

Gap Analysis: *Fulfillment of Satiety on Food Street*

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Abstract: The research is analyze supply and demand for street food on Jalan Jawa, Sumbersari Village, Sumbersari District, Jember Regency using the SPSS analysis tool, there is a gap between supply and demand in the relationship between sellers and buyers, in the form of the presence of the number of traders and the number of student customers. , became reduced because online lectures were analyzed to find out the effect, the hypothesis proposed was the measurement of customer fulfillment index in interpreting online order communication media and offline methods of information in a pandemic atmosphere for satisfaction and experiential. The results obtained that satisfaction and experiential have a significant effect on fulfillment and the index obtained on the fulfillment variable is shown by the largest pearson correlation on the indicators of satisfied, comfortable, cheap, as expected, and there is evidence that the customer mode of street vendors aged >31 years indicates core customers are not students, the analysis of this study also shows that there is no evidence of customer perception of covid 19 transmitting through food..

Keywords: fulfillment index; satisfaction; experiential

INTRODUCTION

The research is analyze supply and demand for street food on Jalan Jawa, Sumbersari Village, Sumbersari District, Jember Regency using the SPSS analysis tool, there is a gap between supply and demand in the relationship between sellers and buyers, in the form of the presence of the number of traders and the number of student customers. , became reduced because online lectures were analyzed to find out the effect, the hypothesis proposed was the measurement of customer fulfillment index in interpreting online order communication media and offline methods of information in a pandemic atmosphere for satisfaction and experiential. The results obtained that satisfaction and experiential have a significant effect on fulfillment and the index obtained on the fulfillment variable is shown by the largest pearson correlation on the indicators of satisfied, comfortable, cheap, as expected, and there is evidence that the customer mode of street vendors aged >31 years indicates core customers are not students, the analysis of this study also shows that there is no evidence of customer perception of covid 19 transmitting through food. A product is used, by what kind of people, and where and when it can't be optimal due to the pandemic. Marketing contributes to brand equity by embedding brands in memory and creating brand image as well as driving sales and even influencing, in this era of pandemic marketing communications in all media spreads about covid 19 and information that poses a dangerous "truth". This study aims to analyze the phenomenon that occurs, with the variables: experiential, satisfaction, fulfillment which are constructed to determine the effect of systematic variables (Howard and Sheth's Model, 1969), customers in choosing their choices are not random, while previous studies that

strengthen Howard's Model Sheth about street food is a rational choice for satisfaction, the choice of strategic places has an effect on subscriptions, the culinary experience of customers in experiencing "tasted places" (Euis Soliha et al, 2021; Paz Concha, 2021; Emmanuel and Timothy, 2022). The novelty in this study lies in the construct of the model which is confirmed (confirmatory research) on the variables as empirical evidence and becomes a concept (state of the art) experiential variables, satisfaction as exogenous and fulfillment as endogenous in which there are indicators that influence each other (Ferdinand, 2014) on food street that has not been studied, the state of the art from previous research states that from experiential variables there is a significant relationship between consumer experience and purchases on street food, the effect of satisfaction is proven that satisfaction is a factor in choosing the type of food on the food street, while fulfillment of satiety or fulfillment of satiety is an emotional attitude to customers (Borham and Chung, 2017; Rafatul Haque Rishad, 2018; Sangmook Lee, 2020), another purpose of this study is to determine the index of fulfillment of satisfaction based on indicators (Fulfillment Index) as measured by the Pearson Correlation of variable 1 stated based on "The Potential for Micronutrient Fortification" (Alizon, 1996) with indicators satisfied, comfortable, cheap.

METHOD

Research design

This study was designed using several steps, the first step was to do an ethnographic setting (environmental analysis) on street food on Jalan Jawa, Sumbersari District, Jember Regency to explain and confirm the results of previous research (explanatory research or confirmatory research, the second step by analyzing the influence between one variable with another variable and a causality test is carried out to explain the influence between variables by testing the hypothesis through the smallest unit of analysis, namely the instrument, with respondents to get answers to the questions asked. Submitted in a closed manner, using the SPSS analysis tool to analyze the proposed hypothesis.

Population, Sample, Sampling

The population in this study were all buyers who bought street food on Jalan Jawa at the time of this research who had used online and offline methods, with a purposive sampling technique given the respondent criteria, namely: 1) had made purchases more than once offline . 2) having a smart phone and accustomed to online shopping, obtained 92 (ninety two) respondents.

Intervention Procedure

The analytical method used is the SPSS analysis tool to test and analyze the effect of experiential, satisfaction, fulfillment of satiety variables and the discussion of the processed data is presented based on a combination of descriptive statistical principles and inferential statistics. Descriptive statistics as a description of "empirical facts" of the conceptual model that has been tested for hypotheses, while for the purposes of analysis and testing of research hypotheses used an inferential statistical approach, the steps taken are: (1). Screening and trimming data (2). Data administration. Screening and trimming of data is carried out before further in-depth analysis to ensure the feasibility of the data. Data screening is done by testing the consistency of the answers from each respondent by looking at the extreme standard deviations. Trimming the data is done by looking at the consistency of the answers filled by respondents with closed answers. Data administration is carried out before the data collection process is carried out, this data is used for validity and reliability tests to measure whether all items used are valid and reliable, from the results of screening and trim-

ming obtained 72 (seventy-two) questionnaire data from respondents who meet the requirements for further analysis with SPSS. Data collection procedures used for research, through observation.

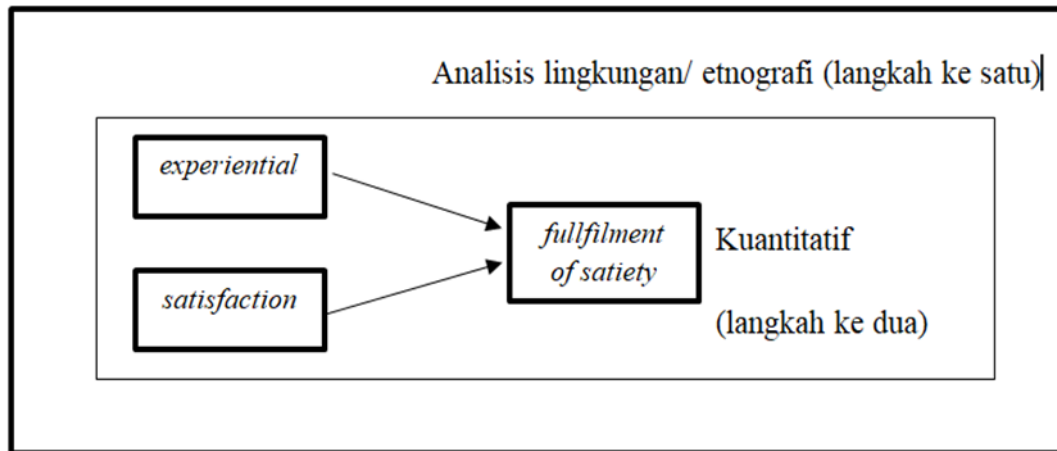


Fig 1: Conceptual framework

Hypothesis 1 (H1): There is an experiential effect on the fulfillment of satiety.

Hypothesis 2 (H2): There is an influence of satisfaction on fulfillment of satiety.

Questions or statements submitted to respondents to obtain ordinal data by submitting agree-disagree scale questions which are defined so that they can be operationalized on the characteristics that can be observed (observed) by the respondent against the statement to be conveyed.

RESULTS AND DISCUSSION

Tabel 1 Respondents by Age

No	Age	Sum of Responden	Percentage
1	20-25	6	8,3%
2	26-30	9	12,5%
3	31-35	17	23,7%
4	36-40	27	37,5%
5	41-45	10	13,9%
6	46-50	2	2,8%
7	>51	1	1,3%
Total		72	100%

Based on Table 1, it can be seen that the mode of respondents is aged, 1) 36-40 years, totaling 27 respondents or 37.5%. 2) 31-35 years old totaled 17 respondents or 23.7%. 3) 26-30 years old totaled 9 respondents or 12.5%.

Tabel 2 Respondents by Number of Visits

No	Number of Visits	Number of Respondents	Percentage
1	15-20	1	1,3%
2	21-25	3	4,1%
3	26-30	17	23,7%
4	31-35	22	30,5%
5	>35	29	40,2%
Total		72	100%

Based on Table 2, it can be seen that the respondent's mode of visiting is the number of visits. 1) >35 times as many as 29 respondents or 40.2%, 2) between 31-35 times as many as 22 respondents or 30.5%. 3) 26-30 times as many as 17 respondents or 23.7%.

Tabel 3 Frequency of respondent statements for experiential

Statement	Total score					Total Statement
	SA	A	N	D	VD	
How to market interesting products by online	31 43,1%	40 55,6%	-	1 1,4%	-	72 (100%)
the service provided is very good	14 19,4%	52 72,2%	6 8,3%	-	-	72 (100%)
An easy place to reach by off line	17 23,6%	47 65,3%	7 9,7%	1 1,4%	-	72 (100%)
Street food provides products according to needs	17 23,6%	39 54,2%	16 22,2%	-	-	72 (100%)
Mean	27,43	61,82	10,05	0,7	-	72 (100%)

The mean of the statements in Table 3 for each indicator is. 1) Strongly Agree (SA) by 27.43%. 2) Agree (A) by 61.82%, 3) Netral (N) by 10.05%. 4) Disagree (D) by 0.7%.

Tabel 4 Frequency of Respondents' Statements on Satisfaction

Statement	Total score					Total Statement
	SA	A	N	D	VD	
Feel comfortable when shopping at PK 5, because the food is specific and adequate and the service is always friendly when serving	34 7,2%	35 48,6%	1 1,4%	2 2,8%	-	72 (100%)
Shopping at PK 5 makes it comfortable, because the service provided to customers is very good and fast	19 26,4%	49 68,1%	4 5,6%	-	-	72 (100%)
Street food has a good attitude when serving and chatting	14 19,4%	54 75,0%	4 5,6%	-	-	72 (100%)
When shopping at Street Food, you no longer care about information about contracting the virus with existing goods, there because of service, courtesy, can be trusted with the products being sold	18 25,0%	42 58,3%	12 16,7%	-	-	72 (100%)
Mean	29,5	62,5	7,32	0,7	-	72 (100%)

The mean of the statements in Table 4 for each indicator is. 1) Strongly Agree (SA) by 29.5%. 2) Agree (S) by 62.5%, 3) Netral (N) by 7.32%. 4) Disagree (D) by 0.7%. When shopping at Street Food, they no longer care about information about contracting the virus with existing goods, there because of service, courtesy, and can be trusted with the products being sold. Respondents' statements on this indicator prove that customer perceptions state that there is no transmission relationship between food and the pandemic.

Tabel 5 Frequency of Respondents' Statements on Fulfillment

Statement	Total score					Total Statement
	SA	A	N	D	VD	
Often make transactions at Street Food, because they are satisfied with what they sell, as well as the service provided to customers	31 43,1%	41 56,9%	-	-	-	72 (100%)
Often shop at Street Food, because it is convenient and appropriate. So that often meeting daily needs there feels not forced	21 29,2%	50 69,4%	1 1,4%	-	-	72 (100%)
Often recommends friends, neighbors, and relatives to shop at Street Food because according to expectations, connectedness (feel connected) with other people	22 30,6%	49 68,1%	1 1,4%	-	-	72 (100%)
Subscribing to be a consumer at Street Food has nothing to lose (cheap), because what is there is proportional to the perceived satisfaction and competence (ability)	28 38,9%	34 47,2%	10 13,9%	-	-	72 (100%)
Mean	35,4	60,4	4,2	-	-	72(100%)

The mean of the statements in Table 4 for each indicator is. 1) Strongly Agree (SA) by 35.4%. 2) Agree (A) by 60.4%, 3) Netral (N) by 4.2%. 4) Disagree (D) by 0%.

Tabel 6 t test results

No	Variable	Signifikansi Hitung	(α) Significance Level	t count	t table	Information
1	Experiential	0,006	0,05	2,829	1,6672	Significant
2	Satisfaction	0,000	0,05	4,862	1,6672	Significant

From the results of the t test, it is known that the comparison between the significance level and the significance level. Table 6 shows a significance level of < 0.05 and $t \text{ count} > t \text{ table}$ so that the experiential variable, satisfaction has a significant effect on fulfillment.

Tabel 7 Coefficient of Determination Test Results

No	Criteria	Koefisien
1	R	0,705
2	R Square	0,497
3	Adjusted R Square	0,482

The results of the regression calculations in table 7 can be seen that the coefficient of determination obtained is 0.497, this means that 49.7% of the full-filment variable variation can be explained by experiential and satisfaction, while the rest comes from unobserved variables.

Tabel 8 Pearson Correlation on Fulfillment

Correlations		Satisfied with service	Comfortable	Cheap	According to Fulfillment expectations	
Satisfied with service	Pearson Correlation	1	.492**	.461**	.463**	.708**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	72	72	72	72	72
Comfortable	Pearson Correlation	.492**	1	.850**	.682**	.891**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	72	72	72	72	72
Cheap	Pearson Correlation	.461**	.850**	1	.662**	.876**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	72	72	72	72	72
According to expectations	Pearson Correlation	.463**	.682**	.662**	1	.869**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	72	72	72	72	72
Fulfillment	Pearson Correlation	.708**	.891**	.876**	.869**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	72	72	72	72	72

** . Correlation is significant at the 0.01 level (2-tailed).

The index on the fulfillment variable is shown by the largest Pearson correlation on the indicators of satisfied, comfortable, cheap, as expected, with the interpretation of the perception analysis: 1) Comfortable 0.891 or 89.1%. 2) Cheap 0.876 or 87.6%. 3) As expected 0.869 or 86.9%. 4) Satisfied 0.708 or 70.8%.

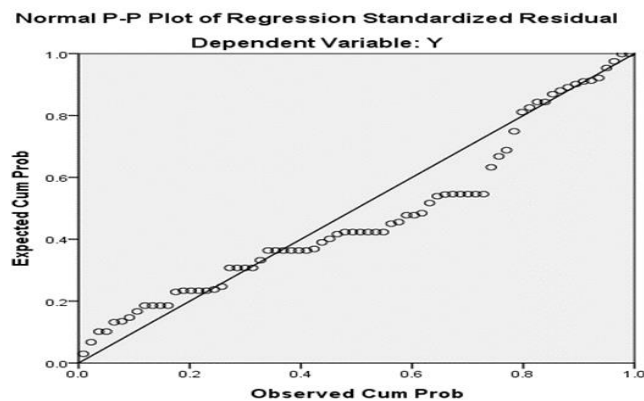


Fig 2: Normality Test Results

The results of the Normality Test in Figure 2 show that the data is normally distributed, the distribution of the data is around the diagonal line which indicates that the regression model in this study meets the assumption of normality, the interpretation of the data that meets the assumption of normality indicates that there is no gap between supply and demand on the variable tested.

The presence of students in the pandemic era did not show evidence that street food vendors on Jalan Jawa experienced a decline in sales, as evidenced by purchases from customers over the age of 26 (twenty six) years by 91.7% which dominated the average age of students between 20-25 years. , customer perception when buying at street food shows that experience (experience) and satisfaction (satisfaction) have a significant effect on fulfillment of satiety and customer transactions are carried out offline compared to online, where the culture arises because of the formation of an emotional feeling when doing business. the choice of the menu served in the rombongan by making their own (assisted by the merchant), from this relational relationship an interpretation of the analysis presented in the pearson correlation of the fulfillment of satiety indicator which becomes the fulfillment index is formed in the form of perception:

1. Perception of comfort, described by frequent shopping at Street Food, because it is comfortable and appropriate, so that it often feels like fulfilling daily needs there is not forced, this indication has an emotional dimension that arises because of the relationship that has been established, one of which can choose their own menu which adjusted to customer tastes, and traders are not stingy in giving rice or chili sauce.
2. The perception of cheapness is described by frequent shopping at Street Food. This indication has a rational dimension that arises from the statement that subscribing to being a consumer at Street Food has nothing to lose (cheap), because what is there is proportional to the perceived satisfaction and competence (ability).
3. Perception according to expectations is described by frequently recommending friends, neighbors, and relatives to shop at Street Food, relating (feeling connected) with other people, recommending this has entered the area of customer loyalty.
4. Perception of satisfaction is described by frequent transactions at Street Food, because they are satisfied with what they sell, as well as with the services provided to customers, the dimension of satisfaction is customer behavior in the context of service quality.

The statement on the satisfaction variable with indicators when shopping at Street Food, no longer cares about information about contracting the virus with the goods that are there because service, courtesy, trustworthiness with the products sold are customer perceptions stating that there is no relationship between food and pandemic transmission. The accumulation of the influence of experiential, satisfaction on fulfillment of satisfaction on the results of the normality test proves that there is no gap between supply in the form of competition and gap demand in the form of the number of customers on street food vendors.

CONCLUSION

The index on the fulfillment variable is shown by the largest Pearson correlation on the indicators of satisfied, comfortable, cheap, as expected, with the interpretation of the perception analysis: comfortable 89.1%, cheap 87.6%, as expected 86.9%, satisfied 70.8% , then the fulfillment index is at: 1) Perception of comfort. 2) Cheap perception. 3) Perception according to expectations. 4) Perception of satisfaction. Comfortable, cheap, as expected and satisfied conditions in this study are the context of off line transactions for street food merchant customers on Jalan Jawa, on wide road conditions, not jammed, the possibility of cheap perceptions can precede if the conditions in question are not appropriate, while in the experiential between

online and offline shopping there is no correlation that makes this way of shopping make customers feel comfortable online or offline, shopping behavior at street vendors on Java Street is not influenced by the presence of students because customers are >31 years old and are not affected by the issue of the spread of covid Through food, with the accumulation of experiential influences, satisfaction with the fulfillment of satisfaction will reduce the supply gap in the form of competition, the demand gap in the form of the number of customers.

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