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Implementation of Importance Performance Analysis (IPA) Towards the Quality of Duck Products in a Begos Restaurant

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Abstract

Product quality is the overall features and characteristics of a product or service on the ability to satisfy stated or implied needs. This study aims to determine the level of consumer satisfaction with the quality of duck products at a restaurant. This research was conducted in November to December 2019 and the type of research used was quantitative descriptive. The sample in this study was 100 consumers who came to eat at Begos restaurant. Data collection was carried out using consumers who came to eat at Begos restaurants. Analysis of the data used in this research was descriptive statistics using the calculation formula Importance Performance Analysis (IPA). The results of this study indicated that the level of consumer satisfaction regarding the quality of processed duck products in the Begos restaurant are 84.14% in the very good category because of the suitability of the menu list with available products, food hygiene and cleanliness of cutlery.

Keywords: Ducks, IPA, quality

INTRODUCTION

The community's need for livestock products such as meat, milk, and eggs is increasing along with the growing population of Indonesia's people, increasing education and increasing knowledge about the importance of nutrition so that the livestock business is very likely to be developed (Wiranata *et al.*, 2017). Duck is one of the poultry raised by livestock farmers in Indonesia that acts as a source of income and a source of animal protein both meat and eggs.

The development of the duck population in Indonesia has increased every year. In 2016 the duck population was 2.26% per year and increased in 2017 by 2.27% per year. The production of duck meat in 2016 was 7.26% and increased in 2017 by 7.63% (Directorate General of Animal Husbandry and Animal Health, 2017). Duck population in South Sulawesi has increased from year to year. In 2013 there were 3,948,527 ducks and in 2017 increase to 5,792,172 and experienced an increase in population by 46.69% (Directorate General of Animal

Husbandry and Animal Health, 2017) The existence of ducks in South Sulawesi provides opportunities for business actors who are involved in restaurants made from duck livestock.

One of the restaurants in Makassar City, South Sulawesi where most of the menu is made of duck meat is Begos restaurant (Bebek Goreng Sulawesi). Begos restaurant has comfortable facilities and is in a strategic place to reach. In addition, what Begos restaurants must pay attention to is the quality of the food products it self.

Product quality is an attempt to meet or exceed consumer expectations, where a product has quality that is in accordance with predetermined quality standards, and quality is a condition that is always changing because consumers' tastes or expectations on a product are always changing (Yanto, 2017). The existence of this good quality product will make consumers satisfied and trusting. Customer satisfaction is something that needs to be considered by producers. Customer satisfaction is a level where the needs, wants and expectations of customers can be fulfilled which will result in repeat purchases or continued loyalty (Hayati and Sekartaji, 2015).

Therefore to determine customer satisfaction at the Begos restaurant, customer needs and desires can be identified through the food products offered.

RESEARCH METHOD

Analysis of Consumer Satisfaction Levels at Begos a Restaurant (Bebek Goyang Sulawesi) Tamalanrea, Makassar City was conducted in Makassar in November-December 2019. This type of research used is descriptive quantitative research, namely research that describes or describes a research phenomenon as it is with the survey method and data obtained from a sample of the study population analyzed according to statistical methods then interpreted. The type of data used in this study are qualitative and quantitative data. Source of data used in this study are primary data and secondary data.

The populations in this study were all consumers who came to eat at a Begos restaurant, approximately 100 people/day and 3000 people for one month. The sample was a portion of the population that is used as a source of data or information. Sampling in this study was accidental sampling, samples taken from the Slovin formula were 100 samples.

Analysis of the data used in this study was the Importance Performance Analysis (IPA). The IPA analysis aims to determine the state of each variable from satisfaction factors in terms of performance and importance. The assessment of the level of importance and performance uses a Likert Scale with a five-rank scale (Simamora, 2002). The scale referred to in this study can be seen in Table 1 below.

Table 1 Respondent Response Weight

Weight	Answer	
	Level of Performance	Level of Importance
5	Very Satisfied	Urgent
4	Satisfied	Important
3	Enough	Quite Important
2	Unsatisfied	Unimportant
1	Very Unsatisfied	Very Unimportant

Source: Simamora (2002)

RESULTS AND DISCUSSION

Importance Performance Analysis (IPA) is derived from the value of the attributes of importance and performance level (Simamora, 2002). The assessment of the level of importance attributes is in Table 2 below.

Table 2 Consumer Ratings of the Importance Levels of Quality Attributes of Processed Duck Products and Service Quality in a Begos Restaurant

Description	Level of Important					Weight	Yi
	1	2	3	4	5		
Attributes of Duck Product							
Performance							
1. Diverse Variations in Food Menus		1	8	48	43	433	4.33
Features							
2. Availability (Lalapan, Sambal and Soy Sauce)		2	12	37	51	443	4.43
Reliability							
3. The Aroma of Savory Food			15	38	47	432	4.32
4. Soft Food Texture		-	8	40	52	444	4.44
5. Fresh Food Color		-	9	40	51	442	4.42
6. Typical Food Taste		-	8	40	52	444	4.44
Conformance to Specification							
7. Conformity of Price with Food Portion		-	8	33	59	451	4.51
8. Suitability of Menu List with Available Products		-	9	35	56	447	4.47
Esthetic							
9. Food Hygiene			2	33	65	463	4.63
10. Clean cutlery		-	4	32	64	460	4.60
11. Food Display			10	37	53	443	4.43
Σ Attribute Rating		3	103	456	638	4902	4.46

Source: Primary data that has been processed, 2019

Information:

1. Very unimportant
2. Not important
3. Quite important
4. Urgent
5. Very Urgent

Based on Table 2 it can be seen that the consumer's assessment of the average importance of the quality attributes of processed duck products at a Begos restaurant were 4.46. Attributes that were above the average were the suitability of the price with the portion of food, the

Availability of the menu list with the available products, food hygiene and cleanliness of cutlery. And vice versa there were attributes that were below average. This shows that attributes above the average were considered important in consumer ratings and were decisive in meeting consumer satisfaction in Begos restaurants. This is in accordance with the opinion of Nugraha (2016) that consumers prefer products that have quality, where overall product quality was characterized by the ability to satisfy expressed or implied needs, the existence of good quality will make consumers feel satisfied and trust

Furthermore, a consumer assessment was carried out on the performance of the quality attributes of processed duck products at the Begos restaurant which can be seen in Table 3

Table 3 Consumer Ratings of Performance Attributes of Product Quality Ducks and Service Quality at a Begos Restaurant

Attributes of Duck Product	Level of Performance					Weight	\bar{X}_i
	1	2	3	4	5		
Performance							
1. Diverse Variations in Food Menus		1	21	49	29	406	4.06
Features							
2. Availability (Lalapan, Sambal and Kecap)		1	15	44	40	423	4.23
Reliability							
3. The Aroma of Savory Food		1	21	45	33	410	4.10
4. Soft Food Texture		-	23	43	34	411	4.11
5. Fresh Food Color		-	18	48	34	416	4.16
6. Typical Food Taste		-	11	51	38	427	4.27
Conformance to Specification							
7. Conformity of Price with Food Portion	1	4	16	46	33	406	4.06
8. Suitability of Menu List with Available Products		-	14	47	39	425	4.25
Esthetic							
9. Food Hygiene			11	32	57	446	4.46
10. Clean cutlery		-	10	41	49	439	4.39
11. Food Display		2	18	41	39	417	4.17
Σ Atribut Rating	1	9	178	487	425	4626	4.21

Source: Primary data that has been processed, 2019

1) formation:

- 1. Very unimportant
- 2. Not important
- 3. Quite important
- 4. Urgent
- 5. Very Urgent

Based on Table 3 it can be seen that the consumer's assessment of the average level of performance attributes of the quality of processed duck products at a Begos restaurant were 4.21. Attributes that were below average were a variety of varied food menus, savory food aromas,

soft food textures and fresh food colors, price conformance to food portions, and food appearance, this showed attributes that were below average performance restaurants were considered low in consumer ratings and show consumers were not satisfied with the performance provided by the restaurant. This was in accordance with the opinion of Irine (2009) that consumer satisfaction was the level of consumer feelings after comparing the perceived performance with the desired and customer satisfaction was determined by consumer perceptions of the products given and desired.

The quality of processed duck products was the overall characteristic of a duck processed product that was in its ability to meet or satisfy the needs of consumers. The Cartesian diagram of the level of customer satisfaction with processed duck products after analyzing the level of importance and performance can be seen in Figure 1 below.

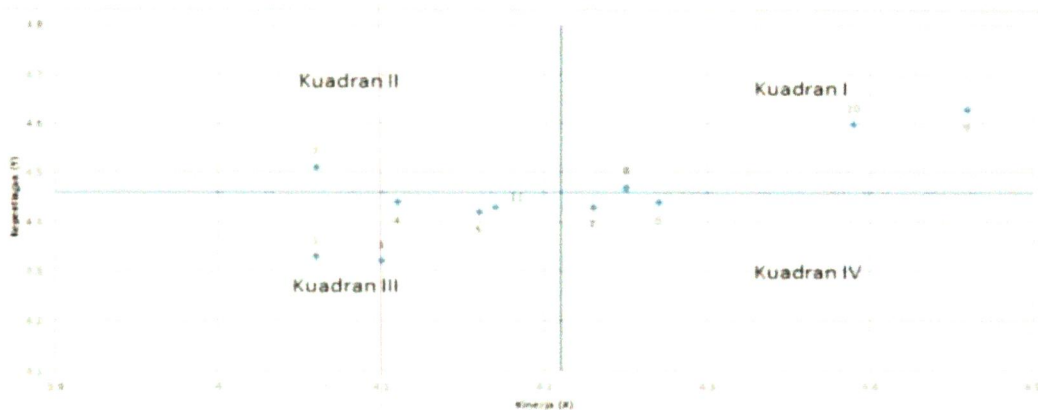


Figure 1. Cartesian Diagram of Interest and Performance of the Quality of Processed Ducks in a Begos Restaurant

Source: Primary data that has been processed, 2019
Information

- 1 Variation of a varied diet
- 2 Availability (fresh vegetables and chili sauce)
- 3 The aroma of savory food
- 4 Soft texture of food
- 5 Fresh food colors
- 6 Typical food flavors
- 7 Price matches food portions
- 8 Match list menu with available products
- 9 Food hygiene
- 10 Cutlery
- 11 Display dining

Figure 1, based on the Cartesian diagram, it can be seen the assessment of the attributes of Begos restaurant performance and the consumer's interest in the quality of processed duck products.

Quadrant I showed the attributes that Begos restaurant needs to be maintained to be. This quadrant has a high level of importance and performance that has been well desirable by consumers. The attributes in this quadrant were the suitability of the menu list with the available

products, food hygiene and cleanliness of cutlery. The attributes in the quadrant were considered in accordance with the interests of consumers and the performance of the Begos restaurant was in the good category. This was in accordance with the opinion of Kotler and Keller (2009) that the performance must be in accordance with customer expectations, if the performance exceeds expectations, the consumer will be very happy or will feel satisfied. These consumer expectations can be known from their experience using the products.

Quadrant II showed the attributes that were the top priority, which must be prioritized by Begos restaurants to improve performance in meeting customer satisfaction. This quadrant has a high level of importance, but performance was still considered low by consumers, therefore restaurants must improve the performance attributes that were in this quadrant. The attribute in this quadrant was the suitability of the price for the portion of food. The attribute in this quadrant was one of the consumers' responses to the restaurant's performance which was still considered low by consumers because the price set at 31,000 IDR was too high for consumers while the portion of rice and ducks given was small. This was consistent with the opinion of Tjiptono (2000) that customer satisfaction or dissatisfaction was the customer's response to the evaluation of the discrepancy felt between previous expectations and the actual performance of the product felt by the wearer.

Quadrant III showed the attribute of low priority. The attribute has a low level of importance with low performance as well. As for the attributes that were in this quadrant, there were variations in a variety of food menus, savory food aromas, soft food textures, fresh food colors and food appearance. This showed that the attributes in this quadrant were not considered important by consumers, so management did not need to focus great attention on these attributes. This was supported by Supranto (2006) that consumer satisfaction was highly dependent on the quality of products that include goods and services. Consumer satisfaction occurs when the quality offered exceeds the expected value of consumers.

Quadrant IV showed attributes with excess performance. The attributes contained in this quadrant were the availability of fresh vegetables, chili sauce, soy sauce and food taste. This showed that consumers consider the attributes in this quadrant were less important as a determinant of customer satisfaction because the attributes that were in this quadrant have become common or must be available, so that management can allocate existing resources to improve the performance of the attributes which still needs to be improved, for example the attributes in quadrants II and or III if needed with adequate resources. This was in accordance with the opinion of Tjiptono (2008) that customer satisfaction can provide benefits, provide a good basis for repeat purchases and create customer loyalty and form a word of mouth recommendation that was beneficial for restaurants.

Customer Satisfaction Index (CSI) is the value of overall customer satisfaction by calculating the sum of all Weight Scores (WS) with the maximum scale used in this study. The calculation results can be seen in Table 4.

Table 4 Calculation of Customer Satisfaction Index on Quality of Processed Ducks and Service Quality at Begos a Restaurant

Description	MISi	Wfi		MSSi	Wsi		
		Sub	Tot		Sub	Tot	
The Attributes of Duck Product							
<i>Performance</i>							
1. Diverse Variations in Food Menus	4.33	8.83	4.39	4.06	35.86	17.81	
<i>Featur</i>							
2. Availability (Lalapan, Sambal and Soy Sauce)	4.43	9.04	4.49	4.23	38.23	18.98	
<i>Reliability</i>							
3. The Aroma of Savory Food	4.32	8.81	4.38	4.10	36.12	17.94	
4. Soft Food Texture	4.44	9.06	4.50	4.11	37.23	18.49	
5. Fresh Food Color	4.42	9.02	4.48	4.16	37.51	18.63	
6. Typical Food Taste	4.44	9.06	4.50	4.27	38.64	19.21	
<i>Conformance to Specification</i>							
7. Conformity of Price with Food Portion	4.51	9.20	4.57	4.06	37.35	18.55	
8. Suitability of Menu List with Available Products	4.47	9.12	4.53	4.25	38.75	19.25	
<i>Esthetic</i>							
9. Food Hygiene	4.63	9.45	4.69	4.46	42.13	20.92	
10. Clean cutlery	4.60	9.38	4.66	4.39	41.18	20.46	
11. Food Display	4.43	9.04	4.49	4.17	37.68	18.71	
Sub Total the Attributes of Duck Product	49.02	100		46.26	420.69		
<i>Customer Satisfaction Index (CSI)</i>					84.14		

Source: Primary data that has been processed, 2019

In Table 4, the value of the consumer satisfaction index on the quality of processed duck products is 84.14% in the very good category because of the suitability of the menu list with available products, food hygiene and cleanliness of cutlery. Although there is still product attribute performance that must be improved as illustrated in the Cartesian diagram quadrant II and quadrant III.

CONCLUSION

The level of consumer satisfaction regarding the quality of processed duck products in the Begos restaurant was 84.14% in the very good category because of the compatibility of the menu list with the available products, food hygiene and cleanliness of cutlery.

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