

ANALYSIS CUSTOMER PERCEPTION ANALYSIS OF QUALITY PRAGRICULTURAL PRODUCTS AT THE MAKMUR TANI SHOP

By

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ABSTRACT

This study aims to analyze customer perceptions of the quality of agricultural products sold at Toko Makmur Tani and identify the factors that influence them. The background of this study is based on the phenomenon of varying customer assessments of agricultural product quality, which are subjective and influenced by freshness, price, service, and shopping experience. The research method used is a qualitative approach with data collection techniques through interviews, observation, and documentation. The research informants consisted of the owner, employees, and customers of Toko Makmur Tani. The results show that customer perceptions are strongly influenced by personal experience, expectations, service, and information obtained both directly and through digital media. In addition, product quality as assessed by freshness, appearance, packaging, and price are also key indicators in shaping perceptions. These findings emphasize the importance of consistently improving product and service quality to maintain customer satisfaction and loyalty.

Keywords: Customer Perception, Product Quality, Customer Satisfaction

ANALISIS PERSEPSI PELANGGAN TERHADAP KUALITAS PRODUK PRAGRICULTURAL DI TOKO MAKMUR TANI

ABSTRAK

Penelitian ini bertujuan untuk menganalisis persepsi pelanggan terhadap kualitas produk pertanian yang dijual di Toko Makmur Tani serta mengidentifikasi faktor-faktor yang memengaruhinya. Latar belakang penelitian ini didasarkan pada fenomena beragamnya penilaian pelanggan terhadap kualitas produk pertanian yang bersifat subjektif dan dipengaruhi oleh kesegaran, harga, pelayanan, maupun pengalaman belanja. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan penelitian terdiri dari pemilik, karyawan, serta pelanggan Toko Makmur Tani. Hasil penelitian menunjukkan bahwa persepsi pelanggan sangat dipengaruhi oleh faktor pengalaman pribadi, ekspektasi, pelayanan, serta informasi yang diperoleh baik secara langsung maupun melalui media digital. Selain itu, kualitas produk yang dinilai dari kesegaran, tampilan, kemasan, dan harga juga menjadi indikator utama dalam membentuk persepsi. Temuan ini menegaskan pentingnya peningkatan kualitas produk dan pelayanan secara konsisten untuk menjaga kepuasan dan loyalitas pelanggan.

Kata Kunci: Persepsi pelanggan, kualitas produk, kepuasan pelanggan

INTRODUCTION

The agricultural sector is a key pillar of the Indonesian economy, playing a crucial role in providing food and improving public welfare. As consumer awareness of the importance of food quality and safety increases, demands for quality agricultural products are also increasing. The quality of agricultural products is now measured not only by physical aspects such as freshness and cleanliness, but also by consumer perceptions of their utility, authenticity, and the accompanying shopping experience. In this context, agricultural businesses need to understand how customer perceptions are formed to develop targeted and sustainable marketing strategies.

Customer perception is a subjective interpretation formed through experiences, expectations, and information received before and after a purchase. This perception is a crucial factor influencing purchasing decisions, customer satisfaction, and loyalty. In agriculture, customer perception has unique characteristics because the quality of products sold tends to be seasonal, perishable, and influenced by external factors such as weather, cultivation techniques, and post-harvest handling. Therefore, understanding customer perceptions of agricultural products is strategic in maintaining consumer trust and business competitiveness.

Toko Makmur Tani in Gunungsitoli City is a business focused on selling agricultural equipment and products. Initial observations revealed differing customer perceptions regarding the quality of the products sold. Some customers considered the products available fresh and of good quality, while others felt the product's appearance and price did not meet expectations. This suggests that customer perceptions are subjective and influenced by various factors such as service, product information, store reputation, and shopping experience.

The phenomenon of changing consumer behavior is also increasingly complex in the digital age. Online reviews, social media content, and other customer testimonials now play a significant role in shaping perceptions of a product, even before a consumer makes a direct purchase. This makes customer perceptions increasingly dynamic and susceptible to change depending on social and economic circumstances. Toko Makmur Tani is required to adapt to these changes by prioritizing consistent product quality and customer satisfaction-oriented service.

Based on these conditions, this study was conducted to analyze customer perceptions of the quality of agricultural products at Toko Makmur Tani and identify the factors influencing them. This study used a qualitative approach with data collection techniques through interviews, observation, and documentation. The results are expected to provide an in-depth understanding of customer views and experiences regarding the agricultural products sold, as well as serve as a basis for strategic decision-making for improving quality and service. Therefore, the results of this study are expected to contribute to the development of marketing management science, particularly in the context of consumer behavior and micro-business strategies in the agricultural sector.

LITERATURE REVIEW

Customer perception is a psychological process in which individuals interpret and assign meaning to an object, service, or experience based on received information and past experiences (Kotler & Keller, 2021). Perception is subjective because it is influenced by internal factors such as motivation, needs, and expectations, as well as external factors such as marketing communications and sociocultural conditions (Solomon, 2020). In a business context, customer perception is a crucial component that determines purchasing decisions, satisfaction levels, and

brand loyalty.

According to Santoso and Rahmawati (2023), customer perceptions today are formed not only from direct experiences but also from online information, such as consumer reviews and testimonials on social media. Therefore, companies must maintain consistent product quality and transparent communication to foster positive perceptions in consumers' minds.

Several factors that influence customer perception include personal experiences, product expectations, social influences, and the consumer's emotional state (Putra & Hidayat, 2022). Furthermore, Nugroho and Prasetyo (2021) explain that the components of perception include attention, interpretation, organization, memory, and reaction. These components form the framework for how customers understand and evaluate a product.

Key strategies for building positive perceptions include improving product quality, honest and consistent communication, friendly service, and prompt complaint handling (Wulandari & Haris, 2021). Thus, customer perception can be an indicator of the success of a company's marketing strategy.

Product quality is defined as a product's ability to meet or exceed customer expectations in terms of function, reliability, durability, and aesthetic value (Fitriyani & Wicaksono, 2022). In the agricultural sector, product quality encompasses aspects of freshness, consumption safety, and the physical appearance of agricultural products (Saputra & Lestari, 2023). Good quality products will increase customer satisfaction and strengthen brand image in the market.

According to Garvin (in Fitriyani & Wicaksono, 2022), there are eight main dimensions of product quality: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. These eight dimensions form the basis for consumer assessment of a product's quality.

Product quality is influenced by factors such as raw materials, production processes, workforce competency, and quality control (Sari & Pratama, 2022). From a customer perspective, quality is determined not only by technical performance but also by perceived emotional value and post-purchase satisfaction (Utami & Handrito, 2023). Therefore, improving product quality must be accompanied by an understanding of customer needs and preferences.

Several previous studies have shown that customer perceptions are closely related to product quality and customer satisfaction. Azani et al. (2019) found that consumer perceptions of product quality and purchase location significantly influence customer satisfaction with processed food products. Research by Nurrochim et al. (2023) also showed that consistent raw material quality and recipe standards play a crucial role in shaping positive customer perceptions in the culinary sector.

Meanwhile, Anggraeni (2018) examined consumer perceptions of organic vegetables and found that attributes such as freshness, nutritional content, and the organic label were the main factors shaping positive perceptions. These findings reinforce the view that customer perceptions of product quality are key elements influencing purchasing decisions and consumer loyalty, including in the agricultural sector.

RESEARCH METHODS

This study used a descriptive qualitative approach to understand customer perceptions of agricultural product quality at Toko Makmur Tani. Data were obtained through in-depth interviews, observations, and documentation of 10 regular customers selected using purposive sampling. Data analysis was conducted using the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing. Validity was maintained through

triangulation of sources and techniques.

RESULTS AND DISCUSSION

Based on interviews and observations with ten regular customers, it was found that most customers rated the agricultural products at Toko Makmur Tani as being of good quality in terms of freshness, completeness, and packaging. The products were considered accessible and suited to the needs of local farmers. However, some customers still highlighted inconsistent quality at times, particularly for perishable products like seeds and liquid fertilizer.

In terms of service, customers generally expressed satisfaction with the friendliness and speed of service, but noted that product information wasn't always clear or complete. Meanwhile, in terms of pricing, some customers found the products quite competitive, although some items were priced slightly higher than competitors.

Overall, customers expressed positive perceptions of the store's image, primarily due to the owner's reputation for honesty and responsibility. This factor contributes to customer trust and loyalty, leading to repeat purchases.

The research results show that customer perceptions of agricultural product quality at Toko Makmur Tani are influenced by three main aspects: product quality, service, and trust in the store. This finding aligns with the theory of Kotler and Keller (2021), which states that customer perceptions are formed through direct experience and the reliability of the product provider.

Good product quality has been shown to be a dominant factor in shaping positive perceptions. This aligns with research by Fitriyani and Wicaksono (2022), which confirms that physical and functional product quality significantly influence customer satisfaction. In the context of Toko Makmur Tani, consistent product freshness and authenticity are important indicators for customers in assessing quality.

Furthermore, service plays a significant role in strengthening customer perceptions. Fast, friendly, and informative service creates a positive experience that increases customer satisfaction (Wulandari & Haris, 2021). However, improvements in product information are needed to ensure customers have a clear understanding of the benefits and how to use the agricultural products sold.

The final aspect that influences perception is customer trust in the store. This trust is built through long-term relationships, seller integrity, and consistency in delivering products as promised. This finding supports research by Saputra and Lestari (2023), which states that consumer trust is the foundation for building positive perceptions and brand loyalty.

Thus, it can be concluded that positive customer perceptions of Toko Makmur Tani are driven by a combination of adequate product quality, good service, and a trusted reputation. To maintain this perception, the store needs to consistently improve quality management, expand product information to customers, and develop a service strategy that is more responsive to the needs of local agricultural consumers.

CONCLUSION

This study shows that customer perceptions of the quality of agricultural products at Toko Makmur Tani are generally positive. Customers rate the products as good quality, competitively priced, and provide satisfactory service. The main factors influencing customer perceptions include product quality, service reliability, and trust in the store's reputation.

Despite this, there are still areas for improvement, particularly the consistency of product quality and the completeness of product information provided to customers. The positive

perceptions created have fostered customer satisfaction and loyalty, ultimately supporting the sustainability of Toko Makmur Tani's business in the local agricultural sector.

It is recommended to improve product quality control by ensuring that every agricultural product sold meets freshness and suitability standards.

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