Analysis of Consumer Attitudes and Behavior Towards Kebab Skin Stick Snacks (STIKBAB) in Bogor City

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Abstract: This research purposes to determine the priority scale of attributes, attitudes and behavior, as well as determine the formulation of a marketing mix strategy for snack products, Sticks Skin Kebab (STIKBAB). Sources of data in this research obtained from 98 respondents in the city of Bogor. Statistical analysis used in this research includes analysis of the multi-attribute fishbein model, subjective norms and theory of reasoned action. The results of the fishbein analysis on the evaluation of attributes from the most important to the least important in a row are the quality of raw materials, ease of obtaining, affordable prices, attractive promotions, attractive packaging, varied product types, and brands with a score of 1.57, 1.54, 1.53, 1.49, 1.45, 1.36, 1.26 each. Meanwhile, consumer attitudes towards the brand are 44.94 illustrates that consumer attitudes are good and tend to make repeat purchases. From the behavioral model, it appears that of the seven attributes analyzed have a positive B-BI value (greater than zero) this means that consumer behavior in STIKBAB is good or positive. The marketing strategy that can be taken is to maintain the trust value for the attributes that are most important to consumers (evaluation) and increase the attributes that are still not able to meet the requirements of consumer evaluation.

Keywords: consumer behavior, fishbein analysis, subjective norms, theory of reasoned action.

INTRODUCTION

Food is a source of energy in daily life and is a basic human need. Currently, food has various types, flavors, and sizes so that consumers can choose and consume according to their wishes. The various kinds of products that are spread on the market are not only produced by large industries, but also small micro industries or home industry scales that also contribute in producing and marketing their products. The growth of the home industry currently has an important role in the national economy, such as creating jobs for the surrounding community and the general public.

This is in line with the growth of MSMEs in the city of Bogor as it is known according to the number of recipients of the Cash Direct Assistance program in the form of the President Aid for Productive Micro EntelIDR rises in 2020 as follows.
According to the data in Figure 1, it is explained that the West Bogor District is the largest number of MSMEs with a total of 15,593 MSMEs, while the MSMEs with the least number are in the East Bogor area with a total of 6,270 MSMEs. The number of MSMEs in the South Bogor area is 15,128 MSMEs, the Tanah Sareal area is 12,122 MSMEs and the Central Bogor area is 8,326 MSMEs. The existence of training and assistance facilitated by the Cooperatives and MSMEs Service in the Bogor City area will certainly create reliable entrepreneurs with superior products so that MSMEs can advance to class and be competitive in the global market.

According to Rafei, Safrida, and Sukamto (2019), the food industry group has the largest role compared to other industrial groups, so that it can become a driver of national economic growth. The food industry grew by 3.92% compared to the first quarter of 2018 with an output share of 24.67%. This is in line with MSMEs as of June 2020 to August 2002 which produce chips and sell them through major E-Commerce such as Shoppe, Tokopedia, and Bukalapak which show that these chips dominate the online market with a market share of 89.65%. Among the three E-Commerce sites, Tokopedia (36.3%), Shoppe (34.7%), Bukalapak (29.1%). Sales of non-branded chips reached 87.78% sales when compared to branded chips (Candramaya 2020).

This is also an opportunity for MSMEs and triggers competition between the food industry, the more food processing industries, the more industrial competition for the sale of these food products is needed. Skills and creativity are needed in marketing products more effectively by providing the best in order to be a differentiator between products. One product with another. The differentiator can be adjusted by providing other attributes that are taken into consideration by consumers in choosing a product.

One of the snack food innovation products that has been established since 2018 is the Kebab Skin Stick Product with the STIKBAB brand. So far, what we know is that kebab skins are only used as a layer for wrapping vegetables and kebab meat, but currently the kebab skin can be used as a snack with a taste that is no less delicious than other snacks because it is processed through a roasting process, then the kebab skin is cut into long shapes, resembling a stick. This form attribute is the hallmark of STIKBAB products and there are various flavors offered so that they are different from other sticks.

Figure 1
Number of MSMEs in Bogor City in 2021

Source: Department of Cooperatives and SMEs, Bogor City
According to the data in the figure, the total sales of STIKBAB in 2018 were 2,582 packs. In 2019, the total sales of STIKBAB increased drastically to 4,028 packs. In 2020 total sales of STIKBAB increased from 2019 to 4,564 packs. The development of STIKBAB sales increased in December 2020 to January 2021 compared to sales in the same month in the previous year. The lowest sales occurred in May and June 2020 because of the impact of the Covid-19 pandemic.

STIKBAB experienced an increase in sales at the end of 2020 because STIKBAB offered consumers with two different packages, namely premium 100 grams packaging made of full color metalized and 60 grams transparent standing pouch packaging. In 2018 and 2019 STIKBAB only marketed its 60 grams products with transparent standing pouch packaging. The latest packaging attributes offered for STIKBAB products make consumers more interested in making purchases so that STIKBAB sales have increased. In addition, the price also affects the purchasing power of consumers. The price of premium 100 grams STIKBAB is marketed at IDR 15,000 and 60 grams STIKBAB is marketed at IDR 7,000, except for the dragon fruit STIKBAB, which is IDR 8,000. Currently STIKBAB has been marketed online and offline.

Various factors and attributes that are considered important for consumers to decide to buy STIKBAB snacks, then STIKBAB producers need to know the product attributes. Product attributes are product characteristics. Consumers generally believe in product attributes. Attributes are also very important for consumers to assess significantly about certain products or services and how consumers make these decisions, so that producers can adjust the products they market to the needs and desires of consumers themselves. In addition, the implementation of an effective and efficient marketing strategy is very much needed by producers in order to be able to face increasingly competitive market competition.

According to the background, the researchers are interested in conducting further research in order to find out what attributes are considered important by consumers, entitled "Analysis of Consumer Attitudes and Behavior towards Kebab Skin Stick Snacks (STIKBAB) in Bogor City."

Formulation of the Problem

According to the description of the background above, the problem can be formulated as follows:

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1. What is the attribute priority scale for purchasing Sticks Skin Kebab (STIKBAB) snacks?
2. How are the attitudes and behavior of consumers in purchasing snack products from Stick Skin Kebab (STIKBAB)?
3. How to make a strategy and formulate a marketing mix strategy on the sale of Stik Skin Kebab (STIKBAB) snack food products?

LITERATURE REVIEW

Consumer Attitudes and Behavior

According to Sumarwan, U (2014:166), attitude is an expression of consumer feelings about an object whether it is liked or not, and attitudes also describe consumer confidence in various attributes and benefits of the object. Meanwhile, according to Setiadi, N. J (2019: 139), attitude is researching the tendency to respond to an object, whether liked or disliked consistently.

a. Attitude Component
   According to Sumarwan, U (2015: 175-176) attitudes consist of three components, namely cognitive components, affective components, and conative components.

b. Attitude Characteristics
   Menurut Sangadji, E. Mdan Sopiah, (2013: 195-196), ada beberapa karakteristik yang dimiliki oleh sikap sebagai antara lain (1) sikap memiliki objek, (2) konsistensi sikap, (3) sikap positif, negatif, dan netral, (5) intensitas sikap, (6) resistensi sikap, (7) persistensi sikap, (8) keyakinan sikap, (9) sikap dan situasi

c. Attitude Function
   According to Sumarwan, U (2014: 168-170) there are four attitude functions, namely the utilitarian function, the ego defense function, the value expression function, and the knowledge function.

d. Attribute Model
   According to Sumarwan, U (2014:177), there are three models of multi-attribute attitudes, namely:

1) The Attitude Toward Object Model
   The characteristics of this model are as follows:
   a) Attitude represents belief.
   b) Attitude is useful in measuring consumer responses to certain objects, for example to the product of one company, consumers have different attitudes that can be positive or negative.

2) The Attitude Toward Behavior Model
   This model is related to the actual behavior of the consumer's attitude.

3) The Theory of Reasoned Action Model
   This model includes three components, namely cognitive, affective, and conative. This model also includes consumer subjective norms.

According to Sumarwan, et al (2018: 5), consumer behavior is all activities, actions, and psychological processes that encourage these actions at the time before buying, we buy, use, spend products and services after doing the things above or evaluating activities. Meanwhile, according to Indrasari, M (2019:14), consumer behavior is a process that is closely related to the buying process which then consumers carry out activities such as searching, researching, and evaluating products. One model of consumer behavior according to Kotler and Armstrong, G (2017: 135).
There are three main factors that influence decision making, namely internal factors (including cultural, social, personal, psychological), external factors (including economic, technological, political, cultural), and factors from marketers to consumers. Not only that, marketing consists of 4Ps, namely Price (Price), Place (distribution channel), Promotion (promotion), and Product (Product).

According to Setiadi. N. J (2019: 9-12), there are four factors that influence consumer purchasing decisions, including: 1) cultural factors; culture, subculture, and social class. 2) social factors; Reference Group, Family, Role and Status. 3) Personal Factors; Age and Stages in Life Cycle, Occupation, Economic Circumstances, Lifestyle, Personality and Self-Concept. 4) Psychological Factors; Motivation, Perception, Learning Process, and Beliefs and Attitudes.

Consumer Preference

According to Sholihin, R (2019: 128), consumer preferences are unique patterns that must be understood by companies so that the goods produced can match the preferences of consumers. These preferences are grouped into three different patterns, namely homogeneous preferences (uniform), diffused preferences (spread), and clustered preferences (clustered).

According to Tjiptono, F (2015), consumer preferences are closely related to consumer assessments of satisfaction or dissatisfaction with products or services even at certain companies in evaluating the level of satisfaction with products. There are several indicators that are often used, including:

a. Performance, namely the main operating characteristics of the purchased core product, for example products that are practical to consume and carry.

b. Additional features or features, namely secondary or complementary characteristics, for example having a smooth texture, attractive packaging design and product shape, and low prices.

c. Reliability, which is a small possibility that the product used will be damaged. Conformance to specifications, namely what are the design features and product shapes that meet the standards in accordance with existing provisions. Such as food products must meet the health standards set by the Ministry of Health or have a halal certificate.

d. Endurance (Durability), endurance includes speed, competence, comfort and convenience.

e. Service (Service Ability) Service is related to how long the product can continue to be used such as the expiration of the product.

f. Aesthetics are the factors that make a product attractive to the five senses such as the physical form, color and model.

g. Perceived Quality According to the above theory, it can be concluded that consumer preference is a consumer's assessment of a product or service that he likes or doesn't like.
The Nature of Consumer Preferences According to Nicholsen in Irma (2019: 28),
there are three basic properties of consumer preference relationships, namely
completeness, transitivity, and continuity which can be explained as follows:

a. Completeness, if A and B are two conditions, then each individual must always be
able to choose whether: 1) B is not preferred to A. 2) A is not preferred to B. 3) A and
B are both preferred
b. Transitivity, if a person says that he prefers A to B, and prefers B to C, then he must
like A over
c. Continuity, if someone prefers A over B, then the same situation with A must be
preferred over B, so it must be consistent with the determination of his choice.

Fishbein's Model of Attitudes and Behavior

According to Sumarwan, U (2014: 177), Fishbein's multi-attribute model
consists of three models, namely The Attitude Toward Object Model, the attitude-toward
behavior model, and The Theory of Reasoned Action Model. The multi-attribute attitude
model explains that the consumer's attitude towards an attitude object (product or brand)
is largely determined by the consumer's attitude towards the evaluated attributes. The
multi-attribute model emphasizes the existence of salience attributes, which means the
importance of an attribute. This model shows that consumer attitudes towards products or
product brands are determined by two aspects, namely trust in product or brand
attributes, and evaluating the importance of the attributes of the product.
In this research, the theory of reasoned action (TRA) model will be used. According to the Reasoned Action Theory Model, it assumes that consumers consciously
consider the consequences of alternative behavior and choose the behavior that can
provide the most expected results. This reasoned theoretical model has two components,
namely the attitude component and the subjective norm component.

Figure 4
Theory of Reasoned Action

According to Figure 4, the attitude component believes that behavior will produce
results or the belief that actions will have consequences and evaluation of those
consequences. The subjective component strongly believes in other people (reference
groups or reference objects), they believe that I should or should not have certain
behaviors or normative beliefs about other people's expectations of me and motivations
that are in accordance with the normative beliefs or motivations of people who are the
reference group.

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RESEARCH METHODS

Population and Sample

The population in this research were consumers who had purchased STIKBAB with a total of 4,564 consumers according to the highest sales of STIKBAB for the last 3 years. In this research, the sample selection used a non-probability sampling technique, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as sample members. Also, the sampling technique used in this research is PUID-Rosive-sampling with criteria that have purchased or consumed Kebab Skin Sticks (STIKBAB) products in the Bogor City area.

In this research, the sample calculation uses the Slovin formula with an error rate of 10%:

\[
n = \frac{N}{1 + Ne^2} = \frac{4564}{1 + 4.564(0.1)^2} \\
n = 97.855
\]

The sample studied was 97.855 rounded up to 98 people.

Data Collection Technique

In this research, the data collection methods used were survey methods and questionnaires consisting of several methods, including:

a. Observation, Researchers interact directly in collecting data through sight, smell, hearing, touch, and taste.

b. Literature Research, Researchers conduct literature studies by reading books and journals in various sources where there are references related to consumer behavior and attitudes.

c. Questionnaire, a data collection technique that is conducted by giving a set of questions or written statements regarding attitudes and behavior towards STIKBAB purchasing decisions to respondents to answer.

In this research, the answers given by consumers will be assessed according to the Thunderstone scale (-2, -1, 0, 1, 2) and the Likert scale (1, 2, 3, 4, 5).

Attributes of Consumer Attitude and Behavior Research

In this research, Attribute answers play an important role in influencing consumers to use and choose the products they want. In this research, the attribute elements for the trust (bi) and evaluation (ei) variables include: (1) Quality of raw materials, (2) Brand, (3) Varied types of products, (4) Packaging, (5) Affordable prices, (6) Promotion, (7) Ease of obtaining.

Meanwhile, the research attributes for the variables of belief (NB1) and motivation (MCi) consist of: (1) Family, (2) Friends, (3) Promotion/display officers, (4) Apart from family, friends, and promotion/display officers.

Data Analysis Method

The data analysis model used in the attitude and behavior research on purchasing decisions for kebab skin stick snacks uses a fishbein attitude and behavior analysis model. This analysis will measure the level of consumer confidence in the attributes possessed by the skin kebab stick snack (STIKBAB) and then conduct an evaluation according to the product being researched. The results will be compared with a subjective norm model to measure consumer behavior towards purchasing kebab skin stick snacks.

Validity Test

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In this research, the Mann-Whitney U test was used. The Mann-Whitney U test was used to compare two population means that came from the same population. So that in this research the test that can be used to find out whether there are differences in the attitudes and behavior of buyers eating light kebab skin sticks.

Reliability Test
According to Siyoto, et.al (2015: 91), reliability relates to the accuracy of the instrument in measuring what is being measured, the accuracy of the measurement results and how accurate it is if repeated measurements are made. In this reliability test serves to determine whether the results of the questionnaire can be trusted or not. In this research, the calculation of the reliability of the analysis that has been developed by Cronbach's Alpha is used.

Attitude Model
The model of consumer attitudes towards a product or brand of a product is determined by two things, namely trust in the attributes of the product or brand (component \( b_i \)), evaluation of the importance of the attributes of the product (component \( e_i \)) which is illustrated in the following formula:

\[
A_x = \sum_{i=1}^{n} b_i e_i
\]

Keterangan:
- \( A_x \): Skor terhadap suatu objek
- \( b_i \): Keputusan keperluan bahwa objek tersebut memiliki atribut
- \( e_i \): Evaluasi terhadap atribut
- \( n \): Jumlah atribut yang memiliki objek

The model of consumer attitudes towards a product or brand of a product is determined by two things, namely trust in the attributes of the product or brand (component \( b_i \)) measures the evaluation of the importance of the attributes possessed by an object. While component \( (e_i) \) measures consumer confidence towards the attributes possessed by each brand.

The Fishbein attitude model also proposes three main concepts, namely:
- a. Attributes (Salient Belief), attributes are characteristics of the attitude object \( (A_0) \).
- b. Salient belief is the consumer's belief that the product has various attributes, often referred to as attribute-object beliefs. Attitude researchers must identify various attributes that consumers will consider when evaluating an attitude object \( (A_0) \) of the product.
- c. Trust (Belief), Trust is the strength of belief that a product has certain attributes. Consumers will express confidence in the attributes possessed by a brand and the products it evaluates, this step is described by \( (b_i) \) which measures consumer confidence in the attributes possessed by each brand.

Subjective Norm Model
A person's characteristics are defined as the individual's willingness to follow certain referent opinions on the related individual's personality. Subjective norms in this research are the ideas of other people who want consumers to buy kebab skin stick snacks. According to Umar in Wartaka, M and Sumardjono (2020: 121).

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The SN component is used to imply that the norm or describes or does not want an individual to use the object of research and or that requires certain behavior. NB1 implies that normative beliefs come from the influence of preferred groups such as family, friends, promotion/display officers, and non-promotional/display officers. Meanwhile, MC1 is a certain encouragement or motivation that arises on the basis of preference recommendations and is the number of referents or the number of respondents who are used as research samples.

**Behavior Intention – BI Model**

According to Sumarwan, U in the theory of reasoned action or fishbein behavioral intentions can be explained as follows:

\[ B \sim BI = W_1(A_B) + W_2(SN) \]

The Theory of Reasoned Action pays attention to a person's behavior as a function of his intention to act in a certain way with supporting attributes. The consumer's desire to be involved in certain behaviors or one's intentions in buying a product (BI) is influenced by attitudes (Act) and subjective norms (SN) which reflect the relative weight of the influence of attitude and subjective weight (W1W2). dislike.

**RESULTS AND DISCUSSION**

**Validity and Reliability Test**

The results of the validity test on the attitude score of each attribute were taken as many as 11 items on the STIKBAB brand and other snack brands, so that the results of the Zt value analysis of -1.615 were in the H0 area (Ztable value for 0.1/2 = 0.05) is 1.645, where -1.615 < 1.645 then H0 is accepted so it can be concluded that the average score of the two groups is the same, so it can be said to be valid.
While the results in table 3 obtained a Cronbach Alpha value of 0.920 more than 0.06, the questionnaire items used for variables in STIKBAB snack products can be said to be very reliable or consistent for use in research.

Analysis of Fishbein’s Attitude Towards Attributes (A_o)

The analysis that can be used to determine consumer attitudes is through the assessment of fishbein multi-attribute analysis. This model consists of an evaluation of importance (e_i), the strength of trust (b_i). The calculation of the evaluation of importance (e_i) purposes to determine how big the level of importance of an attribute of a snack is. While the calculation of the level of trust is used to measure consumer confidence in the attributes possessed by a brand. The result of the multiplication between the evaluation of importance (e_i) and the level of confidence (b_i) will produce a total value of attitude (A_o). The results of Fishbein’s attitude analysis will be measured using the research scale in Table 4.
Evaluation of Interests (e_i)

The value of the evaluation of the importance (e_i) of an attribute describes the importance of an attribute for an individual. An individual perceives product attributes as having different levels of importance. The attributes in this research that will be evaluated include the quality of raw materials, brands, varied types of products, attractive packaging, affordable prices, attractive promotions, and ease of obtaining.

<table>
<thead>
<tr>
<th>No</th>
<th>Attributes</th>
<th>Evaluation (e_i)</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Raw material quality</td>
<td>1.57</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Brand</td>
<td>1.26</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>Various types of products</td>
<td>1.36</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>Attractive packaging</td>
<td>1.45</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>Affordable price</td>
<td>1.53</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Interesting promotion</td>
<td>1.49</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>Easy to obtain</td>
<td>1.54</td>
<td>2</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>10.20</td>
<td></td>
</tr>
</tbody>
</table>

Source: Research primary data, 2021

According to the results of the research, it is known that in the table it can be seen that the evaluation of the most important to the least important attributes in a row are the quality of raw materials, ease of obtaining, affordable prices, attractive promotions, attractive packaging, varied product types, and brands.

The Power of Trust (b_i)

After the importance evaluation is obtained, the next step is the attribute trust value. Knowing the value of trust (b_i) will describe how much consumers believe in a product attribute attached to a brand.

Table 6

Respondents’ Attitudes towards STIKBAB Attributes in Bogor City

<table>
<thead>
<tr>
<th>No</th>
<th>Attributes</th>
<th>Evaluation (e_i)</th>
<th>Trust (b_i)</th>
<th>Total (e_i x b_i)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Raw material quality</td>
<td>1.57</td>
<td>4.38</td>
<td>6.88</td>
</tr>
<tr>
<td>2</td>
<td>Brand</td>
<td>1.26</td>
<td>4.48</td>
<td>5.64</td>
</tr>
<tr>
<td>3</td>
<td>Various types of products</td>
<td>1.36</td>
<td>4.37</td>
<td>5.94</td>
</tr>
<tr>
<td>4</td>
<td>Attractive packaging</td>
<td>1.45</td>
<td>4.45</td>
<td>6.45</td>
</tr>
<tr>
<td>5</td>
<td>Affordable price</td>
<td>1.53</td>
<td>4.43</td>
<td>6.78</td>
</tr>
<tr>
<td>6</td>
<td>Interesting promotion</td>
<td>1.49</td>
<td>4.32</td>
<td>6.44</td>
</tr>
<tr>
<td>7</td>
<td>Easy to obtain</td>
<td>1.54</td>
<td>4.42</td>
<td>6.81</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>10.20</td>
<td>30.85</td>
<td>44.94</td>
</tr>
</tbody>
</table>

Source: Research primary data, 2021

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According to the confidence assessment (bi) on STIKBAB, respondents gave the highest trust score on brand attributes of 4.48. Then on the attractive packaging of 4.45. An affordable price of 4.43. This is one of the advantages that STIKBAB has, especially in the brands it owns. The STIKBAB brand is very easy to remember. Attractive packaging and available in various packaging sizes at economical prices.

The lowest value was given by respondents to the attractive promotional attributes of 4.32. As a new product on the market, promotions conducted by STIKBAB are not consistent and evenly distributed because of limited promotional funds. Even so, the attitude value of STIKBAB is 44.94.

Subjective Norm Analysis (SN)

Individual subjective norms for certain behaviors are influenced by two components, namely, the individual's normative belief (NB) that the group or person who becomes his preference wants a certain individual to do or not even do an activity. The second is individual motivation (NC) to comply with the normative belief. In this research the subjective normative measured on the STIKBAB product can be seen in Table 14.

Table 7
Subjective Norms of Respondents on STIKBAB Products

<table>
<thead>
<tr>
<th>No</th>
<th>Attributes</th>
<th>NB</th>
<th>NC</th>
<th>SN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Family</td>
<td>1</td>
<td></td>
<td>3.88</td>
</tr>
<tr>
<td>2</td>
<td>Friend</td>
<td>1</td>
<td></td>
<td>4.45</td>
</tr>
<tr>
<td>3</td>
<td>Promotion/display officers</td>
<td>1.16</td>
<td></td>
<td>4.22</td>
</tr>
<tr>
<td>4</td>
<td>Apart from family, friends and Promotion/display officers</td>
<td>1.06</td>
<td></td>
<td>3.84</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td>4.51</td>
<td>14.53</td>
<td><strong>16.39</strong></td>
</tr>
</tbody>
</table>

Interpretation

GM 2.38

Nbi : Normative Beliefs
NCi : Consumer Motivation
SN : Subjective Norms

Source: Research primary data, 2021

From the table above, it can be concluded that the external factors that influence the consumption of STIKBAB products are friends and officers/resellers with a weighted score of 4.45 and 4.22. This means that family, apart from family, friends, and promotion officers have not made a significant contribution to influencing the consumption of this STIKBAB product.

Analysis of Theory of Reasoned Action

Fishbein's attitude analysis can be seen from its reliability and its relationship with subjective norms by using the theory of reasoned action, this can test whether the respondent's attitude is strongly related to consumer behavior.

Table 8
Calculation of Internal and External Attitude Weights for STIKBAB Snacks in Bogor City

<table>
<thead>
<tr>
<th>Total e_i</th>
<th>Total b_i</th>
<th>(e_i + b_i)/2x number of attributes</th>
<th>(NB+NC)/2x number of attributes</th>
<th>GM A/ (GM A + GM B)</th>
<th>GM B/ (GM A+ GM B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.2</td>
<td>30.85</td>
<td>2.93</td>
<td>2.38</td>
<td>0.55</td>
<td>0.45</td>
</tr>
</tbody>
</table>

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Remarks

E. Total evaluation of i attribute
B. Total trust that the brand has i attribute
GM A Grand median subjective norm A
GM B Grand median subjective norm B
W1 Relative weight of attitude (Internal attribute)
W2 Relative weight of subjective norm (external attribute)

Source: Research primary data, 2021

It can be seen that the internal influence which is influenced by the assessment of product attributes (attitude/W1) is greater, namely 0.55 than the external influence which is influenced by all factors other than attributes (subjective norm/W2), which is only 0.45. After obtaining the weight value on the STIKBAB product.

### Table 9
Calculation of STIKBAB Snack Purchase Behavior in Bogor City

<table>
<thead>
<tr>
<th>Aeict</th>
<th>Sn</th>
<th>W1</th>
<th>W2</th>
<th>B~BI = W1(Aeict)+W2(SN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>44.94</td>
<td>16.39</td>
<td>0.55</td>
<td>0.45</td>
<td>32.15</td>
</tr>
</tbody>
</table>

Remarks

N A special behavior
BI The consumer’s desire makes this behavior
Aeict Consumer attitudes to engage in behavior
Sn Subjective norms
W1 Relative weight of attitude (Internal attribute)
W2 Norm relative weight (External attribute)

Source: Research primary data, 2021

In Table 9 it can be seen that the value analysis (B~BI) is positive (greater than zero), so consumer behavior towards STIKBAB products is good or positive with a weighted score of 32.15.

### Marketing Strategy Implications

Snacks are currently at the stage of people’s daily needs because of the community’s erratic and more unplanned snacking schedule, this is indicated by the high demand for snack products or snacks both online and offline. Therefore, it takes the right steps in the marketing strategy which will imply what actions must be taken as a result of the analysis related to the respondents’ trust in the brand that the company has.

![Semantic Differential Analysis](image)

**Figure 5**

Semantic Differential Analysis of STIKBAB Snacks
The map of the strength of each attribute studied can be seen in the Semantic Differential Analysis in Figure 10. There are differences in the attribute confidence value in STIKBAB snack products consumed by consumers.

The strategies that will be presented are strategies at the functional level that are prioritized including; product strategy, promotion strategy, (3) place strategy, price strategy.

1. Product Strategy

STIKBAB companies need to carry out a strategy for selecting raw material purchases by looking for suppliers who provide quality raw materials and the selected raw materials already have a product legality permit such as the MUI halal label. This will increase consumer confidence. The brand attribute provided by the company is very good by giving the brand name STIKBAB, this is different from other products, because the word STIKBAB stands for Stik Skin Kebab or Snack trusting Kebab Skin Innovation, so the brand name STIKBAB is easy to remember. It is proven that brand attributes are in the first rank, while consumer desires for brand attributes are in the last rank.

The types of products that are varied on the attributes of STIKBAB are in accordance with the standards of consumer desires. Currently, STIKBAB products have eight flavors, such as roast beef, corn, cheese, balado, spicy, original, and dragon fruit. With the available flavor variants, it is possible that the STIKBAB company can implement a line filling strategy by adding new STIKBAB flavor variants such as green tea, salted egg, and others.

The packaging attribute has become better than what consumers expected because STIKBAB provides two 60 grams packages and 100 grams premium packaging. The design and information contained in the packaging is clear enough and makes it easier for consumers to identify STIKBAB products. In addition, the STIKBAB packaging is practical and easy to carry everywhere. From the products that have been produced, it is necessary to have promotions that must be improved so that they can be better known by the wider community.

2. Promotion Strategy

Promotional strategies implemented on social media can be in the form of creating interesting content and having consumers' curiosity to seek clearer information about the products being promoted. The content created must be adapted to the current conditions, but does not only contain product content, it can be in the form of images, videos, and visual information. In addition, companies can create sponsored advertisements, endorsements to celebgrams or artists and can do giveaways with interesting captions so that they can attract the attention of consumers. By doing promotions, it is necessary to make it easier for consumers to obtain this STIKBAB product.

3. Place Strategy

A place strategy that can be applied by STIKBAB companies by expanding marketing channels and implementing a selective distribution strategy in order to obtain distributors who will help sell STIKBAB products. In addition, the implementation of intensive distribution needs to be conducted by entrusting or selling STIKBAB products to stores such as in collaboration with Alfamart and Indomaret, because these products can be distributed to Alfamart and Indomaret branches in various regions, making it easier for consumers to obtain STIKBAB products.

4. Price Strategy

In this case, the strategy that must be taken is to maintain the selling price by applying a low price or penetration pricing because it is adjusted to the segmentation
of consumers who have middle to lower income so that STIKBAB products can be purchased at an affordable price by consumers.

CONCLUSIONS AND SUGGESTIONS

Conclusion

The conclusions that can be given in this research are:

1. The priority scale of attributes on the purchase of Kebab Skin Sticks (STIKBAB) snacks in the city of Bogor, the most important is the brand, attractive packaging, affordable prices, ease of obtaining, quality of raw materials, varied product types, and attractive promotions.

2. The attitude of consumers in the purchase of Kebab Skin Sticks (STIKBAB) snacks in the city of Bogor is in the very good category. Analysis of subjective norms for STIKBAB products is highly recommended, and consumer behavior towards STIKBAB products in Bogor City is good.

3. Formulating a product strategy on the sale of Kebab Skin Sticks (STIKBAB) snacks in the city of Bogor, namely the company must convince consumers of the attributes of trust in the quality of raw materials. While the attributes of the STIKBAB brand are very good because they are different from other products and easy to remember. The company's pricing strategy is quite good because it targets the lower middle class. The promotional strategy conducted by the company is not good because it is not in accordance with the characteristics of consumers. The location strategy is still unable to meet the requirements desired by consumers because currently it is still on a home-based production scale.

Suggestions

According to the results of the research, discussion and conclusions obtained, the suggestions given are as follows:

a. Suggestions for companies:
   1. The product strategy that can be taken by STIKBAB is to improve the quality of raw materials by implementing a line modernization strategy, featuring, and pruning, selecting the right supplier. The two-way stretch strategy can also be applied by providing a choice of product sizes at different prices according to consumer purchasing power.
   2. The pricing strategy for STIKBAB products is to maintain the selling price of STIKBAB and arrange appropriate pricing, such as lost leader pricing or penetration pricing.
   3. The promotional strategy that can be taken by STIKBAB is to adjust the appropriate promotional media according to the demographic segmentation of the respondents and the level of employment.
   4. The strategy where the ease of obtaining STIKBAB is still less accessible to consumers, it is necessary to expand marketing channels and implement selective and intensive distribution strategies. The online sales strategy can also be improved by participating in various programs in the marketplace.

b. Suggestions for next researchers:
   It is hoped that next researchers will continue this research related to the analysis of attitudes and behavior, so the researcher suggests examining attributes that are not included in this research, such as durability, product halalness, product size, product volume or weight, product color and adding similar objects. which were not found in this research.
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