ANALYSIS OF CONSUMER BEHAVIOR IN CHOOSING RICE PACKAGING OF BRANDS
"ALAMI, PAK TANI AND PADI" (COSE STUDY AT RAHMA JAYA STORE MOJOKERTO CITY).

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ABSTRACT

The general target policy as well as the specific direction of agricultural development strategies developed through the modernization of agriculture, with modernization expected to increase productivity and farmer income, which in turn will reduce the gap between farmers. The modernization of agriculture is manifested through the linkage of business, namely the existence of big business cooperation (modern) and small (traditional) business. The linkage of business in the agricultural sector is described in the form of agroindustry and agribusiness. This research tries to do emphasized on analysis of consumer behavior of rice packaging which is liked and have high market share in mojokerto city and consumer tendency to consume certain kind of rice in the future.

Research purpose: 1) Identifying the characteristic of end consumer packaging rice includes the aspect of brands (Alami, Pak tani and padi) in Rahma Jaya store at Mojokerto city. 2) Analyzing the dominant factors that affect the behavior of end consumers (price, quality, distance, service and packaging) to buy rice packaging at Rahma Jaya store Mojokerto city.

The basic method of this research is Fishbein Model. The data presented in the form of symbols that representing final consumer attitude buyers of a product or brand products. Data Analysis used in this research is the analysis of Fishbein Model. 1) Incorporate a scoring table on every questioner drawn from respondents to be analyzed. 2) Analyzing the attitude of each respondent per brand product. 3) Creating a marketing strategy for the product after learning the value attitude of the analysis results Fishbein method.

The results showed: The behavior of consumers towards the brand packaging rice Alami, Pak Tani and Padi gain biggest selection portion of 100 (one hundred) respondents are trademarks Pak Tani are based on the total attitude score (bi x ei) amounted to 48.59 with Intresprestsi brand likes. Second Ranked is Padi brand with the total value (bi x ei) amounted to 45.66 with Interpretation Regular, Alami brand followed by the total value (bi x ei) amounted to 43.04 Interpretations is unfavorable.

Analysis model of Fishbein of the trust and evaluation of consumer attitudes on packing rice produce several strategies to increase products sales based on the results of research and discussion can be concluded as :

1) The product of Pak Tani packing rice obtained by total value based on attitude toward object on the basis of Trust Value and its Evaluation is equal to (48.59) with Interpretation of Very Likes, Padi Brand Product obtained by total value (45.66) with Interprestasi Likes and followed by Alami Brand Product with Total value of (43.04) with Average Interpretation Only. Thus product Brand Pak Tani is the Brand of the most in demand by Consumers compared with the Second Brand Other Rice Packaging Products. 2) Consumer packaging rice Alami Brand, Pak Tani and Padi, have different behavior based on attitudes toward the object (consumer fanaticism), the dominant factor affecting End Consumer Behavior on Packaging Rice Product First is Brand Pak Tani with Interpretation Very Likes to Attribute of Quality (15.55), and Likes to Price and Service respectively (9,98) and (8,33), Second order of Padi Brand with Interprestasi Likes to attribute Quality, Price and Service, respectively (12 , 02), (10,15) and (10,06) and followed by Alami Brand with Interpretation of Very Likes to Price attribute (14,69), and Likes to Quality attribute (11,18).

INTRODUCTION

The general target policy as well as the specific direction of agricultural development strategies developed through the modernization of agriculture, with modernization expected to increase productivity and farmer income, which in turn will reduce the gap between farmers. The modernization of agriculture is manifested through the linkage of business, namely the existence of big business cooperation (modern) and small (traditional) business. The linkage of business in the agricultural sector is described in the form of agroindustry and agribusiness (Rustiani, 1995).

Agribusiness systems are grouped into sub-systems of production facilities, sub-farming systems, sub-processing systems, and marketing sub-systems. Successful development of agribusiness system depends on the effort to integrate the linkage between agribusiness actors in each sub-system.

Agribusiness actors in Indonesia can be structurally divided into 2 groups. First, the agribusiness system is played by big companies, state-owned and private companies that have characteristics of high technology use, large capital, and good managerial skills. Second, small-scale agro-business actors dominated by small farmers characterized by various resource constraints, including: nature, capital, the use of simple technology, and inadequate managerial capabilities, and with limited access to markets and information technology.

In the era of globalization, Indonesia can not be separated from the influence of information, culture and technology of developed countries, with increasing economic growth in Indonesia, resulting in changes in consumption patterns, especially rice in big cities. Rice is the main food commodity of the people of Indonesia, its needs in all regions will increase as the population will increase annually.

Rice consumption is a potential market share, can be an indicator of the demand for rice packaging market, both in terms of quality and diversity of products of interest. The tendency of consumers to use products that are practical, inexpensive and have sufficient nutritional value and fast service, now become the lifestyle of the community.

The importance of rice can not be denied as the main staple food in this country with the participation rate of rice consumption reaches about 95% meaning 95% of households in Indonesia consume rice, this participation rate certainly varies from one region to another (Amang, 1995).

Various brands of rice are offered in the market, as well as various attributes attached to each brand, resulting in the consumer rice packaging determines the attitude of choice, to buy the brand of rice packaging. Rice packaging products in the city of Mojokerto have quite a lot of variety and kinds, among others: Alami brands, Pak Tani, Semar Bagong, Padi, Putri Bulan, Putri Biru, Tawo, Lele, Lumbung Padi and many other brands.

Consumer behavior is influenced by four main factors, namely 1) Cultural factors consist of culture, class sausage, sub culture; 2) Social factors consist of reference group, family, role and status; 3) Personality factors consist of age and life cycle, occupation, state of the economy, lifestyle, personality and self-concept; 4) Psychological factors consist of motivation, achievement, knowledge, belief and attitude (Kotler and Armstrong, 1997).

This research activity tries to do research which emphasized on analysis of consumer behavior of rice packaging which is liked and have high market share in mojokerto city.

On the basis of this background, the research of Consumer Behavior Analysis in Selecting Rice Packaging Brand "Alami, Pak Tani dan Padi" (Case study at Rahma Jaya Store Mojokerto City) is important to do.

Problem formulation

Based on this background then the authors can formulate the formulation of research problems as follows :

1. What are brands of merchandise most preferred by consumers (Brand "Alami, Pak Tani and Padi") ?
2. What are the dominant factors that influence the behavior of end consumers to buy rice packaging in Mojokerto City ?

Research purposes

The purpose of this research is to :

1. Identifying the characteristics of end-consumer rice packaging includes aspects of brands (Alami, Pak Tani and Padi) in Rahma Jaya store Mojokerto city.
2. Analyzing the dominant factors that affect the behavior of the end consumer (price, quality, packaging, service and distance) to buy rice packaging at Rahma Jaya Store Mojokerto City.

RESEARCH METHODS

This research was conducted in Rahma Jaya Store in Mojokerto City, which was chosen purposively because, from several shops selling rice packaging in Mojokerto City, Rahma Jaya Store is a store that is located very strategically and willing to be a place or object of research, It sells rice packaging brand Alami, Pak Tani, and Padi.

Implementation Research conducted in June - July 2016, Determination of respondents done randomly (random sampling), This study determines the number of Respondents limit is as much as 100 respondents. The selected respondents are Consumers who are aiming to buy rice packaging of Alami Brand, Pak Tani and Padi, in Rahma Jaya store to be consumed. Respondents are not limited by age, sex, status and occupation, because all respondents who actually buy rice packaging of Alami Brand, Pak Tani and Padi, will be given the questions that have been prepared by the researchers.

The method used in this research is Fishbein Model research method. The data presented in the form of symbols that represent the attitude of the end buyer consumer of a product or product brand. Analysis of data used is Fishbein Model Analysis, with stages: 1) Include a table of scores in each Questionnaire taken from the respondent to be analyzed to Model Fishbein, 2) Analyze the attitude of each respondent per product brand. 3) Create a marketing strategy to the product after knowing the value of Attitude from the analysis of Fishbein method (Engel *et. al*, 1993) *in* (Sudiyarto, 2009).

According to Engel *et. al*, (1993), the Fishbein model illustrates that consumer attitudes toward a product or brand of a product are determined by two things: 1) Confidence in the attributes of a product or brand (bi component) and 2) Evaluation of the importance of the attributes of the product (Compound ei). This model is used to evaluate consumer attitudes toward products with the following formula :

$$Ao = \sum_{i=1}^{n} biei$$

Where :
Ao = Attitude towards an object
Bi = Strength of confidence that the object has attribute i
Ei = Evaluation of attribute i
N = Number of attributes owned by the object (which stands out)

The attributes of rice packaging in this study are :
1. Price
2. Quality
3. Product attractiveness / Impression on (packaging)
4. Service
5. Mileage

From the results of the analysis is expected to provide a picture of consumer attitudes toward packaging rice consumed and the factors taken into consideration to decide to buy the product. Consumer attitudes and behaviors will provide an overview and characteristics of rice packaging consumers, so it can be one of the considerations in determining the marketing reference that includes the marketing mix in accordance with local environmental conditions, and can be an important direction in determining alternative marketing policies.

1. Attribute Variables
The variables in this study are divided into 2 (two) variables, the first is the strength of the belief that rice packaging products of Alami Brand, Pak Tani and Padi, have the five attributes. Each respondent is asked to express the trust attitude to the question whether rice packaging of Alami Brand, Pak Tani and Padi, has attribute 1) Price 2) Quality 3) Package 4) Service and 5) Distance. In this study respondents were asked to express their belief in five points 1) Strongly disagree, 2) Disagree, 3) Neutral, 4) Agree and 5) Strongly agree. The average score of each variable will be used to calculate the Fishbein Multiattribute Attitude Model score. The table scores are as follows :
bi = Strength of Confidence on packaged rice products, including:

Table 1. Score Strength of Faith Against Objects

NO	RESPONDENT NAME	SCORES	FACTS
1	A	1	Strongly disagree
2	B	2	Disagree
3	C	3	Neutral
4	D	4	Agree
5	E	5	Strongly agree

The variable for the second group is the evaluation variable of the five product attributes (variable *ei*), which consists of five questions: 1) Price 2) Quality 3) Packaging 4) Service and 5) Distance. Each respondent is asked to state his or her evaluation attitude in 5-digit scale, ranging from 1) Very Unimportant, 2) Unimportant, 3) Neutral, 4) Important and 5) Very Important. Questions to measure : *ei* = The evaluation element of packaging rice products.

Table 2. Score Strength of Evaluation on Objects

NO	RESPONDENT NAME	SCORES	FACTS
1	A	1	Very unimportant
2	B	2	Not important
3	C	3	Neutral
4	D	4	Important
5	E	5	Very important

RESULTS AND DISCUSSION
A. Characteristics of Consumer Rice Packaging in Mojokerto City
Based on the results of the consumer rice packaging survey of 100 respondents who are the final consumers of the packaging rice of the Alami Brand, Pak Tani and Padi, will be able to provide an overview of the packaging rice products of the prominent attributes possessed by the product either the tangible form of the product Such as packaging, price, and quality, as well as the unreal, such as impressions, consumers of price, quality, packaging, and convenience factor to get goods, store service and consumer satisfaction when consuming rice packaging products with a particular brand.
The result of the research on 100 respondents shows that the most popular rice packaging product is Pak Tani packed rice. This is caused by rice packing Pak Tani brand is well known by consumers of the attributes that are owned and also known as the quality in accordance with the price.
More details of the order of rice packaging product brands favored by Respondents in Rahma Jaya store can be seen in Table 3 below :

Table 3. Percentage of Rice Product Brand Consumed by Respondents at Rahma Jaya store Mojokerto City.

NO	BRAND	AMOUNT	PROSENTASE
1	ALAMI	24	24 %
2	PAK TANI	44	44 %
3	PADI	32	32 %
	TOTAL	100	100 %

Data source : Primary data processed in 2016

Consumer Behavior of Rice Packaging at Rahma Jaya store Mojokerto City in consuming rice packaging product gives priority to several things namely Price, Quality, Service Store, Packaging and Ease / Distance to get the product. From 100 Respondents, the brands most preferred by consumers are Pak Tani (44%), followed by Padi (32%) and the last is Alami (24%), can be presented in Figure 1.
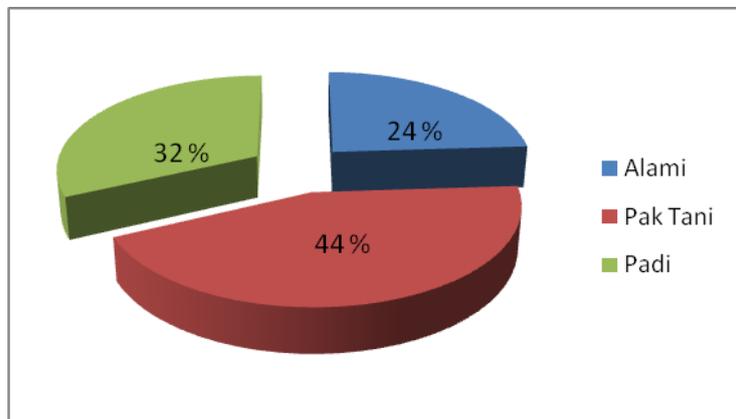

Figure 1. The percentage of selected rice packaging product brands consumer of Rahma Jaya Store in Mojokerto City.

According to Swastha and Handoko (2000), Consumer decision making in purchasing a product or product is influenced by three factors, that is consumer itself, environment and marketing strategy which can be explained in Figure 2
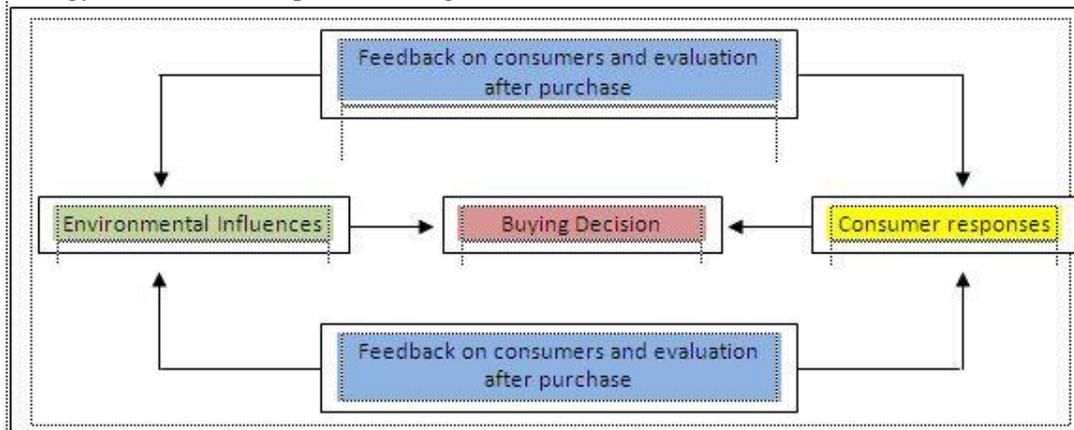

Figure 2. Model of consumer decision making

Table 4. Percentage of preferred aspect in consuming rice based on product brand.

Brand	Aspect Product (%)				
	Price	Quality	Mileage	Service	Packaging
Alami	14.69	11.18	3.66	7.78	5.74
Pak Tani	9.98	15.55	7.25	8.33	7.48
Padi	10.15	12.02	6.55	10.06	6.88
TOTAL	11.61	12.92	5.82	8.72	6.70

Data source : Primary data processed in 2016

In Table 4. It can be explained that from the three brands of products (Alami, Pak Tani and Padi), it is found that the preferred aspect of consuming rice based on the distribution of rice packaging product brands is the consumer of quality attribute aspect, with the total percentage of (12.92) Then followed by price attribute, with the total percentage of (11.61), in consuming the preferred rice is the quality of the rice itself, because with good quality will be produced tasty rice in accordance with the tastes or expectations of consumers, resulting in consumers Easily switch to other brands, because the suitability of the quality of the product. While the price attribute selected by the consumer as a determinant of the second priority aspect because the price is positively correlated with the quality. The service attributes, packaging, and mileage. do not become a priority problem in influencing the purchase of certain brands of rice.

B. Consumer Attitudes to Rice Packaging

Based on the results of the analysis on consumer behavior of rice packaging products at Rahma Jaya store in Mojokerto city which gives a response on the value of trust and evaluation product of packaging rice attribute on consumer attitudes can be presented in Table 5 and 6. In this Table can describe that consumer behavior for the attribute of rice packaging products Which strikingly based on the highest value of the respondent's trust on product attributes is the Quality factor becomes the first priority, while the Price becomes the second priority. Other factors such as store service, packaging and mileage, received less attention from consumers. The product of Pak Tani packing rice has the highest attitude (15.11) to the highest object (15.11) compared to 2 (two) other brands that are (Padi and Alami). While the brand of Alami has trust value to attribute the most interest is Price factor (3,79), and brand of Pak Tani and Padi have trust value to attribute the most interest is the Quality factor, respectively (3,91) and (3,38) .

In accordance the opinion of Richard Oliper and James G. Barnes, (2001) in Sudiyarto, (2009), Stating that customer satisfaction is actually a response given by the customer for the fulfillment of needs, to gain comfort.

Table 5. The Value of Trust and Attribute of Rice Packaging Product of Alami Brand, Pak Tani and Padi at Rahma Jaya Store Mojokerto City.

Product Attribute	Trust (*bi*)		
	Alami	Pak Tani	Padi
Price	3.79	3.11	3.09
Quality	3.08	3.91	3.38
Mileage	2.04	2.64	2.69
Service	2.67	2.84	3.13
Packaging	2.46	2.61	2.75
Attitude To Object (*Ao*)	14.04	15.11	15.03

Data source: Primary data processed in 2016

Table 6. Evaluation Value of Trust and Attribute of Rice Packaging Product of Alami Brand, Pak Tani and Padi at Rahma Jaya Store Mojokerto City.

Product Attribute	Evaluation (*ei*)		
	Alami	Pak Tani	Padi
Price	3.88	3.20	3.28
Quality	3.63	3.98	3.56
Mileage	1.79	2.75	2.44
Service	2.92	2.93	3.22
Packaging	2.33	2.86	2.50
Attitude To Object (*Ao*)	14.54	15.73	15.00

Data source: Primary data processed in 2016

The level of consumer confidence in the product attributes is the value of the consumer response to the product where the attributes are viewed from one by one. Meanwhile, to see the overall attitude of trust consumers in a product can use Fishbein model analysis which means consumer attitude towards the object as a whole.

Attitudes toward the object of all respondents of rice packaging products indicate that the rice packaging products of Pak Tani brands are more in demand by consumers seen from the Attitude value toward Fishbein Model Object. Here are the Fishbein model calculations for the entire Product per brand:

1. Attitude Analysis of Fishbein

The value of interpretation based on the attributes possessed by the product illustrates that the importance of an attribute to influence the process of the occurrence of transactions by consumers based on the value of trust and evaluation. Can be seen in tables 7, 8, and 9.

Table 7. The Value of Attitude Analysis and Interpretation of Alami Brand.

NO	ATTRIBUTES	TRUST (bi)	EVALUATION (ei)	bi x ei	INTERPRETATION
1	Price	3.79	3.88	14.69	Very like
2	Quality	3.08	3.63	11.18	Likes
3	Mileage	2.04	1.79	3.66	Ordinary
4	Service	2.67	2.92	7.78	Ordinary
5	Packaging	2.46	2.33	5.74	Ordinary
	TOTAL			43.04	Ordinary

Data source: Primary data processed in 2016

Table 8. Values of Attitudes and Intresprestasi of Pak Tani Brand.

NO	ATTRIBUTES	TRUST (bi)	EVALUATION (ei)	bi x ei	INTERPRETATION
1	Price	3.11	3.20	9.98	Likes
2	Quality	3.91	3.98	15.55	Very like
3	Mileage	2.64	2.75	7.25	Ordinary
4	Service	2.84	2.93	8.33	Likes
5	Packaging	2.61	2.86	7.48	Ordinary
	TOTAL			48.59	Very like

Data source: Primary data processed in 2016

Table 9. Values of Padi Attestation and Intractprestasi Analysis

NO	ATTRIBUTES	TRUST (bi)	EVALUATION (ei)	bi x ei	INTERPRETATION
1	Price	3.09	3.28	10.15	Likes
2	Quality	3.38	3.56	12.02	Likes
3	Mileage	2.69	2.44	6.55	Ordinary
4	Service	3.13	3.22	10.06	Likes
5	Packaging	2.75	2.50	6.88	Ordinary
	TOTAL			45.66	Likes

Data source: Primary data processed in 2016

Description Ring score :
3.66 s / d 7.99 is Unusual
8.00 to 12.30 is Likes
12,40 s / d 16,00 is very like

Table 10. Attitude Value (Ao) Alami Brand, Pak Tani and Padi by Attribute.

Product Attribute	Trust (*bi*)			Evaluation (*ei*)			Attitude (*Ao*)		
	Alami	Pak Tani	Padi	Alami	Pak Tani	Padi	Alami	Pak Tani	Padi
Price	3.79	3.11	3.09	3.88	3.20	3.28	14.69	9.98	10.15
Quality	3.08	3.91	3.38	3.63	3.98	3.56	11.18	15.55	12.02
Mileage	2.04	2.64	2.69	1.79	2.75	2.44	3.66	7.25	6.55
Service	2.67	2.84	3.13	2.92	2.93	3.22	7.78	8.33	10.06
Packaging	2.46	2.61	2.75	2.33	2.86	2.50	5.74	7.48	6.88
Attitude To Object (Ao)	14.04	15.11	15.03	14.54	15.73	15	43.04	48.59	45.66

Data source: Primary data processed in 2016

Table 11. Interpretation Based on Alami Brand, Pak Tani and Padi.

NO	ATTRIBUTE	*bi* x *ei* Alami	Interpretations	*bi* x *ei* Pak Tani	Interpretations	*bi* x *ei* Padi	Interpretations
1	Price	14.69	Very Likes	9.98	Likes	10.15	Likes
2	Quality	11.18	Likes	15.55	Very Likes	12.02	Likes
3	Distance	3.66	Ordinary	7.25	Ordinary	6.55	Ordinary
4	Service	7.78	Ordinary	8.33	Likes	10.06	Likes
5	Packaging	5.74	Ordinary	7.48	Ordinary	6.88	Ordinary
Attitude To Object (Ao)		43.04	Ordinary	48.59	Very Likes	45.66	Likes

Data source: Primary data processed in 2016

Description Ring Score:
3.66 s / d 7.99 is Unusual
8.00 to 12.30 is Likes
12,4 s / d 16,00 is very like

Based on the results of Fishbein model analysis in Table 10 it can be explained that from the three brands of packaged rice products (Alami brands, Pak Tani, and Padi), the brands most preferred by consumers based on attitudes toward the object on the basis of trust and evaluation, the first is Pak Tani With the value (48.59), the second brand of Padi with value (45.66), and followed by Alami brand with value (43.04), can be shown in Figure 3.
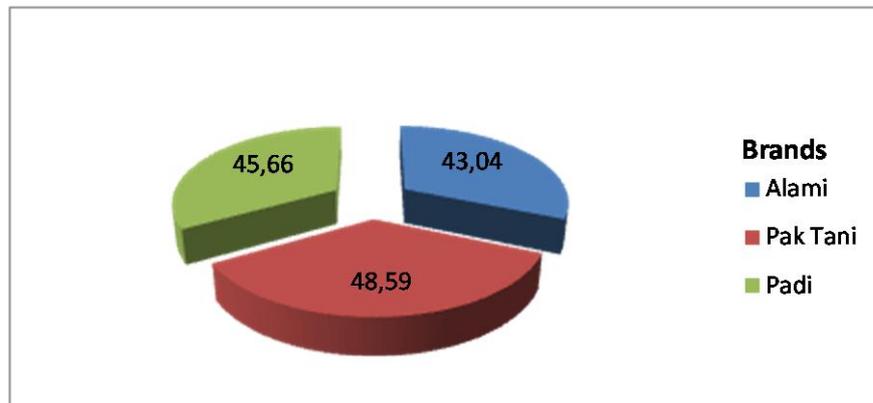
Figure 3. Interprestasi Value by Brand.

According to Mowen and Minor in Lina Salim (2002), Defining that consumer attitude toward the brand is studying consumer to evaluate the brand either it's liked or not liked constantly. In the other word consumers evaluating certain brand. From the worst to the best.

In Table 11 in terms of the order of attributes based on the brand it can be explained that the first order is Pak Tani brand with Interprestasi is very fond of the quality attributes (15.55), likes to price and service respectively (9,98) and (8, 33), second order of Padi brand with Interprestasi likes to quality, price and service, respectively (12,02), (10,15) and (10,06) and followed by Alami brand with Interprestasi very like to attribute price (14,69), and likes to the quality attribute (11,18), can be shown in figure 4.
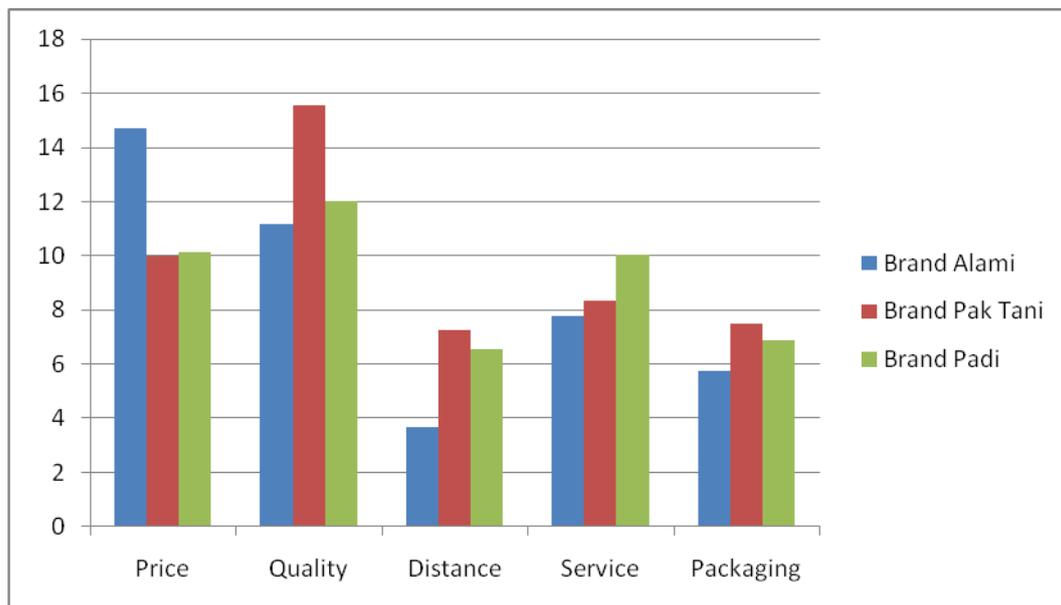

Figure 4. Graph of Trustworthiness (*bi*) and Consumer Evaluation (*ei*) Based on the Alami Brand Attribute, Pak Tani and Padi.

CONCLUSIONS

Based on the results of research and discussion can be concluded as follows :

1. The product of Pak Tani packing rice obtained by total value based on attitude toward object on the basis of Trust Value and its Evaluation is equal to (48.59) with Interpretation of Very Likes, Rice Brand Product obtained by total value (45.66) with Interprestasi Likes and

followed by Alami Brand Product with Total value of (43.04) with Average Interpretation Only. Thus Product Brand Pak Tani is the Brand of the most in demand by Consumers compared with the Second Brand Other Rice Packaging Products.

2. Consumer packaging rice Alami Brand, Pak Tani and Padi, have different behavior based on attitudes toward the object (consumer fanaticism), the dominant factor affecting End Consumer Behavior on Packaging Rice Product First is Brand Pak Tani with Interpretation Very Likes to Attribute of Quality (15.55), and Likes to Price and Service respectively (9,98) and (8,33), Second order of Padi Brand with Interprestasi Likes to attribute Quality, Price and Service, respectively (12 , 02), (10,15) and (10,06) and followed by Alami Brand with Interpretation of Very Likes to Price attribute (14,69), and Likes to Quality attribute (11,18).

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