Analysis of Consumer Value Perceptions & Preferences Towards Important Attributes of Frozen Food - Packaged Meatballs In The Bandung City Market

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Abstract: Frozen food products have spread widely on the market, either in the form of food ingredients (frozen harvest) or food that has been pre-processed (then frozen). Frozen food is the choice of many people who don't have much free time to cook food. There are already many businesses around frozen food in Indonesia, both in production, distribution and retail sales. One type of frozen food is packaged meatballs. Packaged meatballs are a type of food that is quite popular in Indonesia. There is still a big opportunity to run a frozen food business in Indonesia because the Indonesian population is very high and increases every year. The impact of the Covid-19 pandemic has also affected people's lifestyles, BPS data shows that the highest online sales were for food and beverages, which rose sharply by 1070% from sales in January 2020. Currently, competition between producers is increasingly competitive. To win the competition, companies need to know perception values, preferences and consumer behavior in decision purchasing as a basis for determining marketing strategy. Perception Consumer values , preferences and behavior need to be analyzed, because they cannot be controlled directly by the company. Information on consumer behavior was obtained from research results in traditional markets in the city of Bandung and then analyzed abstractionally and descriptively analyzed.

Keyword: Frozen Food, Meatballs Packaging, Perception Values, Preferences, Analysis Descriptive.

INTRODUCTION

Competition between producer has more competitive, with appearance more lots selling company product similar. In business win competition, company required For understand method client see values, preferences, and behavior purchase as base determining marketing strategy them, because the Company does not can control perception values, preferences, and behavior consumer must analyzed. With know behavior consumers, companies can identify primary needs and necessities secondary consumers, then make products that meet need it

and market it through activity marketing . Marketers and market surveys provide behavioral data customer . Consumer own desire For can obtain more products delicious , cheap , quality , and more Good . Quality This related with material basics , concoctions , textures , and convenience get product .

Frozen food is ready to be served through heating such as steaming, grilling, frying, and so on. There are already many businesses around frozen food in Indonesia, both in production, distribution and retail sales. However, there is still a big opportunity to run a frozen food business in Indonesia because the Indonesian population is very high and increases every year. Sources from the World Bank state that in 2020 the population will reach 271.9 million people and in 2021 it will reach 273.8 million people. The total population of Indonesia in 2022 based on BPS data is 275.77 million people (Data Indonesia.id 2022 Nov 30). The increase in population also encourages an increase in the need for food and drink as the main need for all living things.

The impact of the Covid-19 pandemic has also affected people's lifestyles where according to BPS data there has been an increase in online sales during the pandemic, where a 480% increase in sales has been recorded in April 2020 when compared to January 2020 (Badan POM 2021 Apr 20). From BPS information, it was recorded that the highest peak of online sales was in food and beverages which rose drastically by 1070% from sales in January 2020. The products purchased most during the pandemic were 55% of food that came from frozen food or ready to cook food.), as well as 53% of drinks. Changing consumption patterns in society occur in the form of desires including: human touch points, healthy eating, food safety and focus on local food.

The Indonesian frozen food business market is projected to increase as a result of lifestyle changes. According to him, the cold food market could reach a value of 200 trillion rupiah in 2025, after reaching 80 trillion rupiah in 2020 and 95 trillion rupiah in 2021. in line with the increase in population and the pandemic. This means it will always grow by 20% to 25% per year for the next five years (2020-2025) (insight.kontan.co.id) 22 October 2021.

History of Frozen Food - meatballs semar produced by CV. Punakawan Semar, which was founded by H. Sumar on February 18 2005, is located in Cipagalo village RT 06 RW 07 sub-district Margasari subdistrict Buahbatu in the city of Bandung. For distribution sale to a traditional market in the city of Bandung.

Table 1. Sales Data Semar Meatballs and Sales Value

No	Tahun	Penjualan Bakso per Butir	Growth	Nilai Penjualan (Rp)	Growth	Keterangan
1	2020	142,801,800		47,838,603,000		Covid 19
2	2021	139,200,000	-2.5%	47,606,400,000	-0.5%	
3	2022	136,201,200	-2.2%	46,989,414,000	-1.3%	
4	2023	135,060,000	-0.8%	46,730,760,000	-0.6%	

Therefore, This research put more emphasis at the frozen food market Bandung city as material research for the thesis, taking data from the Central Bureau of Statistics for the city of Bandung , explains that the population of the city of Bandung in 2022 will be 2,545,005 people, with the number of men being 1,275,895 and women being 1,269,110. As for Gross Regional Domestic Product (GRDP), Household Expenditures for food and beverage consumption in Bandung City in 20 22 were mostly purchased for ready-made food and beverages amounting to IDR 264,808 per capita monthly, being the largest expenditure at 35.24 % in first place. in household expenses. This means that the potential for the frozen food market in Bandung City is quite good and large

Based on the description above, the questions asked as the basis for formulating the problem are: exists different phenomena with condition business in general , where happen decline sale meatball semar after condition covid 19 outbreak , consequences from situation

condition new normal make competition meatball the more tighten and recover production meatball from a number of factory meatball others , then the questions asked as the basis for formulating the problem are as follows:

1. What is the perceived value of the important attributes of meatballs in making decisions to buy packaged meatballs in the city of Bandung?
2. What is the preference and consumption of packaged meatballs that consumers usually buy in the city of Bandung?

This research aims to formulate the problems described previously related to this research, namely:

1. Analyzing the perceived value of the important attributes of packaged meatballs that are the choice of consumers in the city of Bandung
2. Analyzing preferences in buying packaged meatballs in the city of Bandung

Theories taken as guide in make study taken from: Sweeney and Soutar (2001), perception mark consumer is divided multi - dimensional concept in 4 dimensions that is :

1. Perception of Functional Value

Is the utility that originates from perceived quality and expected performance from product. Functional value something product based on its function, usability, and performance his physical. Indicator from perception mark functional, including :
   a. Quality product nice
   b. Quality product consistent
   c. Adequate facilities
   d. Friendly employees

2. Price Value Perception

Represents mark economy from price goods or services based on the quality offered comparable with price offered. Will be more easy for customer For accept it If in accordance . Perception mark price can defined as what is released For Can obtain desired product. Price value is utility from product because subtraction cost in period short and term long. Indicator perception mark price between other :
   a. Price offered in accordance with goods received
   b. Price given economical
   c. Price offered affordable

3. Perception of Emotional Value

Emotional value is dimensions third , which includes feelings that arise after use goods or services provided . Emotional value basically is related values with feelings , which are defined as utility obtained from feeling or affective state created by a product . There are some indicators that can used For determine level emotional , such as :
   a. Enjoyment moment consuming product
   b. Comfortable moment consuming product
   c. There is no feeling of anxiety when consuming product

4. Perception of Social Value

Social value influence interaction social as well as decision consumer in buy goods . Social value can also be defined as governing value connection between individual and environment social . There are some indicators that can used For evaluate mark social , such as :
   a. Increase social status
   b. Give good impression to other people
   c. Product reflect consumer

These four components of perceived value represent different elements, based on the principles of quality and price as well as the social and emotional needs of customers.

Consumer preferences are part of the results of consumer behavior analysis. This analysis emphasizes consumer evaluation of competing brands as substitutes. Kotler (2000) describes preferences where a person's favorite choices are made regarding the goods or services consumed, the attributes of a product will influence consumer preferences. Preference, according to Sumarwan (2003), is the level of client acceptance on a particular product which is influenced by consumer behavior and perception consumer on something product. Benefit from learn preference help in knowing whether the goods or services offered are appropriate as intended desired by consumer.

METHOD

Data collection techniques for study This done with Survey . Implementation questionnaire on an ongoing basis offline – stare advance with respondents in the Bandung City Traditional Market . As for survey conducted in a way stare face , selected Mother House ladder , student , worker who is customer meatball packaging in the city of Bandung with a moderate number of 100 people buy meatball packaging in store agent sale meatball packaging in the Bandung city market . As for range age respondents between 20 to 50 years . Questionnaire containing per question -question n related with Research variables that influence the decision to purchase packaged meatballs. Primary data consisting of respondents' opinions is qualitative data.

This needs to be converted into quantitative data and to obtain quantitative results, use the Likert scale which was developed by Rensis Likert and is usually used in research that uses surveys to measure respondents' perceptions of certain products. When conducting variable indicator analysis, grouping is used to facilitate interpretation. Answers (1) strongly disagree (2) disagree, strongly disagree and disagree are grouped into one, while (3) neutral, answers (4) agree and (5) strongly agree are grouped into one.

Analysis descriptive is something method research used For studying the status of groups , individuals , objects , conditions , systems thoughts , or class event at the time This . According to Sumarwan (2011), analysis descriptive aim For gather information actual , illustrative moderate condition ongoing , and analyzing reason happen something symptom . However , analysis This No can control incident or measure in a way appropriate what has happen . In research this , method statistics descriptive used are the average score and percentage . Data obtained served in form tables and graphs use device Microsoft Excel software.

RESULTS AND DISCUSSION

Of the total respondents of 100 people, all of them were women who were shopping because they were mostly/dominantly found in traditional markets in the city of Bandung. The results showed that for ages 41 to 50, the number was 45 with a percentage of 45%, the largest number. To make domicile more balanced because the meatball factory is located in the South Bandung area, 30 respondents were selected with a percentage of 30%. RT mothers were the largest respondents at 52%. For shopping expenditure (Rp)/month < 1,000,000, the largest respondent was 47%.

Table 2. Age Questionnaire , Home Address, Job , Expenditure spending (Rp) / month

	Umur Kuesioner (Wanita)				Alamat Rumah (Domisili)				Pekerjaan				Pengeluaran Belanja (Rp) / bulan		
	Umur Kuesioner	Jumlah	(%)		Domisili	Jumlah	(%)		Jenis Pekerjaan	Jumlah	(%)		Belanja (Rp)	Jumlah	(%)
1	20 - 30	21	21%	1	Utara	20	20%	1	Ibu Rumah Tangga	52	52%	1	< 1.000.000	47	47%
2	31 - 40	34	34%	2	Selatan	30	30%	2	Pengusaha	3	3%	2	1 juta s/d 2 juta	38	38%
3	41 - 50	45	45%	3	Barat	30	30%	3	Mahasiswi	17	17%	3	3 juta s/d 4 juta	12	12%
		100	100%	4	Timur	20	20%	4	PNS	7	7%	4	4.000.000 <	3	3%
						100	100%	5	Swasta	21	21%				
										100	100%				

Attributes Considered Important for Packaged Meatballs

Considered attributes important from meatball packaging from a total of 100 respondents . The result obtained with amount respondents biggest become rank 1, order as following :

1. Taste attributes of being attribute important biggest with 35% value , taste is obtained from materials , ingredients and production processes from meatball packaging is attribute important in business meatball packaging .
2. Attribute price economical become attribute important 2nd largest with value 31%, decisive price of course must customized with customer segments in traditional markets .

Table 3. Considered Attributes Important from Meatball Packaging

	Atribut Bakso Kemasan	Jumlah	(%)
	Kemasan		
1	Memberikan rasa aman	6	6%
2	Memberikan rasa senang	0	0%
	Produk		
3	Kenyal	8	8%
4	Konsisten	5	5%
5	Rasa	35	35%
6	Tekstur	4	4%
	Harga		
7	Harga ekonomis	31	31%
8	Nilai yang sebanding dengan harga	7	7%
	Sosial		
9	Cermin status sosial	4	4%
10	Referensi terhadap orang lain	0	0%
		100	100%

Brands of Packaged Meatballs that are Often Purchased

Brand of meatball frequent packaging purchased from a total of 100 respondents . The result Semar brand was obtained chosen by 71 respondents , total supreme and very dominant compared to with other brands , such as the Fiesta brand 11 respondents ,

Table 4. Meatball Brand Frequently Purchased Packaging

No	Brand	Production	Amount	Percentage (%)
1	Fiesta	Charoen	11	11%
2	So Good	Japfa	6	6%
3	Semar	Punakawan Semar	71	71%
4	Appetite	Source	3	3%
5	Natural	Prosperous Nature	9	9%
			100	100%

Important Attributes for a Packaged Meatball Brand

The important attributes possessed by brands of packaged meatballs have different strengths, based on a cross tabulation of the important attributes and brands of packaged meatballs that are frequently purchased from a questionnaire of 100 respondents, the results are as follows: Respondents chose the Semar brand because of the attributes of taste (27), economical price (25), chewy (5) and value for money (5). The strength of the Semar brand with a selling price range of IDR 20,000 to IDR 30,000 has a positioning that fits the customer segment in traditional markets.

Table 5. Attributes that Matter Owned by the Meatball Brand Packaging

	Atribut Bakso Kemasan	Fiesta	So Good	Semar	Selera	Alam
	Kemasan					
1	Memberikan rasa aman	4	1	1		
2	Memberikan rasa senang					
	Produk					
3	Kenyal	1	2	5		
4	Konsisten	2	2	1		
5	Rasa	3	1	27	1	3
6	Tekstur	1		3		
	Harga					
7	Harga ekonomis			25	1	5
8	Nilai yang sebanding dengan harga			5	1	1
	Sosial					
9	Cermin status sosial			4		
10	Referensi terhadap orang lain					

Preference for Packaged Meatballs

Preference with choice to the brand from meatball packaging give level liking to buyers at choice agree 83. Buyer meatball Packaging is a consideration strong to the brand for purchase meatball packaging , brand already have connection with taste, price , texture , chewiness , packaging and social mirror .

Table 6. Preference to Meatball Packaging

Bakso Kemasan		Tidak setuju	Netral	Setuju
kode	Preferensi Penerimaan/Kesukaan			
PM	Merk dari bakso kemasan memberikan tingkat kesukaaan terhadap pembeli	8	9	83
PP	Penampilan dari bakso kemasan memberikan tingkat kesukaaan terhadap pembeli	15	14	71
PT	Kualitas dari bakso kemasan memberikan tingkat kesukaaan terhadap pembeli	11	7	82

Purchase Behavior of Packaged Meatballs from Number of Packs & Number of Family Members

Behavior purchase meatball packaging with amount wrap the most meatballs purchased in 1 month is 1-2 packs and with amount member families of 4 to 6 people with 40 respondents , yes means that meatball packaging purchased For need family and made as dish food complement .

Table 7. Behavior Purchase Meatball Packaging from Amount Packaging & Quantity Member Family

Pertanyaan - Indikator pembelian dalam 1 bulan		Jumlah anggota keluarga			
	Jumlah bungkus	1 sd 3	4 sd 6	7<=	total
Berapa bungkus Bakso Kemasan yang biasa Anda beli	1-2	20	40	11	71
	3-4	8	9	9	26
	4<			3	3
	total	28	49	23	100

Purchase Behavior of Packaged Meatballs from the Amount of Money Spent and Number of Purchases

Behavior purchase meatball packaging from the amount of money spent For buy meatball packaging in 1 month is IDR 20,000 to IDR 50,000, and the quantity is 1 pack have amount biggest with 61 respondents . Purchase of 1 pack and amount of money spent influence price sell meatball possible packaging absorbed by the segment customers in traditional markets .

Table 8. Behavior Purchase Meatball Packaging from Amount of Money Spent & Amount Purchase

Pertanyaan - Indikator pembelian dalam 1 bulan		Pembelian 1 bungkus atau banyak		
Berapa jumlah uang yg Anda belanjakan untuk Bakso Kemasan	range belanja bakso	1 bungkus	Banyak	Jumlah
	Rp 20.000 sd Rp 50.000	61	14	75
	Rp 50.001 sd Rp 80.000	13	9	22
	Rp 80.000 <	2	1	3
		76	24	100

Purchase Behavior of Packaged Meatballs towards Brands and Online Purchase Expectations

1. Behavior purchase only 1 brand was chosen by 81 respondents , meaning level loyalty regarding the meatball brand packaging Enough strong , for you have to change brands exists change price For adapt with ability customer segments and quality from meatball packaging still awake .
2. Behavior Purchase Meatball Packaging hope purchase by online 38 respondents were selected in accordance with age consumer , 20 – 34 yrs . There were 62 respondents who remained offline .

Table 9 . Behavior Purchase Meatball Packaging on Brands and Purchase Expectations in a way On line

	1 Merk	Berganti
Apakah beli hanya 1 merk atau bergantian		
	81	19
Apakah Anda berharap pembelian secara Online	Offline	Online
	62	38

Search for Information on Purchasing Packaged Meatballs

1. Search information For buy meatball packaging obtained the most from waiter shop / kiosk as many as 85 respondents . Customers usually buy meatball packaging with ask to waiter shop For get information best with existing budget ,
2. Search information with online method – marketplace was chosen by 12 respondents .

Table 9. Search Information to Purchase Meatball Packaging

Pertanyaan - Indikator Pencarian dalam 1 bulan terakhir	Responden	
Sumber informasi	Jumlah	%
Pelayan Toko / Kios	85	85%
Banner / Spanduk / Flier	3	3%
Marketplace - online	12	12%
	100	100%

Expected forms of promotion from packaged meatballs

As for form expected promotion in purchase meatball packaging form piece price with 63 respondents , prizes 22 respondents directly and lottery 15 respondents . For the largest customer segment in traditional markets is intermediate to down , hope form promotions received in a way direct and possible brought go home is piece price .

Table 10. Shape Hope Promotion from Meatball Packaging

Pertanyaan - Indikator Harapan Bentuk Promosi	Responden	
Bentuk promosi	Jumlah	%
Potongan harga	63	63%
Hadiah lansung	22	22%
Undian	15	15%
	100	100%

CONCLUSION

Business meatball Semar packaging was established since 2005 is visible good (count big) with view sales data meatball packaging Semar per item and value sale each year (2020 to 2023) from report issued by CV. Punakawan Semar, indeed in terms of sales data meatballs per piece show from 2021 to 2023 growth negative (between -2.2% to -2.5%/ year). From the results study against 100 women customer meatball packaging in traditional markets Bandung city , providing conclusion :

Perception mark to meatball packaging semar in a way segmentation , targeting and positioning already in accordance with the condition of customers in traditional markets , which becomes user main from meatball packaging . Strength main from meatball packaging semar based on perception mark is taste attribute , attribute price economical and attribute price paid in accordance mark quality from meatball packaging .

In purchasing meatball packaging based on preference give level favorite to brand Semar is very high Because brand show quality Meatballs (taste, chewy , texture) are supported by economical prices , they are impact social and emotional from purchase meatball packaging Semar . Recommendation to meatball packaging Semar also gave mark plus For stable sales .

Easy traditional market conditions For go out enter product kind make competition is very tight and fierce , so need exists repair from side product , marketing , promotion and management from CV. Punakawan Semar. As for the causes decline sale Meatball semar experience decline each year No depicted from study Because No Data obtained from total

sales meatball packaging in traditional markets city Bandung . Is the meatball market packaging the total also goes up/ down to be known market share (market share) of meatball semar up/ down to the total meatballs packaging.

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