

Perceived Quality Analysis Using Importance Performance Analysis (IPA) Method in Teh Pucuk Harum

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Abstract

Perceived quality of a product is very important because it can be a factor in winning market competition. This study aims to determine what product attributes still need to be improved and which need to be maintained in the Teh Pucuk Harum packaged beverage product. The type of research used is mixed method. Data collection techniques using observation, surveys and interviews. As for data analysis using the Importance Performance Analysis (IPA) method. The results of the research show that the attributes of quality, design, and style still need to be improved and become the focus of the company. Meanwhile, price and feature attributes are considered less important by consumers, so they are not the focus of the company in its marketing strategy.

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INTRODUCTION

Indonesian people generally like to consume beverages such as tea and coffee. Even today, this type of drink has many variations so that it is liked by the young and old generations. Tea itself is a traditional drink passed down from generation to generation. Not only as a drink, tea is also often used for health and beauty.

Currently, people prefer ready-to-drink instant tea. Especially Gen Z who are always enthusiastic about trying new things, so this requires tea companies to always innovate their products. Then in 2011 PT. Mayora Indah Tbk, who saw this opportunity, produced a packaged tea drink named Teh Pucuk Harum. Even though it has been produced for 11 years, Teh Pucuk Harum still cannot surpass its predecessor, Teh Sosro. Perceived quality that is raised by consumers towards the Teh Pucuk Harum brand is one of the manifestations of consumer feelings or experiences towards a product so that an assessment of consumer satisfaction appears. It is through this perception of quality that the company will know which product attributes still need to be improved and which need to be maintained. The first impression that arises in the minds of consumers of a product is what is called the customer's perception of quality.

Perceived quality according to Aaker is the customer's perception of the overall quality or superiority of a product or service with respect to the intended purpose (Sutikno, 2020). Meanwhile, perceived brand quality is the consumer's perception of a product brand. According to Tjiptono, quality itself is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed their hope (Marlina & Yuniati, 2020). So that the consumer's quality perception will of course influence the decision in consumer purchases. Consumers who have good quality perceptions will tend to be loyal to the products they buy (Sari et al., 2022). Consumer loyalty will occur if the consumer feels satisfaction.

Rangkuti states that a consumer's satisfaction or dissatisfaction is the result of differences between consumer expectations and the performance felt by these consumers (Nugraha et al., 2014). Agreeing with Rangkuti, Suryawan and Dharmayanti stated that they were satisfied customer Satisfaction is determined by the customer's perception of the performance of a product or service in meeting customer expectations (Anggraeni et al., 2015).

Dapur Sambal restaurant in the East Jakarta area provides Teh Pucuk Harum in their drink menu. Researchers conducted surveys, direct observations and interviews with customers of the Dapur Sambal Restaurant who bought the Teh Pucuk Harum packaged drink. In this study, the researchers wanted to know which attributes of the Teh Pucuk Harum product still needed to be improved and what needed to be maintained through consumer perceptions of quality. Product attribute factors are very influential in efforts to foster consumer interest in choosing and buying these products. An attractive product display of each item is expected to be able to build perceptions, consumers' basic desires for good products (Hidayat et al., 2012).

METHOD

This research is included in the type of mixed research (mixed methods). Mixed research methods are methods that combine or combine quantitative research methods and qualitative methods to be used together in a research activity, to obtain more comprehensive, valid, reliable and objective data (Sugiyono, 2015).

The data collection technique used was an accidental sampling technique, in which the researchers conducted a survey of visitors who came to the Dapur Sambal restaurant who ordered the Teh Pucuk Harum beverage during November 2022. This study used the Importance Performance Analysis (IPA) method. This method has several advantages, including being able to show what product attributes need to be increased or reduced to maintain customer satisfaction, the results of this method are also relatively easy to interpret, the scale is relatively easy to understand, and requires low costs. In addition, researchers also conducted direct observations and interviews with visitors. Subagio said the product attributes (Oscar & Megantara, 2020) consisted of:

1. Price
Price is a comparison between product performance and consumer sacrifice.
2. Quality
Quality is the performance of a product in maximizing its function.
3. Features
Features are characteristics possessed by a product.
4. Design
Good design contributes to the usability of a product as well as its appearance.
5. Style
Style can be seen clearly through the direct appearance of a product.

These five product attributes were used as survey instruments. The results of this survey were then analyzed using the Importance Performance Analysis (IPA) method with the help of SPSS software.

The formula used to measure the degree of conformity between customer expectations and product performance is as follows:

$$Tki = \frac{\bar{X}_i}{\bar{Y}_i} * 100\%$$

Where:

Tki = Level of conformity of respondents

\bar{X}_i = Average score of company performance appraisal

\bar{Y}_i = The average score of the respondent's expectation assessment

Next, make an importance – performance map, namely making four quadrants bounded by two lines that intersect perpendicularly at the points using the following formula:

$$\bar{X} = \frac{\sum_{i=1}^N \bar{X}}{k}$$

$$\bar{Y} = \frac{\sum_{i=1}^N \bar{Y}}{k}$$

Where:

\bar{X} = Average of the average score of the level of expectation/importance of all attributes

\bar{Y} = Average of the average score of the performance level of all attributes

k= The number of attributes that affect satisfaction

Importance-Performance Analysis (IPA), mapping product attribute variables into 4 quadrants. The quadrant division in the Importance-Performance Analysis (IPA) can be seen below:

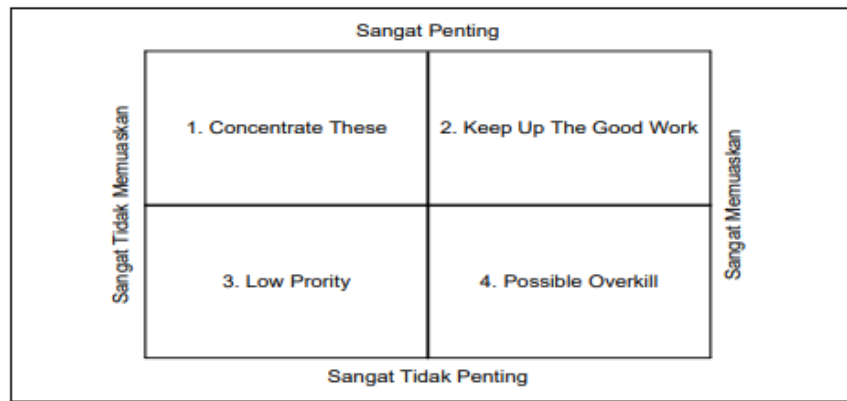


Figure 1. Importance-Performance map

Then calculate the average of all attribute levels of expectation/interest (Y) and performance (X) which are the limits in the Cartesian diagram, using the following formula:

$$\bar{X} = \frac{\sum Xi}{n}$$

$$\bar{Y} = \frac{\sum Yi}{n}$$

Where:

\bar{X} = Perception/performance average score.

\bar{Y} = Average score of expectation/importance.

n = Number of respondents.

The final step is to analyze the Cartesian diagram. Determine the strategy that can be carried out by the company regarding the position of each variable in the four quadrants:

1. Quadrant 1 (Concentrate These) This is an area that contains factors that are considered important by customers, but in reality these factors are not in line with customer expectations (the level of satisfaction obtained is still low). The variables included in this quadrant must be improved.
2. Quadrant 2 (Keep Up The Good Work) This is an area that contains factors that are considered important by customers, and factors that are considered by customers are in accordance with what felt so that the level of satisfaction is relatively higher. The variables included in this quadrant must be maintained because all of these variables make the product or service superior in the eyes of the customer.
3. Quadrant 3 (Low Priority) This is an area that contains factors that are considered less important by customers, and in fact their performance is not too special. Increasing the variables included in this quadrant can be reconsidered because the effect on the benefits felt by customers is very small.
4. Quadrant 4 (Possible Overkill) This is an area that contains factors that are considered less important by customers, and are felt to be too excessive. The variables included in this quadrant can be reduced so that the company can save costs.

RESULTS AND DISCUSSION

In this study, besides the researcher wanted to find out how consumers perceived quality of the packaged tea drink Teh Pucuk Harum, the researcher also wanted to know the characteristics of consumers who consumed the packaged tea drink Teh Pucuk Harum.

The characteristics of the respondents in this study are as follows:

Table 1. Characteristics of Respondents

No	Variabel Karakteristik	Klasifikasi	Jumlah (orang)	Persentase (%)
1	Jenis Kelamin	Laki-laki	12	24%
		Perempuan	38	76%
		Total	50	100%
2	Usia	10-20 tahun	41	82%
		21-30 tahun	7	14%
		31 ke atas	2	4%
		Total	50	100%
3	Pekerjaan	Mahasiswa/Pelajar	40	80%
		Pegawai	3	6%
		Guru/dosen	2	4%
		Lainnya	5	10%
		Total	50	100%

The level of suitability is the result of a comparison between the implementation performance score and the importance score (Yola and Budianto, 2013). The suitability level (Tki) in this study can be seen in table 2 below:

Table 2. Conformity Level of Respondents (Tki)

No	Atribut	Skor Importance	Skor Performance
1	Harga	3,16	3,06
2	Kualitas	3,34	2,88
3	Desain	3,46	2,70
4	Fitur	3,24	3,18
5	Gaya	3,42	2,88
Tingkat kesesuaian/Tki (Rata-rata)		3,32	2,94

Then after mapping the product attribute variables, the results are obtained as shown in Table 2.

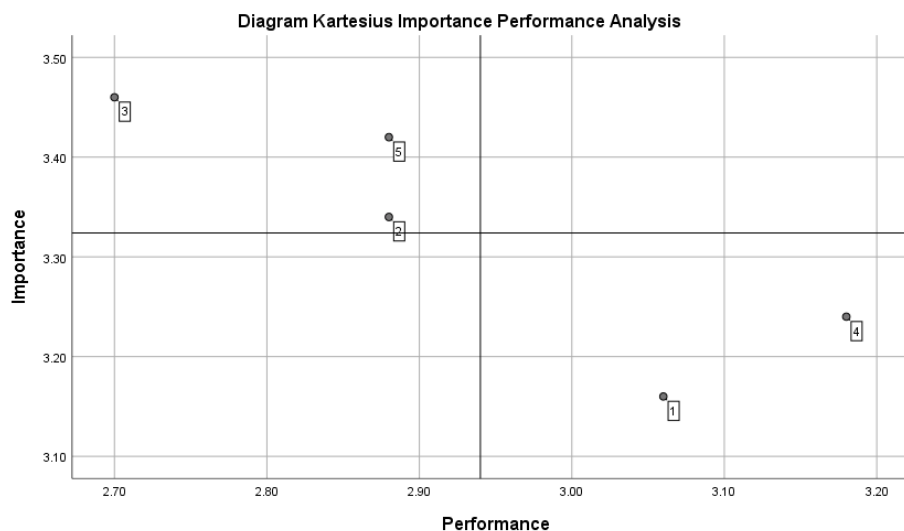


Figure 2. Importance-Performance Analysis Cartesian Diagram

Based on Figure 2. above, it can be seen that attributes 2, 3 and 5 are in quadrant 1. As for attributes 1 and 4 are in quadrant 4. So the strategies that can be carried out by the Pucuk Harum Tea company are:

1. Quadrant 1

The quality attribute still needs to be improved on the quality of tea taste and sugar content. The design attribute that needs to be improved is the color on the packaging and the shape of the bottle to make it more attractive. Meanwhile, on the style attribute, it is necessary to increase the size of the bottles, which are more varied according to consumer needs. So the strategy that can be carried out by the company is to change the color, shape and variation of the size of the packaging bottles, so that it will attract more consumer attention.

2. Quadrant 4

In the price and feature attributes, in this case the two attributes are factors that are considered less important by consumers, so that on these two attributes, namely price and features (Harum Pucuk Tea advertisement), the company does not need to focus on that. The focus of the company can be more focused on quality, design and style attributes in quadrant 1.

CONCLUSION

Based on the results of the research, it can be concluded that from consumers' perceptions of the quality of Pucuk Harum Tea through product attributes, namely price, quality, design, features and style, it is known that the attributes that still need to be improved are quality, design and style. As for price and feature attributes, according to consumer perceptions, these are attributes that are less important to focus on at this time. So the marketing strategy that can be carried out by the company should then be further improved on these three attributes, namely quality, design and style.

Not only that, the researchers also suggested to companies, that in order for the Teh Pucuk Harum packaged tea drink to be able to compete in the market, it should also analyze other elements of brand

equity, namely brand awareness, brand association and brand loyalty. So that for further marketing strategy decision-making can be more precise as well as effective and efficient.

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