Analysis of Consumer Preferences and Satisfaction with Local Chicken Meat in Bandung City Traditional Markets (Survey of Consumers at Cibogo Market, Sukajadi)

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ABSTRACT. *The demand for local chicken meat in Bandung city has been decreasing over the last five years. Changes in demand for a product can be influenced by consumer preferences and satisfaction. This research was conducted to determine consumer preferences based on the attributes inherent in local chicken meat and the level of consumer satisfaction with local chicken meat. The research location was at Cibogo Market, Sukajadi District, Bandung City. Primary data was obtained from interviews with 97 local chicken meat consumers (as respondents) and secondary data was from the journals and articles research, internet, and related instance. The data analysis method used is Importance Performance Analysis (IPA) to determine preferences and Customer Satisfaction Index (CSI) to determine the level of consumer satisfaction. The results of the research showed that consumer preferences for local chicken meat at Cibogo Market are based on attributes that are included in the main priority class, namely meat tenderness, age, and weight of local chicken. The result of CSI calculation was 71.61% which means that consumers are satisfied. In conclusion, the performance of attributes that are a priority for consumers need to be improved in terms to increase consumer satisfaction to a very satisfied level.*

Keywords: Importance performance analysis, consumer preferences, consumer satisfaction, local chicken meat, attributes.

INTRODUCTION

The food industry is one of the sectors that has developed in the era of globalization. This is characterized by the rapid diversity of processed ready-to-eat products made from meat raw materials. One of the food ingredients that is very popular among the public is chicken meat. Along with increasing public knowledge in choosing food sources of protein that are good and healthy for the body, the public's interest in local chicken meat is increasing (Miralda *et al.,* 2020).

Chicken meat is part of the food commodities that play an important role in fulfilling animal protein needs and is favored by people in Indonesia. It is reasonable because the price of chicken meat is relatively affordable, making it the main choice for various levels of

society, including those with limited income. In addition, in terms of production efficiency, chickens grow faster and require less space compared to ruminants such as cattle or sheep, making it possible for farmers to produce large quantities of chicken meat at lower production costs.

Statistics prove that local chicken meat consumed by many Indonesians. According to the data of Badan Pusat Statistik (BPS), the average weekly consumption of purebred/local chicken meat per capita in Indonesia over the past five years was recorded at 0.153 kilograms (kg) per capita in 2022 as well as being the highest record since 2007 (BPS, 2023).

Bandung city, as one of the metropolitan cities in Indonesia, has a sizable market for local chicken meat. Although imported chicken meat is also available in the market, local chicken meat

has the potential to fulfill consumer needs. However, based on data obtained from BPS, the average weekly consumption of local chicken meat per capita in Bandung City has tended to decline over the past five years. Recorded in 2018, the amount of local chicken meat consumption reached 0.014 kg and continued to decline until 2022, which amounted to 0.005 kg despite an increase in 2020 by 0.001 kg from 2019 (BPS, 2023).

The declining consumption trend has implications for the sales or demand for local chicken meat, which is reflected in the supply of local chicken to the market. Cibogo Market is one of the traditional markets located in Sukajadi Subdistrict, Bandung City, and is located in the middle of residential areas, making it the center of economic and social activities in the area. This market provides a wide range of products, especially local chicken meat to its visitors. In this market, there are two stalls selling local chicken meat.

Observations of the two stalls revealed that sales of local chicken meat are declining. The seller at the first stall said that the average sales before the last two months could reach 30-50 heads per day and currently only around 10 heads, while the seller at the second stall said that sales decreased from the previous 40-50 heads per day to 15-20 heads precisely when entering the Covid-19 pandemic. The declining sales trend is directly proportional to the average weekly consumption of local chicken meat per capita in Bandung City. The declining average consumption of local chicken meat in Bandung City and the sales of local chicken meat in Cibogo Market reflect that the demand is also declining.

Changes in demand for a product are caused by several factors, one of which is taste or preference (Yusuf, 2012). Consumer preferences can affect the demand for products or goods because consumers tend to choose a product according to their preferences. This means that the demand for an item will increase along with the increase in people's taste for that item and vice versa (Imtihan & Irwandi, 2020).

Preference is a major factor in purchasing decisions for consumers. This leads to the choice of one product over another because consumers adjust to the attributes that are their preferences. The cause of shifting consumer preferences towards a product is its inherent attributes, in this case local chicken meat and one example of such attributes is price. When the price is directly proportional to the taste, it will provide consumer satisfaction with local chicken meat, and vice versa. Therefore, the aim of this research is to analyze consumer preferences and satisfaction.

MATERIALS AND METHODS

Research Method

The research method used in this research is the survey method. This research method is a quantitative research method used to test hypotheses about a variable and to obtain data about variable relationships that occur at a certain time in a sample based on a population with data collection techniques in the form of observations (Kristanto, 2018).

Object and Subject

The research object involved in this study is consumer preference and satisfaction in buying local chicken meat at Cibogo Market, Sukajadi District, Bandung City. Meanwhile, the subjects in this study are consumers purchasing local chicken meat at Cibogo Market. The frequency of purchasing local chicken meat of respondent is ignored because basically urban people have at least bought local chicken meat considering the religious celebrations which make local chicken meat a main dish.

Research Location Determination

Cibogo Market was chosen as the place to conduct the research because of the consideration that Cibogo Market is one of the

markets located in Bandung City and there are stalls selling local chicken meat. Besides that, the research location was chosen considering that Cibogo Market is the largest market in western part of Bandung City. Meanwhile, there has been a decline in sales of local chicken meat for some time now.

Sample Drawing Procedure

The sample is part of the population selected as a data source and can be representative of the entire population. The size and number of populations in this study are not known with certainty and tend to fluctuate so that the Lemeshow formula is used to determine the sample size which can be seen as follows (Riyanto & Hatmawan, 2020):

$$n = \frac{z^2_{1-a/2} \, P \, (1-P)}{d^2}$$

n = number of samples
$z^2_{1-a/2}$ = z score with 95% (1,96) confidence level
P = maximum recommended estimate of 0.5 for unknown population
d = alpha or *margin of error* (10% = 0,10)

Researchers chose a confidence level of 95% and 10% margin of error in this study. The amount of confidence level used is a standard commonly recommended by researchers (Rofiudin *et al.*, 2022). Meanwhile, an error rate of 10% was chosen based on consideration of the number of respondents that could be reached within the research period of 4 weeks.

Based on the formula, then:

$$n = \frac{1,96^2 \, x \, 0,5(1-0,5)}{0,10^2} = 96,04 \approx 97$$

Based on the above data calculations, 97 people will be selected as samples in this study. Therefore, this sample size is considered adequate to represent consumers who buy local chicken meat at Cibogo Market, Sukajadi District, Bandung City.

Purposive sampling technique is the sampling method used in this study. This method takes samples based on consideration (Rosdianto *et al.*, 2017). The sample criteria in this study were respondents aged at least 17 years, ignoring the position of the respondent (host or helper) with the assumption that the helper is also part of the household who can make decisions on purchasing fresh form of local chicken meat. The age of 17 years was chosen on the condition that at that age the respondent could better understand the purpose of the questionnaire given. The thinking pattern of an adult will be more mature in choosing a food menu (Suprayitno *et al.*, 2015). Thus, it is expected that the questionnaire given to the sample can represent the population appropriately.

Attributes Selection

The attributes used in this research were obtained based on previous research on chicken meat. Broiler chicken meat attributes what consumers prioritize is freshness and aroma (Setyanovina *et al.*, 2021). Chicken slaughter time is an attribute that is consumer preference (Neima *et al.*, 2021). The type of cut of chicken meat like whole chicken carcasses and quarter cuts are one of the attributes considered by consumers (Adamski *et al.*, 2017). The age of local chicken is one of the attributes that is taken to consideration by consumers for purchasing local chicken meat (Ndenga *et al.*, 2017). The weight attribute of local chicken meat is the attribute that is most considered than other attributes in choosing local chicken meat (Simarmata *et al.*, 2019). The price attribute of chicken meat is the attribute most prioritized by consumers (Ayu *et al.*, 2020). Thus, the above attributes were combined and used for this research.

Data Analysis Methods

The data analysis method is the next step that is taken after data has been collected from all respondents or other data sources (Wahyudi *et al.*, 2022). The analytical tools used in this research are Importance and Performance

Analysis (IPA) and Customer Satifaction Index (CSI).

Importance and performance analysis

Analysis of consumer preferences in determining attributes that are prioritized by consumers can be done with the IPA method. This method is used by measuring the level of importance and performance level of the attributes studied. The steps in knowing the level of importance of each attribute are as follows (Nafiah *et al.*, 2015):

(1) Calculation of the importance value of each attribute (Y_i) with the formula:
$Y_i = (1 \times n_1) + (2 \times n_2) + (3 \times n_3) + (4 \times n_4) + (5 \times n_5)$.......................
With n is the number of respondents' answers on each score.

(2) Calculation of the average value of the importance level of each attribute $(\bar{Y})$ with the formula:

$$\bar{Y} = \frac{\sum_{i=1}^{n} Y_i}{n}$$

(3) Calculation of the average value of the level of importance of all attributes $(\bar{\bar{Y}})$ with the formula:

$$\bar{\bar{Y}} = \frac{\sum \bar{Y}}{k}$$

Where k is the number of attributes used.

Furthermore, the calculation of the performance or satisfaction value of the attribute is carried out in a way:

(1) Calculation of the performance value of each attribute (X_i) with the formula:
$X_i = (1 \times n_1) + (2 \times n_2) + (3 \times n_3) + (4 \times n_4) + (5 \times n_5)$ ....

(2) Calculation of the average value of the performance level of each attribute $(\bar{X})$ with the formula:

$$\bar{X} = \frac{\sum_{i=1}^{n} X_i}{n}$$

(3) Calculation of the average value of the performance level of all attributes with the formula:

$$\bar{\bar{X}} = \frac{\sum \bar{X}}{k}$$

The value of the level of importance and the level of performance of the attributes obtained will be used to determine the distribution of attributes in each class. This is done with the help of SPSS 29.0.2.0 (20) software which will then produce a cartesian diagram which can be seen in Figure 1.
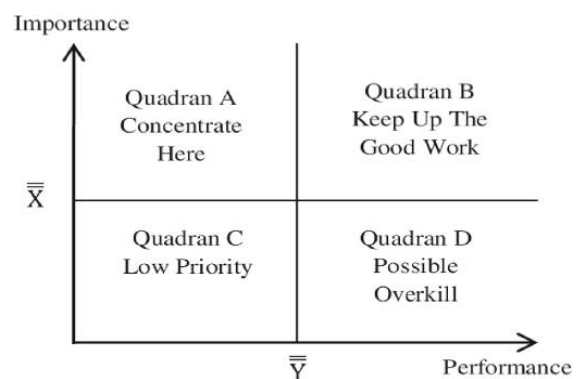

Figure 1. Cartesian diagram importance performance analysis

Customer satisfaction index

The overall level of customer satisfaction can be determined through the CSI analysis method. This is done by comparing the level of importance and performance level of each attribute that has been measured. The CSI measurement method is carried out through 4 stages (Stratford in Nafiah *et al.*, 2015):

(1) Calculation of Weighting Factor (WF) with the formula:

$$\text{WF}i = \frac{\text{MISi}}{\text{Total MIS}} \times 100\%$$

Where *i* is the attributes.

(2) Calculation of Weighted Score (WS) with the formula:

$$\text{WS}i = \text{MSS}i \times \text{WF}i$$

(3) Calculation of Weights Average Total (WAT) with the formula:

$$\text{WAT} = \text{WS}_1 + \cdots + \text{WS}_{11}$$

(4) Calculation of Customer Satisfaction Index (CSI) with the formula:

$$CSI = \frac{WAT}{HS} \times 100\%$$

Table 1. Interpretation of customer satisfaction index

Index Score	Interpretation
0% < CSI ≤ 20%	Very dissatisfied
20% < CSI ≤ 40%	Dissatisfied
40% < CSI ≤ 60%	Neutral
60% < CSI ≤ 80%	Satisfied
80% < CSI ≤ 100%	Very satisfied

Source: Nafiah et al. (2015).

RESULT AND DISCUSSION

General Condition of the Research Location

Cibogo Market is a traditional market like in general which is located in a small alley close to Jalan Sariwangi Dalam, Sukajadi District, Bandung City. There are two local chicken meat traders in this market, which receive local chicken supplies from various regions such as Cililin, Padalarang, Garut, Cianjur, Banjaran, Ciamis, and so on. The distribution of local chicken is carried out through the supply chain from farmers to dealers, then up to traders at Cibogo Market every day to fulfill the demand for local chicken.

Respondent Characteristics

Respondent characteristics provide an overview of the identity of respondents including gender, education level, age, income, and place of residence. Respondent Characteristics can be seen in Table 2.

Gender

Based on the results of the study, it was found that most of the respondents were female. This is related to the culture in Indonesia where it is generally women who go shopping to the market. Women dominate in terms of purchasing decisions for food product categories (Engel *et al.*, 1994).

HS is the high scale or highest score used in the study.

The criteria for the overall level of customer satisfaction can be seen in Table 1.

Education

Based on the results of the study, it was found that most of the respondents' education level was senior high school (SMA). This shows that the majority of consumers are groups who have studied. The determination of the selection of a product by consumers is influenced by education (Sumarwan, 2003).

Age

The age grouping of respondents in this study refers to the age categories according to the Ministry of Health of the Republic of Indonesia in 2009. The age classifications are as follows: 1) early teens: <17 years old; 2) late teens: 17-25 years old; 3) early adulthood: >25-35 years old; 4) late adulthood: >35-45 years old; 5) elderly: >45 years old (Amin & Juniati, 2017). Based on the results of the study, it was found that most of the respondents were > 45 years old. This shows that the majority of consumers are consumers of productive age. The productive age population is a population whose age is between 15 and 64 years. This age has a high level of consumption in choosing the desired taste for the selection (Amelia *et al.*, 2018).

Monthly income

Respondent's income groups are categorized into: low (<Rp1.500.000); medium (Rp1.500.000-Rp2.500.000); high (Rp2.500.000-3.500.000); very high (>Rp3.500.000) (BPS). Based

on the results of the study, it was found that most respondents had an income between Rp2.500.000-Rp3.500.000. This shows that the majority of consumers have high incomes. Demand for a product will increase along with

higher income levels (Amelia *et al.*, 2018). Therefore, local chicken meat is purchased by the majority of respondents who have quite high incomes considering the price of local chicken meat is quite expensive.

Table 2. Respondent characteristics

Characteristics	Amount (person)	Percentage (%)
Gender		
Male	3	3.09
Female	94	96.91
Total	97	100.00
Education		
Uneducated	-	-
Elementary school	-	-
Mid school	8	8.25
High school/vocational high school	53	54.64
Bachelor's degree/graduate	36	37.11
Total	97	100.00
Age		
<17 years old	-	-
17-25 years old	4	4.12
>25 years old	11	11.34
>35 years old	35	36.08
>45 years old	47	48.45
Total	97	100.00
Monthly income		
<Rp1.500.000	7	7.22
Rp1.500.000-Rp2.500.000	14	14.43
Rp2.500.000-Rp3.500.000	43	44.33
>3.500.000	33	34.02
Total	97	100.00
Place of residence		
Self-owned house	60	61.86
Boarding house	12	12.37
Parent's or in-law's house	25	25.77
Total	97	100.00

Place of residence

Based on the results of the study, it was found that the residence inhabited by most respondents was their own home. One of the basic needs for a person is a house, which if fulfilled, it can be assumed that the person is able to divert their expenses to other needs such as food (Gondodiputro, 2007).

Consumer Preferences toward Local Chicken Meat Attributes

Identification of local chicken meat attributes that are consumer preferences in Cibogo Market can be done by analyzing the level of importance and performance level of each attribute which can be seen in Table 3.

Table 3. Value of importance and performance level of chicken meat attributes

Attributes	Importance		Performance	
	Y_i	$\bar{Y}$	X_i	$\bar{X}$
Price	796	8.21	702	7.24
Tenderness	739	7.62	626	6.45
Aroma	692	7.13	744	7.67
Weight of Local Chicken	783	8.07	673	6.94
Part of meat	661	6.81	720	7.42
Age of local chicken meat	756	7.79	636	6.56
Type of cut	659	6.90	741	7.58
Slaughter time	738	7.61	733	7.56
Average ($\bar{\bar{Y}}, \bar{\bar{X}}$)		7,52		7.18

Based on the value of the importance level and performance level, the distribution of local chicken meat attributes is obtained as follows:
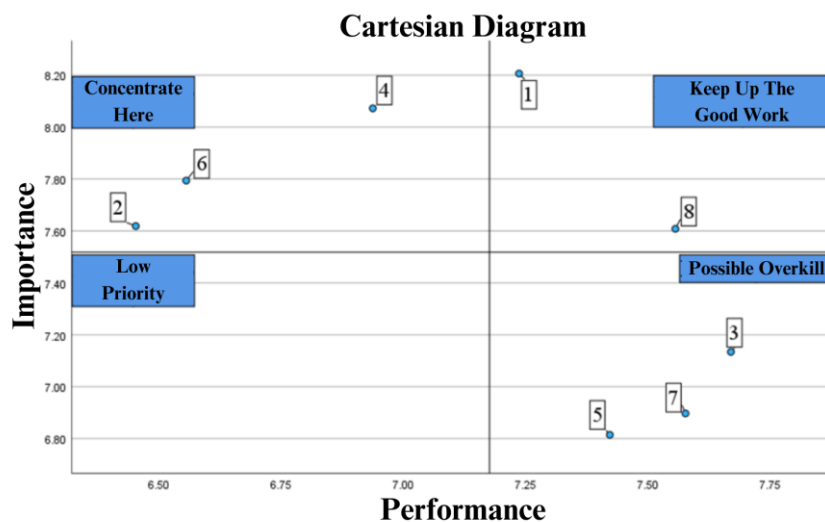

Figure 2. Cartesian diagram. 1 = price; 2 = tenderness; 3 = aroma; 4 = weight of local chicken; 5 = part of meat; 6 = age of local chicken; 7 = type of cut; 8 = slaughter time.

Based on Illustration 3, it can be seen that consumer preferences for local chicken meat based on inherent attributes are spread into three classes, namely concentrate here, keep up the good work, and possible overkill.

Concentrate here

Attributes included in this class are tenderness, weight, and age of the local chicken. Consumers still place the tenderness attribute as the main thing to consider in buying local chicken meat even though they know that local chicken meat has a low level of tenderness (tough) when compared to broiler meat. The main factor of consideration and indicator of

good quality meat for consumers is tenderness (Bainhana *et al.*, 2021). The attribute of the age of the chicken before slaughter is another attribute that is of particular concern to consumers. This is because the age of the chicken before slaughter is related to the tenderness of the local chicken meat produced. As local chickens get older, their meat tends to get tougher (Harnanik & Wiraswati, 2021). Traders at Cibogo Market provide local chickens with varying ages ranging from 2 to 12 months but most of the local chickens available are 8 to 12 months old. The majority of consumers in this study preferred local chickens that were 3 to 6 months old before

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slaughter. Consumers prefer 6-month-old local chickens because they are relatively young and have good meat tenderness (Mansur, 2017). The last attribute that is the main consideration by consumers in this class is the weight of local chicken. The weight of live chickens can also affect the tenderness of the meat produced. Consumers prefer medium-weight local chickens (1-1.5 kg) because the meat is less tough (Putri *et al.*, 2021). Traders at Cibogo Market provide local chicken with weights that vary from 500 grams to 2 kilograms but most of the local chicken available is above 1.4 kilograms. Most consumers in this study have a preference for local chicken meat that weighs 750 grams - 1.4 kilograms.

Keep up the good work

The price attribute of a product, in this case the price of local chicken meat in general, is definitely the first thing that consumers pay attention to in buying local chicken meat because it is more expensive than broiler chicken. Consumers strongly consider the price of chicken meat in purchasing chicken meat (Wardandy *et al.*, 2022). Local chicken meat sold at Cibogo Market is based on the weight of the chicken before slaughter, the heavier the chicken, the higher the price. The majority of consumers in this study have a preference for local chicken meat that is neither expensive nor cheap, but rather standard (Rp 65,000-Rp 80,000/head). Another attribute that is scattered in this class is the local chicken slaughter time attribute. This is because the slaughter time attribute can be associated with consumer attention to meat freshness (Neima *et al.*, 2021). Chicken slaughtered at the time of purchase will produce fresh meat, while chicken meat sold in the form of frozen meat has the possibility that the meat is no longer fresh. This is in line with this study where most consumers have a preference for local chicken meat that is cut at the time of purchase so that the meat obtained by consumers is fresh.

Possible overkill

Consumers do not consider the attributes scattered in this quadrant as a consideration in buying local chicken meat. These attributes include aroma, type of cut, and preferred meat parts. The meat aroma attribute is preferred by consumers because it is used as an indicator of fresh chicken meat, where the aroma does not smell rotten, fishy, and pungent (Aisyah, 2023). Nevertheless, local chicken meat is obtained from slaughtering local chickens at the time of purchase so the aroma is definitely not rancid and rotten. Consumers do not consider the attribute of the type of cut of local chicken meat as an important thing to consider in purchasing local chicken meat because it does not affect the quality of the meat obtained. In addition, consumer preferences for type of cut attributes are only used to match consumer needs and wants. Consumer preferences for local chicken meat parts differ from consumer preferences for preferred meat part attributes in other meats such as broiler meat. This is because consumers can choose the part of broiler meat they want when purchasing broiler meat, while the purchase of local chicken meat is in the form of a whole chicken so that consumers must get the part of meat they like.

Consumer Satisfaction toward Local Chicken Meat

The Importance Performance Analysis method that has been carried out previously can be used to see the suitability between the level of importance and the level of performance.

Concentrate here

The "Concentrate here" class indicates attributes whose performance does not match consumer expectations even though these attributes are considered important by consumers. The tenderness attribute is the main factor in this class, which is interrelated with the age and weight attributes of local chickens. Consumers will consider the selection of local

chicken based on the age and weight of the local chicken in determining the tenderness of the meat to be obtained. However, most of the local chickens provided by traders in Cibogo Market are not of the age and weight that consumers want. Thus, consumers are dissatisfied because the level of performance obtained from these three attributes does not meet consumer expectations. Traders should prioritize their attention to improving the attributes in this class so that the level of performance obtained by consumers will increase. Thus, consumers can become more satisfied.

Keep up the good work

The "Keep up the good work" class indicates attributes that are considered important by consumers and the performance they receive is in accordance with consumer expectations. Consumers feel that it is normal or normal if the price of local chicken meat is more expensive than broiler chicken meat. This is because local chicken meat has higher bargaining power, such as tastier meat and healthier nutritional content. Although the price of local chicken meat at Cibogo Market varies because it is based on the weight of local chicken, the price is proportional to the prevailing market price, especially in the Sukajadi District area and in the City of Bandung. Therefore, consumers feel that the performance level of the local chicken meat price attribute has met consumer expectations so that consumers are satisfied. The slaughter time attribute is an attribute that is considered important while providing performance that exceeds consumer expectations. The slaughter time attribute is related to consumer attention to meat freshness and the opportunity for consumers to choose local chicken based on age and weight, which in turn will affect the level of tenderness. The attributes included in this class should always be maintained by the traders. This is because the level of performance provided has provided

satisfaction in addition to its high level of importance.

Possible overkill

The "Possible overkill" class indicates attributes that have provided good performance even though consumers do not consider these attributes to be important. The aroma attribute of local chicken meat is not considered important by consumers as a consideration for buying local chicken meat but its performance has met consumer expectations. Consumers do not consider the aroma of local chicken meat because consumers always get meat that does not smell rancid, fishy, or even rotten. This is related to the slaughtering time attribute where local chickens are slaughtered at the time of purchase so that the meat is definitely fresh with a distinctive meat aroma. The next attribute of local chicken meat that has a performance level that exceeds consumer expectations although not considered important by consumers is the preferred part of local chicken meat. Consumers do not consider this attribute in purchasing local chicken meat because consumers are required to buy as a whole so that consumers are sure to get the preferred part of the meat. The attribute of local chicken cutlet type is the last attribute spread in this class. Consumers do not consider this attribute in purchasing local chicken meat because traders are always willing to fulfill consumers' desires for the type of local chicken meat cuts. Merchants can reduce and shift their focus to the attributes that are scattered in the excessive class. This is because these attributes are not considered too important by consumers as a consideration in buying local chicken meat even though they have provided a good level of performance.

Level of Consumer Satisfaction toward Local Chicken Meat

The importance level and performance level can be used to calculate the overall level of

consumer satisfaction with all attributes of local chicken meat, which can be seen in Table 4.

Table. 4 Level of consumer satisfaction with the customer satisfaction index method

Attributes	MIS	MSS	WF	WS
Price	8.21	7.24	0.14	0.99
Tenderness	7.62	6.45	0.13	0.82
Aroma	7.13	7.67	0.12	0.91
Weight of Local Chicken	8.07	6.94	0.13	0.93
Part of meat	6.81	7.42	0.11	0.84
Age of local chicken meat	7.79	6.56	0.13	0.85
Type of cut	6.90	7.58	0.11	0.87
Slaughter time	7.61	7.56	0.13	0.96
Total MIS		7,52	WAT	7.161
			CSI	71.61%

MIS = Mean Importance Score; MSS = Mean Satisfaction Score; WF = Weighting Factors; WS = Weighted Score; WAT = Weight Average Total; CSI = Customer Satisfaction Index.

Consumer satisfaction analysis is conducted to determine how satisfied consumers are with the local chicken meat purchased by measuring the performance of each attribute of local chicken meat. Based on Table 4, the overall consumer satisfaction index value of local chicken meat attributes in Cibogo Market is 71.61%. This value is in the 60%-80% range where consumers are interpreted as "satisfied". Thus, the level of performance of local chicken meat attributes provided by traders in Cibogo Market is in accordance with the level of importance or expectations of consumers.

Based on the CSI value obtained, it is recommended that local chicken meat traders in Cibogo Market maintain and even improve the performance of each attribute provided to consumers. This aims to make consumers very satisfied in the future so that they can provide many benefits such as repurchasing local chicken meat and recommending it to others (Yuriansyah *et al.*, 2013). Therefore, it is expected that consumer demand for local chicken meat can increase significantly.

CONCLUSION

Consumer preferences for local chicken meat in Cibogo Market are based on attributes that fall into the top priority class, namely meat tenderness, age, and weight of local chicken. The level of consumer satisfaction with local chicken meat in Cibogo Market shows that consumers are in the "satisfied" category.

CONFLICT OF INTEREST

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript. Conflicts of Interest should be stated in the manuscript.

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