

## Consumer Preferences for Rice Purchase Decisions in the City of Surabaya

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### Keywords

Atribut Beras; Important  
Performance Analysis; Customers  
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### ABSTRACT

This study aims to determine the level of consumer satisfaction with rice attributes and consumer preferences in rice purchase decisions in the city of Surabaya. The location of the study was taken based on the highest rice consumption in East Java Province, namely the city of Surabaya. Sampling was done using the non-probability sampling method. The sampling technique uses an accidental convenience sampling technique based on the spontaneity factor. Data were collected from respondents based on surveys and in-depth interviews using questionnaires. The data analysis method uses Important Performance Analysis (IPA) and Customers Satisfaction Index (CSI). The results of the study showed an Important Performance Analysis (IPA) on each rice attribute. The durability attribute occupies the first position when viewed from the average level of importance and performance, both of which are the highest positions, namely with a value of 4.55 and 4.31. Physical traits occupy the second position from the average level of importance but the performance is still lacking with a value of 4.48. Kepulenan occupies the second position from the average performance level with a score of 4.11, but the level of importance is still lacking. Meanwhile, advertising is in the lowest position when viewed from the average level of importance and performance, both in the lowest position, namely with values of 2.46 and 2.96. Based on the results of the Customer Satisfaction Index (CSI) analysis, it shows that overall consumers are satisfied with rice products with a satisfaction rate of 76.23%.

## INTRODUCTION

Rice is a staple food commodity consumed by the majority of the Indonesian population (Rai & Wibowo, 2020). Rice is consumed by the community, both individuals, households, and service businesses. Rice consumers also consist of various social classes in terms of employment, income, wealth, and other social class variables. Consumers are faced with a variety of choices of rice products, including types, packaging, prices, tastes, and others (Indrasari et al., 2015; Rahmawaty A et al., 2023; Rizal, 2024; Syahrir et al., 2015). In addition, consumers are also influenced by differences and the influence of the cultural environment, social class, purchasing power, motivation, and lifestyle form different consumer behaviors (Kumar & Babu, 2014; Ogasia et al., 2020; Pradeep & Patnaik, 2018).

The estimated amount of consumption per year during 2019-2023 of rice commodities in East Java Province is 3.04 million tons. The National Food Agency noted that the national demand for rice

for household consumption also increased from around 21 million tons in 2019 to 22.64 million tons in 2023, the highest record in the last five years. So this is interesting to be examined in terms of consumers, traders/marketing, producers and the government in setting rice policies. The growth of rice consumption has increased along with the increase in the number of Indonesians, especially in East Java Province (BPS, 2023).

East Java Province is one of the national food barns in Indonesia that provides large quantities of food, especially rice. Apart from being a food barn, food production is also used to meet the demand of the people of East Java, which continues to increase every year (BPS, 2023). The city of Surabaya is one of the largest cities in East Java that has the highest number of rice consumers. This is due to the large and diverse population of the city, which includes various social strata (Nurmalina & Astuti, 1970). Table 1 shows data on rice consumption per capita/year in the city of Surabaya over the past five years.

**Table 1. Rice Consumption Per Capita/ Year of Surabaya City in 2019-2023**

Surabaya City	Rice Consumption (kg)				
	2019	2020	2021	2022	2023
	72,7	72,7	75,8	76,0	76,3

Source : Central Statistics Agency of East Java Province 2023

Rice consumers in the city of Surabaya come not only from households, but also from the food and restaurant industry sectors which continue to increase. In addition, people's preference for high-quality rice also affects consumption patterns (Rochdiani, 2022). Consumers in the city of Surabaya with relatively high incomes compared to other areas in East Java have choices and desires to choose premium quality rice to meet their daily needs.

There is a correlation between the characteristics of rice sold in the market and the preference of rice purchased by consumers. The better the characteristics of rice, the more it is liked by consumers so that they buy it for consumption (David & Kartinaty, 2019; Ishaq & Ruswandi, 2018; Somantri et al., 2017; Syamsiah et al., 2020). Understanding consumer preferences and behaviors is important market information for the agribusiness sector as input for better planning, product development, and marketing. Consumers will choose products with better quality at lower prices (Hasan et al., 2022). Knowledge of preferences is necessary so that any decision taken does not conflict with consumer expectations.

Knowledge about consumer satisfaction also needs to be known so that the performance of products that are considered unsatisfactory by consumers can be improved (Koerniawan, 2016). Consumer preferences in food purchases continue to grow. The increase in people's income results in demands on quality. Changes in demographic structures such as education levels, knowledge, lifestyle, technology, transportation, and communication affect consumer preferences and satisfaction. In line with efforts to increase productivity, the rice produced should be able to meet the needs and desires of consumers that continue to grow from time to time. Producers must know consumer behavior in order to be able to produce rice according to consumer expectations.

The purpose of this study is to find out the level of satisfaction of rice consumers with rice attributes in the city of Surabaya and to find out consumer preferences for the purchase of rice in the city of Surabaya. The novelty of this research is in the area used as a research site, namely the city of Surabaya, East Java with the consideration of the city of Surabaya with the highest position for rice consumption in East Java Province.

## METHOD

The basic method used in the research is descriptive. The descriptive method is a method that aims to describe a research object that is researched through samples or data that has been collected and make conclusions that are generally applicable (Sugiyono, 2009). The determination of the location of the research was carried out purposively by considering that the city of Surabaya is the area with the highest rice consumption in East Java, and the city of Surabaya has a diverse background of social status. This research was conducted from January to February 2025.

The determination of the research sample used the non-probability sampling method because the population of rice consumers in the city of Surabaya is unknown. The sampling technique used is a convenience sampling technique by axial method based on the spontaneity factor. The total sample was 100 respondents using the Slovin technique (Nurmalina & Astuti, 1970). This is based on Bailey's theory which states that the determination using statistical analysis is at least 30 people.

The data and information obtained are processed and analyzed quantitatively. Qualitative analysis was carried out to determine the characteristics of consumers and the decision-making process carried out by rice consumers. Quantitative analysis was carried out using the Important Performance Analysis (IPA) analysis tool to measure the level of importance and performance and the Customers Satisfaction Index (CSI) to measure consumer satisfaction (Koerniawan, 2016).

### 1. Important Performance Analysis (IPA)

Ong et al mentioned in their journal that the Important Performance Analysis (IPA) method was first invented by Martilla and James in 1977 in an article "Importance Performance Analysis" published in the Journal of Marketing. Refers to the level of importance according to consumer perception. Various perceptions of the level of consumer interest can be formulated as the most dominant level of interest. Given that science is a very simple and practical method, which does not require excessive knowledge and application of statistical methods, and is used in many different business areas (Ormanovic et al., 2017). The use of this concept of importance level can capture a clearer perception of the importance of variables (attributes) in the eyes of consumers. Meanwhile, performance refers to the ability provided by a good or service to consumers in order to meet their needs and satisfaction (Rangkuti, 2003).

The use of the Important Performance Analysis (IPA) method uses the formula (Nurmalina & Astuti, 1970):

$$T_{ki} \text{ value} = (X_i)/(Y_i) \times 100\%$$

Information:

$T_{ki}$  = The level of consumer suitability to consume rice

$X_i$  = Assessment score of rice performance determinants

$Y_i$  = Assessment score of the interest variable of consumers who consume rice

$i$  = Variable  $i$  ( $i = 1, 2, 3, \dots, n$ )

Simplification of the formula for each variable that affects the performance and importance of rice consumption using a formula (Nurmalina & Astuti, 1970):

$$\bar{X} = (\sum X_i)/n \quad \bar{Y} = (\sum Y_i)/n$$

Information:

$\bar{X}$  = Average rice performance attribute score

$\bar{Y}$  = Average attribute score of consumers who consume rice

$\sum X_i$  = Total score of the performance level of the attribute  $i$

$\sum Y_i$  = Total score of the importance level of the attribute  $i$

n = Number of consumer respondents who consume rice

The results of the resulting weight calculation are then averaged and formulated in a Cartesian diagram. Each attribute is positioned in the chart. The average score of the performance level assessment (X) indicates the position of the attribute on the x-axis, while the position of the attribute on the y-axis is indicated by the average score of the level of consumer interest in the attribute (Y).

A cartesian diagram is a graph divided into four parts and bounded by two boundary lines that intersect perpendicular to the point (X, Y). The values of X and Y are used as coordinate pairs of attribute points that position an attribute located on a Cartesian diagram, the point is obtained from the formula (Nurmalina & Astuti, 1970):

$$\bar{X} = (\sum X) / k \quad \bar{Y} = (\sum Y) / k$$

Information:

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

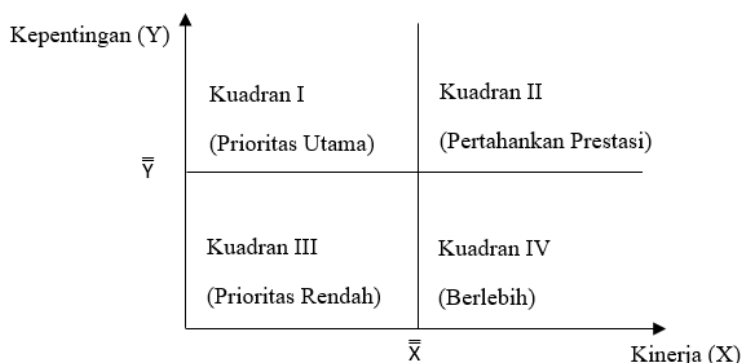
$\bar{Y}$  = Average score of the average level of importance of all attributes

$\sum X$  = Total performance score of all attributes

$\sum Y$  = Total importance score of all attributes

k = Number of attributes studied

Furthermore, each of these attributes is described in the Cartesian diagram in Figure 1 (Ong & Pambudi, 2014).



**Gambar 1. Diagram Kartesius Important Performance Analysis**

Information:

- a. Quadrant I (Main Priority): In this quadrant, there are factors that are considered important and or expected by consumers, but the company's performance is considered unsatisfactory, so the company needs to concentrate on allocating its resources to improve the performance that falls within this quadrant (Ong & Pambudi, 2014).
- b. Quadrant II (Maintain Achievement): In this quadrant, there are factors that are considered important and expected to support consumer satisfaction so that companies are obliged to maintain these performance achievements (Ong & Pambudi, 2014).
- c. Quadrant III (Low Priority): In this quadrant, there are factors that are considered to have a low level of perception or actual performance and are not very important and or not too expected by consumers so that companies do not need to prioritize or pay more attention to these factors (Ong & Pambudi, 2014).
- d. Quadrant IV (Excessive): In this quadrant, there are factors that are considered not very important and not too expected by customers, so that companies are better to allocate resources

related to these factors to other factors that have a higher level of priority (Ong & Pambudi, 2014).

## 2. Customers Satisfaction Index (CSI)

Customers Satisfaction Index (CSI) is a method that uses an index to measure the level of consumer satisfaction based on certain attributes. The attributes measured can vary from product to product, this depends on the information needs that the product wants to obtain for consumers. In this study, the consumer satisfaction index is one of the measurement tools that can be used to analyze the overall level of consumer satisfaction by looking at the level of importance of all rice attributes (Sa'adah et al., 2019; Setiawan et al., 2022; Umam & Hariastuti, 2018; Yudha et al., 2024).

The Customer Satisfaction Index (CSI) measurement stage consists of calculation stages used to determine the overall level of consumer satisfaction by looking at the level of importance of the attributes being measured. This measurement method includes the following stages:

- a. Calculating the Mean Important Score (MIS) and Mean Satisfaction Score (MSS) is looking for the average value of the level of interest of each consumer (Nurmalina & Astuti, 1970). The formula:

$$\text{Salah} = \text{MSS} = \frac{(\sum n_{i=0} Y_i)}{n} \frac{(\sum n_{i=0} X_i)}{n}$$

Information:

n = Number of respondents

Y<sub>i</sub> = Important value of the Y-to-i rice attribute

X<sub>i</sub> = Rice attribute performance value X to-i

- b. Weighting Factors (WF) calculation, which is to convert the average value of the level of importance or Mean Important Score (MIS) of each attribute to a percentage (%) of the total average value of the level of importance for all attributes tested (Nurmalina & Astuti, 1970).

The formula:

$$\text{WF} = \text{MIS}_i / \text{MIS}_{\text{total}} \times 100\%$$

Information:

MIS = Average Score of Important i

MIS<sub>total</sub> = Total number of Average Important Score scores

i = Attributes that are important to -i

- c. Calculating the Weighted Score (WS) is the value of the multiplication between the average value of the level of performance or satisfaction or the Mean Satisfaction Score (MSS) of each attribute with the Weighting Factor of each attribute (Nurmalina & Astuti, 1970). The formula:

$$\text{WS} = \text{WFi} \times \text{MSS}_i$$

Information:

W<sub>fi</sub> = Berat factor i (i=1,2,3,...,n)

MSS<sub>i</sub> = Average Satisfaction Score i (i=1,2,3,...,n)

- d. Calculating the Weighted Average Total (WAT) is summing the Weighted Score of all attributes (Nurmalina & Astuti, 1970). In this study, there are 12 attributes. The formula is:

$$\text{JAM} = \text{WS}_1 + \text{WS}_2 + \text{WS}_3 + \dots + \text{WS}_{11}$$

- e. Calculating the Customer Satisfaction Index (IKP) is the Total Weighted Average (WAT) divided by the Highest Scale (SMA) or the maximum scale used, then multiplied by 100% (Nurmalina & Astuti, 1970). The formula is:

$$\text{CSI} = (\text{WAT}) / \text{HS} \times 100\%$$

Information:

WAT = Total Weighted Average

HS = Maximum scale used is 5

The highest satisfaction is achieved when the CSI shows a figure of 100%. The satisfaction range ranges from 0 – 100%. Based on Simamora (2005), to make a linear numerical scale, first look for a scale range (RS) with the formula:

$$RS = (m - n) / (b)$$

Information:

m = Highest score

n = Lowest score

b = Number of classes or categories to be arranged

The scale range in this study is:

$$RS = (100\% - 0\%) / (5) = 20\%$$

Based on the scale range above, the satisfaction criteria are as follows:

- a. >80% - 100% = Very Satisfied
- b. >60% - 80% = Satisfied
- c. >40% - 60% = Satisfied
- d. >20% - 40% = Dissatisfied
- e. 0% - 20% = Very Dissatisfied

## **RESULT AND DISCUSSION**

Consumer preference shows a person's tendency to choose from a variety of rice options while satisfaction is a consumer's assessment of what is expected by buying and consuming rice, as the expectation is then compared to the performance received after consuming the rice. Preference theory is used to analyze the level of satisfaction for consumers. For example, if a consumer wants to consume a product with limited resources, he must choose an alternative so that the value of the utility obtained is optimal (Nurmalina & Astuti, 1970).

Consumer preferences are known by measuring the comparison of the average value of the level of interest assessment found in various rice attributes. The attribute with the highest value is an attribute that greatly influences consumers in choosing the rice to be consumed. On the other hand, the attribute with the lowest value is the attribute that consumers do not pay attention to in choosing rice. The average value of the rice attribute performance assessment level illustrates consumer satisfaction. The attributes with the highest value are the attributes that are considered the most satisfying to consumers, while the attributes with the lowest value are the attributes that are considered the least satisfying to consumers (Koerniawan, 2016). In this study, consumer preferences and satisfaction with rice were reviewed from the level of importance and performance of 12 rice attributes.

In this study, which was carried out in the city of Surabaya, East Java, the results were obtained, namely that the majority of people in Surabaya City consume rice with the Pin-pin and Lahap brands. The price of rice consumed in circulation also varies with the range of Rp. 11,000 which is the cheapest to Rp. 21,000 which is the most expensive per kilo gram. The place to buy rice chosen by the majority of the people of Surabaya City is a subscription kiosk/stall or supermarket around the residence.

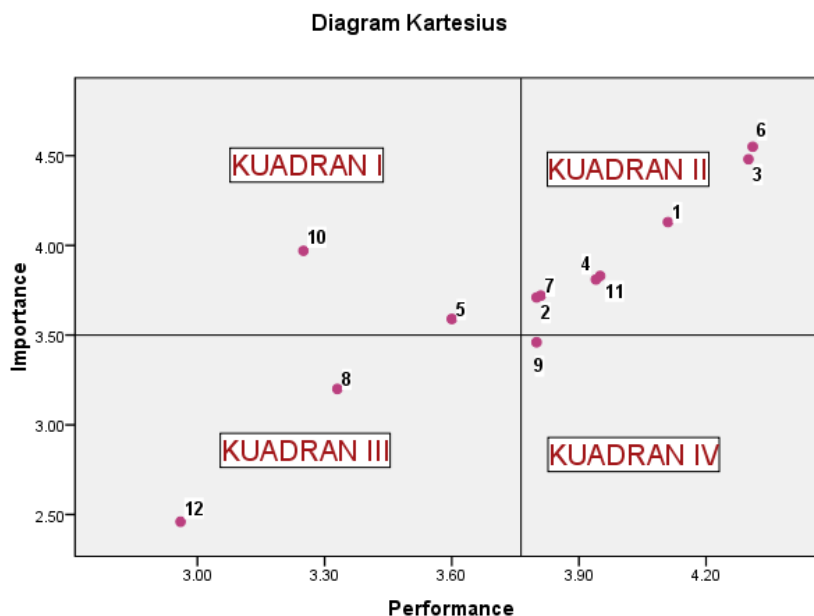
### Importance Performance Analysis (IPA)

After obtaining the average value of the level of importance and performance level of each attribute, the next step is to look up the average value of the performance of the rice attribute as a whole and then plot those values into a Cartesian diagram. The average value of the importance level will be the ordinate on the Y axis and the performance level will be the ordinate on the X axis.

**Table 2. Calculation of Important Performance Analysis of Rice Attributes**

No.	Attribute	Performance Level			Importance Level		
		$\sum X_i$	n	$\bar{X}$	$\sum Y_i$	n	$\bar{Y}$
1.	Düsseldorf	411	100	4,11	413	100	4,13
2.	Aroma	380	100	3,80	371	100	3,71
3.	Physical Properties	430	100	4,30	448	100	4,48
4.	Rice Color	394	100	3,94	381	100	3,81
5.	Jenis/Varietas	360	100	3,60	359	100	3,59
6.	Durability	431	100	4,31	455	100	4,55
7.	Brand	381	100	3,81	372	100	3,72
8.	Packaging	333	100	3,33	320	100	3,20
9.	Place of Purchase	380	100	3,80	346	100	3,46
10.	Price	325	100	3,25	397	100	3,97
11.	Availability	395	100	3,95	383	100	3,83
12.	Advertisement	296	100	2,96	246	100	2,46
<b>Total</b>		<b>45,16</b>			<b>44,91</b>		
<b>Total Attribute</b>		<b>12</b>			<b>12</b>		
$\bar{X}$		<b>3,76</b>			$\bar{Y}$ <b>3,74</b>		

Table 2 shows the coordinates of each rice attribute, the X-axis value, and the Y-axis value. The results of the Importance Performance Analysis (IPA) of rice attributes can be seen in Figure 2.



**Figure 2. Results of the Cartesian Diagram of Rice Attributes**

Based on Figure 2, the mapping of rice attributes can be seen. The position of the attributes in each quadrant has different meanings related to the level of importance and performance of each attribute. The explanation of the quadrant is as follows:

1. Quadrant I

The attributes in quadrant I are considered important by consumers, but in reality, the performance of these attributes is not in accordance with what consumers expect (low performance level). The attributes in this quadrant are type/variety and price. The type/variety of rice is easy to know because there is information on the rice packaging in general, including whether the rice is organic or non-organic. Consumers can tell it from the packaging. But in general, consumers don't think long about which type of rice to buy. This attribute is considered important to consumers but not all respondents consider it very important. Consumers think that the type/variety of rice will not affect the texture of the rice after it is cooked. In Table 2, the average score of the importance level of type/variety attributes is 3.59 while the average score of the performance level is larger, which is 3.60. Based on the results of the calculation, it shows the reality at the research site that the performance of rice type/variety attributes has met consumer expectations.

The price of rice is also a consideration for consumers to buy certain rice. Consumers prefer cheap rice with good quality over expensive ones. The majority of respondents choose rice that is definitely delicious with a brand that is widely known. However, there are also respondents who think that rice can be consumed just like that. Economic factors and mindset are the main factors in the election. The reality at the research site is that consumers consider the price of rice important but the performance of its attributes has not met expectations. The average score of the importance of the rice price attribute was 3.97 while the performance of the attribute was 3.25 which means that the price of rice is still relatively expensive for consumers.

2. Quadrant II

The attributes in quadrant II are considered important by the consumer and they perform according to what the consumer expects (high performance level). The attributes that exist in this quadrant are softness, aroma, physical properties, rice color, durability, brand and availability. Tenderness is a very important attribute because it relates to taste. Soft rice can add a delicious taste for consumers so that they increase their interest in continuing to use certain rice. Although the performance level of the softness attribute is relatively good with an average score of 4.11, the quality needs to be improved because it still does not meet the expectations of consumers who prioritize softness in considering buying certain rice. The aroma of rice is characteristic of certain rice. Rice that has matured and produces a fragrant rice aroma will increase consumers' appetite. This is what makes consumers more interested in fragrant rice compared to rice that tastes ordinary or even unflavored. Consumers consider the aroma of rice to be very important in considering the selection of certain rice products. In fact, the performance of aroma attributes has met very high consumer expectations with an average score of 3.80 which is relatively high with a lower average importance score of 3.71. Producers need to improve the quality of rice that can produce a distinctive aroma to maintain consumer trust.

The variety of colors of rice according to its content and function causes people to be faced with various types of rice. Brown rice is synonymous with low sugar levels that are often consumed by people who want to live healthier lives by reducing sugar levels in order to lose weight or known as "diet". However, none of the respondents used rice other than white rice for daily consumption. Thus, the color performance level of rice was obtained as much as 3.94 more than its importance level of 3.81, so that the color attribute has met very high consumer expectations. The physical properties of rice are very easy for consumers to notice because they can be seen directly. This attribute is considered important for consumers, even all respondents consider it very important. Consumers assume that the physical properties of rice will affect the

texture of rice after the rice is cooked. In Table 2, the average score of the importance level of physical trait attributes is 4.48 while the average score of the performance level is smaller, which is 4.30. Based on the results of the calculation, it shows the reality at the research site that the performance of the physical attributes of rice has not met consumer expectations. Rice has different shelf life. Some rice products can last up to more than 3 months in storage, but there are also less than that. Most consumers want durable rice to be stored as stock for a long time. Although the performance level of the durability attribute is relatively high, which is 4.31, it is still lower than the level of importance with a score of 4.55 so it still does not meet consumer expectations, so there is a need to improve the quality of durability.

Brand is the identity of rice that is often referred to by consumers. Manufacturers use trademarks that are easy for consumers to remember to make it easier for many people to recognize the product, such as Pin-pin, Lahap, Sania. At the research site, most consumers buy Pin-pin and Lahap brand rice because the brand is already famous for its soft texture and unquestionable taste. The performance level of a brand's attributes is higher than its importance level so it needs to be maintained and even improved. Availability in the market is also a consideration for consumers to subscribe to certain rice products. If rice is not always available, it will reduce consumer interest in making regular repurchases. The table shows that the average performance score of the availability attribute is 3.95 while the importance is 3.83. This shows that the rice availability performance rate is relatively high which means that rice is always available in the market at all times and has met consumer expectations.

### 3. Quadrant III

The attributes in quadrant III are considered less important by consumers and in fact the performance of these attributes has not been in accordance with what is expected by consumers (low performance rate). The attributes in this quadrant are packaging and advertising. Packaging is one of the physical protectors of rice from the influence of the outside environment. Rice that is not packaged properly can degrade its physical quality, especially if stored for a long time. Apart from being a protector, packaging also serves to attract the attention of consumers. Attractive designs can increase consumers' tendency to use certain rice products. The results showed that the performance of the rice packaging attributes had met consumer expectations with an average score of 3.33 and 3.20 attributes importance.

One of the external attributes that can attract rice consumers is advertising. Manufacturers develop marketing strategies with promotions. Advertising through brochures and even electronic media such as radio, television and the internet. However, the reality in the field when the research was conducted, most of the respondents stated that they had never known rice advertising so that it can be concluded that the delivery of rice promotion has not been optimal in the research area even though the average performance score is higher than the advertising importance attribute.

### 4. Quadrant IV

The attributes in quadrant IV are considered less important by consumers but in reality the performance of these attributes is in accordance with what is expected by consumers (high performance level). The attribute that is in this quadrant is the place of purchase. The place of purchase is an external attribute of rice. The condition of the place that can be reached to buy is a consideration for consumers. The distance between the residence and the distant place of purchase can reduce the interest of consumers to come and buy rice in that place. Consumers are more interested in buying rice in a place close to where they live because it saves more time. Based on the results of the calculation in Table 2, the average score of the performance of the

attributes of the place of purchase was 3.80 while the level of importance was 3.46. These results show that the performance of the attributes of the place of purchase has met consumer expectations, which means that the distance of the consumer's residence to the place of purchase is close or very affordable.

**Customer Satisfaction Index (CSI)**

The Customer Satisfaction Index or consumer satisfaction index is used to analyze the overall level of consumer satisfaction by calculating the average value of the level of importance and performance of rice attributes. The calculation in this analysis begins with determining the weighted factor obtained from the result of the division between the average value of the level of importance of each attribute (Xi) and the total level of importance of the attribute as a whole (Σ Xi). The weighted factor value is used to calculate the weighted score value by multiplying the weighted factor by the average performance value of each attribute (Yi). CSI is obtained from the total weighted score divided by the scale used and then multiplied by 100%.

**Table 3. Rice Customer Satisfaction Index Calculation**

No.	Attribution	Ȳ	Weight Factor	X̄	Weight Score
1.	Düsseldorf	4,13	0,09	4,11	0,38
2.	Aroma	3,71	0,08	3,80	0,31
3.	Physical Properties	4,48	0,10	4,30	0,43
4.	Rice Color	3,81	0,08	3,94	0,33
5.	Jenis/Varietas	3,59	0,08	3,60	0,29
6.	Durability	4,55	0,10	4,31	0,44
7.	Brand	3,72	0,08	3,81	0,32
8.	Packaging	3,20	0,07	3,33	0,24
9.	Place of Purchase	3,46	0,08	3,80	0,29
10.	Price	3,97	0,09	3,25	0,29
11.	Availability	3,83	0,09	3,95	0,34
12.	Advertisement	2,46	0,05	2,96	0,16
<b>Total</b>		<b>44,91</b>	<b>1,00</b>	<b>45,16</b>	<b>3,81</b>
<b>CSI = (3.81 : 5) x 100% = 76.23%</b>					

Based on the calculation results in table 3, it is known that the Customer Satisfaction Index value is 76.23%. This value means that the rice attribute has satisfied consumers by 76.23% while the rest are not satisfied with the performance of the rice attribute so that the performance of the rice attribute needs to continue to be improved. The value is in the range of more than 60% and less than 80%, so it can be said that in general the consumer satisfaction index for the rice attributes tested is at the satisfaction criterion. Although overall consumers are satisfied, the performance of rice attributes still needs to be improved so that consumer satisfaction is close to 100% or at a very satisfied level.

**CONCLUSION**

Based on the results of the Important Performance Analysis (IPA) on rice attributes, it was found that durability occupies the first position from the average level of importance and performance, namely with a value of 4.55 and 4.31, while physical properties occupy the second highest position reviewed from the average level of importance with a value of 4.48. Rice cultivation occupies the second best position reviewed from the average performance with a value of 4.11, while

advertising is in the lowest position reviewed from the average level of importance and performance, namely with a value of 2.46 and 2.96. Based on the results of the Customer Satisfaction Index (CSI) analysis, it shows that overall consumers are satisfied with rice products with a satisfaction rate of 76.23%.

Several recommendations can be made for future research and practical implementation. Since durability and physical properties are considered the most important attributes by consumers, future studies could further explore the specific factors that influence consumer perceptions of rice durability—such as packaging, storage methods, or post-harvest handling techniques.

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