

Analysis of Advantages of Chicken Penyet Seller Using Correspondent Analysis in Payakumbuh City

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ABSTRACT

MSMEs are the largest contributor to GDP in Indonesia to absorb labor. Therefore it is necessary to do research on UMKM products, especially geprek chicken which is of interest to the public to increase appetite. The purpose of this study was to determine the position of geprek chicken products from various chickens in the city of Payakumbuh when compared to its competitor's ayam penyet. This study uses the Correspondence Analysis method through SPSS software. The results of the study show that SMEs with ayam geprek Mahkota Ayam and Ayam Bikamari: Both of these ayam outlets have focused on increasing their product catalog by providing better variety, Mahkota Ayam can focus on good customer service. Ayam Teteh: Ayam Teteh has a focus on good customer service and has an extensive store.

INTRODUCTION

In many countries, micro, small and medium enterprises (MSMEs) are critical to social and economic development. MSMEs not only increase employment significantly but also contribute to innovation, productivity growth and the expansion of other economic sectors. Therefore, it is very important to have a thorough understanding of MSMEs and the issues that affect them.

MSMEs have recently begun to dominate the spotlight in various countries, including Indonesia. Through various laws, initiatives and other strategies, the government and various parties are trying to encourage the expansion and development of MSMEs. However, MSMEs face many obstacles despite these efforts, including limited access to financing, limited expertise and limited skills, limited skills and knowledge, as well as challenges in marketing and wide market access.

It is very important to conduct research on SMEs to better understand the nature, difficulties and possibilities that this industry faces. Effective steps to improve the performance of MSMEs and strengthen their position in the economy can be taken by understanding the elements that influence the success of MSMEs both at the internal and external levels. Various stakeholders, including the government, financial institutions, business groups and MSME entrepreneurs themselves are expected to benefit from this research. The research findings are also anticipated to advance scientific understanding of SMEs and their role in development.

LITERATURE REVIEW

Correspondence analysis was used to examine the relationship between two categorical data sets. This approach is often used to investigate correlation patterns between categorical variables in data in the domains of social research, political science, economics, and other related disciplines.

When conducting correspondence analysis research, researchers collect information from two sets of categorical variables. For example, in a study of political preferences, one set of variables might reflect political party preferences (e.g., party A, party B, or party C), while another set might reflect personal characteristics (e.g., age, education level, or gender). Correlation patterns between political tendencies and individual qualities were then discovered using correspondence analysis.

The creation of a contingency table, which provides the frequency of observations in matrix form, is a step in the correspondence analysis method. The relationships between observed categorical variables are shown in this matrix. Dimensionality reduction techniques are used in correspondence analysis to express matrices in two-dimensional space, making it easier to visualize and understand the results.

Correspondence plots, graphic depictions of the relationships between categorical variables in two dimensions, are one of the main outputs of correspondence analysis. The pattern of relationships between these variables is easier to recognize with this chart. Correspondence plots, for example, can help highlight the relationship between political party preferences and personal characteristics such as age and education.

In addition, correspondence analysis can also be used to test associations between categorical variables and identify categories that are significantly related to each other. This is useful for uncovering patterns of correspondence that may not be immediately apparent.

In compiling a literature review for a study that uses correspondence analysis, it is essential to find relevant previous research that has applied this technique in related circumstances while producing a literature review for a correspondence analysis study. The literature review should explain how correspondence analysis was applied in previous studies, including specific examples of use, research methodology, and key findings. The theoretical basis for the application of correspondence analysis in the context of the study conducted should also be presented in the literature review.

In conclusion, correspondence analysis is a useful statistical method for analyzing the relationship between categorical variables in research. By using correspondence analysis, researchers can describe and understand the patterns of relationships between these variables, as well as identify categories that are significantly related to each other.

METHODOLOGY

Using questionnaires and quantitative data

RESEARCH RESULT

This research stage is described using the correspondence analysis method, which can be referred to in Figure 1.

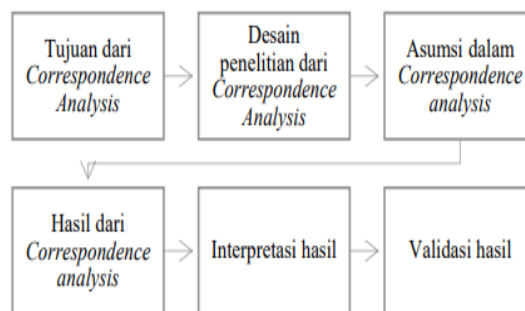


Figure 1. Decision Framework for Correspondence Analysis

In this research, four penyet chickens are still one area that will be compared. The penyet chickens are Raja Ayam, Tete Chicken, Bikamari Chicken, and Mahkota Chicken. The initial stage of this research is determining the attributes of the chicken penyet outlets that will be compared. Determining the attributes of penyet chicken outlets was carried out through field surveys, interviews with several penyet chicken outlets. After the comparative attributes have been formed, the questionnaire preparation stage is aimed at the respondents.

The next step is to determine respondents who are identified as customers of each of the four outlets to be compared. After that, 30 people were identified

who frequently shopped at the four outlets that would be compared. Giving questionnaires to 30 people is considered to have reflected consumer attitudes so far. Ten attributes were given to 30 respondents (product variety, employee service, catalog availability, strategic location of chicken outlets, cleanliness of chicken outlets, freedom of movement in chicken outlets, affordable product prices, price discounts, parking space, and lighting), and for each outlets and each of their attributes are given a choice:

1. Give a score of 0, which means that the attributes at the chicken outlet are not satisfactory or there are still many shortcomings.
2. Give a score of 1 which means the attributes in the chicken outlet are satisfactory

Table 1. Example Row 1 (Attribute: Product Variety)

No	Atribut	Raja Ayam	Mahkota Ayam	Ayam Bikamari	Ayam TeteH
1	Variasi produk	14	3	6	7
2	Layanan	9	3	5	12
3	Katalog	9	7	12	2
4	Lokasi Strategis	16	6	3	5
5	Kebersihan	8	6	11	5
6	Keluasan toko	8	3	4	15
7	Harga	14	5	7	4
8	Diskon	24	3	2	1
9	Parkir	18	5	3	4
10	Cahaya	4	14	8	4

The number of product variations at Raja Ayam is 14. This means that 14 respondents stated that Toko Solim's products vary. This research uses SPSS version 25 software using the Correspondence Analysis method. The output from SPSS can be seen in Figure 2.

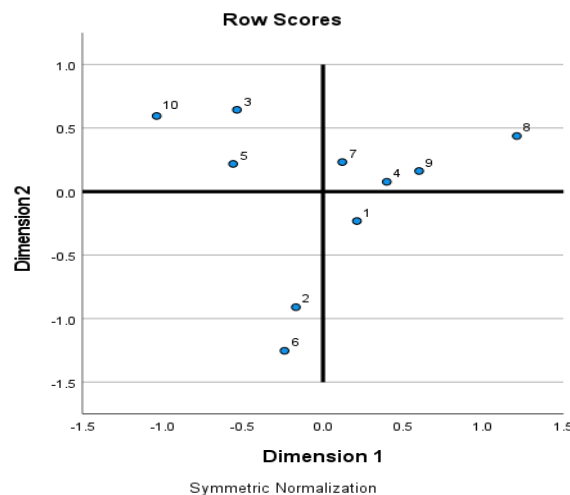


Figure 2. Distribution of Attribute Quadrants

In Figure 2 there are 4 quadrants with the following attribute distribution:

Table 2. Division of Four Quadrants

Kuadran	Nomor Atribut dan Nama Atribut
I (kiri atas)	3,5, dan 10 atau katalog, kebersihan, dan cahaya
II (kanan atas)	4, 7, 8, dan 9 atau lokasi strategis, harga, diskon, dan parkir
III (kanan bawah)	1 atau variasi produk
IV (kiri bawah)	2 dan 6 atau layanan dan keluasan toko

From Table 2 it can be seen in quadrant 1 that the catalogue, cleanliness and light of the shop are rated the same by respondents. Strategic location, price, discounts and parking are considered to have the same priority factors by respondents as seen in quadrant 2. Product variety is considered equally important according to respondents as seen in quadrant 3. Service and store breadth are considered to have the same priority by respondents as seen in quadrant 4.

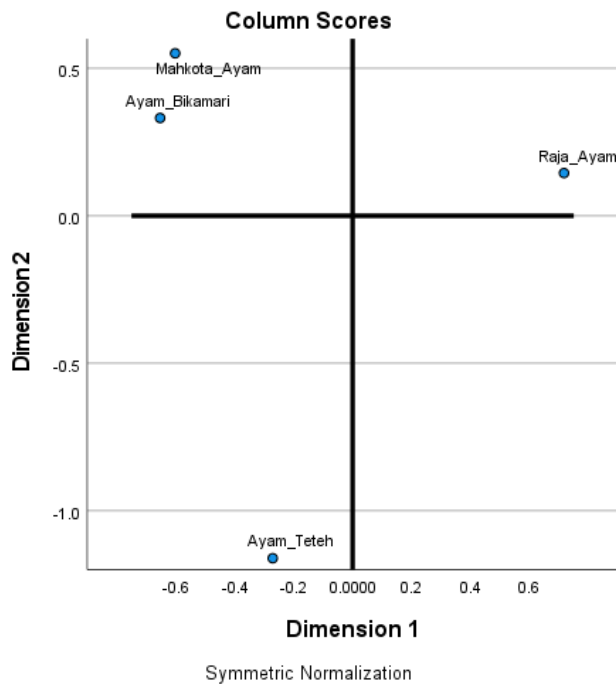


Figure 3. Distribution of Attributes in Four Quadrants

From picture 3, it can be seen that the Bikamari Chicken and the Mahkota Chicken are in the same quadrant. This means that the two stores are considered the same or have relatively the same ability to satisfy customers. Respondents believe that Bikamari Chicken and Mahkota Ayam have almost the same value in every attribute according to consumers' views. Meanwhile, the other two chicken outlets occupy different quadrants, meaning that the two chicken outlets are different in the eyes of consumers. Respondents assessed that Raja Ayam and Ayam Teteh had different values for each attribute according to consumers' views.

The final step of Correspondence Analysis is to combine images 2 and 3 into one image as shown in image 4.

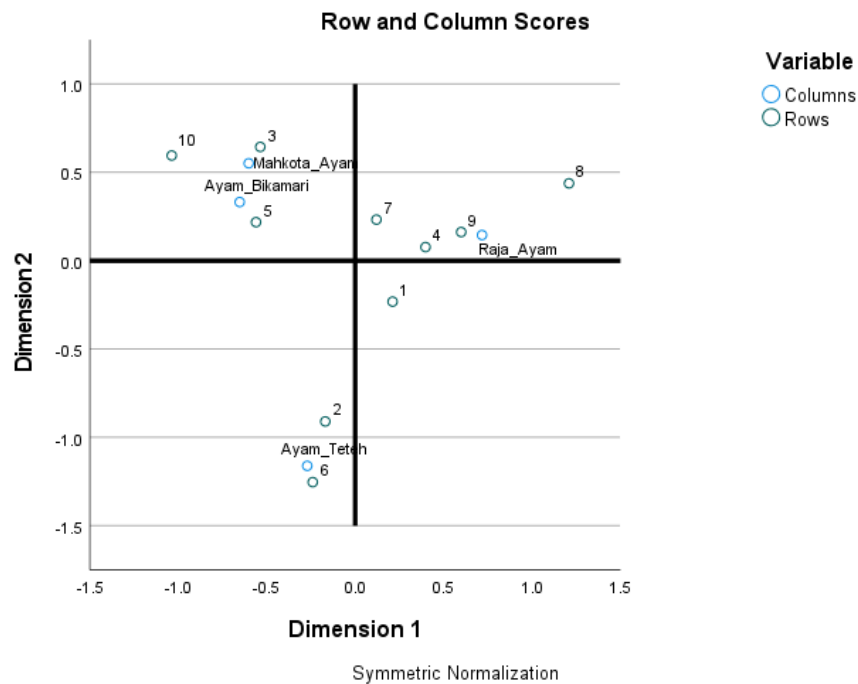


Figure 4. Integration of Results

The colors that appear on the graph as in Figure 4 differentiate the attributes and position of each chicken outlet. The blue circle indicates the position of the chicken outlet. The red circle indicates the position of the attribute. The following is an explanation in Figure 4:

1. Quadrant I (top left) – Chicken Crown and Bikamari Chicken (Attributes: Catalog, Cleanliness, Light):

Mahkota Ayam and Bikamari Chicken have attributes related to the product catalog (attribute 3), cleanliness (attribute 5), and light (attribute 10).

Rooster Crown:

- a) Product Variety (attribute 1): Mahkota Ayam can increase the variety of products offered to customers. By expanding product selection, these stores can attract customers who have diverse preferences.
- b) Service (attribute 2): Mahkota Ayam can focus on good customer service. Improving staff training to provide friendly, responsive and helpful service will help create a positive shopping experience.
- c) Cleanliness (attribute 5): It is important for Mahkota Ayam to keep the shop well clean. Regularly cleaning and tidying the shop area will give a good impression to customers.
- d) Light (attribute 10): Ensuring good lighting in the chicken shop will help create a comfortable atmosphere and make it easier for customers to see the products on offer.

These chicken outlets can improve their product catalog by providing better variety and attracting customer attention. Additionally, they must pay attention to store cleanliness and ensure adequate lighting to create a comfortable atmosphere for customers.

Bikamari Chicken:

- a) Product Variety (attribute 1): Bikamari Chicken could consider increasing the variety of products offered. Providing a wide variety of products with a wider choice will attract customers with different preferences.
- b) Cleanliness (attribute 5): Bikamari chickens must maintain good shop cleanliness. Regularly cleaning and tidying the store area will create a comfortable environment for customers.
- c) Light (attribute 10): It is important to ensure good lighting inside the chicken shop. Adequate and appropriate light will help customers see products clearly and create a pleasant atmosphere when shopping.

Ayam Bikamari: The main focus for this shop is increasing the product catalog offered. By providing a wider variety, these chicken outlets can attract customers who are looking for a wide variety of products. In addition, cleanliness and lighting of chicken outlets must also be maintained properly to provide a pleasant shopping experience.

2. Quadrant II (top right) - Chicken King (Attribute: Strategic Location, Price, Discount, Parking)

Strategic Location (attribute 4): Since the Rooster King has a high score in the strategic location attribute, they already have an advantage in terms of location. However, it is important for them to take advantage of this advantage by promoting their presence and targeting potential customers around the region. Conducting local marketing campaigns, utilizing social media, and advertising in local neighborhoods can help increase brand awareness and attract customers.

Price (attribute 7): The Rooster King has an intermediate value in the price attribute. To stay competitive in the market, they may consider reviewing their pricing strategy. Conducting market research and identifying competitive prices will help them attract customers and differentiate themselves from competitors. Additionally, offering added value such as after-sales service or quality assurance can be a factor influencing customers' purchasing decisions.

Discount (attribute 8): The Chicken King has an intermediate value in the discount attribute. They may consider introducing a discount program or special promotions to attract customers and encourage purchases. Strategic discounts, such as seasonal discounts or discounts for purchases over a certain amount, can increase appeal and encourage purchases.

Parking (attribute 9): The Rooster King has an intermediate value in the parking attribute. It is important for them to ensure that the parking

facilities they provide are adequate to meet the needs of their customers. Having sufficient, convenient and easily accessible parking spaces will provide a better shopping experience for customers. If possible, they can also collaborate with nearby parking facilities to provide additional parking options to customers.

3. Quadrant III (bottom right) - There are no chicken outlets (Attribute: Product Variety)

Raja Ayam, Bikamari Chicken, Teteh Chicken and Mahkota Ayam have small product variations, this is proven by the data filled in by the correspondent.

4. Quadrant IV (bottom left) - Teh Teh Chicken (Attribute: Service and Store Size)

Service (attribute 2): Because Ayam Teteh has a high score in the service attribute, this shows that they have paid good attention to the quality of service to customers. To maintain and increase customer satisfaction, they can continue good service practices such as providing friendly, responsive and professional assistance to customers. They can also consider employee training in communication skills and product knowledge to provide a better customer experience.

Shop Spaciousness (attribute 6): Ayam Teteh has a high score in the shop spaciousness attribute. This shows that this store has ample space for customers to move around and explore the products on offer. Ayam Teteh can take advantage of this advantage by optimizing the store layout to make navigation and product exploration easier. Ensuring that the chicken outlet is well organized, keeping it clean and tidy, and providing enough space for customers will provide a pleasant shopping experience.

DISCUSSION

Quadrant I (top left) - Mahkota Ayam and Ayam Bikamari: Both of these chicken outlets have focused on increasing their product catalog by providing better variety. They also need to pay attention to store cleanliness and ensure adequate lighting to create a comfortable atmosphere for customers.

Quadrant II (top right) - Raja Ayam: This chicken outlet has a strategic location advantage, but needs to take advantage of it by conducting local marketing campaigns and increasing brand awareness. Raja Ayam can also review their pricing strategy, present special discount or promotion programs, and ensure adequate parking facilities for customers.

Quadrant III (bottom right) - No chicken outlets: There are no chicken outlets in this quadrant. This shows that there is no chicken outlet that has a small variety of products.

Quadrant IV (bottom left) - Ayam Teteh: Ayam Teteh has a focus on good customer service and has a spacious shop. To maintain customer satisfaction, they need to continue good service practices and ensure a good store layout to provide a pleasant shopping experience.

CONCLUSIONS AND RECOMMENDATIONS

Quadrant I (top left) - Mahkota Ayam and Ayam Bikamari: Both of these chicken outlets have focused on increasing their product catalog by providing better variety. They also need to pay attention to store cleanliness and ensure adequate lighting to create a comfortable atmosphere for customers.

Quadrant II (top right) - Raja Ayam: This chicken outlet has a strategic location advantage, but needs to take advantage of it by conducting local marketing campaigns and increasing brand awareness. Raja Ayam can also review their pricing strategy, present special discount or promotion programs, and ensure adequate parking facilities for customers.

Quadrant III (bottom right) - No chicken outlets: There are no chicken outlets in this quadrant. This shows that there is no chicken outlet that has a small variety of products.

Quadrant IV (bottom left) - Ayam Tete: Ayam Tete has a focus on good customer service and has a spacious shop. To maintain customer satisfaction, they need to continue good service practices and ensure a good store layout to provide a pleasant shopping experience.

ADVANCED RESEARCH

Hopefully this research is useful and useful.

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