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## CONSUMERS' ATTITUDE TO WARD OF PACKAGED RICE PRODUCT REGISTERED AND CERTIFIED IN THE MODERN MARKET OF BANJARMASIN CITY

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### ABSTRACT

This study aims to analyze consumer attitudes towards the attributes of packaged rice products that are registered and certified in the modern market of Banjarmasin City, and consumer perceptions of packaged rice products that are registered and certified in the modern market of Banjarmasin City. This research was also conducted as an evaluation material for packaged rice producers who are registered and certified in the modern market of Banjarmasin City. The results of the analysis showed that packaged rice products that were registered and certified in the modern market of Banjarmasin City received an attitude score of 91.15 which means neutral and still require product improvement, the value on each product attribute is quite good and acceptable but requires an increase in attributes that still do not meet consumer desires such as taste, color, aroma, packaging, and completeness of product information. The texture attribute is the attribute with the lowest evaluation value (2.81) and the price attribute with the evaluation value (2.87) and the highest color attribute (3.49). According to respondents, packaged rice products that are registered and certified in the modern market in Banjarmasin City are good enough, but packaged rice producers need to improve the quality of packaged rice texture and price evaluation, so that the fluffy rice texture after cooking becomes soft rice and not too soft and quickly yellowed and the price listed in packaged rice products can be affordable according to the market price per kilo Rp. 12.000,-.

### KEY WORDS

Consumer attitude, packaged rice, registered product, certified product.

Rice, which as a staple food of Indonesian people, has a history and culture such as many expressions related to rice or rice, for example looking for a bite of rice, rice has become porridge (Khudori, 2003). In the perspective of the food economic system, food security has three main pillars, namely food availability, food *accessibility*, and *food utilization*. In terms of food utilization in Banjarmasin City, we can see that the people of Banjarmasin spend money on rice consumption (Paddy-grain) based on the percentage of average expenditure per capita every month of 3.43 percent in 2020 which is 58,217 rupiah and in 2021 it increases by 0.21 percent to 3.64 percent which is 64,936 rupiah (BPS Banjarmasin, 2022).

Certification and Registration is a series of activities for issuing certificates for food that has met the specified requirements and is a written guarantee given by Quality Testing Laboratories, Certification Bodies, Personnel Institutions, or Agricultural Quality Inspection Bodies that have been accredited or appointed by the Minister stating that the food has met certain criteria in the relevant food quality standards

Supervision of rice as the main food commodity circulating in the retail market is the main thing that must be a priority for producers to see consumer expectations in consuming rice that is registered and certified in terms of taste, packaging, safety, price and others. With the expectation of consumers in consuming registered and certified rice, consumer awareness for a healthier and safer life will increase. This increase and consumer awareness will be analyzed based on consumer attitudes and perceptions of registered and certified packaged rice products based on consumer assessments of product attributes in knowing the packaged rice product information.



Product attributes are a measure of the relationship between consumers and the product itself. This measure is a description of consumer attitudes and perceptions of the product based on the value of importance and evaluation of the product. The product attributes assessed by consumers are taste, color, texture, aroma, packaging, completeness of product information and price.

There are two objectives in this study. First, analyze consumer attitudes towards the attributes of packaged rice products that are registered and certified in the modern market of Banjarmasin City. Second, consumer perception of packaged rice products that are registered and certified in the modern market of Banjarmasin City.

In this study there are four uses. First, as an information for relevant agencies in making decisions related to packaged rice products that are registered and certified in the modern market of Banjarmasin City. Second, for registered and certified packaged rice producers, this research is expected to be taken into consideration in decision making regarding registered and certified packaged rice products. Third, for readers and other parties, this research is expected to be used as a reference and comparison of studies / research related to this research. Fourth, for researchers it can be used as additional knowledge and experience regarding consumer attitudes towards packaged rice products that are registered and certified in the modern market of Banjarmasin City.

### METHODS OF RESEARCH

This research was carried out at Hypermart and Transmart Duta Mall Banjarmasin, based on the usual place to supervise packaged rice that is registered and certified from August 2022 to December 2022.

In this study, the data used was primary data. Primary data is data obtained directly from respondents who become sample tests through filling out questionnaires and direct interviews. Data in this study was also obtained through various sources in the form of articles, literature and journals related to this study.

This research was conducted by *accidental sampling*, which is a method of determining samples by taking respondents who happen to be there or available somewhere (cashiers). The sampling method in this study is *non-probability sampling*. A method of selecting elements from the population to become members of the sample does not have the same opportunity to be selected and is subjective (Supranto, 1993).

Sampling will be carried out at Hypermart Duta Mall Banjarmasin with many as 50 respondents. The next sampling was carried out at Transmart Duta Mall Banjarmasin as many as 50 respondents. The selection of several respondent sampling locations is a community gathering place that can make it easier for researchers to get respondents and in accordance with the requirements for packaged rice in the modern market (retail) that has been registered and certified.

Analyzing consumer attitudes towards registered and certified packaged rice products in the modern market of Banjarmasin City, using a multi-attribute analysis using the following formula (Sumarwan, 2015: 121):

$$A_0 = \sum_{i=1}^n b_i e_i$$

Where:  $A_0$  - attitude towards the product;  $b_i$  - Power of Interest over Attributes;  $e_i$  - Attribute Evaluation Score;  $n$  - number of outstanding attributes.

Table 1 – Attitude value category ( $A_0$ ) per attribute and overall attitude value (total  $A_0$ )

Value $A_0$	Category	$A_0$ Total
1,0 – 5,8	Very negative	7 – 40,6
5,9 – 10,7	Negative	40,7 – 74,3
10,8 – 15,6	Neutral	74,4 - 108
15,7 – 20,5	Positive	108,1 – 141,7
20,6 – 25,4	Very positive	141,8 – 175,4



For attitude assessment is carried out by analyzing each component of product interest (bi) and the evaluation components related to each attribute (ei). Assessment of respondents' attitudes used a scale of 1 to 5. To determine the category of such a scale is done using the interval formula as follows:

$$\text{Scale Range} = \frac{\text{Highest scale} - \text{smallest scale}}{\text{The multiplicity of scales}} = 0.8$$

Respondents' interpretation score for each attribute:

- 1.00 - 1.80: Very low;
- 1.81 - 2.60: Low;
- 2.61 - 3.40: Medium;
- 3.41 - 4.20: High;
- 4.21 - 5.00: Very high.

To find the level of importance using component (bi) is determined from the value of importance given by consumers to the product they want to analyze.

Very Important 5 4 3 2 1 Very unimportant

For evaluation group (ei) shows the evaluation of attributes measured on a two-pole evaluation scale of 1 to 5, a value of 1 indicates a very bad value and a value of 5 indicates very good.

Very good 5 4 3 2 1 Very bad

## RESULTS AND DISCUSSION

In this study, information about age is important. Age also affects a person's appetite for rice to be consumed. Respondents based on age groups are known that respondents aged 31-40 years constitute the largest percentage of 32%, while respondents over the age of 60 years are the smallest at 2%.

The respondent's job can affect his lifestyle, where the lifestyle in spending his time and income. Based on occupation, respondents are known that respondents who make decisions in purchasing packaged rice products that are registered and certified with the work of housewives are the largest percentage of 52%. While respondents with student jobs are the smallest at 1%.

The size of respondents' income each month affects the purchase decision of packaged rice products that are registered and certified. The respondent's percentage in purchasing registered and certified packaged rice products based on respondents' monthly income of Rp. 3,100,000-Rp. 4,000,000 is the largest percentage of 40%. Meanwhile, respondents with income > IDR 5,000,000 are the smallest at 11%.

The level of education is one of the factors that influence consumption patterns in making decisions to purchase registered and certified packaged rice products. A person's education influences his attitude and behavior in everyday life. Respondents in purchasing packaged rice products that are registered and certified based on education are known that respondents with high school / high school education constitute the largest percentage of 44%. While respondents with postgraduate education (S2/S3) are the smallest at 2%.

*Marital Status*; A person's marital status is one of the characteristics that influence judgment in decision making purchase Packaged rice products are registered and certified. RThe sample espondent taken was a married woman and unmarried women. Persentase respondents in making purchasing decisions Registered and certified packaged rice products By Marital status that Married is the largest percentage, namely: 90%. While respondents that Unmarried are the smallest at 10%.

Consumer assessment of the attributes contained in registered packaged rice greatly influences the purchase decision of packaged rice products. Consumer ratings can be seen



in terms of taste, color, texture, aroma, packaging, completeness of product information, and prices of registered and certified packaged rice products to be consumed. Consumer assessment is an assessment of consumer behavior carried out through an approach to the concept of packaged rice product attributes that can produce information about registered and certified packaged rice products that are desired by consumers by adjusting the basic character attributes of registered and certified packaged rice.

Table 2 – Basic characteristics of the attributes of packaged rice products that are registered and certified in the modern market of Banjarmasin City

Attribute	Level
Taste	Sweet and tasty
	Less sweet
Color	Clear white
	Yellowish white
Texture	Pulen
	Pera
Aroma	The fragrance of new rice
	Fragrant worn-out rice
Packaging	Pull
	Less attractive
Completeness of product information	Complete
	Incomplete
Price	Cheap
	Keep
	Expensive

Source: *Primary Processing, 2022.*

Attribute price of registered and certified packaged rice consists of three levels, namely cheap, medium or expensive. Consumers can assess the price listed on packaged rice products that are registered and certified cheap, medium or expensive. In general, the price of registered and certified packaged rice per kilo is Rp. 12,000,-. Thus, it can be concluded that the character attributes of registered and certified packaged rice products are very important as a benchmark in consumer assessment of registered and certified packaged rice products.

Consumer ratings on the character of a taste tribute in purchasing registered and certified packaged rice products are 64% of respondents totaling 64 people believe in choosing sweet and delicious taste and 36% of 36 people believe packaged rice that is registered and certified if cooked and has become rice has a less sweet taste.

Consumer ratings on the character of a color tribute in purchasing registered and certified packaged rice products are 82% of respondents believe in choosing clear white rice and 18% believe in registered and certified packaged rice choosing yellowish white.

Consumer ratings on the character of a texture tribute in purchasing packaged rice products, 57% of respondents believe in choosing fluffy texture fiber. While 43% of respondents believe packaged rice that is registered and certified chooses the texture attribute of pera, where rice cooked into rice that is hard but has a lot of fiber.

Consumer ratings on the character of a fragrance tribute in purchasing the highest packaged rice products were 73% of respondents believed in choosing a new rice fragrant aroma. While 27% of respondents believe they choose the aroma attribute of using rice.

Consumer ratings on the character of a packaging tribute in purchasing the highest registered and certified packaged rice products are 71% of respondents believe in choosing attractive packaging fibers. While 29% of respondents believe the attributes of rice packaging are less attractive.

Consumer assessment on the character of attribute to the completeness of product information in purchasing registered and certified packaged rice products is 100% of respondents believe by choosing the completeness of complete packaged rice product information.



Consumer ratings on the character of a price contribution in purchasing packaged rice products were highest 61% of respondents considered the price attribute of medium packaged rice, and the lowest as many as 13% of respondents considered low prices. The packaged rice products are registered and certified with a fluffy rice texture per kilo of Rp. 12,000,- .

Respondents' attitudes towards samples of registered and certified packaged rice products in the modern market of Banjarmasin City are determined by two things, namely respondents' interest in the attributes of registered and certified packaged rice products and the value of consumer evaluation of the attributes of registered and certified packaged rice products. The importance value ( $b_i$ ) and evaluation value ( $e_i$ ) determine respondents' attitudes towards packaged rice products.

Based on data analysis, it can be seen that the attribute of registered and certified packaged rice products that have the highest value is taste with a score of 4.64 and the attribute with the lowest rank is the price attribute with a score of 3.72.

*Taste attributes;* The taste attribute has the highest importance score of 4.64 (very high), 64% of respondents believe by choosing a score of 5 which means that the taste attribute is very influential in the process of purchasing registered and certified packaged rice products.

The score of the importance of color attributes in registered and certified packaged rice products is as many as 65% of respondents choose a score of 4 which means color attributes in a product are of important value.

As many as 50% of respondents gave point 4 in the importance of texture attributes of packaged rice products, respondents considered texture as important in registered and certified packaged rice products.

Aroma attributes on packaged rice products that are registered and certified as many as 58% of respondents give point 4 and according to respondents packaged rice products that are registered and certified good are those that have a fragrant aroma, new rice is the most important thing in consuming rice that will become rice.

The value score of the importance of packaging attributes on packaged rice products as many as 55% of respondents gave 4 points to registered and certified packaged rice products. Attractive packaging is an important attribute for respondents.

Registered and certified packaged rice products are as many as 66% of respondents who gave 4 points. The completeness of product information on packaged rice aims to enable consumers to know what is contained in rice products well.

Price is an important attribute in making purchasing decisions for packaged rice products and 46% of respondents gave the most points 3. Respondents want the price of rice products to be affordable in order to penetrate all economic layers of society.

Evaluation scores are needed to determine the overall value score of registered and certified packaged rice products. The higher the score obtained means that the attribute is in accordance with what the consumer wants, but if the score obtained is low it means that the attribute needs improvement. The following is the evaluation value score ( $e_i$ ) of each attribute of registered and certified packaged rice products. And the results of attribute evaluation attitudes on registered and certified packaged rice products.

Table 3 – Respondents' evaluation attitude ( $e_i$ ) towards the attributes of packaged rice products that are registered and certified in the modern market of Banjarmasin City

Attribute	$e_i$	Interpretation
Taste	3.44	Tall
Color	3.49	Tall
Texture	2.81	Keep
Aroma	3,23	Keep
Packaging	3.44	Tall
Completeness of Product Information	3.45	Tall
Price	287	Keep

Source: Primary Processing, 2022.





The results of respondents' evaluation of taste attribute in packaged rice products that are registered and certified in the modern market of Banjarmasin City as many as 64% of respondents gave the most points 3 (ordinary).

Color attributes on packaged rice products that are registered and certified in the modern market of Banjarmasin City as many as 62% of respondents gave the most points 3 (ordinary).

The results of the evaluation of texture attributes on packaged rice products, as many as 4.3% of respondents gave point 2 and point 3 (not good and ordinary). Respondent considers that the texture of packaged rice products with fluffy rice texture when cooked becomes slightly mushy and quickly turns yellow.

The results of the evaluation of aroma attributes in the highest packaged rice products, as many as 66% of respondents gave point 3 (usual) and the lowest were respondents who gave point 5 (very high) as much as 3%.

The value score of the evaluation value of packaging attributes on packaged rice products as much as 61% of respondents consider the packaging of packaged rice products that are registered and certified in the modern market of Banjarmasin City to take it for granted by giving 3 points (ordinary).

As many as 6.3% of respondents give point 3 (usual) to the attribute of completeness of information on registered and certified packaged rice products. According to respondents, information on packaged rice products is ordinary.

The results of the evaluation of price attributes on packaged rice products show that 61% of respondents gave point 3 (ordinary). 26% respondent rated the price of packaged rice products with point 2 (not good). Most respondents want affordable price of packaged rice products.

It can be seen the results of the evaluation of attributes on packaged rice products that are registered and certified in the modern market of Banjarmasin City  $A_0$  value on taste attributes of 15.96 (Positive). In the color attribute of packaged rice products, the value of  $A_0$  on the color attribute is 13.79 (Neutral). The value of  $A_0$  on the texture attribute is 10.62 (Negative). The value of  $A_0$  in atribut aroma is 12.86 (Neutral). There is a packaging attribute, the value of  $A_0$  on the packaging attribute is 14.34 (Neutral). The value of  $A_0$  on the product information completeness attribute is 12.90 (Neutral). The value of  $A_0$  on the price attribute is 10.68 (Negative). The overall attitude score of packaged rice products received a total  $A_0$  score of 91.15 (neutral).

Table 4 – Respondent's attitude towards the product ( $A_0$ )

Attribute	$b_i$	$e_i$	$b_i \times e_i$	Interpretation
Taste	4,64	3,44	15,96	Positive
Color	3,95	3,49	13,79	Neutral
Texture	3,78	2,81	10,62	Negative
Aroma	3,98	3,23	12,86	Neutral
Packaging	4,17	3,44	14,34	Neutral
Completeness of product information	3,74	3,45	12,90	Neutral
Price	3,72	2,87	10,68	Negative
Value $A_0$ Total			91,15	Neutral

Source: Primary Processing, 2022.

It can be concluded that respondents' opinions state that packaged rice products that are registered and certified in the modern market of Banjarmasin City are good in terms of taste, color, aroma, packaging, and completeness of product information. However, it requires further improvement in terms of texture and price of packaged rice in the fluffy rice texture category which is rather soft and quite expensive.

## CONCLUSION

Packaged rice products that are registered and certified in the modern market of Banjarmasin City get an attitude score of 91.15 which means neutral. The texture attribute is



the attribute with the lowest evaluation value (2.81) and the price attribute with the evaluation value (2.87) and the highest is in the color attribute of (3.49).

According to respondents, registered and certified packaged rice products are good enough, but packaged rice producers need to improve the quality of packaged rice texture with fluffy texture and consider the price accordingly. The price listed in packaged rice products with fluffy rice texture must also be affordable according to the price per kilo of Rp. 12,000,-

*Suggestions:*

- Rice products marketers need to pay attention to packaged rice with fluffy rice texture so that it is better in the future;
- It is necessary to consider decent prices from packaged rice producers at the modern market level of Banjarmasin City, so that the price of packaged rice is affordable for all levels of society. The price of packaged rice with fluffy rice texture is quite expensive because the price of rice per kilo Rp. 12,000,-;
- Consider input from consumers by adding new aromas, such as the aroma of pandan leaves or others.

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