LEVEL OF CONSUMER SATISFACTION IN DECORATIVE FISH SHOPS IN CILEUNYI DISTRICT (Case Study of Ornamental Fish Shops in Cileunyi District)

Tingkat Kepuasan Konsumen Pada Toko-Toko Ikan Hias di Kecamatan Cileunyi (Studi Kasus Toko-Toko Ikan Hias di Kecamatan Cileunyi)

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ABSTRACT

This research aims to analyze characteristics of consumers and sellers as well as level of consumer satisfaction in ornamental fish shops in Cileunyi District and analyze main variables that greatly influence level of consumer satisfaction. Data collection and processing was carried out in May – June 2024 at Cileunyi District, Bandung Regency. The research method used is case study method, with a sampling technique namely purposive sampling. The analysis used is Customer Satisfaction Index (CSI) and Descriptive Marketing Mix. The results of this research showed that CSI value was 80.5% in satisfied category. The main variables that most influence consumer satisfaction are variables of medicinal and vitamin products for ornamental fish, ornamental fish in healthy condition, traders providing information that is easy for consumers to understand, ornamental fish traders greeting.

Keywords: Customer Satisfaction, Ornamental Fish, Oramental Fish Shop

ABSTRAK

Penelitian ini bertujuan untuk menganalisis karakteristik konsumen dan penjual serta tingkat kepuasan konsumen di Toko-toko ikan Hias Kecamatan Cileunyi dan menganalisis variabel utama yang sangat mempengaruhi tingkat kepuasan konsumen. Pengambilan dan pengolahan data dilakukan pada bulan Mei – Juni 2024 yang bertempat di Kecamatan Cileunyi, Kabupaten Bandung. Metode penelitian yang digunakan yaitu metode studi kasus, dengan teknik pengambilan sampel yaitu *purposive sampling*. Analisis yang digunakan yaitu *Customer Satisfaction Index* (CSI) dan *Deskriptif Marketing Mix*. Hasil dari penelitian ini didapatkan nilai CSI sebesar 80,5% pada kategori tergolong puas. Variable utama yang paling mempengaruhi kepuasan konsumen adalah variabel produk obat dan vitamin untuk ikan hias, ikan hias dalam kondisi sehat, pedagang memberikan informasi yang mudah dipahami oleh konsumen, pedagang ikan hias memberi sapaan kepada konsumen, dan pedagang ikan hias tanggap dalam menjawab pertanyaan konsumen.

Kata Kunci: Ikan Hias, Kepuasan Konsumen, Toko Ikan Hias

INTRODUCTION

Indonesia has various types of fish, both from the sea, brackish waters, and fresh waters. A total of 2,184 types of freshwater fish have been recorded, 1,032 species of which come from western Indonesia and Sulawesi. Generally, fish for consumption are the most needed to supply industrial needs. However, ornamental fish are one of the fishery commodities that are no less popular and needed in Indonesia so that many people are interested in them. This is due to the diversity of types, beautiful colors, behaviors and shapes. In addition, ornamental fish have also become one of the livelihoods of the Indonesian people in recent years and have continued to increase (Said and Hidayat 2015). It was recorded that since 2010-2013, Rp 5,084,791,000 was the household income from ornamental fish cultivation (Soebiakto 2014).

The distribution pattern of ornamental fish is categorized into three, namely cosmopolitan, non-cosmopolitan, and endemic fish. Cosmopolitan ornamental fish are ornamental fish that are spread across various places or countries, examples of species are Heniochus diphreutes and Mystus cavasius. Non-cosmopolitan ornamental fish are fish that are only found in a few countries. Endemic ornamental fish are ornamental fish that can only be found in one particular location, examples of species are Chilatherina bleheri found in Lake Bira (West Papua), Glossogobius matanensis found in Lake Malili (South Sulawesi), and Puntius foerschi found in the Mangkutup River (South Kalimantan) (Dey 1996, Daly *et al*., 2018, Said and Hidayat 2015).

Ornamental fish are a type of fish that have high artistic value both in terms of shape, color and unique behavior. Ornamental fish are widely traded as entertainment products that are in demand by the public because they occupy the market at every social and economic level of society, depending on the type and price of the fish (Amalina *et al.,* 2019). BPS data shows that the export value of ornamental fish in 2021 reached USD34.55 million or increased by 12.33% compared to the previous year which only reached USD30.76 million (KKP, 2022). The countries that are the destinations for ornamental fish exports in 2021 are Japan, Hong Kong, the United States, Vietnam and China. Based on data from the Indonesian Ornamental Fish Association (AIHI), the trade value of ornamental fish in Indonesia continues to increase every year, with an average growth of 15% per year (AIHI, 2022). This phenomenon shows that the ornamental fish market has great potential to continue to grow.

This ornamental fish farming business has quite good development prospects. Small-scale ornamental fish farming can be done at home or at a business premises; does not require a lot of land to start, can be started with several medium-sized aquariums; can be harvested quickly, can employ labor and has very promising market opportunities (Manik *et al.,* 2024). Considering the commercial potential of this hobby, it turns out that many people involved in it can earn a living. Many people rely on the breeding and commercialization of various types of ornamental fish in addition to admiring the beauty of ornamental fish. The high cost of some ornamental fish species allows cultivators to generate financial profits (Arofah & Gamayanti 2021). This makes ornamental fish farming a source of income to increase the income of ornamental fish cultivators (Saputra & Efianda 2020).

Ornamental fish is one of the popular hobbies in Indonesia and has attracted the interest of many pet lovers, including in Cileunyi District. Cileunyi District has nine ornamental fish shops spread across six villages including Cileunyi Kulon Village, Cileunyi Wetan Village, Cimekar Village, Cinunuk Village, Cibiru Hilir Village and Cibiru Wetan Village which are the main destinations for ornamental fish lovers. In the ornamental fish shops in Cileunyi District, various types of fish make ornamental fish shops an important place in the development of the ornamental fish industry in Cileunyi District.

Ornamental fish shops in Cileunyi District are favorite places for ornamental fish lovers in Cileunyi District, so it is important to understand the level of consumer satisfaction with the products and services provided. This includes an assessment of the quality of ornamental fish

offered, the services provided by the seller, competitive prices, and the overall impression of the shopping experience at ornamental fish shops in Cileunyi District.

According to Kotler and Keller (2016), In ideal conditions, ornamental fish consumer satisfaction should be high, driven by good product quality, adequate after-sales service, and a pleasant shopping experience. Satisfied consumers tend to make repeat purchases and recommend products to others, which will ultimately drive overall market growth.

However, in reality there are still several problems that cause gaps or disparities in consumer satisfaction of ornamental fish. The results of a survey conducted by the Ornamental Fish Research Center (PPIH) in 2023 revealed that 35% of consumers were dissatisfied with the quality of the fish they bought, because the fish they received were often in unhealthy conditions or did not match the promised specifications (PPIH 2023). In addition, 28% of consumers complained about inadequate after-sales service, such as difficulty in claiming warranties or getting technical assistance. An unpleasant shopping experience, such as late delivery and unclear information about stock, was also a complaint from 22% of consumers (PPIH 2023).

This study aims to analyze the characteristics of consumers and sellers and the level of consumer satisfaction and analyze the main variables that greatly affect the level of consumer satisfaction in ornamental fish shops in Cileunyi District. The data and insights obtained from this study can be used as a basis for business planning and market development in the future, so that it can provide a positive impact on the growth of ornamental fish.

RESEARCH METHODS

This research was conducted from May to June 2024 at ornamental fish shops in Cileunyi District, Bandung Regency. Ornamental fish shops have many variations of various types of ornamental fish. Ornamental fish in ornamental fish shops in Cileunyi District get their supply of ornamental fish from the Muara Baru Tegalega Ornamental Fish Market in Bandung City and surrounding farmers. There are various species of ornamental fish of various sizes, colors, and shapes so that these shops have attractive data for the interest of fish lovers and the public to explore and get new collections. Sampling for sellers and buyers was carried out using the non-random sampling method, namely purposive sampling. Purposive sampling is a sampling technique by providing self-assessment of the selected population. According to Rasyiq *et al.* (2023), Purposive sampling is a method where the sample has been determined by the researcher, generally the sample is chosen because it is in the right place and time. The sample to be selected in this study is the seller and buyer of ornamental fish in ornamental fish shops in Cileunyi District.

In the study, data collection uses two types of data, namely primary and secondary data. According to Sugiyono (2016) data is divided into two, namely primary data and secondary data. According to Purhantara (2010) said that primary data is data obtained directly from research subjects, in this case the researcher obtains data or information directly by using predetermined instruments. Primary data is collected by researchers to answer research questions based on predetermined variables, namely 1. Reliability 2. Responsiveness 3. Insurance 4. Empathy 5. Physical evidence 6. Performance 7. Features 8. Durability 9. Product Reliability 10. Aesthetics 11. Impression of Product Quality 12. Price 13. Location. The primary data in this research are consumers who buy ornamental fish as a source of information in the form of interviews. Interviews were conducted with ornamental fish consumers spread across the research area using a list of questions (questionnaires) that had been prepared in advance.

This study aims to understand the opinions or assessments of individuals so that a Likert scale can be used (Joshi *et al.,* 2015). The Likert scale can measure consumer responses to

product characteristics that allow consumers to express consumer feelings (Sugiyono 2018). The Likert scale consists of:

Table 1. Likert Scale

No.	Answer Respondents	Score
1.	Very Dissatisfied	1
2.	Not satisfied	2
3.	Enough Satisfied	3
4.	Satisfied	4
5.	Very satisfied	5

The questionnaire will be conducted offline. The offline questionnaire will be conducted by visiting ornamental fish shops in Cileunyi District directly. Secondary data is obtained from various sources such as books, journals, scientific reports, documentation of related agencies. Secondary data is obtained by conducting a literature study related to the research topic and various references from libraries, the central statistics agency, the Ministry of Marine Affairs and Fisheries Literature and Google Scholar.
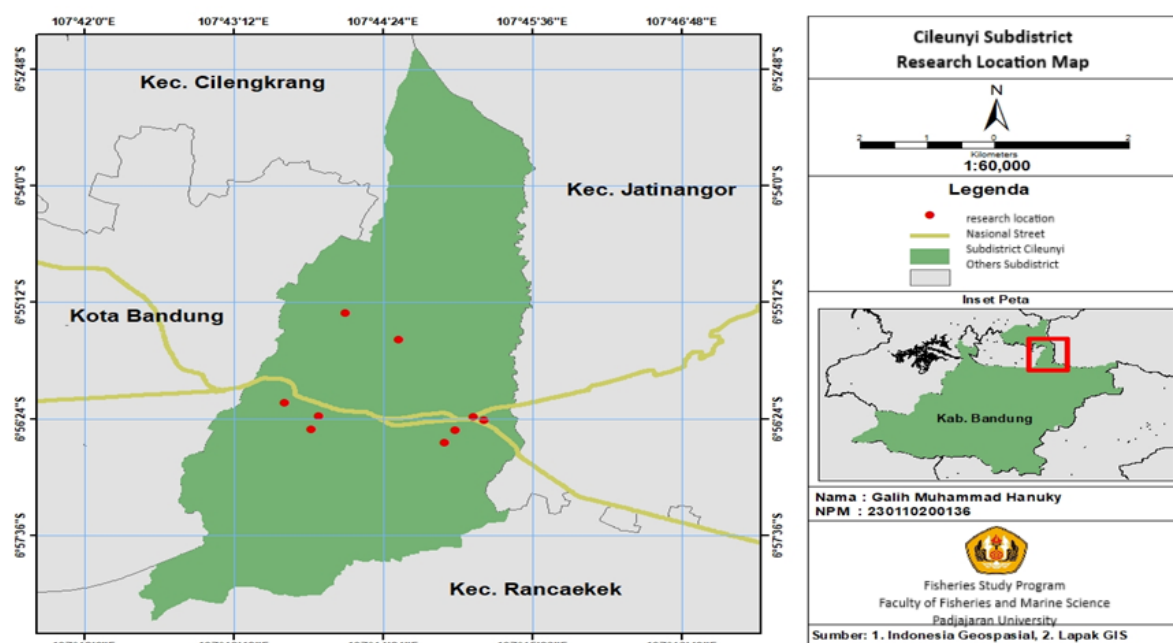

Figure 1. Research Location

Customer Satisfaction Index (CSI)

The method used is CSI or Customer Satisfaction Index. The purpose of using CSI is to determine the level of consumer satisfaction as a whole by weighting the level of satisfaction of the attributes used in the questionnaire. The Customer Satisfaction Index (CSI) analysis will use Microsoft Excel software. According to Irawan (2008) measuring the Customer Satisfaction Index (CSI) is necessary because the results of the measurement can be used as a reference to determine targets in the coming year. The Customer Satisfaction Index or CSI is

used to determine the level of importance of the attributes used. According to Umam & Hariastuti (2018) the steps to conduct CSI are:

a. Determining Mean Importance Score (MIS) and Mean Satisfaction Score (MSS). Mean Importance Score is the average of the importance scores of an attribute. Mean Satisfaction Score is the average score for the level of satisfaction derived from the performance perceived by customers.

$$MIS = \frac{[\sum_{i=1}^{n} Yi]}{n}$$

Information :
Yi   = Interest Value attribute Y to i
N   = Number Respondents

$$MSS = \frac{[\sum_{i=1}^{n} Yi]}{n}$$

Information :
Xi   = Performance Value of attribute X to i
N   = Number Respondents

b. Calculating the Weight Factor (WF) or weighing factor, namely the percentage of the MIS value per indicator to the total MIS value of all indicators.

$$WF = \frac{MIS}{\sum_{i=1}^{p} MIS} \times 100\%$$

Information :
MIS   = Average importance value
$\sum_{i=1}^{p} MIS$ = Total Average Interest

c. Calculating the Weight Score (WS) or weighted factor, this weight is the result of multiplying the WF by the average level of satisfaction.

$$WT = WF \times MSS$$

Information :
WF =   Weighted Factor
MSS   = Average Level of Satisfaction

d. Determine the Customer Satisfaction Index (CSI) using the formula:

$$CSI = \frac{WT}{HS} \times 100\%$$

Information :
WT   = Total from *Weight Score*
HS   = Maximum scale used or *highest scale*

According to Sari & Nurfadillah (2022) *the Customer Satisfaction Index* (CSI) has scale as following :

Table 2. Customer Satisfaction Index (CSI) Scale

Index Value	Indicator	Information
81% - 100%	Very satisfied	Performance exceeds hope
61% - 80 .99%	Satisfied	Performance as per with hope

41% - 60.99%	Enough satisfied	Performance almost fulfil hope
21% - 40.99%	Not satisfied	Performance yet fulfil hope
0% - 20.99%	Absolutely not satisfied	Performance failed / same very Not yet fulfil hope

RESULTS

Table 3. Calculation *Customer Satisfaction Index* (CSI)

No.	Attribute	CSI			
		MISSION	MSS	WF	W.S.
Reliability (Reliability) X1					
1.	Accuracy time open and close shop	4.37	4.03	0.029	0.117
2.	Ornamental fish trader can give service in accordance with need consumer	4.53	4.05	0.030	0.122
Responsiveness (Responsiveness) X2					
1	Service moment do calculation purchase felt fast	4.63	3.88	0.031	0.120
2.	Ornamental fish trader responsive in answer question consumer	4.80	4.02	0.032	0.128
3.	Trader give easy information understood by consumers	4.87	4.43	0.032	0.143
Assurance (Insurance) X3					
1	Feel safe and comfortable in transact	4.60	4.03	0.031	0.123
2	All the needs sought consumer always available	4.27	3.40	0.028	0.096
3	Ornamental fish trader give proof transaction	4.08	3.62	0.030	0.098
Empathy (Empathy) X4					
1	Ornamental fish trader serve with friendly / smile	4.80	4.45	0.032	0.142
2	Ornamental fish trader give greeting to consumer	4.83	4.53	0.032	0.146
3	Ornamental fish trader give attention to complaints consumer	4.65	3.93	0.031	0.122
Tangibility (Physical Evidence) X5					
1	Condition shop sale organized neat / clean	4.75	3.98	0.032	0.126

No.	Attribute	CSI			
		MISSION	MSS	WF	W.S.
2	Neatness , cleanliness and appearance seller	4.55	3.87	0.030	0.117
3	Placement product in accordance with need consumer	4.60	3.95	0.031	0.121
Performance X6					
1	Product ornamental fish supporter functioning with Good	4.50	4.17	0.030	0.125
2	Decorative fish for sale in condition Healthy	4.88	4.23	0.032	0.137
Features of X7					
1	There is Lots variation types of ornamental fish	4.42	3.78	0.029	0.111
2	There is equipment Supporter ornamental fish maintenance	4.42	3.95	0.029	0.116
3	The store provides service repair ornamental fish equipment	4.20	3.38	0.028	0.094
Durability (Durability) X8					
1	Ornamental fish equipment can endure in minimum time 1 month	4.70	4.23	0.031	0.132
2	Ornamental fish packaging No easy to leak if brought go home	4.70	4.03	0.031	0.126
Reliability (Reliability) product) X9					
1	There is no mold or wounds on ornamental fish for sale	4.77	3.97	0.032	0.126
2	Product equipment maintenance of ornamental fish for sale in condition complete	4.48	3.93	0.030	0.117
3	Product drug or vitamins for fish in condition sealed	4.98	4.57	0.033	0.151
Aesthetics (Aesthetics) X10					
1	color patterns of the ornamental fish for sale are very beautiful	4.57	4.05	0.030	0.123
2	Decoration the aquarium for sale is very interesting	4.35	3.85	0.029	0.111
3	Ornamental fish for sale own uniqueness or rare	4.25	3.98	0.028	0.113
Perceived quality (Impression of quality product) X11					

No.	Attribute	CSI			
		MISSION	MSS	WF	W.S.
1	Products sold in the store This more Good from other locations	4.23	3.95	0.028	0.111
2	Want to do purchase repeat because of quality products Good	4.33	4.07	0.029	0.117
	Price (X12)				
1	Ornamental fish prices affordable with Power buy consumer	4.50	4.33	0.030	0.127
2	Price is right with the quality offered	4.62	4.33	0.031	0.133
	Location (X13)				
1	Convenience access going to location sale	4.65	3.98	0.031	0.123
2	Available land parking	4.55	3.58	0.027	0.108
TOTAL 4,023					
CSI WT Value/ Maximum scale x 100%					

$$\frac{4.023}{5} \text{x } 100\% = 80.5\%$$

Table 4. Attributes Highest and Lowest in Level of Interest

No.	5 Attributes with mark Highest	MIS Value	5 Attributes with mark Lowest	MIS Value
1.	Product medicine and vitamins for fish in condition sealed	4.98	Trader give proof transaction to consumer	4.08
2.	Decorative fish in condition Healthy	4.88	The store provides service repair	4.20
3.	Trader give easy information understood by consumers	4.87	Products sold in the store This more Good from others	4.23
4.	Ornamental fish trader give greeting to consumer	4.83	Decorative fish own a rare uniqueness	4.25
5.	Fish trader decorate responsive in answer question consumer	4.80	All the needs sought always available	4.27

DISCUSSION

Customer Satisfaction Index (CSI)

Based on the results of the calculation of consumer satisfaction with ornamental fish shops in Cileunyi District, it can be seen that the CSI (Customer Satisfaction Index) value is 80.5%. According to Sari and Nurfadillah (2022), the value of 80.5% is in the range of 61% - 80.99% which is included in the satisfied category with the statement "performance according to expectations". Based on the results of the CSI value, it shows that overall, what is seen from the performance of ornamental fish shop sellers in Cileunyi District and the importance of the attributes of each variable is in the satisfied category because consumers feel that performance matches expectations (Tuhumury and Parera, 2019). In addition, a pleasant and comfortable shopping experience in this market also increases consumer satisfaction, in accordance with the views of Lovelock and Wirtz (2011) regarding the importance of the overall experience in influencing customer satisfaction. The attribute that needs to be improved in performance in ornamental fish shops in Cileunyi District is the attribute of parking availability in the location variable with a performance value of 0.027. This value is due to the unavailability of parking areas at the ornamental fish shops in Cileunyi District.

Mean Importance Score (MIS) and Mean Satisfaction Score (MSS)

Based on the data in the Customer Satisfaction Index (CSI) calculation table, it can be seen that the highest level of satisfaction is found in the attribute of fish medicine or vitamin products in sealed condition with an MSS (Mean Satisfaction Score) of 4.57. This is inversely proportional to the level of consumer satisfaction in the attribute of the shop providing ornamental fish equipment repair services with an MSS value of 3.38. In addition, the attribute of all the needs sought by consumers is always there is the second lowest attribute with an MSS value of 3.40. Based on the MSS data, it is known that consumers in ornamental fish shops in Cileunyi District are satisfied with the product of medicine or vitamin for fish in sealed condition, but sellers in ornamental fish shops in Cileunyi District generally do not provide ornamental fish equipment repair services so that consumers feel less satisfied with the service. Ornamental fish shops in Cileunyi District do not provide all consumer needs so that consumers feel dissatisfied with this.

The CSI calculation can be seen that the highest level of importance is in the attribute with a high level of importance, namely the attribute of medicinal products and vitamins for fish in sealed conditions with an MIS value of 4.98. This is because consumers tend to need vitamins and medicines for the survival of their ornamental fish, especially in Cileunyi District, where there are quite a lot of housing so that ornamental fish are kept at home. The variable with the second highest importance value is Ornamental fish in healthy condition with an MIS value of 4.88. This is because consumers need healthy ornamental fish so that they can last longer and are resistant to disease, considering that ornamental fish are kept in aquariums, thereby reducing the risk of fungal infections, fin rot, bulging scales, etc. The variable with the attribute that has the lowest MIS value is the attribute of proof of transaction to consumers with an MIS value of 4.08. This indicates the shortcomings of the ornamental fish traders' services in ornamental fish shops in Cileunyi District do not provide written proof of payment to consumers, but the seller directly states the price of ornamental fish to consumers, in addition, the shortcomings of ornamental fish sellers in ornamental fish shops in Cileunyi District are that the shop provides repair services with an MIS value of 4.20. This is because consumers who buy products in ornamental fish shops in Cileunyi District do not get a guarantee so that consumers feel the service provided is less than satisfactory.

CONCLUSION

Based on the results Based on the results of the Customer Satisfaction Index (CSI) calculation, the CSI value was obtained at 80.5%, meaning that the performance of ornamental fish shops in Cileunyi District is in accordance with consumer expectations so that consumers feel satisfied. The variable with the highest level of satisfaction is the product quality variable on the attribute of medicinal products or vitamins for fish in sealed conditions with an MSS (Mean Satisfaction Score) of 4.57. The variable with the lowest level of satisfaction on the attribute of the shop providing ornamental fish equipment repair services with an MSS value of 3.38. The main variable that most influences consumer satisfaction by looking at the level of importance is the reliability variable. The attribute in the variable with the highest level of importance is medicinal products and vitamins for fish in sealed conditions with an MIS score of 4.98 and the attribute is Ornamental fish in healthy conditions with an MIS value of 4.88.

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