

INFLUENCING CHARACTERISTICS FOR BUYING DECISION AND THE POTENTIAL FOR SUCCESS OF SALAK FRUIT BASED PRODUCTS IN SUPPORTING THE CULINARY TOURISM AT PURWOBINANGUN VILLAGE

Pujo Saroyo¹, Nafis Khuriyati², Guntarti Tatik Mulyati³, Anjar Ruspita Sari⁴

^{1,2,3}Department of Agroindustrial Technology, Faculty of Agricultural Technology, Universitas GadjahMada
Jl. Flora 1, Bulaksumur, Yogyakarta 55281.

⁴ Department of Bioresource and Veterinary Technology, Vocational College, Universitas Gadjah Mada
Jl. Yacaranda 1, Sekip II, Caturtunggal, Depok, Sleman Yogyakarta 55281

oyoraso@ugm.ac.id

ABSTRACT

Purwobinangun is one of the villages located around the tourist area of Mount Merapi. Each family of the villagers on average has 500 salak trees which can produce approximately 10 kg of fresh salak fruit per day. Unfortunately, the selling price of salak fruit is often very cheap, dropping around IDR.1,000, - IDR. 2,000 per kg. Therefore, the housewives of Purwobinangun who get joined in the group of woman farmers (KWT) have set up a number of small-scale industries that produce salak fruit based products with the hope that in the future they will support their village to become a culinary tourism village for salak fruit based products. This research was conducted to find out the characteristics of salak fruit based products which most influence consumers in buying the products and to know the potential for success in selling salak fruit based products. The study was made by conducting market survey, taking 176 respondents who attended the exhibition at the Jakarta Fair 2018, Sleman Expo 2018 and visitors of Merapi Park. The results showed that among the 9 characteristics of salak fruit based products that were measured, *Taste*, *Expiry Date* and *Halal Information* became the main reason for purchasing the products with the percentage responses of 40%, 28% and 10% respectively. Size, Color and Packaging of the products were not the main reason for purchasing consideration. Of the four types of salak fruit based products (Sarisa Salak, Geplak Salak, Dodol Salak and Krupuk Salak) which their performance were compared to those of well-known competing products, only Dodol Salak performed better in terms of consumer preference, price per unit and taste. Therefore, improvements in the characteristics of salak fruit based products still need to be conducted in order to increase the attractiveness of Mount Merapi tourists as their target of consumers.

Keywords: *Salak, Purwobinangun, Merapi, KWT, Yogyakarta*

INTRODUCTION

Purwobinangun is one of the villages located around the tourist area of Mount Merapi. Each family of the villagers on average has 500 salak trees which can produce approximately 10 kg of fresh salak fruit per day. Unfortunately, the selling price of salak fruit is often very cheap, dropping around IDR.1,000, - IDR. 2,000 per kg. Therefore, the housewives of Purwobinangun who get joined in the group of woman farmers (KWT) have set up a number of small-scale industries that produce salak fruit based products with the hope that in the future they will support their village to become a culinary tourism village for salak fruit based products.

They have already marketed their products either through stalls and shops at the surrounding areas or through the Ramadhan afternoon market activities at the Gapoktan stall. Nevertheless, members of KWT still feel that the salak fruit based products they sell are still not well received by the market.

Based on the preliminary survey, it is believed that marketing of salak fruit based products is a major problem in the KWT Purwobinangun association. The solution to this marketing problem is not solved by improving the ability to make products but must begin by understanding the needs of their consumers. Market does not always want good quality or cheap price of products, but wants products that have quality characteristics that comply with the characteristics of their customers. In order to make the salak fruit based products of KWT Purwobinangun association be accepted by consumers as a superior product in culinary tourism around Mount Merapi, an assessment/ evaluation of existing products needs to be carried out. This study aims to determine the quality characteristics of salak fruit based products required by consumers and to determine its potential success in supporting culinary tourism programs in Purwobinangun village, Sleman, Yogyakarta.

LITERATURE REVIEW

In general, small-scale industry development programs always require different ways when compared to those of large industry development. This is due to constraints related to the source of capital and limited human resources. In addition, the development of small-scale industries can also take advantage of the existing tourism potential in the surrounding area. (Saroyo et.al, 2015) explains that in general the main attraction of a tourism place is the natural condition of the area itself. However, other factors such as accessibility, cleanliness, availability of playgrounds, shopping areas, toilets, place for worships, parkings, security and hospitality of tourism service providers can also increase tourist attraction.

Small-scale industry development in principle can utilize the existing tourism potential. Small-scale industries that produce food can be developed as a supporting industry for culinary tourism, considering that according to Green et al. (2009), culinary tourism is an effort to combine unique and memorable eating and drinking experiences with experiences during travel. Therefore, the emphasis on product uniqueness and the authenticity of the products produced will also attract consumers (Wijaya et al, 2016).

One of the things that needs to be developed especially by the growing small-scale industries is the marketing aspect. According to Peter Drucker quoted by (Kotler and Keller, 2016), marketing is not just a way or art of selling goods that have been made or owned. The ultimate goal of marketing is to make consumers want to buy products offered through an understanding of consumer behavior itself. Marketing efforts must involve consumers and produce profitable relationships (Kotler et.al, 2018). According to (Burger et al., 2011), besides following Maslow's Hierarchy of needs, consumer behavior is also influenced by Friends,

Upbringing, Culture, Media, Economic Environment, Role Models, Influences of certain Groups. In principle, in order to make the marketing effort be conducted successfully, the effort to find out what is required by consumers, both articulated and hidden, must be identified and transformed into the characteristics of the quality of products desired by consumers.

METHOD, DATA AND ANALYSIS

This research was conducted to find out the characteristics of salak fruit based products which most influence consumers in buying the products and to know the potential for success in selling salak fruit based products. The study was made by conducting market survey, involving 176 respondents who attended the exhibition at the Jakarta Fair 2018, Sleman Expo 2018 and visitors of Merapi Park. Most of the respondents were women (64%), working in private sectors/entrepreneurs/non-government employee (85%) and had disposable incomes of less than IDR 5 million (93%). The respondents were required to give response or opinion about the quality characteristics of salak fruit based products that were deemed to be important in determining their buying decisions. The quality characteristics consisted of Color, Size, Texture, Shape, Packaging, Expiry Date Information, Halal Information, Taste, and Nutrition information.

The importance level of a quality characteristic was measured on the basis of percentage of respondents who considered it significant in affecting them to buy the products. In order to evaluate the performance, four different types of salak fruit based products were also selected and their performances were compared with non-salak fruit based products that have established in the market.

RESULT AND DISCUSSION

Based on the results of the research to find out the characteristics of salak fruit based products which most influence consumers in buying the products, it can be seen that in determining the level of acceptance of salak fruit based products being offered to them, consumers were considering or prioritizing Taste (with a level priority of 40%), followed by Information on Expiration Dates (28%) and Halal Information (10%), Other quality characteristics were not the main factors for determining whether or not they would purchase salak fruit based products being offered.

Of the 7 salak fruit based products surveyed, namely Sarisa Salak Merapi, Dodol Sarisa Salak, Geplak Salak, Dodol Salak 2S, Krupuk Salak, Wajik Salak and Stik Salak Olsa, only Krupuk Salak, Geplak Salak, Dodol Salak 2S and Stik salak Olsa had a problem of Taste (with score below 3 or not acceptable). With regard to product's Expiration Information, almost all the products were acceptable since they have included such information except for Krupuk Salak. In terms of Halal Information, only products of KWT Kemiri Edum that fulfilled the requirement i.e. Sarisa Salak and Dodol Salak Sarisa.

To further analyze the performance of salak fruit based products in the market, four types of products were compared to well-known similar products (no-salak fruit based products) that already have stable market shares.

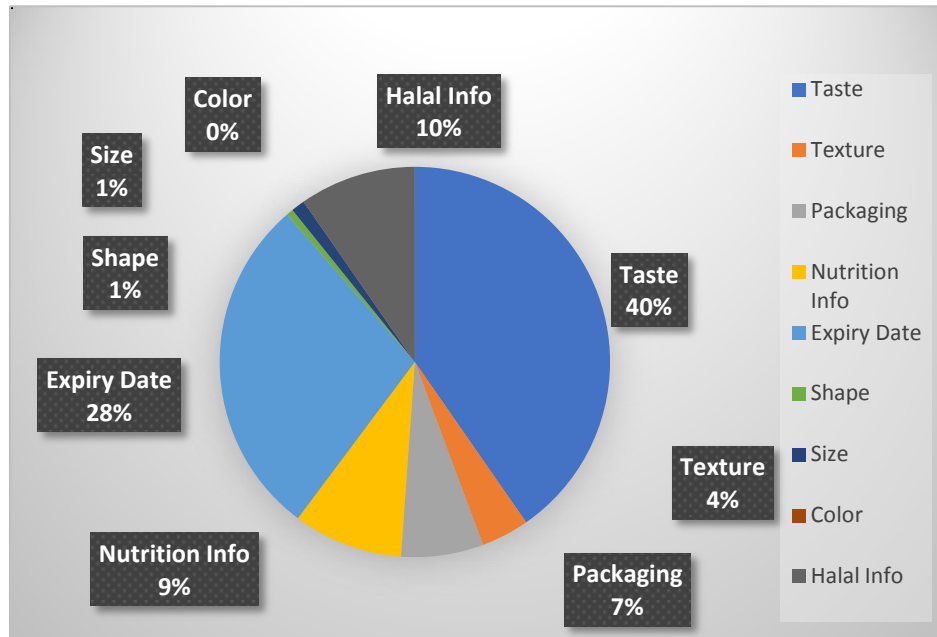


Figure 1. Importance level of quality characteristics of Salak fruit based products

Sarisa Salak was compared to Carica Papaya from Wonosobo. Geplak salak product was compared to Geplak gula jawa 35 bu Tini (Coconut Sugar based Geplak). Dodol salak product was compared with Dodol/Jenang Mubarak and Kerupuk salak was compared to Kerupuk Tahu Harapan. The example of comparison results can be seen in the following figures (score 0 is the worst, 10 is the best).

Based on Figure 2 above, Sarisa Salak's performance when compared to the Carica Papaya was not better. Of the nine characteristics that were asked, it turned out that Sarisa Salak only outperformed Carica Papaya on its packaging. In terms of Taste, Shape, Sweetness, Hardness, Size, and Color, Carica Papaya was still considered better.

For Geplak Salak products, its performance can be said to be almost the same as Geplak Coconut Sugar. Although on overall consumers preferred Coconut Sugar based Geplak, Geplak Salak had few advantages in terms of shape, size, color and packaging.

Interesting things were found in comparing Dodol Salak with Dodol/Jenang Mubarak. Salak Dodol turned out to have advantages in terms of Price per unit, Taste and Overall likeness. This showed that Dodol Salak has the potential to be developed better.

Different from those 3 other products, the performance of For Kerupuk Salak still required a lot of improvement. This product only excelled in its shape, hardness and packaging.

From the other characteristics 's point of view, it turned out that the competitor's performance (Kerupuk Tahu Harapan) was still better.

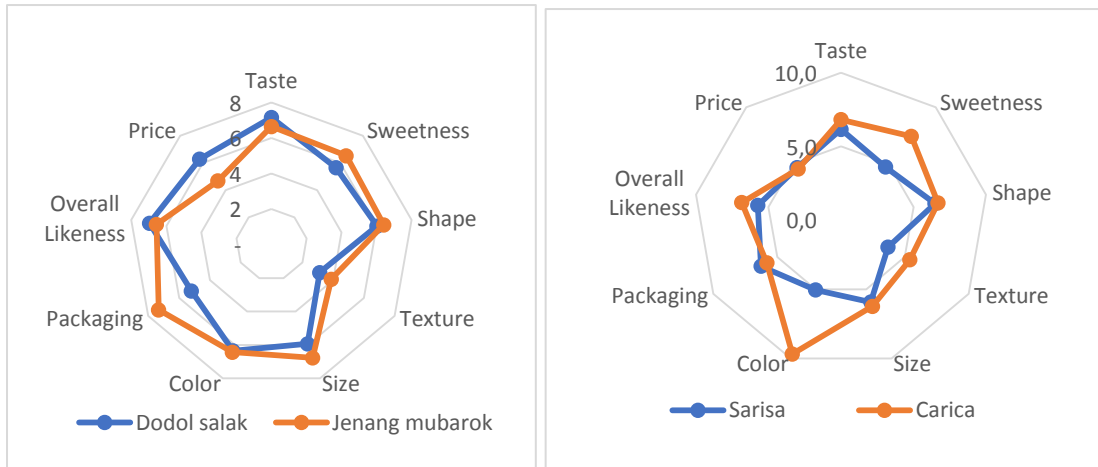


Figure 2. (a) Dodol Salak vs jenang Mubarok and (b) Sarisa Salak vs Carica Papaya

CONCLUSION

From the results of the research it can be concluded that the members of the group of woman farmers (KWT) who produce salak fruit based products manage their small-scale industries on the basis of production orientation, instead of market orientation. They produce their products based on their ability to make products, without considering quality characteristics of salak fruit based products that consumers want. As a result, their products are not well accepted by the market. It is true that on overall, their products need lots of improvements. Nevertheless, in order to effectively conduct development program in supporting the small-scale industries in Purwobinangun that produce salak fruit based products, the first step to conduct is not to improve the production technology or management. Instead, giving education to the owners for understanding consumers and develop market opportunity would be the appropriate one.

REFERENCES

- Green.G.P and Michael Dougherty. (2009). Localizing Linkages for Food and Tourism: Culinary Tourism as a Community Development Strategy. *Journal of the Community Development Society*. Community Development Society. Vol. 39 no.3. pp 148-158
- Philip Kotler and Kevin Lane Keller. (2016). *Marketing Management*, 15th Global Ed. Pearson Education Limited
- Philip Kotler and Gary Armstrong. (2018). *Principles of Marketing*. 17th Global Edition. Pearson Education Limited.
- R. Burger, S.Els, J. Riekert, F. Rutaha. (2011). *Consumer Behavior*. NQF Level 4. Student's Book. Troupant Publisher. Mc Millan.
- Saroyo. Pujo and Guntarti T.M. (2015). Analysis of Prospect of Agro-tourism Attractivenessbased on Location Characteristics.pp.72-77. *International Conference on Agro-industry: Sustainable and Competitive Agro-industry for Human Welfare. Agriculture and Agricultural Science Procedia*. Volume3. Elsevier.
- Wijaya, Serli., Alison Morrison, Thu-Huong Nguyen, Brian King. (2016). Exploration of Culinary Tourism in Indonesia: What Do the International Visitors Expect?. *Asia Tourism Forum 2016. The 12th Biennial Conference of Hospitality and Tourism Industry in Asia (ATF 16)*. Published by Atlantis Press. Pp 0374-0379.