

Consumer satisfaction level toward chicken meat quality

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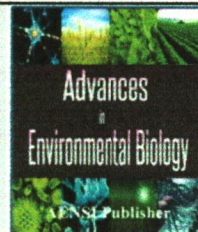
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Consumers Satisfaction Level Toward Chicken Meat Quality

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ABSTRACT

Chicken meat is one of animal products which were sell both in wet market and supermarket. The quality of chicken meat can be seen from the smell, colour, texture, label and free from chemical addition. The purpose of the study is to explore the consumers satisfaction level toward the quality of chicken meat at supermarket. The results of this research showed that the consumers satisfaction level toward chicken meat quality from supermarket based from smell, colour and texture were categorized as satisfied enough, while for label and free chemical addition were categorized as satisfied and very satisfied respectively. In conclusion, the consumers satisfaction level toward chicken meat quality was categorized as satisfied.

KEYWORDS: chicken meat, consumer satisfaction level, supermarket, quality

INTRODUCTION

Poultry meat plays an important role in human diet because its nutritional value given by highvalue protein, essential amino-acids, low cholesterol, special flavor and convenient price. Consumers can buy chicken meat in wet market and supermarket. Chicken meat consumers in wet market can bargain the price, but they do not know whether the chicken come from farms with a good management practice or not, sometime the chickens were injected with water to increase the weight, or the seller put a yellow artificial colour. On the othe hand, for chicken meat consumers who buy chicken meat at supermarket, they trust that the chicken meat come from the farms with a good biosecurity. So eventhough the price is higher than the chicken meat from traditional market, the consumers want to pay. The most important thing in their mind is the quality. According to [13], chicken meat is the most preferred by consumers. Reference [11], Slovak consumers considered the quality as important impact on their final purchasing decision, but Quality Mark SK had no important impact on their shopping behaviour. Reference [10] said that sensory and quality issues are among the most important factors that influence consumer purchasing decisions of meat products.

According to [5], the two most important quality attributes for poultry meat are appearance and texture. Appearance is critical for both the consumers' initial selection of the product as well as for final product satisfaction. Texture is the single most important sensory property affecting final quality assessment. Appearance quality attributes include skin colour, meat colour, cooked meat pinkness, and appearance defects such as bruises and haemorrhages. Historically, meat tenderness was primarily associated with live bird quality factors such as breed, sex, or age. However, modern production practices produce highly uniform young birds in which the major problems associated with meat texture are the result of processing errors or early deboning. Although other quality issues such as juiciness and flavour are important, they are more a function of product

preparation and infrequent, but acute, production or processing errors which are usually easily corrected or avoided. An understanding of the major issues contributing to poultry colour and meat tenderness is critical to producing uniform quality products.

Reference [12] added that the chicken meat quality can be identified from appearance (color); texture (tenderness) and flavor. The color of chicken meat is a pale pink, the texture is humid and soft while the flavor is specific.

The characteristics of good broiler chicken meat according to [2], among others: a. Color chicken carcass white-yellow, bright, shiny and clean; b. When touched, the meat was moist and not sticky (not dry); c. The specific smell of meat (no pungent odor, no smell fishy, do not stink); d. Consistency chest and thigh muscles supple, elastic (not mushy); e. The inside of the carcass and the muscle fibers are white rather pale; f. The blood vessels in the neck and wing is empty (no remnants of the blood); g. Secured security and free from hazardous materials. Reference [17] argued that the trust of consumers on quality of product would help consumers in their buying decisions.

Reference [8] argued that as customers will purchase from an organization which they perceive that it offers the highest customer value. In line with customer satisfaction theory, customer satisfaction is the level of customer's perception after comparing the actual performance of a product he perceives with what he expects on the product to deliver. According to [9] stated that consumers learn from their experience and the lesser the expectation that is not met will increase customer satisfaction.

Reference [20] argued that consumer satisfaction as customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectation. According to [13], customer satisfaction is customer's reaction to the state of satisfaction, and customer's judgment of satisfaction level. Customer satisfaction and measurement issues play vital roles to assure and maintain a competitive advantage [1].

According to [7], there were 5 factors affect to consumers satisfaction, namely: product quality, service quality, emotional factor, price and cost to get the product.

In wet market, there were many chicken meat seller want to get more benefit by giving turmeric or artificial colour to make the colour of chicken meat become yellow and more attractive colour. While other sellers treat chicken meat by water injection to make chicken meat havier and bigger. Another extreme case, chicken meat which were sold came from dead chicken and the sellers sold with cheaper price. Therefore, consumers should know the characteristic of qualified chicken meat.

Makassar city become a big city in Eastern Part of Indonesia. No wonder if there are many supermarket in Makassar City, one of them is Giant Supermarket which was located in jalan Sultan Alauddin. To meet the consumers satisfaction, Giant supermarket provide a good quality of chicken meat, because the chicken meat come from biosecure farms. Biosecurity practices consisted of sanitation, vaccination and traffic control in the farms.

The objective of the research was to know the satisfaction consumers level towards chicken meat quality from supermarket

Method:

Research design:

This research was conducted in Giant Supermarket in Makassar City, South Sulawesi, Indonesia in 2016. The population of this research was all consumers who buy chicken meat from this supermarket. On average, there were 180 person in a month. Sample was choosed through accidental sampling. There was 36 person based on [18].

$$n = \frac{N}{1 + N(e)^2}$$

where :

n = number of sample

N = Number of population

e = error (15%)

Therefore, number of sample was:

$$n = \frac{180}{1 + 180(0,15)^2}$$

$$= \frac{180}{1 + 180(0,0225)}$$

$$= \frac{180}{1 + 4,05}$$

$$= 180$$

$$\frac{5.05}{5}$$

$$= 35.64$$

n= 36 respondents

Data were collected through observation and face to face interview using questionnaire. The level of consumer satisfaction was measured by Likert scale.

- Not very satisfied: 1
- Not satisfied : 2
- Satisfied enough : 3
- Satisfied : 4
- Very satisfied : 5

To measure the level of consumer satisfaction toward chicken meat from supermarket, this some variables which related to the meat chicken quality were used such as: smell/odor, colour, texture, label, and chemical addition.

Table 1: Variables and Measurement Indicator

Variable	Sub Variable	Indicator
Consumer satisfaction	Smell/odor	No smell
	Colour	Fresh
	Texture	Good
	Label	Exist at packing
	Chemical preservative	No chemical preservative

To measure each sub variable, followed the formula below:

$$\text{Maximal value} = \text{Maximum score} \times \text{number of sample}$$

$$= 5 \times 36 = 180$$

$$\text{Minimal value} = \text{Minimum score} \times \text{number of sample}$$

$$= 1 \times 36 = 36$$

$$\text{Class distance} = \frac{\text{Total maximum value} - \text{Total minimum value}}{\text{Total score}}$$

$$= \frac{180 - 36}{5} = 28$$

Therefore, the level of consumer satisfaction toward chicken meat from supermarket based on the quality can be categorized as follows:

$$\text{Very satisfied} : 152 - 180$$

$$\text{Satisfied} : 123 - 151$$

$$\text{Satisfied enough} : 94 - 122$$

$$\text{Not satisfied} : 65 - 93$$

$$\text{Not very satisfied} : 36 - 64$$

The value of total level of consumer satisfaction was

$$\text{Maximal value} = \text{Maximum score} \times \text{number of sample} \times \text{number of sub variable}$$

$$= 5 \times 36 \times 5 = 930$$

$$\text{Minimal value} = \text{Minimum score} \times \text{number of sample} \times \text{number of sub variable}$$

$$= 1 \times 36 \times 5 = 180$$

$$\text{Class distance} = \frac{\text{Total maximum value} - \text{Total minimum value}}{\text{Score number}}$$

$$= \frac{930 - 180}{5} = 150$$

This can be categorized as follows:

$$\text{Very satisfied} : 780 - 930$$

$$\text{Satisfied} : 630 - 779$$

$$\text{Satisfied enough} : 480 - 629$$

$$\text{Not satisfied} : 330 - 479$$

$$\text{Not very satisfied} : 180 - 329$$

RESULTS AND DISCUSSION

Characteristic of respondents:

It can be seen in Table 1, that the age of respondents on average was 29 years, with the oldest was 54 years and the youngest was 18 years. All of them were in productive year. On average number of family was 3.8 person, with the highest was 8 person and the smallest was 1 person. The lowest of income was IDR 500,000 per month, while the highest income was IDR 6,000,000 per month. Majority of respondents education came from Senior High School (61.11%), while the highest education was graduated from master degree 1 person (0.03%). Majority of consumers was women (63.88%), while the rest were men (16.12%).

Table 2: Characteristics of Respondents

Characteristics	Min	Max	Average	Standard deviation
Age (years)	18	54	29	9.48
Number of family (person)	1	8	3.8	1.73
Income (IDR/month)	500	6,000,000	1,988,889	1,376,668
Level of education	Frequency (person)		Percentage (%)	
a. Senior High School	22		61.11	
b. Diplome	2		5.56	
c. Bachelor Degree	11		30.56	
d. Master degree	1		2.77	
Sex				
a. Women	23		63.88	
b. Men	13		36.12	

Level of consumer' satisfaction:

The level of consumers' satisfaction toward the quality of chicken meat from supermarket can be seen in Table 2. As clearly depicted in Table 2, the highest weight was 158, come from no chemical preservative. This mean that consumers were very satisfied with the quality of chicken meat from supermarket based on there was no chemical preservative. In other words, consumers know the side effect if they consume chicken meat that content chemical preservative. Most of consumers have high education, so their knowledge about a healthy food were good enough.

Table 2: Level of consumer' satisfaction towards chicken meat quality from supermarket

No	Sub variable	Category	Weight	(%)
1	Smell	a. Very satisfied	0	0
		b. Satisfied	40	33.89
		c. Satisfied enough	78	66.11
		d. Not satisfied	0	0
		e. Not very satisfied	0	0
		Total	118 (Satisfied enough)	100
2	Colour	a. Very satisfied	0	0
		b. Satisfied	40	33.89
		c. Satisfied enough	78	66.11
		d. Not satisfied	0	0
		e. Not very satisfied	0	0
		Total	118 (Satisfied enough)	100
3	Texture	a. Very satisfied	0	0
		b. Satisfied	56	45.90
		c. Satisfied enough	66	54.10
		d. Not satisfied	0	0
		e. Not very satisfied	0	0
		Total	122 (Satisfied enough)	100
4	Label	a. Very satisfied	45	32.15
		b. Satisfied	72	51.43
		c. Satisfied enough	15	10.71
		d. Not satisfied	8	5.71
		e. Not very satisfied	0	0
		Total	140 (Satisfied)	100
5	Free chemical addition	a. Very satisfied	85	53.80
		b. Satisfied	64	40.51
		c. Satisfied enough	9	5.69
		d. Not satisfied	0	0
		e. Not very satisfied	0	0
		Total	158 (Very satisfied)	100
Total (1+2+3+4+5)			656	(Satisfied)

The second highest weight was 140 which come from label. This mean that consumers were satisfied with the quality of chicken meat from supermarket based on label. The label on the product packaging is considered

by consumers. Information on the label of both primary and secondary packaging is very noteworthy. Information on the primary package label least include product names, trademarks, NKV (Veterinary Control Number), and Halal. Meanwhile, information on the primary package label least include product names, trademarks, production date, name and address of the manufacturer, NKV, net weight, halal labels, and storage [3].

Meat and poultry products generally do not exist without some form of packaging and to a great extent packaging also determines stability and shelf life and thus sensory consumer quality [14]. According to [17], enhanced label-knowledge increases consumers' visual attention to labels with a possibility of translation into positive purchase behavior.

Other sub variables namely smell, colour and texture with the weight 118, 118 and 122 respectively, these were categorized as satisfied enough. This mean that consumers satisfied enough with the chicken meat condition. If the satisfaction level of consumer will be increased to be very satisfied, the chicken meat should be fresh in order no smell. The colour should be a pale pink, and the texture should be humid and soft.

Overall, the level of consumer' satisfaction based on the quality of chicken meat from supermarket was categorized as satisfied as the total weight was 656. This result of the study was supported by [6] who argued that the customers of processed and further processed chicken have given more importance on product quality than price. Reference [16] added that consumer satisfaction regarding Bucharest poultry meat market is good in general mainly concerning meat quality.

Buying intention:

Buying intention correlate with consumers loyalty. If consumer buy many times for the same product, this mean consumers loyal and finally satisfied with the product. Buying intention of chicken meat consumers at supermarket can be seen in Table 3.

Table 3: Buying intention of chicken meat consumers at supermarket

Buying intention (times per month)	Percentage (%)
a. 1 times	22,22
b. 2 times	22,22
c. 3 times	13,89
d. 4 times	8,33
e. > 5 times	30,56
Total	100,00

Regarding to Table 3, majority of consumers (30,56%) bought chicken meat more than 5 times per month. This indicated that consumers satisfied with the product. The result of this study the same with that of [4] who argued that a higher satisfaction leads to greater levels of loyalty and buying intention. It is possible to improve the added value of the food product in order to achieve higher behavioural and attitudinal consumer loyalty. In fact, consumers' attitudes to this kind of products will increase the repurchase intention.

Contribution of this research to knowledge:

The result of this research will give information about marketing strategy for producers to satisfy chicken meat consumers, such as provide chicken meat with a good smell, colour and texture. While for consumers will increase their knowledge about the chicken meat quality.

Conclusion:

It can be concluded that the level of consumer' satisfaction towards chicken meat quality from supermarket based from smell, colour and texture were categorized as satisfied enough, while for label and free chemical addition were categorized as satisfied and very satisfied respectively. In general, the consumers satisfaction level toward chicken meat quality was categorized as satisfied. The results can derive important practical implications when developing marketing strategies, such as provide fresh chicken with competitive price.

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