

Analysis of Creative Jewelry Products, Mutiara City, Mataram in The Context Of Customer Satisfaction

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Analysis of Creative Jewelry Products, Mutiara City, Mataram in The Context Of Customer Satisfaction

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ABSTRACT

This study aims to determine consumer satisfaction for creative product produced by the Sekarbela pearl jewelry industry center in Mataram city. The type of research is descriptive, which is used to get an overview from an analysis of various attributes attached to pearl jewelry. This study uses a sample survey method. The population were all consumers of creative pearl jewelry products who came to industrial centers to make purchases. The respondent determination technique used was purposive sampling. The number of samples taken were 100 people. To answer the problem formulated, the analytical tool used is the Consumer Satisfaction Index (IKK) model. This model is to measure the difference between what consumers want and feel. The results showed that consumers were very satisfied with the creative pearl jewelry products produced by the Sekarbela creative industry center in the city of Mataram. However, marketers should always evaluate the context of the attributes that build this satisfaction because consumer satisfaction is very tentative.

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1. INTRODUCTION

The city of Mataram, West Nusa Tenggara has the potential for a creative industry which, if managed properly, will become a driving force for tourism destinations in that place. One of the creative industries that has good prospects is the craft of pearl jewelry which is scattered in the Sekarbela craft center in the city of Mataram. This type of craft has its own role because it already has international market potential, and also incorporates local wisdom in the use of production factors.

Based on the Decree of the Mayor of Mataram No. 526/X/2009 concerning the Determination of the Leading Small Industry Cluster for the City of Mataram, the pearl jewelry industry was designated as the leading industrial/product cluster for the city of Mataram. There are almost 100 business units in 2017, in this center. The development of this business is largely determined by the amount of demand/consumption of these products. Therefore, as producers and marketers, they should understand consumer needs both in terms of the quality of the products being sold and changes in the future so that the industry can develop rapidly which will have an impact on the amount of sales value and profits earned.

Research on consumer satisfaction is very instrumental in helping companies to find out what their customers want. According to Sumarwan (2003: 123), consumers have a desire for a product in accordance with the knowledge they have, so it is hoped that the product can provide benefits for consumers. If the product consumed is in accordance with what the

consumer wants, the consumer will be satisfied and will make a purchase so that it can provide benefits for producers or marketers.

Based on this condition, research on consumer satisfaction is important to carry out for the sustainability of the industrial business which in turn will be able to increase the welfare of industry players as well as move the wheels of the economy in the city of Mataram.

2. RESEARCH METHOD

The type of research used in this research is descriptive. This method is called descriptive because this method focuses on a step of solving current or actual problems, then the data collected is first compiled, explained and then analyzed (Surakhmad, 1998: 140). The purpose of descriptive research is to make a systematic, factual and accurate description, picture or painting of the facts, characteristics and the relationship between the phenomena investigated. In this study the researchers focused on the pearl jewelry craft industry centers Sekarbela as the location/place of research.

To determine consumer satisfaction, the Consumer Satisfaction Index (IKK) model is used. This KPI describes the level of weighting and distribution of the analyzed variables within the scope of the specified interval. Kotler and Keller (2016) define satisfaction as a feeling of pleasure or disappointment that comes from a comparison between the perception (perception) of the results (performance) of a product with its expectations (expectation). If the performance of the product from the consuming experience is below expectations, this condition indicates dissatisfaction (dissatisfied), if it is equally satisfied (satisfied), and if it is above it is very satisfied (highly satisfied).

The consequence of this definition is that the measurement of satisfaction is based on the gap between expectations and experience, without having to worry about the dimensions or indicators used to measure customer satisfaction. Implicitly, this concept fulfills the assumption that respondents already have expectations for the goods and services to be consumed, and this assumption is not always fulfilled.

3. RESULTS AND DISCUSSIONS

Analysis of Consumer Expectations and Performance of Sekarbela Pearl Jewelry Creative Products in Mataram City

Consumer expectations are consumer statements regarding the desire for various attributes attached to creative pearl jewelry products. The desire for these attributes is an indicator of things that need to be improved. Meanwhile, actual performance is a consumer statement on the attributes of what is seen, felt or based on their knowledge and experience.

In this study there were 7 (seven) product attributes that were measured, namely durability, aesthetic value, pearl quality, specification conformity, frame material, design, and price to determine consumer perceptions or responses to the expectations and performance of these creative products. Measurement of performance and expectations is carried out by giving questionnaires to respondents to fill in according to their opinions.

A description of each attribute of pearl jewelry below.

Product Durability

Unlike other types of jewelry, pearl jewelry is timeless. Pearls will remain shiny even though the outer surface layer is lifted. The durability of pearl jewelry also depends on the material of the frame and how it is cared for. The use of a better frame material will increase the binding strength of the pearl beads. Good and routine maintenance can increase the durability of pearl jewelry. For consumers, the ease of maintenance is very helpful, maintenance errors can be fatal for products that are expensive. In the product durability attribute, there is a difference between the ideal characteristics that consumers want and the reality that exists in the product.

Table 1. Ideal and Reality Attributes of Sekarbela Pearl Jewelry Product Durability

No	Information	Score	ideal trait		Reality	
1	Strongly agree	5	45	225	40	200
2	Agree	4	40	160	35	140
3	Neutral	3	15	45	15	45
4	Don't agree	2	0	0	5	10
5	Strongly disagree	1	0	0	5	5
	Amount		100	430	100	400
	Average			4,30		4,00

Source: primary data processed

In the product durability attribute, there is a gap between the consumer's ideal characteristics and the reality of the product, namely $4.30 > 4.00$, which means there is a difference of 0.30. This means that there is very high consumer desire for this attribute, even though in reality the product already offers high performance with a difference in value of 0.30.

Aesthetic Value

Pearl jewelry is the choice of many women in the world and use it to support appearance. The flexible model is considered always beautiful and good and is unlikely to disappoint. Pearls symbolize uniqueness, ethnicity, elegance of the wearer, luxury and other aesthetic values. From the research it was found that there is a difference between the aesthetic value desired by consumers and the performance on this attribute as seen in the following table.

Table 2. Ideal and Reality of the Aesthetic Value Attributes of Sekarbela Pearl Jewelry

Products						
No	Information	Score	ideal trait		Reality	
1	Strongly agree	5	45	225	40	200
2	Agree	4	40	160	35	140
3	Neutral	3	15	45	15	45
4	Don't agree	2	0	0	5	10
5	Strongly disagree	1	0	0	5	5
	Amount		100	430	100	400
	Average			4,30		4,00

Source: primary data processed

The desire of consumers which is reflected in the ideal nature of the aesthetic value is 4.24 and the actual value of performance is 3.64. There is a difference of 0.60, meaning that the actual performance does not meet the ideal characteristics that consumers want. Consumers want pearl products with high aesthetic value.

Pearl Quality

The quality of Lombok pearls has been recognized nationally and has become an icon of Lombok tourism. Lombok pearls are one of three types of sea pearls that have high commercial value, namely the *pinctada maxima* (black lip pearl oyster) type. While the other two types are Akoya, a type of Japanese pearl, and Tahitian pearls in the waters of the American continent. Of the three types of pearls, the best quality in color and shape is the *pinctada maxima* type found in Lombok waters. Nonetheless, in this study respondents were asked about their perceptions of the quality of Lombok pearls. The results of this research show that the reality of pearl quality attributes is very high, close to the perception of ideal quality.

Table 3. Ideal and Reality of Pearl Quality Attributes from Sekarbela Pearl Jewelry Products

No	Information	Score	ideal trait		Reality	
1	Strongly agree	5	45	225	45	225
2	Agree	4	42	168	33	132
3	Neutral	3	9	27	15	45
4	Don't agree	2	4	8	7	14
5	Strongly disagree	1	0	0	0	0
Amount			100	428	100	416
Average				4,28		4,16

Source: primary data processed

In the table above, the ideal trait value that consumers want for pearl quality is 4.28, while the actual performance is 4.16. There is almost no significant gap (0.12), so it can be said that the quality of pearls meets the ideal characteristics that consumers want. There is no gap in pearl quality attributes because it is believed that the quality of Lombok pearls is very high, both for sea and freshwater pearls.

Conformance of Specifications

In assessing the quality of a product, it really depends on the information/specifications attached to the product and how much the information is understood by consumers. For pearl jewelry, the correctness and suitability of the specifications of the product submitted are very important considering the unique and expensive value of the product. Product specifications for pearl jewelry are about the type of pearl (cultivated or natural), weight, type of frame material, size, color, and so on. The ideal quality value and the actual quality performance on the specification conformance attribute can be seen in the following table.

Table 4. Ideal Nature and Reality on Conformance Attributes of Sekarbela Pearl Jewelry Product Specifications

No	Information	Score	ideal trait		Reality	
1	Strongly agree	5	55	275	35	175
2	Agree	4	39	156	32	128
3	Neutral	3	3	9	14	42
4	Don't agree	2	3	6	10	20
5	Strongly disagree	1	0	0	9	9
Amount			100	446	100	374
Average				4,46		3,74

Source: primary data processed

The results of the analysis show that the value of the consumer's ideal trait in conformance with specifications is 4.46 and the reality value is 3.74. This means that the actual performance does not meet the ideal characteristics that consumers want with a gap of 0.72. Consumers want information about products in accordance with existing facts.

Frame Material

There are several types of pearl jewelry frame materials, including gold, silver, rhodium, and stainless. The use of the type of frame material will affect the price of pearl jewelry. The most widely used frame material is rhodium, but the price is more expensive. While stainless is the cheapest of the four types of frame materials. Respondents stated their perceptions of the frame material used to tie pearl jewelry. In this attribute ideal quality and quality reality can be explained in the following table.

Table 5. Ideal and Realistic Properties of Material Attributes for Sekarbela Pearl Jewelry Products

No	Information	Score	ideal trait	Reality
1	Strongly agree	5	50	250
2	Agree	4	40	160
3	Neutral	3	10	30
4	Don't agree	2	0	0
5	Strongly disagree	1	0	0
	Amount		100	440
	Average		4,40	3,80

Source: primary data processed

The data above shows that the consumer's desire value for the frame material used in pearl jewelry is 4.40. This means that consumers' desire for this attribute is very high, but in reality this product only offers a performance reality of 3.80 with a difference of 0.60.

6. Product Design

Pearl jewelry product design is an important attribute because it will affect the price of the product. The concept of pearl jewelry design must follow fashion, trendy and up to date. Such designs will add value to jewelry products because they are innovative and different from market designs and are monotonous in general. Sekarbela pearl jewelry designs in the city of Mataram according to consumer perceptions can be seen in the following table.

Table 6. Ideal and Reality of Sekarbela Pearl Jewelry Product Design Attributes

No	Information	Score	ideal trait	Reality
1	Strongly agree	5	46	230
2	Agree	4	40	160
3	Neutral	3	10	30
4	Don't agree	2	4	8
5	Strongly disagree	1	0	0
	Amount		100	428
	Average		4,28	3,70

Source: primary data processed

From the table above it is known that the value of the ideal nature of Sekarbela pearl jewelry design is 4.28 greater than the value of consumer perceptions in actual performance of 3.70. With a difference in value of 0.58, it means that the jewelry design still does not meet consumer desires, which change relatively quickly.

Product Prices

Pearls are not just jewelry, but there are other stored values, namely high artistic and historical values. Perceptions about pearl jewelry are categorized into prestige products with relatively expensive prices. There are several factors that determine the price level of pearl jewelry. First, the type of pearl whether sea pearls or freshwater pearls. Second, the quality of pearls such as shape, size, luster, color. Third, is the value of prestige (pride and satisfaction) that is obtained by customers who use and store pearl jewelry.

From the research activities, it is obtained the gap between the value of the ideal trait and the performance of the price attribute as seen in the table.

Table 7. Ideal Nature and Reality Attributes of Sekarbela Pearl Jewelry Product Prices

No	Information	Score	ideal trait	Reality
1	Strongly agree	5	50	250
2	Agree	4	45	180
3	Neutral	3	5	15
4	Don't agree	2	0	0
5	Strongly disagree	1	0	0
	Amount		100	445
	Average		4,45	3,80

Source: primary data processed

The ideal consumer value for the price of pearl jewelry is 4.45 while the actual performance is 3.80. There is a fairly large gap, namely 0.65 because it is more than 0.50 which means that the price of jewelry products is still relatively expensive according to consumer perceptions.

Analysis of Consumer Satisfaction Index (IKK)

This analysis is used to measure the extent to which product attribute performance has met consumer expectations, by comparing the performance value of each product attribute with the expected value. This comparison can be seen as follows.

Table 8. Comparison of Expectations and Actual Performance of Sekarbela Pearl Jewelry Products

No	Attribute	Ideal	Reality	IKK	Criteria
1	Product durability	4,30	4,00	1,08	Very satisfied
2	Aesthetic value	4,24	3,64	1,16	Very satisfied
3	Pearl quality	4,28	4,16	1,03	Very satisfied
4	specification conformity	4,46	3,74	1,19	Very satisfied
5	Frame material	4,40	3,80	1.16	Very satisfied
6	Design	4,28	3,70	1,16	Very satisfied
7	Price	4,45	3,80	1,17	Very satisfied
Average		30,41	26,84	1,13	Very satisfied

Source: primary data processed

From the table above it is known that the average product attribute performance score is 30.41 and the average expected value is 26.84. There is a small difference between the performance value and expectations of 3.57. Even though there is a difference, it does not give meaning to the KPI value, which is 1.06, or rounded to 1 (very satisfied consumer category). The table above also describes a number of attributes that have met consumer expectations with $IKK > 1$.

The pearl quality attribute best fulfills consumer desires because the IKK is the highest, and in fact the quality of Lombok pearls is well known even to foreign countries. The second attribute that fulfills consumer desires is product durability. The durability of a jewelry product depends on how it is treated and the material in which the pearl beads are attached. Consumer participation in the maintenance of products that have been purchased contributes to the small value gap in product durability attributes.

Product design has a fairly good KPI value, which means that consumers' wishes have been fulfilled in the design context. Design is a part of fashion that continues to move to follow global trends, even consumers make design a second priority for consumers' interests in buying jewelry.

The aesthetic value in pearl jewelry contains the meaning of beauty, uniqueness, luxury, elegance and so on. Consumers assess the performance of the aesthetic value of Sekarbela pearl jewelry as fulfilling their wishes. Consumer desire for this value continues to grow as global fashion changes.

The frame material also determines the price and durability of pearl jewelry. KPI is quite good on both of these attributes, meaning that the performance of these attributes has fulfilled consumer desires. On the one hand, consumers want a good and strong material frame at a reasonable price, but on the other hand, entrepreneurs charge a higher price for a better material frame.

The price attribute indicates that consumers want prices that are relatively commensurate with the quality perceived by consumers. If the perception of high prices continues, it will affect consumer attitudes and their repurchase decisions.

Lastly is the suitability of specifications which is the attribute that has the lowest IKK value. Honest and correct information about the product and its specifications can be made through online media or on product packaging.

4. CONCLUSION

Based on the results of the Consumer Satisfaction Analysis of the creative product of Sekarbela pearl jewelry in the city of Mataram, it can be concluded that from the analysis of the Consumer Satisfaction Index (IKK) it shows that consumers feel "VERY SATISFIED" with the creative product of Sekarbela Pearl jewelry in the city of Mataram. This is indicated by the total score of product attribute performance which is more than the total score of consumer expectations so that it can be said that consumers feel "VERY SATISFIED".

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