

ANALYSIS OF CONSUMER PREFERENCES AND SATISFACTION WITH BULOG RICE SALES IN ALAM BARAJO DISTRICT, JAMBI CITY

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ABSTRACT

The increasing competition in the rice market in Indonesia encourages the importance of understanding consumer preferences and satisfaction levels for rice sold by the Logistics Affairs Agency (Bulog). This study aims to (1) describe the socio-economic situation of Bulog rice consumers in Alam Barajo District, Jambi City, (2) to analyze consumer preferences and satisfaction with Bulog rice, and (3) to analyze socio-economic influencing factors on Bulog rice consumer preferences. The research was conducted in Alam Barajo District, Jambi City. The research was conducted for three calendar months. The data used were primary data and secondary data with a total of 50 respondents. The data was analyzed by means of statistical tests by regression method and satisfaction test. The results of consumer research have a high level of satisfaction and interest in Bulog rice, Importance Performance Analysis (IPA) analysis of rice attributes that are included in the main priority quadrant (I) are cleanliness, texture and price. The attribute that is included in the quadrant that maintains its achievement (II) is endurance. The attributes included in the low priority quadrant (III) are the aroma and integrity and uniformity of rice. The attributes included in the satisfactory quadrant (IV) are color and distribution services. The Customer Satisfaction Index (CSI) analysis results of the satisfaction index obtained are 0.7767 which means it is in the satisfied category. Consumer preferences are influenced by income, number of family members, amount of household expenses, and employment while those that do not affect consumer preferences are age and education.

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INTRODUCTION

Perum Bulog is a State-Owned Enterprise that has the task of carrying out government and development in the field of logistics management by managing inventory, distributing and controlling rice prices, and conducting logistics services in accordance with applicable laws and regulations. Bulog is responsible for the supply, distribution, and stability of domestic rice prices. Therefore, it is important to measure the level of consumer satisfaction with the rice products provided by Bulog. The level of consumer preference and satisfaction there are factors that affect consumer satisfaction, including: product quality factors, service quality, price, convenience and cost. The people's preference for Bulog rice in Jambi Province is still a question, one of which is the quality and price of rice, therefore whether people are more likely to choose rice at a lower price even though the quality may be less satisfactory or vice versa. In general, consumer preferences for bulog rice are influenced by texture, aroma, color, cleanliness, integrity & uniformity, shelf life, service, and price. However, for bulog rice, it is still a question whether these factors also affect consumer preferences. Rice consumers certainly have different preferences. By paying attention to these developments, it will have an impact on consumer satisfaction in choosing rice in Jambi City. With this situation, it is necessary to conduct an analysis of consumer preferences and satisfaction with Bulog rice sales in Alam Barajo District, Jambi City with the following objectives: (1). Knowing the Bulog rice sales system in Perum Bulog Regional Office of Jambi City, (2). Describing the socio-economic situation of Bulog rice consumers in Alam Barajo District, Jambi City, (3). Analyzing consumer preferences and satisfaction with Bulog rice associated with rice attributes in Alam District Barajo, Jambi City, (4). Knowing the factors that influence socio-economic factors on the preferences of Bulog rice consumers in Alam Barajo District, Jambi City.

RESEARCH METHODS

This research was conducted in Alam Barajo District, Jambi City. The location of this research was chosen by the method (purposive), which is a technique of deliberately selecting a place by considering certain aspects in the form of information from Alam Barajo District that the sub-district has a community that is dominated by consuming SPHP Bulog rice, as evidenced by the holding of market operations in the field that in Alam Barajo District, Jambi City is indeed very crowded with buyers. The data was analyzed by means of statistical tests by regression method and satisfaction test. Importance Performance Analysis (IPA) analysis to measure the level of consumer preference for Bulog SPHP rice, Customer Satisfaction Index (CSI) analysis to measure the level of consumer satisfaction with Bulog SPHP rice. The object of this research is the consumers of Bulog SPHP rice in Alam Barajo District, Jambi City.

RESULTS AND DISCUSSION

Description of Socio-Economic Factors of Bulog Rice Consumers

Based on the analysis of data presented from various tables, it can be concluded that the socio-economic characteristics of Bulog SPHP rice consumers in 2024 include several main aspects. First, in terms of age, the majority of respondents are adults with a predominance in the age group over 40 years old, reaching 36-42% of the total respondents. Second, in terms of gender, women dominate with a percentage of 90%, showing a high preference for Bulog rice products. Third, in terms of education, the majority of respondents are high school graduates (62%), which shows a sufficient level of education to understand the advantages and disadvantages of the rice product. Fourth, in terms of income, respondents with incomes between 1,000,000 to 3,000,000 rupiah dominated (88%), indicating that this product can be reached by various levels of middle society. Fifth, in terms of the number of family members, the majority of respondents have a family with 5 members (42%), showing a consumption pattern that supports the needs of large families. Sixth, in terms of household spending, the majority of respondents have expenses of less than 1,000,000 rupiah (72%), showing a preference for affordable products. Seventh, the majority of respondents came from private workers (80%), which showed that this product was more consumed by those with middle incomes. Finally, in terms of ethnicity or ethnicity, the majority of respondents are Jambi Malay (100%), showing the dominant demographic characteristics in this study. Overall, a deep understanding of these socio-economic factors allows for more precise market mapping in Bulog's rice marketing and distribution strategies in the future.

Analysis of Bulog Rice Consumer Preferences and Satisfaction

a. Importance Performance Analysis (IPA)

Based on the results of the CSI calculation, a calculation of the Conformity Level will be produced. The conformity will determine the order of priority and improvement of performance aspects that will affect consumer satisfaction. The level of conformity is the result of a comparison between the performance level score and the importance score which will determine the priority order of performance improvement in each aspect that affects consumer satisfaction in one quadrant (Supranto, 2006). The results of the calculation of the level of conformity can be seen in Table 1.

Table 1. Importance Performance Analysis Consumer Preferences for Bulog Rice is Associated with Rice Attributes in 2024.

Attributes	Average Score	
	Satisfaction (P)	Importance (I)
Texture of Bulog SPHP Rice	3.5	4.28
The Aroma of Bulog SPHP Rice	3.48	3.78
Bulog SPHP Rice Color	4.04	3.68
Cleanliness of Bulog SPHP Rice	3.66	4.6
Integrity & Uniformity of Bulog SPHP Rice Grains	3.72	3.74
Durability of Storing Rice SPHP Bulog	4.46	4.24
Service & Distribution of Bulog SPHP Rice	4.4	3.82
Bulog SPHP Rice Prices	3.84	4.24
Average	3.88	4.05

Source: Primary data processed, (2024).

From Table 1. The average score of Satisfaction level and the average value of Interest level were 3.88 and 4.05 respectively. The average value of the level of satisfaction will be the X axis and the average value of the level of importance will be the axis of Y, so that a perpendicular line is formed that intersects at the point (3.88; 4.05) and divides the Cartesian diagram into four quadrants. From the position of the aspects in the diagram, it will then be known which aspects are the main priority to be improved (Quadrant I), namely cleanliness, texture and price, aspects that need to be maintained for achievement (Quadrant II), namely shelf life, attributes that are low priority (Quadrant III), namely the aroma and integrity of the uniformity of the rice grains, and excessive aspects (Quadrant IV), namely color and distribution services.

a. Customer Satisfaction Index (CSI) Method

The Customer Satisfaction Index (CSI) is used to measure the overall level of consumer satisfaction by looking at the level of importance of product/service attributes. This consumer satisfaction index can be used to determine how satisfied Bulog consumers are with Bulog's SPHP rice products. The results of the CSI calculation can be seen in the following Table 2.

Table 2. The results of the calculation of the Customer Satisfaction Index Consumer Satisfaction with Bulog Rice are associated with the attributes of Rice in 2024.

Attributes	Satisfaction (P) Scale 1-5	Importance (I) Scale 1-5	Score S = I x P
Texture of Bulog SPHP Rice	3.5	4.28	15.00
The Aroma of Bulog SPHP Rice	3.48	3.78	13.15
Bulog SPHP Rice Color	4.04	3.68	14.87
SPHP Rice Cleanliness	3.66	4.6	16.83
Bulog Integrity & Uniformity	3.72	3.74	13.91
Bulog SPHP Rice Grains			
Durability of Storing Rice SPHP Bulog	4.46	4.24	18.91
Services & Distribution	4.4	3.82	16.80
Bulog SPHP Rice			
Bulog SPHP Rice Prices	3.84	4.24	16.28
Total		32.38	125.75

Source : Processed primary data, (2024)

The result of the Bulog SPHP rice consumer satisfaction index obtained was 0.7767, which means that based on the division of satisfaction criteria according to Irawan (2002), the level of consumer satisfaction is in the Satisfied category. This is because the CSI score is between 0.6 and 0.8.

The level of consumer satisfaction of Bulog SPHP rice is measured by several aspects, including texture, aroma, color, cleanliness, integrity and uniformity of rice grains, storage durability, service and distribution, and rice price. From table 2, it is known that the aspect that has the highest satisfaction score is the aspect of the storage durability of Bulog SPHP rice with a score of 4.46. This shows that consumers are satisfied with the storage durability of Bulog's SPHP rice.

Meanwhile, the aspect with the lowest satisfaction score is in the aspect of the aroma of Bulog SPHP rice, which is 3.48. This shows that consumers are not satisfied with the aroma of Bulog SPHP rice. Consumers think that the aroma of SPHP Bulog rice has unique characteristics that can be sharper or different from other rice aromas. This can happen because of the way the rice is processed, stored, or even the type of rice used. Although the aroma may be stronger or different, some people may like it and consider it to be a hallmark of the rice.

In addition to satisfaction, it is also important to measure the level of importance of each aspect according to consumers to find out how influential these aspects are for consumer satisfaction. The higher the level of importance,

the more influential this aspect will be on consumer satisfaction. The aspect that has the highest importance score is the rice hygiene aspect with a score of 4.6, showing that consumers feel that the hygiene aspect is important in Bulog SPHP rice.

The aspect with the lowest level of importance is the color aspect with a score of 3.68. This means that consumers feel that color is not too important in Bulog SPHP rice. Bulog SPHP rice generally only has a color between white and clear white so that consumers do not pay too much attention to the color and prioritize the taste of the product.

Factors Influencing Socio-Economic Characteristics on Bulog Rice Consumer Preferences

Factors that affect consumer choices for Bulog rice, it is necessary to make some basic assumptions that are the basis of the analysis that we will do. In this section we will examine whether the data we have meets some important assumptions, such as whether the distribution of the data is normal, whether the variation is stable (heteroscedasticity), and whether there is a multicollinearity problem. The goal is to ensure that the results of the analysis we conduct are reliable, and that we can interpret the results correctly. This stage is very important as a first step in understanding the relationship between socioeconomic characteristics and consumer preferences for Bulog rice.

Table 3. Results of Analysis of Factors Influencing Consumer Socio-Economic Characteristics on Consumer Preferences of Bulog Rice in Alam Barajo District, Jambi City.

No	Variable	Koef.Regresi	Sig.
1	Constant	27.608	.000
2	Age	.488	.082
3	Education	.153	.711
4	Income	.551	.023
5	Number of Family Members	1.425	.000
6	Total Home Expenditure	-1.195	.002
7	Ladder	-.892	.002
R.Square		0,632	

Source : Processed primary data, (2024)

From Table 3 we can get the equation:

$$Y = 11.706 + 1.781 X1 + 0.373 X2 + 2.362 X3 + 5.649 X4 - 3.229 X5 - 3.369D1$$

The estimation results show that the value of the determination coefficient R² (R Square) obtained is 0.632. This shows that 63.2% of independent variables (age, education, income, number of family members, amount of household expenditure and employment) have an effect on the variables bound to Bulog rice consumer preferences. While the remaining 36.8% were influenced by independent variables or other factors that had not been included in the model.

1. The Effect of Respondents' Age on Bulog's Rice Preferences

The estimation results show that the significance value of t age (X1) is 0.082 (>0.05). This shows that H0 is accepted and H1 is rejected, which means that the age-independent variable has no real effect on the preferences of Bulog rice consumers. Age does not guarantee that a person will not buy/consume products, meaning that both productive and non-productive ages have the desire to buy or consume products (Alin Aliyah et al, 2018). The number .488 indicates the magnitude of the regression coefficient X1. The regression coefficient value was positively marked as .488. This shows that for every 1-year age addition, there will be an increase in preference of .488. Along with the research conducted by (Gomal. P Munte, 2016) that age partially has no real effect on preference.

2. The Effect of Respondents' Income on Bulog's Rice Preferences

The estimation results show that the significance value of t income (X3) is 0.023 (<0.05). This shows that H0 was rejected and H1 was accepted, which means that the independent variable of income partially had a real effect on the preferences of Bulog rice consumers. The number .551 indicates the magnitude of the regression coefficient X3. The value of the regression coefficient was marked positively as .551. This shows that for every additional income level, there will be an increase in preference of .551. Along with research conducted by (Siti Rogayah, 2020) that age partially has a real effect on preferences.

3. The Effect of the Number of Respondents' Family Members on Bulog's Rice Preferences

The estimation results show that the significance value t of the number of family members (X_4) is 0.000 (<0.05). This shows that H_0 is rejected and H_1 is accepted, which means that the independent variable of the number of family members partially has a real effect on the preferences of Bulog rice consumers. The number 1,425 indicates the magnitude of the regression coefficient X_4 . The regression coefficient value was marked positively as 1,425. This shows that every time there is an increase in the number of family members, there will be an increase in preferences of 1,425. Along with the research conducted by (Gomal. P Munte, 2016) and (Siti Rogayah, 2020) that age partially has a real effect on preferences.

4. Effect of Respondents' Household Expenditure on Bulog Rice Preferences

The estimation results show that the significance value t of the amount of expenditure (X_5) is 0.002 (<0.05). This shows that H_0 was rejected and H_1 was accepted, which means that the independent variable of the amount of household expenditure partially had a real effect on the preferences of Bulog rice consumers. The number -1,195 indicates the magnitude of the regression coefficient X_5 . The regression coefficient value was negatively marked at -1.195. This shows that every increase in the amount of household expenditure will result in a decrease in preference of -1,195.

5. The Influence of Respondents' Jobs on Bulog's Rice Preferences

The estimation results show that the significance value of t -Job (X_6) is 0.002 (<0.05). This shows that H_0 is rejected and H_1 is accepted, which means that the variable of job freedom partially has a real effect on the preferences of Bulog rice consumers. The number -0.892 indicates the magnitude of the regression coefficient X_6 . The value of the regression coefficient is negatively marked as -0.892. This shows that every time there is an increase in the number of family members, there will be a decrease in preference of -0.892.

CONCLUSION

The socio-economic factors of Bulog SPHP rice consumers revealed various characteristics of respondents. Based on age, the majority of respondents are adults with a percentage of 36-42%, showing dominance in product assessment. Gender is dominated by 90% women, the level of education is dominated by high school graduates, the income is dominated by less than 1,000,000 rupiah, the employment is dominated by private workers (80%) and the Jambi Malay tribe. As a result of the analysis of the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA), the priority of improving the performance of aspects that affect the satisfaction of consumers of Bulog SPHP rice can be determined. The Cartesian diagram divides the aspects into four quadrants based on the level of importance and satisfaction. Quadrant I highlights important but low-performing aspects, such as cleanliness, texture and price, that need to be improved. Quadrant II shows important aspects that have met consumer satisfaction, namely shelf life, which must be maintained. Quadrant III emphasizes the aspects that are low satisfaction and low importance, namely the aroma and integrity and uniformity of the rice grains. And quadrant IV marks the aspects whose consumer satisfaction is high but of low importance, namely service and distribution and color. Meanwhile, the results of the CSI analysis of the overall consumer satisfaction level were measured with a value of 0.7767, which indicates quite satisfactory satisfaction.

The results of the analysis of factors influencing consumer preferences for Bulog rice in Alam Barajo District, Jambi City showed that the variables of income, number of family members, amount of household expenses, and employment had a significant influence on Bulog rice consumer preferences, which was indicated by a low significance value ($p < 0.05$). Meanwhile, the variables of age and education did not have a significant influence.

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