



## Analysis of Consumer Satisfaction Level Towards Banana Nuggets (Case Study of Banana Braga Ambon)

Saldiva Sulaiman<sup>1\*</sup>, Leunard Onosivorus Kakisina<sup>2</sup>, Maisie Trixie Flori  
Tuhumury<sup>3</sup>

Pattimura University

**Corresponding Author:** Saldiva Sulaiman [saldivasulaiman01@gmail.com](mailto:saldivasulaiman01@gmail.com)

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### ABSTRACT

The creation of processed agricultural products such as banana nuggets may open up opportunities for banana agro-industry operators to take advantage of the existing business opportunities. The emergence of similar business offering the same goods and marketing different products can certainly encourage consumers to be more selective their purchasing decisions. Banana nuggets are an innovative form of processed banana snack. This study aims to analyze the level of consumer satisfaction towards the attributes of banana nugget products at Banana Braga Ambon. The population and sample in this study consisted of 100 respondents from Ambon City who happened to buy banana nuggets at Banana Braga Ambon (Accidental Sampling). This study used descriptive analysis method, Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI). This study shows that the level of consumer satisfaction towards the attributes of banana nugget products at Banana Braga is 0.87. This means that the results indicate that consumers are very satisfied with the product attributes as the satisfaction level is in the category of 0.81 - 1.00

## **INTRODUCTION**

Indonesia's nature is created with so many important components in it, including many natural resources that can be utilized as food needs for living things. The agricultural sector is one of the sectors that contributes to the economic development of developing countries including Indonesia. The potential in a country with an agricultural area like Indonesia greatly supports the occurrence of many opportunities to create an agro-industrial business that utilizes agricultural products by transforming raw materials into finished product that can be accepted by consumers and add value to the commodity itself. If the potential is properly developed, the agricultural sector in Indonesia will be more advanced in the future. One of the agricultural commodities that has potential as a raw material for agro-industrial companies is bananas.

According to the Coordinating Ministry for Economic Affairs of the Republic of Indonesia (2020), bananas (*Musa sp*) are one of the annual fruit agricultural commodities that have promising development opportunities due to their economic value and untapped market opportunities. Bananas are not difficult to cultivate as they are able to adapt in different regions, from plantation areas to home gardens, making bananas more affordable for consumption. Bananas are the most productive fruit crop in Indonesia. Data from the Central Statistics Agency (2023) shows that the national production volume of bananas has continued to increase over the past three years. In 2021, Indonesia's banana production was 8.74 million tonnes. In 2022, it increased by 504 thousand tonnes to 9.24 million tonnes and then continued to increase by 89 thousand tonnes to 9.33 million tonnes in 2023.

The supply of bananas produced in Indonesia has continued to increase over the past 3 years. The large amount of production can be an opportunity to develop local food sources. This indicates that banana production in Indonesia has business potential. However, bananas cannot be stored for long because they are easily damaged and scratched. However, this can be overcome by using bananas to make processed foods or snacks that have a longer shelf life. In addition, the quality, retail value and consumption of bananas can be maintained. So several innovations are being made in processed foods that have a delicious taste, such as banana chips, banana cakes, banana sale and one of them can also be processed into banana nuggets.

Banana nuggets are a form of snack innovation made from bananas. Nuggets are produced using raja bananas (*Musa textila*) and/or kepok bananas (*Musa paradisiaca* var. *balbisiana* colla). The use of cheap, easy-to-make, quick and tasty raw materials for the production of nuggets can attract the interest of economic operators to develop their businesses around this innovation. Banana nuggets are served with a sweet taste and additional toppings. This makes nuggets popular with people of all ages, both young people, teenagers, and older adults (Pramudyaningtyas, et al., 2022).

The creation of processed agricultural products, such as banana nuggets, can open up opportunities for banana agro-industry actors to take advantage of existing business opportunities. Business actors need to understand consumer behaviour in order to prepare the right marketing strategy to meet consumer

needs. Consumer behaviour is defined as the actions directly involved in obtaining, consuming, using, and spending products or services, including the decision-making process to meet their needs (Wigati, 2011). In order to understand consumer behaviour, it is very important for business actors to be able to group consumers based on gender, age, education level, and type of work. Similarly, by understanding consumer behaviour, business actors can accurately assess. The aim is to make customers feel satisfied and win the competition. If consumers are not satisfied, they will tend to switch to other brands and also raise objections with producers and inform other consumers (Sunyoto and Saksono, 2022). The more satisfied consumers are with their desires, or with the gap between expectations and reality, the more likely they are to repurchase the goods and become loyal customers of the products sold (Liana et al., 2024).

The business of selling processed products in Ambon City has evolved over the year. There are various entrepreneurs who see promising prospects in selling banana nuggets. Of the many companies and brands that sell processed banana products in Ambon City, one of the companies that has turned banana processing into a business opportunity is Banana Braga.

Banana Braga is one of the UMKM's in the creative food industry, processing bananas into banana nuggets in Ambon City. The business was established in 2018 by Fahri Khrikoff. The banana nugget products offered by Banana Braga consist of 5 flavours, namely chocolate, tiramisu, matcha, maltine, and cheese, as well as 5 topping options that can be customized such as Milo, Oreo, cheese, or Oreo cheese and Milo cheese. The most popular flavour among consumers is chocolate cheese (choco cheese). The Banana Braga shop was first opened in Ambon City and has since spread to several other regions in Indonesia.

Since the establishment of Banana Braga until now, there have been competitors that we know such as Porobico, Banana Beta, Serbanana, Big Bananas, and others. The emergence of similar companies offering the same goods and marketing different products can certainly encourage consumers to be more selective in their purchasing decisions, thus affecting the company's sales level (Sadi and Suyanto, 2023). This can be seen from Banana Braga's sales data in 2022 and 2023. Banana Braga's sales volume has decreased in the last 2 years. This is not only due to the emergence of business competitors, which is the cause of the decline in income. There are several factors or product attributes that can cause a decrease in sales that require business actors to be able to compete, such as price, product quality, service quality, packaging and taste (Setiawan et al., 2023).

According to Angipora (1999) in Zulkarnaen & Amin (2018), the pricing of goods or services is a determinant of the level of consumer demand because price can affect a company's marketing strategy. If the price is too high and does not match the quality offered, consumers will be dissatisfied with what is presented. If the price is high, it must be comparable to the attributes of the product offered, both in terms of taste, texture, size, appearance. Consumers will not be satisfied if the product presented does not meet their expectations.

Service is also very important to a business. Poor service quality, such as customer having difficulty accessing a product to purchase directly or through online ordering, delays in service, errors in serving orders, will create an unpleasant atmosphere. This also has an impact on consumer satisfaction as it reduces their desire to buy. Therefore, efforts should be made to improve and evaluate the overall quality in order to develop loyal customers (El Fikri, 2018). Based on the above explanation, what will be done in this study is how to measure the level of satisfaction of consumers who buy and consume the attributes of banana nugget products marketed by Banana Braga. The final result obtained is about consumers satisfaction can help determine how consumer behaviour at Banana Braga is to increase effectiveness in facing competition between UMKM businesses. Therefore, research on "Analysis of Consumer Satisfaction Levels for Banana Nugget Products (Case Study of Banana Braga Ambon)" needs to be done. Aims to analyze the level of consumer satisfaction with the attributes of banana nugget products at Banana Braga Ambon.

## **LITERATURE REVIEW**

### **Consumer Behaviour**

According to the opinion of Kotler & Keller (2016) Consumer behaviour is a science that studies how individuals or groups decide, buy, and use goods, services, ideas or knowledge to satisfy their wants and needs. Consumer behaviour is also defined as the process and activities when a person is related to searching, selecting, purchasing, using, and evaluating, goods and services products in order to meet their needs and desires in their lives (Reyes, 2020). The wants and needs of consumers are very diverse and change due to the factors that influence consumers in making purchases. Therefore, business actors must pay attention to consumer behaviour so that the marketing strategy that is carried out can be right on target and run effectively and efficiently. Consumer behaviour aims to find out what is trending for the preparation of appropriate marketing strategies to the consumers' satisfaction.

### **Consumer Satisfaction**

According to Kotler & Keller (2009) Satisfaction is defined as a person's expression of feelings of disappointment or pleasure regarding the results of product and service performance on the expectations set. Consumer satisfaction is the level of emotion or feeling that a person experiences after comparing the perceived performance or results with his expectations (Qomariah, 2016). Customer satisfaction is the extent to which the level of product performance expected by the customer. So the definition of customer satisfaction is a feeling of disappointment or pleasure that is created when consumers compare the perception or impression of the performance of a marketed product with expectations, if they are satisfied with the product or service, they will continue to buy and use the product offered (Aulia & Hidayat, 2017).

There are methods of measuring customer satisfaction. According to Kotler (1996) there are 4 methods for measuring customer satisfaction, as follows:

## Complaints and Suggestions System

Each company provides opportunities for consumers to give their opinions, suggestions and complaints through the media used, for example in the form of suggestion boxes (placed in a place that is easily accessible or passed by customers, comment cards (which can be filled in person or by post), toll-free telephone networks, and so on.

### a. Ghost Shopping

Ghost shopping is a way to measure customer satisfaction with consumers to hire several people who aim to act as potential buyers of company and competitor products.

### b. Lost customer analysis

The company will contact customers or consumers who have stopped buying in order to take further improvement policies. Exit interviews are not the only necessary step, monitoring the level of customer loss is also important, as an increase in the level of customer loss indicates the company's inability to satisfy its customers.

### c. Customer satisfaction survey

Through customer satisfaction surveys, organizations will like getting input or responses to get feedback directly from customers so that the company or organization is able to place attention on customers.

The product attributes according to this type of product attribute are based on related products such as texture, taste, quality, size, ease of obtaining, and other attributes (Putra, 2022).

## Product Attribute

According to Kottler and Keller (2009) products are anything that can be sold to fulfill needs or desires, such as services, information, ideas, experiences, locations, and places. The definition of a product according to John W. Mullins and Orville C. Walker (2013) in Asyari & Zagladi (2020) is any object that is marketed through use, consumption, or acquisition to meet consumer needs or desires in order to satisfy customers. Products that are in demand by consumers are products that can satisfy consumers in fulfilling their needs or desires. The approach to products can be seen through certain product attributes as a unit leading to quality (Manolo, 1990).

According to Hardini *et al.* (2022) product attributes can be properties that differentiate it from other products and provide benefits through quality, features, style and design, appearance, taste, aroma, performance, and others that consumers get when consuming a product. As for Sanzo *et. al*, in Fandos and Flavian (2006), product attributes by their nature include related attributes such as texture, nutrition contained, taste, aroma, color, price, brand, label, packaging, and ease of obtaining. So based on the opinions of these experts, this study will use the combined attributes of indicators from several attributes put forward by experts, namely the attributes of taste, size, texture, product packaging, ease of obtaining, and price. The additional flavor attribute is taken because Banana Braga offers many flavors and *toppings* on banana nuggets.

## **Banana Nugget**

Nugget is a form of effort to maintain the value and nutrition of a commodity by creating new variations. Nuggets in general are often found made from animal-based ingredients. However, the development of the era affected consumption patterns so that various variations emerged, one of which was banana nuggets. Nuggets without preservatives have a shelf life of 2-3 weeks in the refrigerator. The method of processing banana nuggets is starting from; (1) Milling, (2) Adding filling ingredients, (3) Steaming, (4) Cutting into squares, (5) Coating with wet flour dough, (6) Dry coating using bread flour, and (7) Put in the refrigerator. If you want to consume Nugget, you can fry it well or half-cooked (Rakhmawati, 2019). The manufacture of processed bananas aims to enable people to choose a variety of processed food types to fulfill and balance nutritional needs in the body, so it is important to pay attention to the quality of each processed product.

## **Marketing**

Marketing can be defined as a system that includes business activities focused on planning, pricing, promoting, and distributing goods or services that can satisfy buyer needs (Stanton, 1978). According to the marketing concept, the key to achieving organizational goals is the company's ability to outperform its competitors in creating, delivering, and communicating superior customer benefits to its chosen target market. When viewed from the agribusiness side, marketing is one of the agribusiness sub-systems which include: (1) Agricultural production facilities; (2) Farming; (3) Marketing and processing of agricultural products; (4) Support such as, financing/credit, information about marketing, marketing policies.

## **METHODS**

### **Place and Time**

This research will be conducted at the Banana Braga shop in Ambon City as the research site. This research was conducted within 2 months in the field from September to October 2024. The population of this study was all consumers who shopped at Banana Braga Ambon. The sampling technique in this study used accidental sampling, that is, sampling based on anyone who happened to buy or who had bought to be used as a sample for the researcher.

### **Sampling Method**

The population of this study were all consumers who made purchases at Banana Braga Ambon. The sampling technique in this study uses Accidental sampling, namely sampling based on anyone who happens to temporarily buy or who has bought to be used as a research sample. Thus the sample of this study was the people of Ambon City by taking a sample size of 100 respondents who had purchased banana nuggets at Banana Braga Ambon.

### **Data Analysis Method**

This study used quantitative analysis techniques with descriptive analysis methods, Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) using Excel.

The descriptive analysis consists of two stages. The first stage is to tabulate the respondent's data. The second stage is to interpret the tabulated

data. In this study, a descriptive analysis was carried out in order to identify the characteristics of consumers and the decision-making process when purchasing Banana Braga products.

The CSI method uses an index to measure the level of consumer satisfaction based on certain attributes.

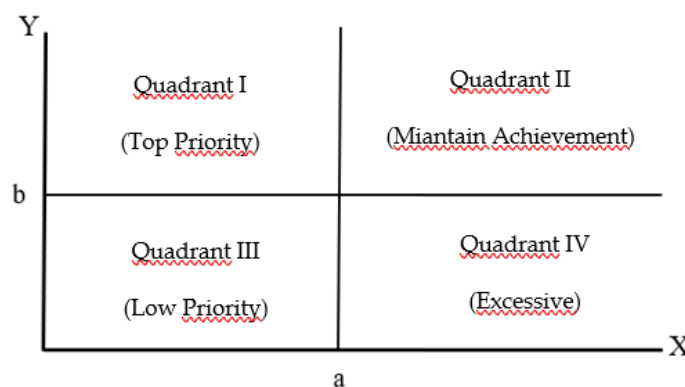
The steps in determining the CSI value are as follows:

- 1) Determinatin of the Mean Importance Score (MIS) and the Mean Satisfaction Score (MSS);
- 2) Weight Factor (WF);
- 3) Weight Score (WS);
- 4) Calculation the Customer Satisfaction Index (CSI).

The IPA method is an analytical tool that aims to show the level of importance of various attributes and performance of an organization in determining basic attributes. Bellow is a Cartesian chart used in the IPA analysis. Based on theresults of research on a person's level of satisfaction. The following is a performance that is given a weighted value of 5-1, including:

- a. If the answer is very good, it is given a value of 5, meaning that the customer feels very satisfied.
- b. If the answer is good, it will be given a value of 4, meaning that the customer is satisfied.
- c. If the answer is good enough, it is given a value of 3, meaning that the customer feels quite satisfied.
- d. If the answer is not good, it is given a value of 2, meaning that the customer is not satisfied.
- e. If the answer is not satisfied, it is given a value of 1, meaning that the customer feels unsatisfied.

The level of influencing attributes is explained and divided into four parts into a Cartesian diagram and is bounded by two lines that intersect at point a and point b.



**Description:**

- Y = Expectation
- X = Performance
- a = X-axis limit
- b = Y-axis limit

Each region or quadrant displays a different situation, which can be interpreted as follows:

- a. In quadrant I (top priority), this area shows attributes that are considered to have an influence on customer satisfaction, including indicators that are very important, but the performance carried out is not in accordance with what consumers want.
- b. In quadrant II (maintain achievement), this area shows that the attributes considered very important by consumers, so that consumers are satisfied by what the company has implemented.
- c. In quadrant III (priority), it shows that there are several factors that are less important to consumers and that the company is also mediocre or not special. Attributes in this area are considered less important and less satisfying.
- d. In quadrant IV (excessive), this area states that the attributes in this area are less important to influence consumers but the level of performance carried out is high.

## **RESULTS**

### **Respondent Characteristics**

Based on gender, the respondents in this study can be divided into 2, namely male and female. Gender is identified to determine the dominant gender that buys banana nugget products at Banana Braga Ambon. The research shows that the majority of consumers or respondents are women, namely 66 people (66%) who are dominated by housewives. This shows that female respondents are in control of household decisions to meet nutritional needs because they take care of household needs compared to men. This was also stated by Priambodo and Najib (2014) that in Indonesia women tend to make household decisions to fulfill daily needs. Male respondents who buy banana nuggets are husbands who buy to consume with their families, and single students who buy for themselves.

Consumers who tend to buy and consume banana nuggets at Banana Braga Ambon are teenagers to early adults aged 15-26 years. The age group 15-26 years is the largest age group with a total of 60 people (60%). This is in line with Kotler's (2005) opinion that individual tastes are related to age, especially at a productive age which varies with clothing, food, entertainment, and other goods. The population with a productive working age shows that the age classified as a productive age will encourage consumers to consume a product and can increase a person's work productivity (Daniel, 2004). Young people will have a greater desire to shop than older people because their bodies are still strong and fit to consume or search for goods needed on a daily basis.

The characteristics of banana nugget consumers that are obtained and categorized according to their last level of education include junior high school, senior high school, diploma, bachelor's degree, and master's degree (postgraduate),- show that banana nugget consumers in Banana Braga, according to their level of education generally have a senior high school of 60 people (60%). This is followed by consumers with a bachelor's degree (S1) of 27 people (27%), 7 diplomas (7%), 3 junior high schools 3 people (3%), and 3 postgraduate (S2) (3%). A person's high level of education has the opportunity

to get a job and income will also be greater, this will be able to promote consumers' ability to buy an item (Adinda et. al., 2021).

Work is an important source of income. The respondents' work plays a role their decisions to buy banana nuggets at Banana Braga Ambon. processed bananas are popular with many people, which affect the level of purchasing goods or services. Civil servants/TNI-POLRI/BUMN are also adults, both male and female, who like food with a sweet taste to create a better mood. They are followed by students 24 people (24%). In line with the opinion of Simamora (2002) who said that individual work will affect the level of purchase of goods or services that are grouped into jobs with average product interests.

In addition, the income of respondents who buy banana nuggets is as many as 39 people (39%) with an income of more than IDR2,000,000.00. This is in line with the opinion of Alma (2002) who said that income is one of the factors of a person's welfare level that can influence someone to buy goods and services. The smallest percentage, namely 10 percent with an income of IDR 500,000 - IDR 1,000,000, is dominated by housewives who earn less than the minimum wage.

**Importance Performance Analysis of Banana Nugget Products**

To find out the level of consumers' desire and satisfaction for banana nugget products at Banana Braga Ambon, an analysis of the level of importance and performance is used. Below is the average level of importance and level of performance for each attribute of banana nugget at Banana Braga Ambon.

Table 1. The Average Level of Importance and Level of Performance for Each Attribute

No	Attribute	Level Of Importance	Level Of Performance
1	Taste	4,54	4,44
2	Size	4,39	4,29
3	Texture	4,44	4,33
4	Product Packaging	4,21	4,22
5	Flavour Variants	4,48	4,48
6	Availability	4,52	4,45
7	Price	4,36	4,11
Total Number Of Attributes		30,94	30,32
Average Of Attributes		4,42	4,33

Source: Primary Data Processed, 2024

Table 1 shows that the average value of the attributes at the importance level is higher than the performance level. This shows that the Banana Braga's performance of the product attributes at Banana nuggets is not so good. This means that the overall performance of the company does not satisfy the consumers. Meanwhile, the lowest level of importance score is on the banana nugget product packaging attribute with a score of 4.21. This must be a concern for Banana Braga to pay attention to the product packaging they display. In the terms of performance, the highest value or score is on the flavour variant with a value of 4.48, which shows that Banana Braga has succeeded in satisfying consumer tastes. While the lowest attribute value is the price with a value of 4.11, which is a price that indicates a low performance. Based on the results of the study, it can be seen that the average value of the importance attribute is higher than the performance, indicating that there is dissatisfaction with certain attributes.

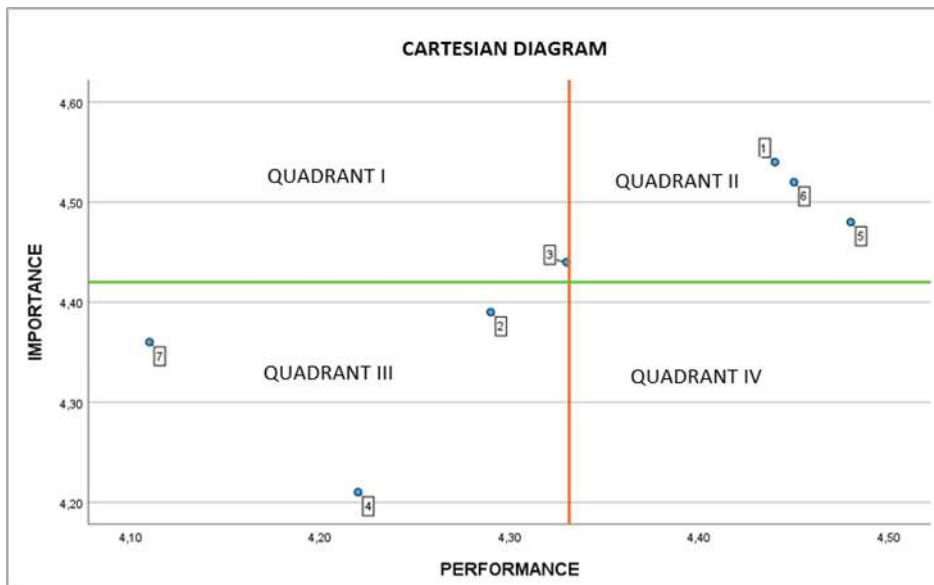


Figure 2. Cartesian Diagram of Importance Performance Analysis of Banana Nugget Product Attributes at Banana Braga Ambon

**Description:**

- a) 1 = Taste
- b) 2 = Size
- c) 3 = Texture
- d) 4 = Product Packaging
- e) 5 = Flavour Variant
- f) 6 = Availability
- g) 7 = Price

### **Quadrant I (Top Priority)**

Quadrant I, or Top Priority, is an area that contains attributes of high importance, but low performance. The components in this quadrant are considered very important to consumers, but the current state is not yet satisfactory. Therefore, management needs to invest in the attributes that are in the top priority quadrant as the right resources to improve the performance of these various factors. In the Cartesian chart, the attribute included in quadrant I (top priority) is the texture attribute. The attribute in this quadrant is the top priority for improvement. This is because the research results show that consumers are less satisfied with the performance of the banana nugget texture, such as how soft and crispy the banana nuggets produced by Banana Braga are. This means that, according to consumers, texture is one of the important factors in the decision to buy banana nuggets, the quality of which needs to be improved. For this reason, the texture attribute of banana nugget products must be developed in order to achieve satisfaction and create loyal consumers.

### **Quadrant II (Maintain Achievement)**

Quadrant II of the Cartesian diagram shows that the attributes in this area are very important or high according to consumers, and their performance is good or sufficient. Factors in this area require managers to pay attention and ensure that the performance of the company they manage can maintain previous achievements.

Factors in the attributes in quadrant II are drivers of consumer satisfaction. They are factors that consumers considered important, or factors that consumers believe are in line with their choices, resulting in a relatively higher level of satisfaction. Attributes in this quadrant need to be properly managed and controlled, because all of these attributes can provide benefits to customers or shoppers over the banana nugget attribute.

The attributes in quadrant II are taste attributes, flavour variety attributes, and availability attributes. These three attributes must be maintained by Banana Braga Ambon in the company's efforts to continue to provide consumer satisfaction until they form high consumer/buyer loyalty.

### **Quadrant III (Low Priority)**

Quadrant III (low priority) is a factor that has a low satisfaction level and is considered unimportant by consumers, so business actors do not need to prioritize attributes in this area, but can be improved if necessary. Attributes in the low priority area are size (portion), product packaging, and price attributes. These attributes have a significantly low average level of importance and the level of performance perceived by consumers in relation to these attributes is also perceived to be lower. According to consumers, the price attribute is not affordable and not very important. Therefore, Banana Braga Ambon needs to maintain its performance so that the attribute size, product packaging, and price attributes improve their performance and become the second priority after the attributes in quadrant I that need to be fixed.

### **Quadrant IV (Excessive)**

For factors in quadrant IV are not considered to be important, so the company, and particularly managers, need to allocate existing resources to other factors that need improvement and have a higher priority. In this

quadrant, the level of importance of the associated attributes is low, but according to consumers, they are over or under performing. In the edited Cartesian diagram, there are no product attributes included in quadrant IV. This means that everything the company has done has not had excessive effect on banana nugget products.

**Customer Satisfaction Index (CSI) Analysis on Banana Nugget Products**

In this CSI analysis, the influence of the overall consumer satisfaction can be seen by calculating the average importance of an attribute in determining the level of attribute performance. The results of the analysis then describe the level of consumer satisfaction towards product attributes that are in the level of very dissatisfied, dissatisfied, quite satisfied, satisfied, or very satisfied. Below is a table calculating the CSI score for consumer satisfaction with banana nuggets.

Table 2. Customer Satisfaction Index Value on Consumer Satisfaction with Banana Nuggets

No	Attribute	Average Importance Score (AIS)	Weighting Factor (WF=AIS/30,94)	Average Performance Score (APS)	Weighted Score (WS=APS*WF)
1	Taste	4,54	0,15	4,44	0,65
2	Size	4,39	0,14	4,29	0,61
3	Texture	4,44	0,14	4,33	0,62
4	Product Packaging	4,21	0,14	4,22	0,57
5	Flavour Variant	4,48	0,14	4,48	0,65
6	Avalaibility	4,52	0,15	4,45	0,65
7	Price	4,36	0,14	4,11	0,58
Total		30,94	4,33	30,32	4,33
CSI=WT/5 x 100%					0,87

Source: Primary Data Processed, 2024

Based on the above table, the final calculation result of the Customer Satisfaction Index (CSI) for the banana nugget product attribute is 0.87. From these results, it can be seen that consumer satisfaction towards banana nugget products is in the very satisfied category for the attributes studied as a whole. This is because the CSI results or index values obtained are within the satisfaction index range of 0.81-1.00. Then based on the attributes of the banana nugget product, it can also be seen that the attribute performance is in the very satisfied category. However, in the previous IPA calculation, there were attributes with low levels of importance and performance, namely product packaging attributes. However, if the product attributes are categorized as very satisfied in this calculation, then it is predicted that consumers will buy and consume banana nugget products at Banana Braga Ambon again.

If consumers are satisfied with the performance of the attributes studied in relation to banana nugget products, then these attributes must be retained and

the grouping of attributes based on the level of consumer satisfaction has been presented in the Cartesian diagram using the IPA method.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the interpreted results of the research and discussion, it can be concluded that the calculation of the Importance Performance Analysis (IPA) shows that the average value of the total importance level for all attributes is 4.42 and this value is greater than the average value of the performance level of 4.33. This shows that the performance of the banana nugget product attributes at Banana Braga is not very good. This means that overall the performance of company does not provide consumer satisfaction, so, the company needs to focus on improving the texture attributes in quadrant I, which is the main priority for factors that can satisfy consumers and the company. The results of the Customers Service Index (CSI) calculation then show a value of 0.87 (87%) which is in the very satisfied category. This indicates that overall consumers are very satisfied with the banana nugget product.

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