Rengginang Food Sold Out To Determine Customer Satisfaction

Giri Nurpribadi[1] , Erina Rulianti[2]
[1]Department of Management, Universitas Pelita Bangsa, Indonesia
[2]Department of Management, Universitas Pelita Bangsa, Indonesia

Abstract
Issue regarding global impact resilient on daily consumption.Food business need special treatment to develop some benefit,so that all activities in procurement factor about searching raw materials,food process engineering and supply chain management.Living with home industries with some production system through marketing system continuously need understanding with some measurement,One of some quality criterium regarding tangible quality such as thickness measurement and diameter measurement for meals.All activities about Sustainability Development Goals. Food innovative and creativity design as a think about carbohydrates and seasoning for ingredients going to process about rengginang traditional snacks food.Briefly, some food outlet had been sold some snacks with sold out for marketing terminology.It means,rengginang need quality management. Some Village in Bekasi Regency ,one of them in Sukabungah Village have got rengginang snacks food manufacturer. Customer Satisfaction as a respons about consumer preferences after sold out,need product design measurement.The most important asset of any organization is its customers.An organization's success depend on how may customers it has,how much they buy,and how often they buy.Satisfied customers will increase,buy more,and buy more frequently.Increasingly, small scale production system are using customer satisfaction. Research Method by quantitative with Regression Equation.Preliminery Research with Observation use interview data,and data collecting using control chart to know adjustment needed for measurement accurately.This activity should be done as the first step in data analysis.If adjustment had be done,some data in process at SPSS statistical software,and some parameter such as t test and F test,Thickness Variable with t test 2.538 have got result 0.017 significantly,also significant with F test 3.276 have got result 0.053 simultaneously. Diameter with negative t test - 2.294 have got result 0.029.

Keywords : Customer Satisfaction, Measurement, Regression Equation, Snacks Food.

INTRODUCTION

Issue about Quality Management which analysis regarding relationship between the way of selling until sold out depends on unit operations of food processing, branding ,benchmarking and measurement as a attitude to design until profitability matters.Good enough food consumption for food sovereignity in a new paradigm for more practical. Rengginang is a snacks food that made from oriza stiva glutinous which had been processed,deigned into round plate with thickness and diameter ,for measurement as a quality management system.Rengginang has been producing by Micro Small and Medium Enterprises.

Phenomena and Fact on research activities.Some people interest about product about healthy needed with the practical behaviour,relevant pricing policy,and continuous supply chain management. If time line need efficient and need fastly, need snacks food design for daily consumption,some taste such as a balado

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specific product, an original specific product,and sugar specific product.Preliminery activities,Rengginang produced,starting point after receive counselling entrepreneur with food process treatment.

Research Problem,around customer satisfaction matters.Food properties as perishability,bulky, need more requirements with dry food for long time storage,and with tangible design, need literature review to find research gap. Research gap involve three preliminary research :

The objective of this research was to determine the shelf life of the traditional snack food"rengginang" using the Labuza Model as well as comparing the results with the extended storage studies method.The Rengginang was packed with the polyethelene plastic 0.03 milimeters,and store a room temperature with 75 percent Relative Humidity.The self life was determine using the accelerated storage studies method with Labuza Model,and extended storage studies method.The parameters observe in determination of self life were initial moisture content,critical moisture content,equilibrium moisture content ,slope of absorption isotherm curve,moisture permeability of plastic used,ratio of plastic package area and product weight,and saturated pressure of storage condition.The results showed that the self life of rengginang calculated using the Labuza Model was 39 days.(Nocianitri,K.A. dan Wijaya,I.M.A.S , 2008).[2]

Oryza sativa glutinosa is the one of rice variety which is included in the Gramineae family.Rengginang is a kind of snack that is made from glutinous rice,but it has a variety of additional ingredients such as anchovy,scallop rengginang and rengginang lorkuj.By the existence of additional ingredients,it will give added value to the processed product of glutinous rice becomes rengginang.The aim of this research is to find out the added value from the processing of glutinous rice becomes rengginang by using the Hayami method.This research uses a Hayami method.This research counts the added value from glutinuous rengginang,anchovy rengginang,scallop rengginang,,and rengginang lorjuk. The results of the added value from the product in UD,practically it has added values at the product.(Asfan,Istianah,and Maflahah,2020).[1]

Coffee shops are today's business with good and competitive prospects in providing customer satisfaction and building customer loyalty.This study aims to analyze the relationship between service quality and product quality on customer satisfaction and loyalty,the relationship between customer satisfaction and customer loyalty,and the relationship between product and service quality and customer loyalty mediated by customer satisfaction customer satisfaction.Based on the study results,it can be concluded that service quality directly affects customers,especially customer satisfaction.Product quality also affects customer satisfaction and loyalty and vice versa.However,service quality did not directly affect customer loyalty,Meanwhile,mediation through customer satisfaction and product quality indirectly affects customer loyalty.(Taufik,A. et al,2022).[14]

RESEARCH METHOD

Quantitative research with to calculate using Statistical Process Control.One of the best technical tools for improving food product need statistical process control.In fact,the variation concept is a law of nature in that no two natural items in any category are the same.The variation may be quite large and easily noticeable,such as the height of human beings,or the variations may be very small.When variations are very small,it may appear that items are identical,however precision instruments will show differences.If two items appear to have the the same measurement,it is due to the limits of out measuring instruments. As measuring instruments have become more refined,variation has continued to exist;only the increment of variation has changed. The ability to measure variation is necessary before it can be controlled.
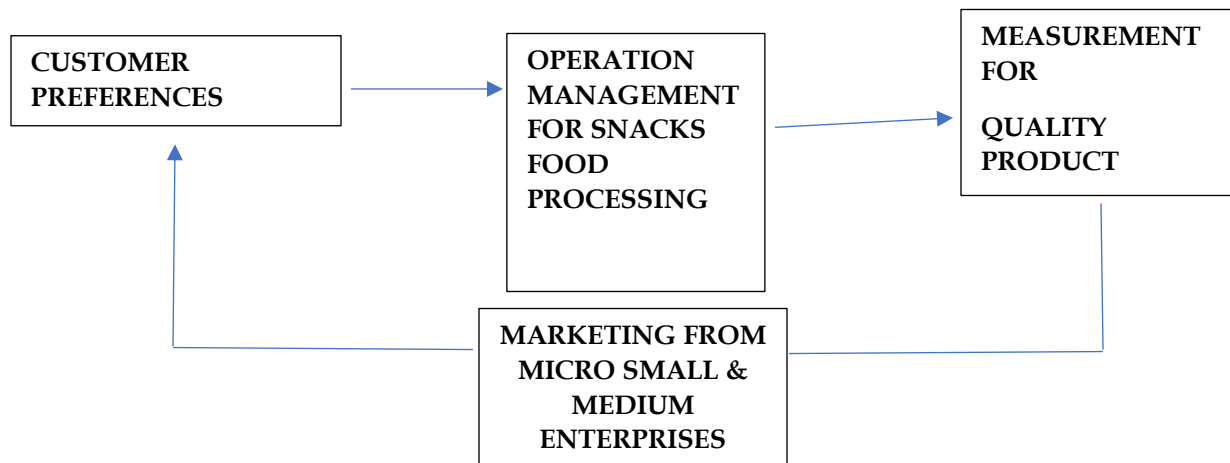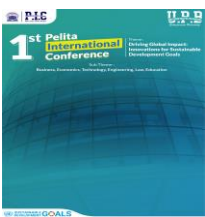
Figure 1. Snacks Food Industrial System.

Description

First,Preliminery activities rengginang manufacturer for small scale improvements ,starting point after receive counselling.Entrepreneur with food process treatment,information with all measurements, for capacity and selling price.Interview to know about how to manage unit operation of Rengginang Processing for micro small and medium enterprises. Data about minimum capacity every batch.Every batch 3 liters for daily food producing,and maybe rarely with maximize capacity if any, 12 liters.Calculation to find sold out data using minimum capacity.Every 3 Liters need 10 plastics every week.Every one plastic need 26 chip.Need addition 20 plastics every Idul Fitri Holiday.Assumptions constant forever so that decision making analysis for certainty condition. Product design, include Original Taste,Balado Taste,and Sugar Taste.

HypothesisMeasurement for Rengginang as a snacks food with tangibles criterium have an influence on customer satisfaction.

Table 1. Data Collecting

No.	Schedule		Diameter (mm)	Thickness(mm)	Sold Out (Rp)
1.	JANUARY	2021	130	25	5200000
2.	FEBRUARY	2021	125	20	5200000
3.	MARCH	2021	130	25	5200000
4.	APRIL	2021	130	25	5200000
5.	MAY	2021	130	25	7800000
6.	JUNE	2021	125	20	5200000
7.	JULY	2021	130	25	5200000
8.	AUGUST	2021	130	25	5200000
9.	SEPTEMBER	2021	130	25	5200000
10.	OCTOBER	2021	130	25	5200000
11.	NOVEMBER	2021	130	25	5200000
12.	DECEMBER	2021	125	20	5200000

13.	JANUARY	2022	130	25	5200000
14.	FEBRUARY	2022	130	25	5200000
15.	MARCH	2022	125	20	5200000
16.	APRIL	2022	130	25	5200000
17.	MAY	2022	130	25	7800000
18.	JUNE	2022	130	25	5200000
19.	JULY	2022	125	20	5200000
20.	AUGUST	2022	130	25	5200000
21.	SEPTEMBER	2022	130	25	5200000
22.	OCTOBER	2022	125	20	5200000
23.	NOVEMBER	2022	130	25	5200000
24.	DECEMBER	2022	125	20	5200000
25.	JANUARY	2023	130	25	5200000
26.	FEBRUARY	2023	130	25	5200000
27.	MARCH	2023	130	25	5200000
28.	APRIL	2023	130	25	7800000
29.	MAY	2023	125	20	5200000
30.	JUNE	2023	130	25	5200000
31.	JULY	2023	130	25	5200000
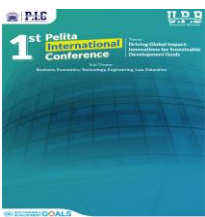
Table 2.
Model Summary

Model	R	R SQUARE	ADJUSTED R	Standard Error of the Estimate
1	435[a]	.0190	.132	728107,059

Table 3.
Anova[a]

Model	SS	df	Mean of Square	F	Sig
1 Regression	3.474E+12	2	1.737E+12	3.276	.053b
Residual	1.484E+12	28	5.301E+11		
Total	1.832e+13	30			

Table 4.
Coefficients[a]

Model	B	Standard Error	Standard Coefficients Beta	t	Sig
Constant	30752522.26	11814039.010		2.603	0.015
Thickness	273115.727	107601.716	0.777	2.538	0.017
Diameter	-246884.273	107601.716	-0.703	2.294	0.029

RESULTS AND DISCUSSION

Marketing activities need suitable buyer with some qualifications,.as a consumers,as a customers,and as a clients for rengginang snack food. Rengginang to get excellent qualifications.Businesses with good competitive prospects in providing customer satisfaction and building customer loyalty.Analysis the relationship between tangible product quality,including thickness and diameter towards sold out quantity cause increase customer satisfaction.Explanations about this research need information about inconsistency measurement with manual treatment.

Result for Thickness Variable : t test 2.5380 , t table : 2.0399 because use interpolation,also Diameter Variable : t test - 2.294. F test with simultaneously for two variable thickness and diameter have got F test 3.276 , F table : 3.34, if we need significant data still need data collecting 9 month again for F table : 3.23 to achieve significantly.

Research focus on Rengginang snacks food sold quickly,Rengginang product as a object decider,preference indicator so that some product has been sold to determine Customer Satisfaction. On the variable measurement results,with thickness measurement have got influence towards Customer Satisfaction,Consistency as a Quality Product indicator,because Consumer's like and or Customer's like in Sukabungah Village. Relevant with this research.

Profit obtained from three volume – up install capacity every batch going to constant profit margin every month,and with assumptions which every Idul Fitri Holiday will more addition 20 plastics packaging for three liters every month from installed capacity 40 plastics packaging every month.

Based on statistic test.relevant with all matters to decide some product sold quickly influence with thickness measurement variable,and diameter measurement variable. Generally some product hadsbeen measuring always inconsistent on diameter,although almost the same on thickness,especially for Rengginang Products had been sold in modern market with thick plastics packaging. Product with measurement,and all administration procedure still in process,whenever research had been done on Sukabungah Village,Bojongmangu District,Bekasi Regency.In this matters,some efforts to increase production capacity and Human Resources involvement can be done through upgrades Human Resources Quantity,Size by Batch System and Production Schedule arrangements.

CONCLUSION

Relevancies between research problems,research method,data, and aims of research,we have got conclusion,about this research,all data with capacity minimum,to increase customer satisfaction ,some data with installed minimum capacities have got margin profitability with minimum raw material production. Some data with inconsistency measurement for diameter,if we think regarding tangible quality standards at Total Quality Management to follow up Healthy System in consumer behaviour circumstances we need measurement thickness consistently and need data collecting with 40 month measurement.Approximately for good enough data to gain significantly on research method. Marketing Strategic have capable to increase with market share increasingly and followed Micro Small and Medium Enterprises,so that,it means economic digitalization have capable to increase sales market share besed on the evaluation of quality product to determine Customer Satisfaction with fourfold profit.

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