CONSUMER SATISFACTION ANALYSIS TOWARDS CHOCOLATE-BASED PRODUCT USING IMPORTANCE PERFORMANCE ANALYSIS AND CUSTOMER SATISFACTION INDEX METHOD: CASE STUDY AT KAMPUNG COKLAT BLITAR INDONESIA

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Abstract

Chocolate is a base product made from cacao-bean and cacao-fat. Chocolate industry in Indonesia has much improved. Indonesia has many cacao producer that produce many kinds of chocolate-based products, whether in industrial or home-industry scale. One of the chocolate-based product is Kampung Coklat Blitar. There are several chocolate-based products produced by Kampung Coklat Blitar. The aim of this research is about to find out all of the attributes that should be improved towards chocolate-based products in Kampung Coklat Blitar, using Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) method. The data was collected from 120 respondents, who were customers of Kampung Coklat Blitar. 16 attributes were analyzed in this research. Calculation result using IPA method showed that attributes categorized into quadrant I (concentrate here) or main priority for improvement are size and volume, and also price. Attributes that are categorized into quadrant II (keep up the good work) or attributes that need to be maintained are taste, condition of raw material, expiration date information, and product durability. Attributes that are categorized into quadrant III (low priority) or second priority for improvement are nutrition facts, form, convenience to complaint, advertisement and promotion, product packaging, brand popularity, and product information. Lastly, attributes that are categorized into quadrant IV are variation, benefit, and content of preservative. Calculation result using CSI method showed that the CSI value or consumer satisfaction level is 75%. This value is in the range of 0,66 – 0,80, which means that consumers are satisfied with chocolate-based products produced by Kampung Coklat Blitar.

Keywords: *Chocolate, consumer satisfaction, quality, importance performance analysis, customer satisfaction index method.*

Introduction

Chocolate is a processed product of cocoa that has special properties from other foods, not because of its good taste and nutrition, but more because of the nature that is not owned by other foods (Wiguna et al., 2014). Cocoa processed products have properties that are solid at room temperature, brittle when broken and melted perfectly at body temperature (Indarti et al, 2013). Indonesia has many cocoa producers that produce various kinds of chocolate products, both on an industrial scale and on an SME scale. Kampung Coklat Blitar is a family education and recreation vehicle located in Blitar, East Java. Before becoming an educational tour, previous Kampung Coklat Blitar was a combination of farmer groups (Gapoktan) which was named Guyub Santosa Gapoktan which was engaged in marketing Cocoa beans both in the regional, national and export markets. Kampung Coklat Blitar offers 3 types of products that consumers can enjoy, namely cocoa beans, chocolate and educational tourism areas. Some chocolate processed products produced by Kampung Coklat Blitar are bars, chocolate powder and chocolate candy. Kampung Coklat Blitar has a production capacity of 6,5 quintals / day. Chocolate processed products are divided into 24 product variants. Kampung Coklat Blitar also offers a variety of family recreation facilities such as children's play areas, outbound tours and introduction of cocoa cultivation tours.

Kampung Coklat Blitar is required to keep its consumers, both old consumers and new consumers so they will not to switch to other products. Consumers will not switch to other products if producers can meet customer satisfaction. According to Irawan (2009), customer satisfaction is the result of the assessment of consumers that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less. Consumer satisfaction is closely related to the quality problem of a product. Quality is the main tool that supports the success of a "brand" received or not by consumers (Ambadar et al, 2007). One strategy to maintain consumers is to measure the level of customer satisfaction.

Measurement of customer satisfaction can be done using the IPA method. The IPA method is a simple but effective technique that can be applied to study customer satisfaction as a function of both expectations related to interests and performance (Chen and Lin, 2013). After using the IPA method, measurement was continued to the level of overall customer satisfaction using the CSI method. The CSI is a feeling of pleasure or disappointment from consumers resulting from comparing perceived performance after using the product in relation to its expectations (Ilieska, 2013).

The purpose of this study was to determine the attributes of chocolate products produced by Kampung Coklat Blitar which had to be repaired or developed to improve customer satisfaction using the IPA method and determine the level of consumer satisfaction with chocolate products produced by Kampung Coklat Blitar using the CSI method .

1. Research Methods

The product used in this study is the chocolate products of Kampung Coklat Blitar especially for chocolate bar type. This study uses the IPA method and the CSI to process data. The IPA method aims to find out how much the customer is satisfied with the company's performance, and how much the service provider understands what the customer wants for the services they provide (Nugraha et al, 2014). After using the IPA method, the level of overall customer satisfaction measured using the CSI method. The CSI method is a quantitative analysis of the percentage of users who are happy in a user satisfaction survey (Kurniati, 2016). Respondents in this study amounted to 120 consumers aged over 17-50 years and had already bought and consumed chocolate products at Kampung Coklat Blitar at least twice in the last 3 months. The attributes tested in this study were performance (taste, price) (Harsanto, 2016), feature (variety, nutritional content) (Harsanto, 2016), reliability (benefits, form) (Prasastono dan Pradapa, 2012), conformance (content of preservative, condition of raw materials) (Jasfar, 2005), durability (expired information, product durability) (Prasastono dan Pradapa, 2012), serviceability (ease of complaint, advertising and promotion) (Prasastono dan Pradapa, 2012), aesthetics (product packaging, size and volume) (Jasfar, 2005), and perceived quality (popularity brand and product information) (Kartajaya dkk, 2005). This study uses a questionnaire distributed to several respondents. The results of the questionnaire are processed using the IPA method which is followed by the CSI method. The stages in the IPA method are as follows:

1. Determine the level of conformity between the level of importance and the level of performance of the quality dimensions of chocolate products in Kampung Coklat Blitar through a comparison of performance scores with importance scores on the quality attributes of Kampung Coklat Blitar chocolate processed products. The conformity level formula used is:

$$Tki = \frac{xi}{yi} \times 100\% \qquad (1)$$

Information:
Tki = the level of conformity of the respondent.
Xi = Score of company performance assessment
Yi = Score assessment of customer interests

2. Calculate the average level of performance ($\bar{x}_1$) and level of importance ($\bar{y}_1$) for each attribute that will affect consumer perception. The average score formula for the level of performance and the level of importance used are:

$$\bar{x}_1 = \frac{\sum xi}{n} \qquad (2)$$

$$\bar{y}_1 = \frac{\sum yi}{n} \qquad (3)$$

Information :
$\bar{x}_1$ = Average score of performance level
$\bar{y}_1$ = Average score of priority
n = number of respondents

3. Calculate the average of all attributes of the performance level ($\bar{x}$) and the level of importance (y,), which is the limit in the Cartesius diagram. The average score formula for the level of performance and the level of importance of the attributes used are:

$$\bar{\bar{x}} = \frac{\sum \bar{x}_i}{k} \qquad (4)$$

$$\bar{\bar{y}} = \frac{\sum \bar{y}_i}{k} \qquad (5)$$

Information :

$\bar{x}_i$ = Average score of performance level

$\bar{y}_i$ = Average score of importance

$\bar{\bar{x}}$ = Average score of performance level of all atributes factor

$\bar{\bar{y}}$ = Average score of priority of all atributes factor that influence the dimension of product quality

k   = The number of atributes that that influence the dimension of product quality

4. Mapping into the Cartesius diagram to see the position of each of the attributes of the quality dimensions of the chocolate product of Kampung Coklat Blitar. Cartesius diagram is a building which is divided into four parts which are bounded by two lines that are perpendicular to the points ($\bar{\bar{x}}, \bar{\bar{y}}$).

After obtaining the results of the calculation of the IPA method, then proceed with the calculation with the CSI method. The stages in CSI calculation are as follows:

1. Determine the Mean Importance Score (MIS) or the average importance score and the Mean Satisfaction Score (MSS). This value is derived from the average level of importance and performance of each chocolate product attribute of Kampung Coklat Blitar. The Mean Importance Score (MIS) and Mean Satisfaction Score (MSS) formulas used are:

$$MIS = \frac{\sum_{i=t}^{n} Yi}{n} \qquad (6)$$

$$MSS = \frac{\sum_{i=t}^{n} Xi}{n} \qquad (7)$$

Information:

n   = number of respondents

Yi   = importance of atribute -i

Xi   = Performance of atribute -i

2. Make Weight Factors (WF) or weighted factors. This weight is the percentage of MIS value per attribute to the total MIS of all attributes of the Weighted Factor (WF) formula used are:

$$WF_i = \frac{MISi}{Total\ MISi} \qquad (8)$$

Information:

MISi   = *Mean Importance Score*, -i

3. Make a Weight Score (WS) or a weighted score. This weight is a multiplication between WF and average Satisfaction Score (MSS). The Weight Score (WS) formula used is:

$$WSi = MSSi \times WFi \qquad (9)$$

Information:

MISi = *Mean Importance Score,* -i

WFi = *Weighted Factor,* -i

4. Determine the Customer Satisfaction Index to calculate the level of customer satisfaction with the chocolate quality of the Kampung Coklat Blitar. The CSI formula used is:

$$CSI = \frac{\sum_{i=1}^{p} WSi}{HS} \times 100\% \qquad (10)$$

Information:

p = Atribute importance -p

HS = Maximum scale that is applied

2. Results and Discussion

2.1. A General Description of the Company

PT. Kampung Coklat is one of the business entities engaged in cocoa processing. PT. Kampung Coklat is located on Jalan Banteng Blorok 18, Plosorejo Village, Kademangan District, Blitar Regency. The history of the establishment of this company originated from the Association of Farmers Groups (Gapoktan) Guyub Santoso who is engaged in marketing Cocoa beans both in the regional, national and export markets. Gapoktan Guyub Santoso then established PT. Kampung Coklat on August 17, 2014. PT. Kampung Coklat has 3 business units consisting of educational tours, processing chocolate products and marketing cocoa beans. Kampung Coklat Blitar also offers features several facilities that pamper visitors such as cafes, restaurants, meeting rooms, chocolate shops, chocolate factories, cocoa gardens, children's play areas and guest houses.

2.2. General Description of Respondents

This study involved 120 respondents, namely consumers of chocolate products from Kampung Coklat Blitar. Characteristics of respondents can be seen in Table 1.

Based on Table 1, most respondents can be seen at the age of 17-30 years totaling 64 respondents (53,34%). According to Suwarman (2004), consumers of different ages will consume different products and services. Characteristics of respondents based on gender found the highest respondents were women, namely 65 respondents (54,16%). According to Winawan (2014), women have a higher tendency to make purchasing decisions than men.

The characteristics of the type of work were the highest respondents, namely 56 students (46,68%). According to Marbun et al (2015), one's work can influence how to obtain and consume patterns. The characteristics based on the latest education were obtained by the majority of respondents having the latest education, namely high schools and universities

totaling 65 respondents (54,16%). Consumers who have good education will be responsive to information that can influence the selection of a product or brand (Suwarman, 2004).

Table 1. Respondents Characteristics

No.	Characteristics	Group	Number (Person)	Percentage (%)
1.	Age	a. 17 - 30 years old	64	53,34
		b. 31 – 40 years old	43	35,83
		c. 41 – 50 years old	13	10,83
2.	Sex	a. male	55	45,84
		b. female	65	54,16
3.	Occupation	a. Student / Student	56	46,68
		b. Private employees	44	36,66
		c. entrepreneur	20	16,66
4.	Education	a. Elementary school	0	0
		b. Middle school	0	0
		c. High school	65	54,16
		d. College	55	45,84
5.	Average monthly income	a. < Rp 1.000.000,00	49	40,84
		b. Rp 1.000.000,00 - Rp 3.000.000,00	57	47,50
		c. > Rp 3.000.000,00	14	11,66
6.	Ever Consuming Chocolate of Kampung Coklat Blitar	a. Ever	120	100
		b. Never	0	0
7.	Total Consumption in the last 3 Months	a. twice	64	53,33
		b. 3 times	48	40
		c. > 5 times	8	6,67
8.	Type of chocolate that consumed	a. Original Chocolate	29	21,05
		b. Crispy Chocolate	21	15,21
		c. Orange Chocolate	17	12,31
		d. Apple Chocolate	27	19,56
		e. Milk Chocolate	21	15,21
		f. Dark Chocolate	23	16,66

Characteristics of the type of work obtained by the majority of respondents have income of 1 - 3 million rupiah as many as 57 respondents (47,50%). Income variable is a variable that has the highest value in product sample purchasing decisions (Girard, 2010). All respondents had consumed the chocolate product of Kampung Coklat Blitar. The majority of respondents who consumed 2 times were 64 respondents (53,33%). The type of chocolate that is the most purchased and consumed by respondents is the original chocolate. Indonesian society since childhood are accustomed to knowing chocolate with a sweet and tender taste (Ismayani, 2010).

2.3. Validity and Reliability Test Results

2.3.1. Validity Test

Validity test is the level of reliability and validity to measure instruments used (Janti, 2014). The way to find out the validity is to correlate each score of the respondent's answer variable with the total score of each variable then the results of the correlation are compared with the total score of each variable, then the correlation results are compared with the critical values at the significant level of 0,05 and 0,01 (Putra et al, 2014). The validity of the questionnaire was carried out on 120 respondents with r-table values for 95% significance level and N = 120 was 0.176. Validity test results can be seen in Table 2.

Table 2. Value of Validity Test

Atributes	Level of Performance	Level of Importance	Information
Taste (X1.1)	0,346	0,376	Valid
Price (X1.2)	0,469	0,546	Valid
Variation (X2.1)	0,284	0,545	Valid
Nutritional Content (X2.2)	0,495	0,512	Valid
Benefits (X3.1)	0,529	0,558	Valid
Form (X3.2)	0,546	0,529	Valid
Content of Preservative (X4.1)	0,412	0,531	Valid
Conditions of Raw Material (X4.2)	0,463	0,282	Valid
Expired Information (X5.1)	0,460	0,436	Valid
Product Durability (X5.2)	0,339	0,390	Valid
Ease of Complaints (X6.1)	0,400	0,536	Valid
Advertising and Promotion (X6.2)	0,559	0,475	Valid
Product Packaging (X7.1)	0,502	0,675	Valid
Size and Volume (X7.2)	0,381	0,538	Valid
Brands Popularity (X8.1)	0,464	0,389	Valid
Product Information (X8.2)	0,402	0,511	Valid

2.3.2. Reliability Test

Reliability testing is carried out to determine the extent to which the measurement results remain consistent, if measured twice or more against symptoms with the same symptoms using the same measuring instrument. (Herawati, 2008). The reliability test results of this study can be seen in Table 3. The reliability test results show that the value of r-count is positive or r-count is greater than r-table 0,176. The reliability test results of this study also showed high reliability because the calculated r-count values were above 0,7. According to Janti (2014), the reliability or Alpha Cronbach coefficient value is above 0,7 (good enough) and above 0.8 (good).

Table 3. Value of the Reliability Test

Questionnaire	α *(alpha cronbach)*	Information
Level of Importance	0,792	Reliabel
Level of Performance	0,724	Reliabel

2.4. Results of Consumer Satisfaction Analysis with IPA

2.4.1. Attribute Conformity Level Analysis

The results of the calculation of the level of conformity in this study are shown in Table 4.

Table 4. Conformity Level Between Importance and Performance Level

| No.	Atributes	Level of Importance (Yi)	Level of Perform ance (Xi)	Average Yi ($\overline{y_i}$)	Average Xi ($\overline{x_i}$)	Level of Conformity (Tki) (%)
1.	Taste (X1.1)	520	482	4,33	4,01	92,69
2.	Price (X1.2)	470	446	3,91	3,71	94,89
3.	Variation (X2.1)	460	501	3,83	4,17	108,91**
4.	Nutritional Content (X2.2)	460	443	3,83	3,69	96,30
5.	Benefits (X3.1)	443	449	3,69	3,74	101,35
6.	Form (X3.2)	442	432	3,68	3,60	97,73
7.	Content of Preservative (X4.1)	452	481	3,76	4,00	106,41
8.	Conditions of Raw Material (X4.2)	512	474	4,26	3,95	92,57
9.	Expired Information (X5.1)	522	482	4,35	4,01	92,33
10.	Product Durability (X5.2)	496	481	4,13	4,00	96,97
11.	Ease of Complaints (X6.1)	436	430	3,63	3,58	98,62
12.	Advertising and Promotion (X6.2)	455	404	3,79	3,36	88,79
13.	Product Packaging (X7.1)	446	427	3,71	3,55	95,73
14.	Size and Volume (X7.2)	473	439	3,94	3,65	92,81
15.	Brands Popularity (X8.1)	444	388	3,70	3,23	87,38*
16.	Product Information (X8.2)	447	398	3,72	3,31	89,03
	Average			3,89	3,72	95,78

Information:
** = Highest conformity level
* = Lowest conformity level

According to Santoso, et al (2011), the level of conformity is a comparison between the score of the level of performance and importance level which will determine the priority order of performance improvement of each attribute in the product quality variable. Based on Table 4, the results of the conformity level score which has the greatest value is the attribute of variation of 108,91%. The level of conformity that has the smallest score is the attribute of the brand's popularity of 87,8%. The average score of conformity of the overall attributes asked by consumers is 95.78%. The score shows that all attributes fall into the conformity score category, which is "very appropriate". According to Sihombing (2006), the level of conformity of 80 - 100% falls into the category "very appropriate". The average performance level of all quality attributes of Kampung Coklat Blitar chocolate processed products is 3,72. The average level of importance of all the quality attributes of Kampung Coklat Blitar chocolate processing products is 3,89. This value is the midpoint to determine the quadrant boundary in the Cartesius diagram on the X axis and Y axis.

2.4.2. Quadrant Analysis in a Cartesius Diagram

The Cartesius diagram in this study can be seen in Figure 1. The Cartesius diagram explains the position of consumer satisfaction attributes which are divided into several quadrants, namely:
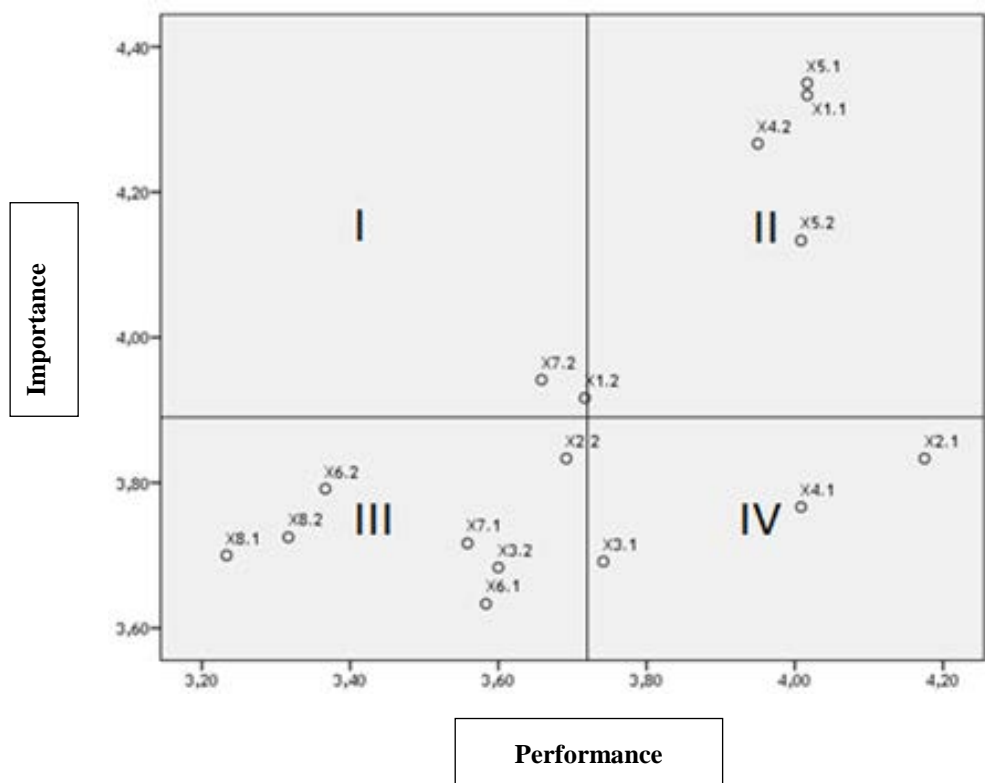
Information:
X1.1 Taste
X1.2 Price
X2.1 Variation
X2.2 Nutritional content
X3.1 Benefits
X3.2 Form
X4.1 Content of Preservative
X4.2 Condition of Raw Materials
X5.1 Expired Information
X5.2 Product Durability
X6.1 Ease of Complaints
X6.2 Advertising and Promotion
X7.1 Product Packaging
X7.2 Size and Volume
X8.1 Brand Popularity
X8.2 Product Information

Figure 1. Cartesius Diagram of Importance Performance Analysis

1. Quadrant I (Main Priority)

Attributes contained in quadrant I are:

a. Size and Volume

The size and volume of chocolate processed products of Kampung Coklat Blitar is considered not in accordance with the prices offered to consumers. Producers need to make adjustments to the size and volume of the product to match the price offered. Product size aims to provide a choice of which products are needed and desired by consumers according to consumer needs (Rodiah et al., 2017). According to Prihandaja and Dewi (2017), the size and volume of products is the reason for consumers to buy these products.

b. Price

The price of 45 grams of original chocolate bar products is priced at Rp 10.000,00. The prices are considered too expensive by consumers because these prices are not much different from the price of similar types of chocolate with well-known brands such as Silverqueen brand that offers products that are 33 grams at a price of Rp. 13.000,00. Companies can reduce prices by minimizing production costs. According to Irawan (2009), for sensitive customers usually low prices are the source of satisfaction. According to Fure (2013), indicators used by consumers to measure prices are prices that are in accordance with benefits, perception of prices and benefits, prices of affordable goods, price competition and price conformity with quality.

2. Quadrant II (Maintain Achievement)

Attributes contained in quadrant II are:

a. Taste

The taste of the chocolate products of Kampung Coklat Blitar is considered delicious by consumers. Chocolate processed products of Kampung Coklat Blitar have the right taste not too sweet but not tasteless. This chocolate also does not cause a bitter aftertaste after consumption. High-quality chocolate must have a minimum of 60% chocolate paste. According to Ramiah (2016), the distinctive taste of chocolate is nothing but a balanced combination of the basic bitter, sour, and sweet taste that is composed of unique components in chocolate. High-quality dark chocolate has a very low sugar content compared to other types of chocolate, so the taste is more bitter (Beckett, 2009).

b. Condition of Raw Materials

The condition of the raw material for the chocolate product of Kampung Coklat Blitar has good quality. This is proven by the final product produced. Manufacturers of chocolate processed products at Kampung Coklat Blitar guarantee that all products are produced from quality raw materials. The main raw material for making chocolate is cocoa beans, so that the cocoa beans to be processed must be of high quality. The existence of raw materials is very important in the smooth process of production (Herawati, 2008). Companies that use good quality raw materials will also provide good quality output (Farida, 2016).

c. Expired Information

Expired information on the product packaging is located near the product barcode. Expired information on the product packaging clearly states the expiration date, month and year. Inclusion of information on shelf life is very important because it is related to the safety of the food product and to avoid consumption when the condition of the product is not good (Utami et al, 2014). According to Elisabeth (2017), Government Regulation No.69/1999 on labeling and advertising for food products states that the food label must contain at least the product name, ingredient, net weight, manufacturer's name / address, and expiration date.

d. Product Durability

The durability attribute of Kampung Coklat Blitar chocolate processed products is considered good by consumers. This is evidenced by the durability of the product has a long enough expiration period of 1 year. This long-lasting durability allows consumers to store Kampung Coklat Blitar chocolate processing products for a long time. Chocolate must be stored in a cool and dry place at 20°C (Ismayani, 2010). According to Herawati (2008), fatty chocolate has an average shelf life of 12 months in subtropical conditions and has a shelf life of 9 months in tropical conditions.

3. Quadrant III (Low Priority)

Attributes contained in quadrant III are:

a. Nutrient content

Nutrient content in chocolate products of Kampung Coklat Blitar is considered not too important for consumers. Moreover, on the product packaging the nutritional value information is not included, so consumers do not care about the nutritional content. Producers should include information on nutritional value on their product packaging to attract consumers. Cocoa is the highest source of natural magnesium (Ramiah and Yumas, 2017). According to Pusparini (2014), the nutritional content of a product is an advantage offered by producers to consumers.

b. Form

Form attributes are considered less important by consumers so that the form of chocolate processed products in Kampung Coklat Blitar does not significantly influence the benefits obtained by the respondents. The form of chocolate processed products in Kampung Coklat Blitar has several forms such as rectangle, trapezoid, round and heart. This form is considered less attractive to consumers. Producers should add their product forms to various forms such as cartoon characters, flower forms, or car forms so that they can attract the attention of consumers, especially children. A good form of product can contribute to benefits and at the same time be an attraction of the product (Kotler, 2000). According to Bachtiaruddin (2015), many consumers choose a product because of its attractive physical appearance.

c. Ease of Complaints

Consumers can provide complaints or input on Kampung Coklat Blitar processed chocolate products via telephone numbers or e-mails located on the official website of Kampung Coklat Blitar, www.kampungcoklat.com/ contact-us / or consumers can visit the Kampung Coklat Blitar gallery directly. Producers should include call-centers on their product packaging so that it can facilitate consumers to provide complaints regarding their products. According to Indriyani and Mardiana (2016), complaints provided by customers in the use of products or services are a feedback from the quality of products or services used by customers. According to Heung and Lam (2003), consumer complaints can provide opportunities for companies to be able to correct errors encountered during service delivery

d. Advertising and Promotion

Advertisements and promotions carried out by Kampung Coklat Blitar are still considered inadequate. So far Kampung Coklat Blitar has promoted through official websites and social media. Another promotion was held by holding various events located in Kampung Coklat Blitar and also by inviting various print and electronic media to cover the Kampung Coklat Blitar. Companies that use creative and attractive advertising will have an influence on consumers' buying interest (Setiawaty, 2007). According to Kotler (2000), advertising can be an effective way to spread the message, either to build brand preferences or to educate the public.

e. Product Packaging

So far, the packaging has not been noticed by consumers. It is because consumers consider the packaging of chocolate products from Kampung Coklat Blitar has been good, but only less attractive. Producers need to improve product packaging such as changing packaging designs, and adding information about products on packaging. According to Ismayani (2010), one effort to maintain the quality of chocolate when stored, it must be wrapped with aluminum foil. According to Mahardika, et al (2014), unfavorable packaging conditions or having an inappropriate form can be feared to affect the quality of the product.

f. Brand popularity

Consumers assess the popularity of chocolate products in Kampung Coklat Blitar is less important. Kampung Coklat Blitar is still not widely known by the Indonesian people. Efforts that can be made by producers to popularize their products are by setting up booths that sell chocolate products at Kampung Coklat Blitar at various events or at several tourist attractions. Brands can be a source of choice for consumers (Ambadar et al, 2007). According to Bakti (2016), brand popularity is one of the keys that can form a brand image.

g. Product Information

Consumers tend not to pay too much attention to what information is listed in the packaging of chocolate products in Kampung Coklat Blitar. The product packaging only includes some information in the form of brand, product type, net weight, expiration date, barcode, and P-IRT number. Producers need to add information on the packaging of their products such as

halal labels and composition. According to Susetyarsi (2012), labels are part of the packaging as a whole and must be considered at an early stage in the packaging design process. Labels can also only include brands or can also include a lot of information. According to Kotler (2000), labeling has a purpose that is as a means of advertising for producers.

4. Quadrant IV (Excess)

Attributes contained in quadrant IV are:

a. Variation

Variation attributes are considered not too important for consumers because the chocolate processed products of Kampung Coklat Blitar have many variations, such as taste, form and size so that the performance of this attribute is considered good. According to Nurrahman (2016), product variations are important factors when making purchasing decisions. The more variety of products produced, the company also more and more serves the various needs of the intended customers (Isqo, 2015).

b. Benefits

Consumers feel that the benefits of chocolate products from Kampung Coklat Blitar are less important. This attribute performance is considered good, because this product has many health benefits. According to Negara, et al (2012), the benefits of consuming chocolate bars include helping digestion, maintaining heart health, and helping improve vision. Chocolate consumption in fifteen days can reduce systolic blood pressure in someone who is healthy, young, old and hypertensive patients (Carolina, 2016).

c. Content of Preservative

This attribute is considered less important by consumers because consumers believe Kampung Coklat Blitar sells chocolate processed products that are safe for consumption. Chocolate processed products of Kampung Coklat Blitar use natural preservatives, namely vitamin E or tocopherol. Vitamin E as an antioxidant has the potential to be used as a natural preservative. (Septiana and Simanjuntak, 2016). According to Syamdidi (2012), preservatives include food additives that aim to maintain quality and extend the product's shelf life.

2.5. Analysis of Customer Satisfaction Index Calculations

CSI calculation results can be seen in Table 5.

Table 5. Customer Satisfaction Index

No.	Attribute	Average of Importance Score (MISi)	*Weighted Factor (WF)*	Average of Performance score (MSSi)	*Weighted Score (WS)*	Information
1.	Taste (X1.1)	4,33	0,06	4,01	0,27	Already good
2.	Price (X1.2)	3,91	0,06	3,71*	0,23	Improve
3.	Variation (X2.1)	3,83	0,06	4,17	0,25	Already good
4.	Nutritional Content (X2.2)	3,83	0,06	3,69*	0,22	Improve
5.	Benefits (X3.1)	3,69	0,05	3,74	0,22	Already good
6.	Form (X3.2)	3,68	0,05	3,69*	0,21	Improve
7.	Content of Preservative (X4.1)	3,76	0,06	4,00	0,24	Already good
8.	Conditions of Raw Material (X4.2)	4,26	0,06	3,95	0,27	Already good
9.	Expired Information (X5.1)	4,35	0,06	4,01	0,28	Already good
10.	Product Durability (X5.2)	4,13	0,06	4,00	0,26	Already good
11.	Ease of Complaints (X6.1)	3,63	0,05	3,58*	0,20	Improve
12.	Advertising and Promotion (X6.2)	3,79	0,06	3,36*	0,20	Improve
13.	Product Packaging (X7.1)	3,71	0,05	3,55*	0,21	Improve
14.	Size and Volume (X7.2)	3,94	0,06	3,65*	0,23	Improve
15.	Brands Popularity (X8.1)	3,70	0,05	3,23*	0,19	Improve
16.	Product Information (X8.2)	3,72	0,05	3,31*	0,19	Improve
Jumlah Total		62,26	1,00	59,65	3,73	
CSI = (Weighted Score Total: 5) x 100% = 75%						

Information:
* = MSSi that still under total number WS

Based on Table 5, the CSI value is 75%, which means consumers are satisfied. Attributes whose MSS values are below the total WS score (3.73) are attributes that need to be corrected. These attributes are price, size and volume, nutrient content, form, ease of complaint, advertising and promotion, product packaging, brand popularity, and product information. If we want to connect the results of CSI calculations with the IPA method, the attributes that need to be corrected are the attributes that enter into quadrant I which is the main priority for improvement and quadrant III which is the second priority for improvement. Comparison of the results of the calculation of the IPA method with the CSI method can be seen in Table 6.

The results of the comparison between the results of the IPA calculation and CSI calculation results show that the attributes in quadrant I and quadrant III are attributes that must be improved. Attributes in quadrants II and IV are attributes that are in good condition. The level of customer satisfaction needs to be improved further so that all attributes provide the highest satisfaction value for consumers (Kurniati, 2016). Attempts to improve attribute performance also improve the quality of the product. Product quality has an influence on customer satisfaction, so it will be better if it can improve and maintain product quality as a basis for marketing strategies (Amanah, 2010).

Table 6. Comparison of IPA Calculation Results with CSI Calculation Results

No.	Attribute	Calculation of IPA	Calculation of CSI
1	Taste (X1.1)	Maintain Achievement	Already good
2	Price (X1.2)	Main priority	Improve
3	Variation (X2.1)	Excess	Already good
4	Nutritional Content (X2.2)	Low Priority	Improve
5	Benefits (X3.1)	Excess	Already good
6	Form (X3.2)	Low Priority	Improve
7	Content of Preservative (X4.1)	Excess	Already good
8	Conditions of Raw Material (X4.2)	Maintain Achievement	Already good
9	Expired Information (X5.1)	Maintain Achievement	Already good
10	Product Durability (X5.2)	Maintain Achievement	Already good
11	Ease of Complaints (X6.1)	Low Priority	Improve
12	Advertising and Promotion (X6.2)	Low Priority	Improve
13	Product Packaging (X7.1)	Low Priority	Improve
14	Size and Volume (X7.2)	Main priority	Improve
15	Brands Popularity (X8.1)	Low Priority	Improve
16	Product Information (X8.2)	Low Priority	Improve

2.6. Managerial Implications

The following are suggestions for improvements to attributes that need to be improved:

1. Size and Volume Attributes

The improvements that can be made in this quadrant are by adjusting the size and volume of the product to match the price offered. These improvements can be done by increasing the size of the product but still maintaining prices or lowering the selling price.

2. Price Attributes

This attribute improvement can be done by minimizing production costs. Efforts made to minimize production costs are by looking for raw materials that are cheap but have good quality or minimize packaging costs.

Conclusion

Based on the results of the research that has been done, it can be concluded that:

1. Attributes that are the main priority for improvement are attributes that are in quadrant I (price and size and volume of products). Attributes that become the second priority for improvement are attributes that are in quadrant III (nutritional content, form, ease of complaint, advertising and promotion, product packaging, brand popularity, and product information). While the attributes that are good are in quadrant II (taste, condition of raw materials, information on expiration and product durability) and quadrant IV (variation, benefits and content of preservative).

2. The CSI value obtained is 75%. The CSI value is in the range of 0,66 – 0,80, which means consumers are satisfied with the quality of the chocolate product of Kampung Coklat Blitar. Kampung Coklat Blitar needs to make improvements to improve customer satisfaction. Increasing customer satisfaction can provide a good image for Kampung Coklat Blitar.

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