Analysis of consumer behavior of organic dragon fruit At Naura Farm, agrotourism, Jember district

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Abstract: An agricultural subsector that has potential and is able to develop rapidly in Indonesia is the horticultural subsector, one of the horticultural subsectors is organic dragon fruit. This research aims to: (1) describe the characteristics of consumer behavior towards organic dragon fruit at Naura Farm Jember; (2) analyze the level of consumer satisfaction of organic dragon fruit at Naura Farm Jember . This research was carried out by CV. Naura Farm Agrotourism. This location selection was done randomly intentionally (*purposively*). Type methodstudy Which chosen is descriptive analytical. The sampling method uses total sampling, namely all visitors to Naura Farm on Saturdays and Sundays. Determination size sample calculated with a total of 33 respondents. *Customer Satisfaction Index* (CSI), and *Importance Performance Analysis* (IPA). The research results show that: (1) Consumers of organic dragon fruit are male (61.61%) and age range 18–24 years (30.30%), domiciled in Jember (100%), University or Student (36 .36%), the last level of education they had was Senior High School (SMA) (30.30%); (2) The consumer satisfaction index as measured by *the Customer Satisfaction Index* (CSI) is 75.42%, meaning that the majority of consumers are satisfied with the overall performance of organic dragon fruit .

Keywords: consumer behavior characteristics ; level of consumer satisfaction.

INTRODUCTION

The agricultural subsector that has potential and is able to develop rapidly in the country of Indonesia is the horticulture subsector, one of the horticulture subsectors is organic dragon fruit. East Java is one of the producers of dragon fruit in Indonesia. (Amilia et al., 2016) Dragon fruit spread in six regions that include Mojokerto, Jember, Malang, Pasuruan, Banyuwangi, and Ponorogo. Jember Regency is one of the regions in East Java Province that has the potential of abundant natural resources , (Wijaksana et al., 2017) . The potential of natural resources that have enough potential to be developed is the cultivation of horticultural plants. The production of dragon fruit in Jember Regency in 2019-2020 is 8,595-21,077 Tons/Year. Darmawan, (2013) .

Jember Regency is one of the organic dragon fruit producing areas in East Java and CV Naura Farm which is located at Jalan Tidar is one of the dragon fruit producers in Jember Regency with the characteristics of organic dragon fruit. Since 2015, this company's production area has been harvested, production and productivity of organic dragon fruit plants at Naura Farm Jalan Tidar, Jember Regency. In 2015, they cleared land with an area of 2 ha. In the following year, in 2016, organic dragon fruit began to produce the first harvest, namely 8,500 tons in one harvest with a land area of 1.5 ha, while in 1 year organic dragon fruit can produce 4 seasons/harvests, so that in 1 year organic dragon fruit can produce 34,000 tons. In 2017 organic dragon fruit began to increase, in 1 harvest organic dragon fruit can produce 10,200 tons, in 1 year the productivity of organic dragon fruit produces 40,800 tons. In 2018 organic dragon fruit can produce 8,500 tons in one harvest so that in 1 year organic dragon fruit produces 34,000 tons. In 2019, organic dragon fruit production can produce 8,500 tons, so that in 1 year organic dragon fruit production reaches 34,000 tons. In 2020, organic dragon fruit productivity will increase by 10,200 tons, so that in 1 year organic dragon fruit can produce 40,800 tons. The dragon fruit garden called "Naura Farm Jember" is located on Jalan Tidar no.

27 Kloncing, Sumbersari District, Jember Regency, East Java Province. Naura Farm Jember is under the auspices of CV. Ruby Naura, apart from working in the agricultural sector, also operates in Agrotourism. (Wijaksana et al., 2017) .

METHOD

Type method study Which chosen is descriptive analytical, as for The meaning of the analytical descriptive method according to (Sugiono: 2013) is a a method that functions to describe or provide an overview of objects studied through data or samples that have been collected as follows existence without carrying out analysis and making conclusions that apply to general. According to Wirartha (2006), method descriptive analytic related with collecting data to provide an illustration or confirmation of a concept or symptom .

Research design

Explain the research design used. This section does not need to convey the definition of design according to theory. Just briefly state the research design used.

Population, Sample, Sampling

The population and sample used is total sampling, namely all visitors to Naura Farm on Saturdays and Sundays in April until the end. Saturday and Sunday were chosen because according to the manager, there were 33 respondents who had the most visitors in this study.

Intervention Procedures

This research was carried out at CV. Naura Farm in Jember Regency, East Java with consideration because Naura Farm is an organic-based horticultural plant cultivation without any chemical mixtures. Data collection time will be carried out in April 2023.

Instrument

In this research, the methods used to analyze data are Descriptive Analysis, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA). The data obtained was processed using Microsoft Office Excel. To answer the first objective, namely regarding the characteristics of organic dragon fruit consumer behavior, descriptive analysis was used. Characteristics are described regarding consumer profiles such as name, age, domicile, gender, education level and occupation.

To answer the second objective, namely regarding the level of consumer satisfaction with organic dragon fruit in terms of product, price, place, promotion, a Consumer Satisfaction Index (CSI) analysis was carried out.

CSI measurements were carried out in two stages, namely overall CSI and CSI on each attribute. The overall CSI is used to measure level satisfaction consumer in a way whole with see level intereston each attribute of organic dragon fruit. According to (Aritonang, 2005) .

a. Determine *Mean Importance Score* (MIS) And *Mean Satisfaction Score* (MSS), with formula:

$$\text{MIS} = \frac{\sum_{i=1}^{n} y_i}{n} \qquad \text{MSS} = \frac{\sum_{i=1}^{n} x_i}{n}$$

Information :

y $_i$: Importance value of the ith attribute

x $_i$: Importance value of the ith attribute

n : Number of respondents

b. Count *Wight Factor* (WF) with the formula:

$$\text{WF} = \frac{\text{MIS}}{\sum_{i=1}^{p} \text{Mission}} \times 100\%$$

Information :

P: Number of important attributes

i : Ith attribute

c. Calculate *Weight Score* (WS) with the formula:

$$WS_i = WF_i \times MSS$$

Information:

i : Ith attribute

d. Determine *Satisfaction Index* with formula:

$$CSI = \frac{\sum_{i=1}^{n} WS_i}{HS} \times 100\%$$

Information :

HS: Maximum scale used

WSi : Weight Score

RESULTS AND DISCUSSION

Characteristics General And Process Decision Purchase Consumer Organic Dragon Fruit

The consumer's behavior in buying a product to fulfill their life needs lies with the consumer. The consumer decision process consists of the stages of need recognition, information search, alternative evaluation, purchase, and consumer satisfaction (Sumarwan, 2004) . Consumer behavior is the action of an individual in making decisions in spending the resources he has to obtain or obtain goods and services that will be consumed later. Analyzing consumer behavior does not only involve the factors that influence consumer decision making in shopping but also the decision making process that is accompanied by the activity of purchasing goods or services. Consumer Behavior Consumer needs and desires vary greatly and can change due to factors that influence consumers in making purchases . (Soleh Mauludin, *2022*), analyzing consumer behavior in e-commerce transactions. The results of this research show that student consumer behavior in making purchasing decisions at Shopee e-commerce is influenced by several factors, namely, cultural factors, social factors, personal factors and psychological factors.

Table 1. Profile of Respondents and Consumers of organic dragon fruit in Jember Regency Based on Age.

Age	Number of Respondents	Percentage (%)
18-24 Years	10	30.30
25-30 Years	7	21.21
31-35 Years	5	15.15
36-40 Years	4	12,12
41-46 Years	7	21.21
Amount	33	100.00

Source: Processed Primary Data (2023).

Judging from the age profile of the respondents, the results of the grouping are shown in Table 1. The largest group of respondents were those aged 18-24 years, namely 10 people or 30.30%, then respondents aged 25-30 years amounted to 7 people, amounting to 21.21%, respondents with ages 31-35 years totaling 5 people or 15.15%, while the smallest group was those aged 36-40 years amounting to 4 people or 12.12%, , respondents aged 41-46 years amounting to 7 people totaling 21.21% .

Table 2. Profile of Respondents and Consumers of organic dragon fruit in Jember Regency Based on Gender.

No	Gender	Number of Respondents	Percentage (%)
1	Man	20	61.61
2	Woman	13	39.39
	Amount	33	100.00 _

Source: Processed Primary Data (2023).

Judging from the gender profile of the respondents in Table 2 above, it can be seen that the number of male respondents was 20 people or 61.61 % and the number of female respondents was 13 people or 39.39 %. The research results show that the percentage of organic dragon fruit consumers who are male is higher than female consumers . The predominance of male consumers is more because men have a tendency to like natural atmospheres, the availability of Agrotourism at Naura Farm makes it attractive for them to visit.

Table 3. Profile of Organic Dragon Fruit Consumer Respondents in Jember Regency Based on Domicile **.**

No	Domicile	Number of Respondents	Percentage (%)
1	Jember	33	100
	Amount	33	100

Source: Processed Primary Data (2023).

All consumers of organic dragon fruit come from Jember Regency, seen from Table 3 , namely 33 respondents/ people   100 % . According to CV. Naura Farm stated that distance or location would be one of the values added for consumers to visit organic dragon fruit gardens . Organic dragon fruit itself is dominated by   consumers who live in Jember Regency , because there are still few consumers outside Jember who know about it There is an organic dragon fruit garden in the Jember area because the management lacks information from. Sumarwan (2011) . CV.Naura Farm provides more information outside Jember Regency or through social media and other information so that people outside Jember are more familiar with CV. Naura Farm Agrotourism.

Table 4. Profile of Organic Dragon Fruit Consumer Respondents in Jember Regency Based on Education.

No	Education	Number of Respondents	Percentage (%)
1	elementary school	3	9.09
2	JUNIOR HIGH SCHOOL	8	24.24
3	SENIOR HIGH SCHOOL	10	30.30
4	Student	8	24.24
5	Bachelor	4	12,12
	Amount	33	100.00

Source: Processed Primary Data (202 3).

Based on the results of research on 33 respondents, the final education level of organic dragon fruit consumers was elementary school, namely 3 people or 9.09%. There are 8 people in junior high school or 24.24% and there are 10 people in high school or 30.30%. There are 8 students or 24.24%. Meanwhile, for the Bachelor level, there were 4 people or 12.12%. This shows that consumers who come to organic dragon fruit gardens are highly educated consumers. Consumers who have a better level of education are very sensitive to information which will then influence decision making in choosing products. information that will then influence decision making (Sumarwan 2011). Respondents who had a final education level of high school showed that the majority of respondents continued to a higher level of education.

Table 5. Profile of Organic Dragon Fruit Consumer Respondents in Jember Regency Based on Work .

No	Work	Number of Respondents	Percentage (%)
1	Farmer	12	36.36
2	ART	5	15.15
3	Employee	2	6.06
4	Teacher	1	3.03
5	Businessman	5	15.15
6	Student	8	24.24
	Amount	33	100.00

Source: Processed Primary Data (2023)

Based on the results of research on 33 respondents, the majority of organic dragon fruit consumers' occupations are farmers, namely 12 people or 36.36%. For household assistant workers, there are 5 people or 15.15%, workers as employees are 2 people or 6.06%. Meanwhile, the lowest respondent worker was a teacher, namely 1 person or 3.03%. Next, there are 5 entrepreneurial workers or 15.15%. Furthermore, there were 8 students or 24.24%.

1.   Consumer Satisfaction Level

A function of how close the buyer's expectations of the product are to the performance that the consumer thinks of the product. If product performance is lower than expectations, consumers will feel disappointed; If it turns out that the product's performance is felt to be in line with expectations, consumers will feel satisfied; and if the product performance exceeds consumer expectations, consumers will feel very satisfied. Consumers form their expectations based on messages received from sellers, friends, and other sources of information. The greater the gap between expectations and performance, the greater consumer dissatisfaction.

Suprapti (2010:285), stating customer satisfaction is the overall attitude displayed by the customer to a product after using or consuming that product. Viewed from a managerial perspective, maintaining and increasing customer satisfaction is very important.

Rizki (2008), analyzed the consumer behavior of "Waroeng Cokelat" chocolate cookies in the city of Bogor. This research aims to analyze the consumer purchasing decision process. Consumer attitudes and levels of satisfaction are based on their assessment of the level of importance and performance of appropriate marketing mix alternatives based on the behavior of chocolate cookie consumers. The analytical tools used are Descriptive Analysis and the Customer Satisfaction Index (CSI).

• Consumer Satisfaction Index (CSI)

CSI measurement is carried out in two stages, namely overall CSI and CSI for each attribute. The overall CSI is used to measure the overall level of consumer satisfaction by looking at the level of importance of each attribute of organic dragon fruit. Stages in analyzing consumer behavior towards organic dragon fruit using the Customer Satisfied Index (CSI) according to (Tedjaningsih, Suyudi, & Nuryaman, 2018).

Table 6. Results Calculation Index Consumer Satisfaction (CSI) Organic Dragon Fruit.

No.	Attribute	MIS	M.S.S	WF	WS
1	The taste of organic dragon fruit	3.97	3.64	6.43	23.40
2	Organic dragon fruit form	3.91	3.48	6.43	22.42
3	Organic dragon fruit color	4.00	3.94	6.48	25.54
4	Organic dragon fruit texture	3.76	3.79	6.09	23.07
5	Price of fruit offered	3.82	3.79	6.19	23.44
6	Price match with fruit quality	3.82	3.88	6.19	24.00
7	Comparison of fruit prices	3.91	3.64	6.34	23.04

No.	Attribute	MIS	M.S.S	WF	WS
8	Discounts	3.64	3.82	5.89	22.50
9	Ease of reaching the location	3.97	3.73	6.43	23.98
10	Hall Cleanliness	3.76	3.76	6.09	22.89
11	Comfort of place	4.09	3.73	6.63	24.71
12	The atmosphere on offer	4.00	3.82	6.48	24.17
13	Availability and clarity of outlet nameplates	3.94	3.85	6.39	25.15
14	Promotion via social media	3.91	3.76	6.34	23.81
15	How to deliver promotions	3.58	3.82	5.80	22.13
16	Accuracy of information delivery	3.64	3.88	5.89	22.86
	Amount	**61.70**	**56.42**		
	Weight Total Score (WT)				**377.12**
	CSI				**75.42**

Source: Processed Primary Data (2023).

Can seen on Table 6. there is attribute with with evaluationWhich tall like, organic dragon fruit flavor , color organic dragon fruit etc. In order to measure level overall consumer satisfaction by looking at the level of interest in For each attribute of organic dragon fruit, a type of analysis, namely CSI, is carried out. With exists measurement level satisfaction consumer can give information about an industry regarding consumer responses to an industry product And can made material evaluation in repair or develop a product. Based on the results of this research it is in the range scale criteria for consumer satisfaction index value 0.60–0.80 or 60% < CSI ≤ 80% Which means index satisfaction consumer organic dragon fruit is at on criteria "satisfied", Because mark from CSI, that is 75.42%.

In this study, a Likert scale was used. The Likert scale is a measurement used to make it easier for respondents to choose a scale that is closer to the actual reality of the services they have received (Supranto, 2006). The Likert scale assessment scores are as follows:

Table 7. Range Scale Consumer Satisfaction Criteria .

No	IKK value	Criteria
1	80 % < *satisfaction index* ≤ 100 %	Very Satisfied
2	**60 % < *satisfaction index* ≤ 80 %**	**Satisfied**
3	40 % < *satisfaction index* ≤ 60 %	Enough Satisfied
4	20 % < *satisfaction index* ≤ 40 %	No Satisfied
5	0 % < *satisfaction index* ≤ 20 %	Very No Satisfied

Source: Sugiyono (2016).

CONCLUSION

Based on the results of research, analysis and discussion, it can be concluded as follows: The characteristics of organic dragon fruit consumers at Naura Farm Agrotourism are predominantly male. (61.60%) with range age 18 – 24 year with a percentage (30.30%), and all of them (100%) are domiciled in Jember. For t the education level of most consumers students and undergraduates, namely by percentage, (36.36%), The last level of education you have is: (SMA) as much as (30.30%). Consumer satisfaction level index as measured by *the Customer Satisfaction Index* (CSI) is 75.42%, meaning that the majority of consumers are satisfied with organic dragon fruit from Naura Farm whole.

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