

## Consumer Attributes in Buying Processed Fish in Kuala Bubon Village

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### **Abstract:**

*Kuala Bubon Village is one of the villages in the Samatiga sub-district where many of the residents work as fishermen and fish processors. In 2018 the number of industries and production of fish processing in Kuala Bubon Village there are 10 industries with a production output of 110,870 Kg. In addition to the salted fish processing area, there is also a processed fish stall. Consumers are the key in the buying and selling process. Processed fish traders in Kuala Bubon village do not yet know the importance of identifying what is the basis for consumers to buy processed fish, for that it is necessary to do research on consumer attributes so that they can know what to do for business sustainability. Collecting data using incidental sampling technique by way of interviews distributing questionnaires directly and through online. The method used in this study is a Likert scale with percentage analysis. From the research results obtained several attributes that become the basis of consumers in buying processed fish, namely service with a percentage value of 98.6%, then followed by convenience of place 94.2%, price 93.6%, hygienic place of sale 91.4%, distance and location of kiosks 89.8%, the taste of processed fish 89.6%, the variety of types of fish sold 87.2%, recommendations from friends and neighbors 75.4%, and processed fish packaging 74.2%. With the results of this study, it is hoped that it can become a reference for processed fish traders in managing their sales strategies and can improve business sustainability in terms of better production and marketing of processed fish. In addition, it is also hoped that it can be developed into research leads to strategies in making sustainable businesses in the fisheries sector.*

### **Keywords:**

*attributes; consumers; processed fish; business sustainability*

## **I. Introduction**

Fisheries are one of the agricultural sub-sectors that have an important role for state and regional income, because most of Indonesia's territory is water. Aceh Province has a marine area of 295 thousand, with a coastline of 2,666 km. Aceh is one of the provinces in Indonesia that has high marine products estimated at 1.6 million tons per year but can only be enjoyed around 10% of it (Neneng et al, 2018). This has become a fishery sub-sector worth developing in the Aceh area.km<sup>2</sup>.

Samatiga District, which is located in West Aceh, is one of the sub-districts that has high sea potential. Capture fisheries production in Samatiga District reached 5038.47 tons in 2019 and 5048.47 tons in 2020 (DKP Aceh Barat, 2020).

Kuala Bubon Village is the village with the most processed fish production in Samatiga sub-district. Many residents of the village of Kuala Bubon also work as fishermen and fish

processors. The number of industries and production of fish processing in Kuala Bubon Village in 2018 was 10 industries with a production output of 110,870 Kg (DISPERINDAG Aceh Barat, 2019).

From the available data, it can be concluded that the village of Kuala Bubon has a high production of processed fish with 10 industries. Apart from having salted fish processors, in Kuala Bubon Village there are also those who work as processed fish traders. Implementation of sustainable business is also much needed to be able to expand the marketing of processed fish. Sustainable business can be applied from the production process to the products produced to the hands of consumers. Oe and Yamaoka (2022) say that in an era characterized by concern for sustainable development, a closer investigation into the relationship between business aiming to sustain their operations through ethical behavior and consumer responses to this behavior is essential given the desire to propose deeper implications. Business need to increase their prominence and need to improve their performance in attracting consumer's attention. Advertising is one of the methods of sustainable business to attract consumers and ensure their loyalty (Oe and Yamaoka, 2022).

Consumers are the key in buying and selling activities. The process of buying an item has several attributes that form the basis for consumers. These attributes will be the basis of consumer decisions in buying. These attributes are very important for business actors, including processed fish traders. To be able to increase sales of their merchandise, traders must be able to understand what consumers want because attributes are the basis for consumers in making purchasing decisions for an item. For that it is necessary. It is known what attributes are the basis for consumers to buy processed fish in Kuala Bubon Village. Therefore, researchers conducted research related to "Consumer Attributes in Buying Processed Fish in Kuala Bubon Village", this is needed to help processed fish traders in increasing their sales.

This research can be used as information for processed fish traders in planning their sales strategies so as to increase sales of processed fish. In addition, this research can also be useful for other researchers to be used as a reference in research on consumer attributes.

## **II. Review of Literature**

### **2.1 Consumers and Attributes**

Consumers are all people who make purchases or get goods/services for consumption by themselves (Kotler, 2000). According to Handayani (2012) and Dewi (2013), a consumer is a person or organization that purchases or uses a product (goods/service) that is obtained and marketed by other parties.

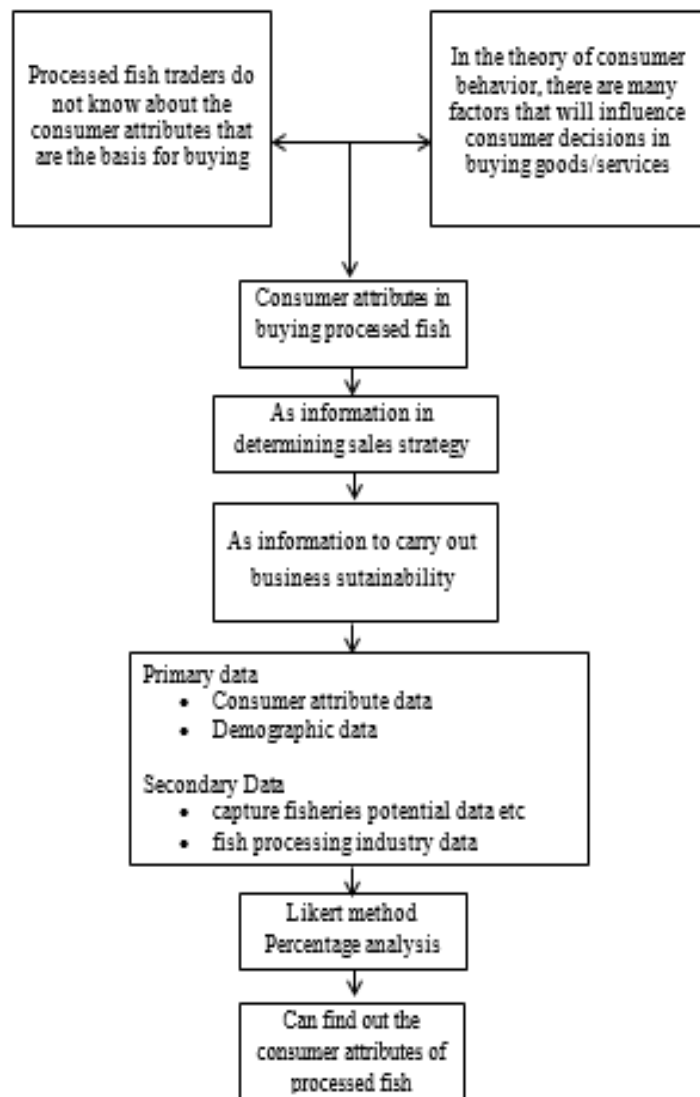
Attributes are things that are considered by consumers in buying. Sumarwan (2003) and Khair (2016) say that attributes are characteristics of an attitude object, are factors that become consumer choices in purchasing decisions, these factors are attached to an item or service and its supporting components until consumers use the goods or services. In consumer behavior, attribute analysis is a new demand theory. Attribute analysis states that consumer satisfaction with purchased goods or services lies in the characteristics or attributes attached to a product, consumers will give different weights to each attribute of a product they buy (Simamora, 2004).

## 2.2 Consumer Behavior

According to Sangadji and Sopiah (2013), consumer behavior is a process where consumers select the purchase of an item to meet their needs which will then be poured into feelings of satisfaction or dissatisfaction.

There are several factors that influence consumer purchasing decisions (Setiadi, 2010): (1) cultural factors, namely there is culture, subculture and social class. (2) social factors in the form of reference groups, family, role and status. (3) personal factors, namely age and stages in the life cycle, occupation, economic conditions, lifestyle and also the personality and self-concept of consumers. (4) psychological factors, namely there are motivational and perceptual factors.

## 2.3 Framework



### **III. Research Methods**

#### **3.1 Research Location and Time**

This research was conducted in the village of Kuala Bubon, Samatiga sub-district, West Aceh district. This research on consumer attributes buying processed fish was chosen because Kuala Bubon Village has great potential for fish production and the fish processing industry in processed fish traders there are problems in the knowledge and concern of sellers to consumer desires, for that researchers are interested in conducting research on consumer attributes in buying processed fish. The time of data collection was carried out for two months, namely November - December 2021.

#### **3.2 Data Types and Sources**

In this study, the types of primary data and secondary data were used. Primary data obtained from interviews with the distribution of questionnaires to respondents and direct identification in the field. While secondary data is obtained from various credible and relevant sources such as books, journals, previous research, news articles and from official institutions such as the Central Statistics Agency at both the sub-district and district levels, the Office of Trade, Industry, and Cooperatives in Aceh Barat and so on.

#### **3.3 Respondent Determination Method**

The method of determining the respondents in this research is by using incidental sampling technique, namely taking respondents randomly, by chance or anyone can be said to be a respondent as long as they can meet the needs of this research. Based on this, the respondents of this research are anyone who is a consumer of processed fish with the criteria (1) Kuala Bubon processed fish consumers (have consumed Kuala Bubon processed fish) (2) Kuala Bubon processed fish buyers (3) have ever wanted to buy or bid processed fish in Kuala Bubon Village. Consumers' opinions or perceptions are needed to determine consumer attributes in buying processed fish.

#### **3.4 Method of Collecting Data**

Data was collected by interviewing and distributing questionnaires to any consumers of salted fish in Kuala Bubon Village. The questionnaire data collection process was carried out from November-December 2021 at the processed fish selling point in Kuala Bubon Village. The distribution of questionnaires was carried out to find quantitative data that supports this research. The distribution of the questionnaires was carried out according to the research needs.

#### **3.5 Data Analysis Method**

The data analysis method used in this study is a quantitative descriptive method. Then, to analyze the data of this study using the Likert scale method. The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena (Khorinnisa et al, 2016). The Likert scale measures the behavior of individuals. Initially, the Likert scale used 5 response points, namely strongly agree, agree, disagree, disagree and strongly disagree (Likert, 1932).

Data analysis using percentage analysis with the formula:

$$P = \frac{f}{N} 100\%$$

Description:

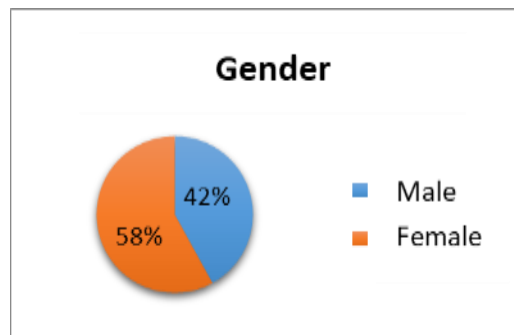
P : percentage (%) searched

F : Number of respondents who chose alternative answers

N : Total number of respondents

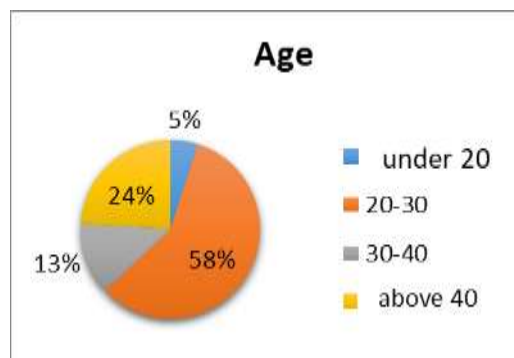
#### IV. Discussion

In this study, consumers of Kuala Bubon processed fish who became respondents were mostly female. The following is a diagram of the gender of the respondents.



Source: Processed Data, 2021

From the age of consumers of processed fish, the dominant age is 20-30 years, namely 58%, and is followed by an age range of more than 40 years, 24%. The following is a diagram of the age of the Kuala Bubon processed fish consumers.



Source: Processed Data, 2021

From the results of distributing questionnaires directly and online, consumer data on answer choices related to statements about consumer attributes in buying processed fish can be seen in the following tables.

**Table 1.** Interval Class

Category	Interval Class
SS (Strongly Agree)	420-500
S (Agree)	340-419
TM (Not Decided)	260-339
TS (Disagree)	180-259
STS (Strongly Disagree)	100-179

This Interval class shows the consumer's answer choices for each statement item in which answer category. Strongly Agree (SS) is in class 420-500, Agree (S) if you get a total value of 340-419, Disagree (TM) between values 260-339, Disagree (TS) between values 180-259, and Strongly Disagree (STS) in grades 100-179.

**Table 2.** Price is the Basis for Consumers to Buy Processed Fish in Kuala Bubon Village. The Price of Processed Fish is a Consumer Consideration in the Decision to Buy

No.	Answer Options	Frequency	Percentage	Mark
1.	SS	72	72%	360
2.	S	25	25%	100
3.	TM	2	2%	6
4.	TS	1	1%	2
5.	STS	0	0%	0
	Amount	100	100%	468
	% Mark			93.6
	Interval Class			SS

Based on the results above, the price is in the Strongly Agree (SS) category because it is in the top interval class with a score of 468, thus making price a consumer attribute that influences consumer decisions in buying processed fish in Kuala Bubon village with a percentage value of 93.6 %. The price of processed fish set by the trader is in accordance with the quality and production cost of processed fish. To be able to increase the value of processed fish, traders must carry out business sustainability both in the production process, packaging process, marketing and so on.

**Table 3.** A Comfortable Place is needed to make consumers happier in buying

No.	Answer Options	Frequency	Percentage	Mark
1.	SS	71	71%	355
2.	S	29	29%	116
3.	TM	0	0%	0
4.	TS	0	0%	0
5.	STS	0	0%	0

	Amount	100	100%	471
	% Mark			94.2%
	Interval class			SS

94.2% of the percentage value indicates that consumers like a convenient place to buy. For the interval class, this attribute is in the Strongly Agree (SS) class with a total value of 471. A comfortable place gets a fairly high score, this shows that Kuala Bubon processed fish sellers must pay attention to how comfortable a place is that can attract customers' attention, so that customers can buy with pleasure.

**Table 4.** Consumers will be Happy to Buy if the Service from the Processed Fish Traders is Good

No.	Answer Options	Frequency	Percentage	Mark
1.	SS	94	94%	470
2.	S	6	6%	24
3.	TM	0	0%	0
4.	TS	0	0%	0
5.	STS	0	0%	0
	Amount	100	100%	494
	% Mark			98.8%
	Interval Class			SS

Good service is in the interval class strongly agrees (SS) with a total value of 498, this indicates that good service from consumers is the attribute most approved by consumers. 98.8% of the percentage value also shows that consumers most like traders who have excellent service in the buying and selling process.

**Table 5.** The Taste of Processed Fish is a Consideration in Buying Processed Fish

No.	Answer Options	Frequency	Percentage	Mark
1.	SS	54	54%	270
2.	S	40	40%	160
3.	TM	6	6%	18
4.	TS	0	0%	0
5.	STS	0	0%	0
	Amount	100	100%	448
	% Mark			89.6%
	Interval Class			SS

89.6% of processed fish taste is a consideration for consumers in buying. The taste of processed fish is also in the interval class Strongly Agree (SS) with a total value of 448. The taste of fish is usually influenced by the level of dryness of the fish, if in the rainy season the

taste of processed fish is a little less delicious because the fish must be dried several times which causes the quality and taste of the fish to decrease. For this reason, the seller of processed fish in Kuala Bubon must pay attention to the processed fish he buys from fish processors.

**Table 6.** The Variation of the Type of Processed Fish Sold Determines the Consumer's Purchase Decision

No.	Answer Options	Frequency	Percentage	Mark
1.	SS	37	37%	185
2.	S	62	62%	248
3.	TM	1	1%	3
4.	TS	0	0%	0
5.	STS	0	0%	0
	Amount	100	100%	436
	% Mark			87.2%
	Interval Class			SS

87.2% of the variation of the type of processed fish sold is also a determining factor in consumer buying. At the Kuala Bubon processed fish stall, they provide various types of processed fish and also provide processed fish that is zero salt, so that consumers can buy according to their wishes. This statement item is also in the Strongly Agree (SS) interval class with a total score of 436.

**Table 7.** Consumers like a Place to Sell Processed Fish that is Hygienic, such as Avoiding Street Dust and Others

No.	Answer Options	Frequency	Percentage	Mark
1.	SS	57	57%	285
2.	S	43	43%	172
3.	TM	0	0%	0
4.	TS	0	0%	0
5.	STS	0	0%	0
	Amount	100	100%	457
	% Mark			91.4%
	Interval Class			SS

91.4% of consumers like salted fish selling places that are clean or hygienic, such as being able to avoid road dust, because the position of the Kuala Bubon processed fish shop is on the side of the highway. For now, salted fish stalls have installed glass plastic as an effort to protect processed fish from street dust. The cleanliness of the place is in the class interval Strongly Agree (SS) with a total value of 457.

**Table 8.** Consumers Buy Processed Fish because they Know the Owner

No.	Answer Options	Frequency	Percentage	Mark
1.	SS	6	6%	30
2.	S	17	17%	68
3.	TM	36	36%	108
4.	TS	38	38%	76
5.	STS	3	3%	3
	Amount	100	100%	285
	% Mark			57%
	Interval Class			TM

57% of consumers buy processed fish because they know the owner. This statement item is in the undecided or indecisive interval class, so knowing the buyer cannot be the attributes of consumers in buying processed fish in Kuala Bubon village.

**Table 9.** Recommendations from Friends or Neighbors Make Consumers Curious to Buy Kuala Bubon Processed Fish

No.	Answer Options	Frequency	Percentage	Mark
1.	SS	11	11%	55
2.	S	64	64%	256
3.	TM	16	16%	48
4.	TS	9	9%	18
5.	STS	0	0%	0
	Amount	100	100%	377
	% Mark			75.4%
	Interval Class			S

75.4% of recommendations from friends and neighbors make consumers buy Kuala Bubon processed fish out of curiosity. Recommendations from friends or neighbors are in the Agree (S) interval class with a total score of 377.

**Table 10 .** Distance and Location are Considered in Buying, a Location that is Easily Stopped by a Vehicle will Make it Easier for Consumers to Buy

No.	Answer Options	Frequency	Percentage	Mark
1.	SS	56	56%	280
2.	S	39	39%	156
3.	TM	3	3%	9
4.	TS	2	2%	4
5.	STS	0	0%	0
	Amount	100	100%	449
	% Mark			89.8%
	Interval Class			SS

89.8% of the distance and location are considered when buying, the location of the sale of kuala bubon fish can be said to be strategic because the village of Kuala Bubon is on the outskirts of the highway and there is a shopping center for household food ingredients, such as kede vegetables, TPI, and so on. This statement item is in the Strongly Agree (SS) interval class with a total score of 449.

**Table 11.** Consumers like Processed Fish that have Packaging because they are Considered to be able to Maintain the Hygiene of Fish

No.	Answer Options	Frequency	Percentage	Mark
1.	SS	14	14%	70
2.	S	51	51%	204
3.	TM	27	27%	81
4.	TS	8	8%	16
5.	STS	0	0%	0
	Amount	100	100%	371
	% Mark			74.2%
	Interval Class			S

74.2% of consumers like processed fish to have packaging that is believed to maintain fish hygiene. The packaging is in the agreed interval class (S) with a total value of 371. Currently, there are not many processed fish stalls in Kuala Bubon that use packaging for their processed fish, only some use ordinary packaging without a label.

The following table shows the percentage of the overall value of each statement item.

**Table 12.** Value Percentage Overall Score

No	Statement	Total Value	Percentage
1.	Price is the basis for consumers to buy processed fish in Kuala Bubon Village. The price of processed fish is a consumer consideration in the decision to buy.	468	93.6%
2.	A comfortable place is needed to make consumers happier in buying.	471	94.2%
3.	Consumers will be happy to buy if the service from the processed fish traders is good.	494	98.8%
4.	The taste of processed fish is a consideration in buying processed fish.	448	89.6%
5.	The variation of the type of processed fish sold determines the consumer's purchase decision.	436	87.2%

6.	Consumers like a place to sell processed fish that is hygienic, such as avoiding street dust and others.	457	91.4%
7.	Consumers buy processed fish because they know the owner.	285	57%
8.	Recommendations from friends or neighbors make consumers curious to buy Kuala Bubon processed fish.	377	75.4%
9.	Distance and location are considered in buying, a location that is easily stopped by a vehicle will make it easier for consumers to buy.	449	89.8%
10.	Consumers like processed fish that are packaged because they are considered to be able to maintain the hygiene of the fish.	371	74.2%

The following table contains the weights of the answer choices used in the study along with the calculation formula:

**Table 13.** Research Criteria

Description	Weight
SS (Strongly Agree)	5
S (Agree)	4
TM (Not Decided)	2
TS (Disagree)	3
STS (Strongly Disagree)	1

**Table 14.** Calculation Formula

Description	Formula
The highest score	Total Respondents x Highest Weight
Lowest Value	Total Respondents x Lowest Weight
Data Region	Highest-Lowest Value
interval	Data Region/Number of Classes
Percentage Value (% Value)	Total Value / Highest Score x 100

From the results above, it can be seen that there are several attributes that become the basis for consumers in buying processed fish in Kuala Bubon Village. The most important attribute in determining buying decisions is good service from processed fish traders with a percentage value of 98.8%, then followed by convenience of place 94.2%, price 93.6%, hygienic sales place 91.4%, distance and kiosk location 89.8%, the taste of processed fish 89.6%, the variety of types of fish sold 87.2%, recommendations from friends and neighbors 75.4%, and processed fish packaging 74.2%. The statement item that consumers buy because they know the owner cannot be said to be a consumer attribute because they are in an undecided interval class with a percentage value of 57%.

For this reason, Kuala Bubon processed fish traders need to develop their business to be able to generate greater benefits and be able to reach a wider range of consumers. From the results obtained, service is the main or most preferred attribute by consumers, processed fish traders can develop in terms of services such as providing delivery for the sale of processed fish and so on. In addition, traders can improve the quality of processed fish by paying attention to a good production process, packaging so that processed fish can be better protected from contamination with other goods, keeping the product durable, and making consumers interested in the packaging used. In addition, processed fish can also be processed into various other derivative products that can produce more added value than usual processed fish.

Business sustainability also needs to be done in the marketing process. Marketing is one of the most important processes in business activities. For this reason, processed fish traders need to improve marketing strategies that can be profitable and can make Kuala Bubon's processed fish more widely known. Processed fish traders can expand marketing by selling processed fish through e-commerce. Kuala Bubon processed fish traders can cooperate with companies engaged in fisheries that provide a place for processed fish traders to sell their products.

## **V. Conclusion**

### **5.1 Conclusion**

Based on the results of the analysis of the percentage and class intervals it can be concluded that, Consumer attributes in buying processed fish in Kuala Bubon village are good service from processed fish traders with a percentage value of 98.8%, followed by convenience of place 94.2%, price 93.6%, hygienic selling place 91.4 %, distance and kiosk location 89.8%, the taste of processed fish 89.6%, the variety of types of fish sold 87.2%, recommendations from friends and neighbors 75.4%, and processed fish packaging 74.2%. Processed fish traders can expand marketing by selling processed fish through e-commerce. Kuala Bubon processed fish traders can cooperate with companies engaged in fisheries that provide a place for processed fish traders to sell their products. So that the processed fish products of Kuala Bubon can be known by the wider community.

### **5.2 Suggestion**

From the results of the study, processed fish traders should continue to improve good service, increase the comfort of the place, pay attention to prices, and maintain the cleanliness of the processed fish stalls. The four items get a high score from the other statement items, so

it can be concluded that consumers are very concerned with service, place comfort, price and cleanliness of the place. With the results of this study, it is hoped that it can become a reference for processed fish traders in managing their sales strategies and can improve business continuity in terms of better production and marketing of processed fish. In addition, it is also hoped that it can be developed into research that leads to strategies in making sustainable businesses in the fisheries sector.

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