in retail businesses is fresh vegetables and fruits. Provision product fresh on Lots business retail influenced by the increasing need for fresh products and people's routine in consuming fresh products.

Improvement need will Fresh products encourage the development of retail businesses that focus on providing product fresh vegetables And fruits *(freshmart)* . Business retail *freshmart* Now many are also starting to transform into modern retail to attract consumer interest. The characteristics of modern retail are having a strategic location, paying attention to comfort, security, And convenience for customer, there is *a display* goods Which interesting, take advantage of technology in operational shop, apply *self-service* concept , so that there is a price label for each product (Chaniago 2021).

increasing number *of freshmarts and the adaptation of technology to the provision of* shopping *on line* cause competition between *freshmart* Which getting tighter. Various effort done businessman *freshmart* For can endure by creating competitive advantages and product quality which greatly influences consumer satisfaction (Mu'tashim and Slamet 2019).

One of *the freshmarts* that is trying to survive in the tight competition is SobaTani IPB. SobaTani started operating on September 17, 2023 by combining the concept of *freshmart* , cafe, and local product store. The unique concept implemented by SobaTani offers convenience for consumers to be able to shop for vegetables, fresh fruits, and local

products while relaxing and also Work in cafe. Products Which for sale in SobaTani IPB is also a product of IPB innovation and a product of UMKM fostered by IPB University. This can be an added value for SobaTani even though SobaTani has not yet made *online sales* . Various efforts have been made by SobaTani to can compete with competitor with development product, collaboration, increasing promotions, holding activities such as cooking classes and gardening workshops, and participating in various exhibitions.

SobaTani has faced several challenges, including fluctuating income and transaction numbers, intensified competition due to the rise of *e-commerce* , and the lack of a comprehensive measurement of consumer satisfaction. Recognizing the urgency of this situation, this study was conducted to thoroughly analyze the level of consumer satisfaction at SobaTani using the 8P marketing mix variables.

RESEARCH METHODOLOGY

Data Which used is data primary And data secondary. Data Primary data were obtained through interviews with SobaTani managers to obtain a general description of SobaTani and questionnaires were given to respondents to find out about the characteristics of SobaTani consumers and their satisfaction. consumer SobaTani. Data secondary obtained from book, journal, and relevant *proceedings* . The method used in determining the sample is the *non-probability sampling method.* with *Voluntary sampling* technique use formula Lemeshow (1990) . Later data analyzed with method *important performance analysis* (IPA) and *customer satisfaction index* (CSI).

a. *Important performance analysis (IPA)*

Important performance analysis (IPA) is used to identify attributes that need to be improved, prioritize indicators based on performance level and importance, and allocate resources efficiently (Sutrisno *et al.* 2023). Performance level and importance level are measured using a *Likert scale* with criteria as in Table 1.

After obtaining the importance and performance scores for each attribute, data Then processed For represented in diagram Cartesian with determine average level score interest attributes and average score level performance attributes (Figure)

Table 1 Criteria for Level of Importance and Level of Performance

Scale	Level Interest	Level Performance
5	Very Important	Very Good
4	Important	Good
3	Neutral	Neutral
2	No Important	Not good
1	Very No Important	Very No Good

Source : Sugiyono (2023

Figure 1 Science Matrix

The results of the consumer satisfaction analysis using the IPA method are presented in a four-quadrant Cartesian diagram which can be seen in Figure 1. The x-axis is the average score of the performance level, while the y-axis is the average score of the importance level.

Quadrant I *(Concentrate Here),* show attributes Which considered important but its performance is still below consumer expectations. The attributes in this quadrant must be prioritized and their performance improved in order to meet consumer satisfaction.

Quadrant II *(Keep Up the Good Work),* shows attributes that are considered important with a level of performance that meets consumer expectations. The attributes in this quadrant need to maintain their performance level.

Quadrant III *(Low Priority),* shows attributes that have a low priority level. interest And level performance low. Attributes on quadrant This was not considered too important so it was not prioritized in repair.

Quadrant IV *(Probably Overkill),* shows attributes with low importance but high performance. This quadrant avoids inefficient use of resources.

b. *Customer Satisfaction Index* (CSI)

Customer satisfaction index (CSI) is a tool to measure overall consumer satisfaction by considering product and service attributes. CSI is used to measure overall consumer satisfaction. with compare between hope as standard And actual product performance perceived by consumers (Subiansyah and Matoati 2023). The stages in do CSI analysis is as follows;
a) Calculating the mean important score (MIS) and mean satisfaction score (MSS).
b) Count the weight weight factor (WF) with the distribution between MIS attributes to i with the total MIS attributes .
c) Count weight score/weight score (WS).
d) Count total weight (WT)
e) Count customer satisfaction index (CSI) value

After obtaining the CSI value, we can then know the level of satisfaction of consumers based on the criteria level of satisfaction of consumers in Table 2.

Table 2 Criteria Satisfaction Consumer

CSI Value	CSI Criteria
80%<CSI≤100%	Very Satisfied
65%<CSI≤80%	Satisfied
50%<CSI≤65%	Enough Satisfied
34%<CSI≤50%	Not satisfied
0 %<CSI< 34 %	Very Dissatisfied

RESULTS AND DISCUSSION

a. *Important performance analysis* (IPA)

Analysis level conformity indicator between level interest with performance current SobaTani use The IPA method at SobaTani IPB is presented in Table 3.

Results analysis use method *important performance analysis* (IPA) in Table 4 shows that the average level conformity between level performance indicator to level interest indicator reached 96%. High level of conformity show that performance indicator former satisfaction customer SobaTani almost in accordance as expected customer so that customer feel very satisfied . Based on analysis performance and interests , indicators satisfaction customer SobaTani entered to in IPA matrix with 4 quadrants that can seen in Figure 2.

Table 3 IPB SobaTani Science Analysis

| Dimensions	Indicator	x	y	Indonesian migrant workers
Product	P11	4.44	4.65	96%
	P12	4.28	4.38	98%
	P13	4.33	4.36	99%
	P14	4.27	4.20	102%
Price	P21	4.37	4.57	96%
	P22	4.24	4.36	97%
	P23	4.34	4.51	96%
Place	P31	4.24	4.52	94%
	P32	4.39	4.58	96%
	P33	3.16	4.28	97%
Promotion	P41	4.02	4.22	95%
	P42	4.13	4.31	96%
	P43	4.14	4.34	95%
	P44	4.17	3.52	92%
	P45	4.14	4.40	94%
Person	P51	4.34	4.49	97%
	P52	4.41	4.43	99%
	P53	4.44	4.70	94%
	P54	4.44	4.73	94%
	P55	4.39	4.62	95%
Process	P61	4.31	4.58	94%
	P62	4.43	4.49	99%
	P63	4.44	4.64	96%
Physical Evidence	P71	4.34	4.37	99%
	P72	4.29	4.30	100%
	P73	4.47	4.75	94%
	P74	4.42	4.68	95%
	P75	4.40	4.57	96%
	P76	4.30	4.34	99%
Productivity and Quality	P81	4.34	4.71	92%
	P82	4.41	4.76	93%
	P83	4.34	4.64	94%
	P84	4.27	4.38	98%
Average		4.32	4.50	96%

Source: Processed data (2024)
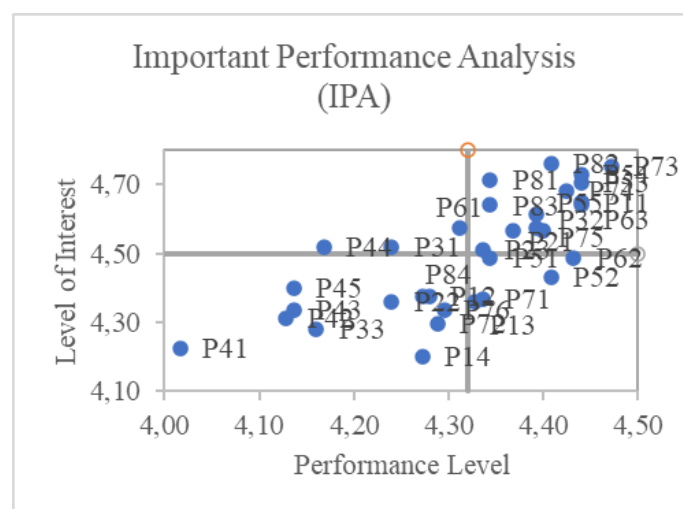
Figure 2 SobaTani Science Matrix

Matrix on Figure 2 shows position every indicator on a cartesian diagram with four quadrants based on level interests and levels performance. Indicators SobaTani divided in four quadrants like Which stated on Picture 2. Priority repairs every indicator based on the science matrix is as following.

Quadrant I

Quadrant I show indicators that have level interest tall However level its performance Still low. Matter This means that indicators Which is at on quadrant I Not yet fulfil satisfaction consumer SobaTani IPB. Indicators Which there is in quadrant I is as following.

1) Location easy accessed (P31)
2) Compliance content promotion with the actual situation (P44)
3) Presentation product No make consumer waits too long (P61)

Third performance indicator the rated Still not enough good by consumers compared to with its interests. The location of SobaTani is not passed track transportation general require consumer For use vehicle personal, vehicle rent, or transportation *online* for visit to SobaTani . SobaTani can in a way proactive interesting consumers in the digital era with make *website* and also application booking *on line* as well as register on various application shopping on line like Sayurbox , GrabMart , Tokopedia, Blibli, Shopee, GoFood , GrabFood , and ShopeeFood For make it easier consumer in shopping in SobaTani . Matter This need done with follow change trend to direction shopping *online* as well development sale *online* at *freshmart* for SobaTani can Keep going compete with competitors. Industry retail physique must innovate and invest in technology For still relevant (Sudarma 2023).

Content promotion SobaTani is also rated Not yet in accordance with actual situation. social media SobaTani Enough seldom make Posts new related products and services. The number of Posts content on SobaTani's Instagram *feed* only totaling 13 posts with 11 of them is Posts year 2023. Change on packaging product make existence difference between packaging products displayed in the content Instagram SobaTani Which uploaded on year 2023 with packaging products used in 2024. In addition, on SobaTani 's Instagram post fresh products visible arranged on shelves SobaTani *display*. However, when This SobaTani Not yet own *open chiller* that can guard quality fresh products arranged in the store. Therefore that, product SobaTani *fresh* in the form of vegetables and fruits usually saved in room the cooler is located on the side building SobaTani so that visitors No can see available products Because No existence product *display*. This is cause evaluation consumer to level conformity indicator conformity content promotion with condition which is actually (P44) enough low.

Consumers also feel that presentation product long enough so that make consumer wait too long. Matter This can due to Because the amount amount visitors in One time, processing time products, as well as limited source Power available human beings. Based on information from staff SobaTani , processing *lead time* order For product drink is between 1–5 minute , whereas product food processed in time 10-15 minutes . However, visitors SobaTani are an average IPB ATP visitors who usually come in group with sufficient amount Lots so that sometimes happen long queues that make consumer wait long enough to accept his order. Employee need long enough time to finish all over order If there is long queue. System pre-order and theory queue *first come first served* (FCFS) can applied SobaTani Good in process booking and payment and also in the process of making with give limitation processing *lead time* order consumers. Third indicator the is necessary indicators prioritized improvements to its performance can in accordance with hope consumers.

Quadrant II

Quadrant II shows indicators that are considered important by consumers SobaTani and has good performance in accordance with expectations. Indicators in the quadrant This need maintained its performance in order to be able to Keep going fulfil satisfaction consumer SobaTani . The indicators included in Quadrant II is as following.

1) Product own ambition flavor Which nice (P11)
2) Price Which offered in accordance with quality product (P21)
3) There is list price menu (P23)
4) Location available in *Google Maps* (P32)
5) Employee nature friendly (P53)
6) Employee nature polite (P54)
7) Employee can accept input with Good (P55)
8) There is diverse method payment (P63)
9) Place clean (P73)
10) Place comfortable (P74)
11) Available facility Supporter Which adequate (toilet clean , AC, power outlets , etc.) (P75)
12) Product quality (P81)
13) Product hygienic (P82)
14) Service given with Correct since First time come until product accepted without existence error (P83)

Based on dimensions product, consumer SobaTani feel that product SobaTani has a good taste. Based on dimensions price, consumer feel quality products obtained in accordance with cost incurred consumer as well as There is a clear price list for the menu. SobaTani's location is also registered on *Google Maps* so that make it easier consumer in find location SobaTani. Consumer SobaTani feel that services provided SobaTani Already Good with characteristic friendly and polite employees as well as can accept input with good . Various payment methods also make it easier consumer in do transactions at SobaTani .

Three indicators in dimensions proof physique namely cleanliness, comfort, and facility Supporter Which adequate make consumer feel comfortable while in SobaTani. Consumer feel that product SobaTani quality and hygienic so that feel safe in consume products. Services provided with Correct since first time coming until product accepted without existence error show that employee SobaTani has given service with Good For consumer SobaTani .

This matter in line with Kotler's opinion And Armstrong (c2018) that moment This consumer tends choose emit more Lots cost for to obtain products and services that quality. Consumer Which put forward quality tend No sensitive to price. Four twelve indicators included to in quadrant II own performance Which Already in accordance with Which expected by consumers SobaTani . Performance of indicators the need maintained and evaluated in a way periodically so as not to happen decline performance.

Quadrant III

Quadrant III contains indicators that have level interest low and level low performance. Indicators in the quadrant This No become priority main repair. Based on Figure 2 it is known that there is eleven indicators included to in quadrant III. Following is eleven indicator Which including to in Quadrant III.

1) Design packaging interesting (P12)
2) Appearance product consider aesthetics (P14)
3) Price Which offered in accordance with quantity product (P22)
4) Product always available (can purchased every moment) (P33)
5) There is promo discount on product (P41)
6) There is advertisement in media social Which interesting (P42)

7) There is advertisement in media social Which informative (P43)
8) Social media *freshmart* fast in give response to suggestions or complaint (P45)
9) Design exterior interesting (P72)
10) Place parking wide (P76)
11) Market product business micro, small and medium enterprises (MSMEs) around (P84)

Eleven indicator Which including two in quadrant This own level interests and levels low performance. Although Thus, the parties SobaTani need do repair on indicators the for-performance indicator in accordance with hope consumers.

Quadrant IV

Quadrant IV shows indicators that have level performance high, but level its importance low . Indicators in quadrant IV whose performance is exceed its importance considered has exceed expectation consumers. There are five indicators included in quadrant IV as following.

1) Design packaging informative (P13)
2) Employee give explanation related product with appropriate (P51)

3) Employee look good neat (P52)
4) Transaction payment fast (P62)
5) Design interior interesting (P71)

Based on dimensions product, consumer Already feel satisfied to information listed on the packaging product . Indicator employee give explanation related product with right (P51) and employees look good neat (P52) which includes in the dimensions of people are also considered own good performance and has fulfil hope consumers. Besides That, transaction payment Which fast And design Attractive interior also provides comfort for consumers and assessed Already fulfil hope consumers.

b. *Customer Satisfaction Index* (CSI)

Customer satisfaction index (CSI) is method Which used for measure satisfaction consumer based on level performance and level interest indicator in a way overall with analyze WF And WS the indicators. All WS Then added up and shared with mark maximum scale used. WT SobaTani IPB in CSI analysis is 4.32. Calculation of CSI SobaTani can see in Table 4.

Table 4 CSI Analysis of SobaTani IPB

Attribute	MSS	MISSION	WF	WS.
P11	4,440	4,648	0.031	0.139
P12	4,280	4,376	0.029	0.126
P13	4,328	4,360	0.029	0.127
P14	4,272	4,200	0.028	0.121
P21	4,368	4,568	0.031	0.134
P22	4,240	4,360	0.029	0.125
P23	4,336	4,512	0.030	0.132
P31	4,240	4,520	0.030	0.129
P32	4,392	4,576	0.031	0.135
P33	4,160	4,280	0.029	0.120
P41	4,016	4,224	0.028	0.114
P42	4,128	4,312	0.029	0.120
P43	4,136	4,336	0.029	0.121
P44	4,168	4,520	0.030	0.127
P45	4,136	4,400	0.030	0.123
P51	4,344	4,488	0.030	0.131
P52	4,408	4,432	0.030	0.132
P53	4,440	4,704	0.032	0.141
P54	4,440	4,728	0.032	0.142

Attribute	MSS	MISSION	WF	WS.
P55	4,392	4,616	0.031	0.137
P61	4,312	4,576	0.031	0.133
P62	4,432	4,488	0.030	0.134
P63	4,440	4,640	0.031	0.139
P71	4,336	4,368	0.029	0.128
P72	4,288	4,296	0.029	0.124
P73	4,472	4,752	0.032	0.143
P74	4,424	4,680	0.032	0.140
P75	4,400	4,568	0.031	0.135
P76	4,296	4,336	0.029	0.126
P81	4,344	4,712	0.032	0.138
P82	4,408	4,760	0.032	0.141
P83	4,344	4,640	0.031	0.136
P84	4,272	4,376	0.029	0.126
Total	**142.43**	**148.35**	**1,000**	**4.32**
WT				**4.32**
CSI				**86.38%**

Source: Processed data (2024)

Based on CSI analysis in Table 4 is known that CSI SobaTani is 86.38%. This figure is in the range of 80%<CSI≤100% which indicates that consumer SobaTani feel very satisfied to performance SobaTani based on classification level satisfaction according to Lubis *et al.* (2020). This is show that performance SobaTani Already in accordance with hope consumers.

CONCLUSION AND RECOMMENDATION

Based on analysis level conformity performance with matrix *important performance analysis (IPA)*, average level conformity performance current indicator SobaTani with level its importance reached 96% which means that performance indicators SobaTani it is very appropriate as expected consumers. Three indicators in quadrant I of the IPA matrix become priority main repair that is location easy accessed (P31), suitability content promotion with actual state of affairs (P44), and presentation product No make consumer wait too long (P61). Based on results analysis *customer satisfaction index (CSI),* index satisfaction consumer SobaTani reached 86.38% which means that consumer SobaTani very satisfied to product goods and services provided

SobaTani. Based on results research, SobaTani recommended For do improvements and enhancements performance on 3 indicators included in quadrant I And 9 indicator Which including in quadrant III For increase satisfaction consumers. Performance indicators in quadrant II, quadrant IV, and 2 indicators on quadrant III is needed maintained. For research furthermore recommended for add or use variable other in study satisfaction consumer that is variable credibility, security and quality connection. Analysis more in related efforts that can be made done for increase satisfaction consumer both on the same object and also different objects are also needed conducted. Research related loyalty consumer SobaTani and influence satisfaction to loyalty consumer Also can done For give more insight comprehensive For improvement performance and future business strategy planning.

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