ANALYSIS OF ATTRIBUTES THAT BECOME A CONSUMER PREFERENCE IN CHOOSING VIP SERVICES IN JENUMAICA INTERNET CAFE

Kamal Musthofa[1], and Damelina Basauli Tambunan[2]

Universitas Ciputra Surabaya
INDONESIA

Email: [1]kmusthofa@magister.ciputra.ac.id [2]damelina@ciputra.ac.id

ABSTRACT

This study aims to get a combination of VIP service attributes that become consumer preferences. In this study, the population is active members of Jenumaica internet cafe in Jenu sub-district, Tuban city and Bojonegoro city. The sample is calculated using the Slovin formula with a population of 100 respondents. The time of research is held at the end of April 2019.

This study uses conjoin analysis with the help of SPSS 25 software. Conjoin analysis is an analytical technique used to determine the level of importance that is relatively based on customer perceptions brought by a particular product / service and usability values that arise from related product / service attributes. In this study aimed at analyzing the preferences of Jenumaica Internet Cafe members in choosing VIP services with the attributes of processors, graphic cards, monitors and chairs.

The results obtained from the respondents' data indicate that the combination of selected attributes is an Intel core i5 8400 processor, NVidia GeForce GTX 1070 graphics card, 27 Inch

144Hz monitor and medium class gaming chair. The results of this study can be used as a reference for business design that is being developed by the author, namely Jenumaica Internet Cafe service.

Keywords: Internet Cafe, Consumer Preferences, VIP Services, Online Games, Computer
Hardware

INTRODUCTION

Jenumaica is an internet cafe business that was established in 2012 and has 3 locations, first located in Jenu Sub-District RT/RW. 04/02 Tuban city, the second on Jl. Sultan Agung Ruko Blok M Tuban (2015), and third on Jl. Dr. Soeharso 1 Bojonegoro (2016). All three operate 7 x 24 hours. The facilities available are gaming seats, air-conditioned rooms, and of course 25 units and a uniform computer specifications capable of playing the latest online games as well as gaming equipment such as mouses, keyboards and headsets. The Intel G4560 Processor and the nVidia GeForce GTX 1050 graphics card as well as 8GB of RAM Embedded are sure to play eSport games (DOTA 2, PUBG, Pointblank, etc.) smoothly.

In terms of performance used by Jenumaica Internet cafe is sufficient from the minimum specifications required. System Software that is located on the computer server Cyberindo diskless where the computer client no longer use storage media but all files collected on the computer server such as Operation system, Browser, Ms. Office and some games that are ready played

Equality of such specification makes the Jenumaica Internet cafe does not have a choice of other services, while the minimum specifications can not provide the output of the graphic game to the maximum and considered less satisfactory. Therefore the Jenumaica Internet Cafe plans to develop products as a variation of services by offering VIP services to consumers is an

option for consumers who want higher specs as well as better comfort than Already offered now (regular service) and can penetrate the wider market share, so that with the added VIP service is expected more visitors and turnover will be increased.

The most significant difference in play between regular and VIP services is the FPS (Frame Per Second) that is how many frames are shown Per seconds so that the video output is more smooth and more real, certainly the tougher the frame Its getting better, to get a high FPS hardware is required especially processor and graphic card, although the part/hardware does not look striking because it is located in the CPU (except in test) but the result of FPS determined performance by both of these parts. It is also based on questions from some customers about the specifications of the computer used, meaning that the Internet cafe consumers are literacy technology, as known information about the computer is very easy to access on some sites Internet. In addition to FPS, the difference between VIP and regular services is seats and monitors to support the convenience.

The previous research related to this study include:

Nurul Indarti (2004) "Business Location and Success: The Case of Internet Café Business in Indonesia". The research aims to test the relationship between business location decisions and business success.

Mahir Pradana and Avian Reventiary (2016) "Pengaruh Atribut Produk Terhadap Keputusan Pembelian Sepatu Merek Customade (Studi di Merek Dagang Customade Indonesia)". This research is backed by whether there is any linkage between the product attributes with the purchase decision on the fashion product i.e. shoes, the study was done by researching the product attributes of the shoes of the Customade brand. The results showed that the product attributes were positively influential to the purchase decision of 48.5%, while 41.5% were influenced by other factors not examined in this study.

Adrianty, H. Djabir Hamzah and Indrianty Sudirman (2012) "Pengelolaan Modal Intelektual Dalam Rangka Peningkatan Keunggulan Bersaing pada PT.Telkomsel Regional IX Makassar". This research aims to know the direct and indirect influence of personal knowledge, the effectiveness of job procedure, technology to competing excellence. The population in this study was all employees at PT. Telkomsel Regional IX Makassar as much as 123 people. Sampling techniques by simple random sampling.

Erinda, *et al*. (2016) "Analisis Faktor-faktor Preferensi Pelanggan dan Pengaruhnya terhadap Keputusan Pembelian (Studi terhadap Pelanggan McDonald's di Indonesia dan Malaysia)". The study aims to determine the customer preference factors against the McDonalds restaurant and its influence on purchasing decisions. The results showed that consumer preference in purchasing decisions influenced variant menu factors, parking area, food quality, price and service quality factor.

Theoretical bases used in this study include:

According to Munandar et. al (2012) Consumer preference means liking, choice or something that consumers prefer

According to Freddy Rangkuti (2013), Service is a provision of a performance or invisible action from one party to another. Generally, the services are produced and consumed simultaneously, where the interaction between the service provider and the service receiver affects the outcome of the service

According to Tzokas, Hultink dan Hart (2003), The new product development process includes idea generation, concept development, build business case, product developing, market testing, market launch.

Research Methods

In this study approaches the research method of using a descriptive quantitative research method. The place used in this research is Jenu subdistrict, Tuban City and Bojonegoro city where internet cafe Jenumaica is already running. This research has been conducted for 7 days, from 20 to 27 of April 2019. The population in this research is the Internet Cafe member Jenumaica in Jenu Sub-district, Tuban City and Bojonegoro City, because the members who have played and feel the need of VIP services at internet cafe Jenumaica. According to the company's

internal data, which is January 2019, that the number of registered members in the whole Café Jenumaica is 1.141 members. The sample calculations on this study were conducted using a formula from Slovin by 100 respondents.

The technique used is Non-Probability Sampling with convenience Sampling method. To be known making member in Internet cafe Jenumaica charged IDR. 10,000 so small possibilities for double member.

The data analysis used in this study is a conjoin analysis. In formulating the issue of the conjoin analysis, researchers must identify the attributes with the respective levels used to form the stimulus. The attribute Level indicates the value assumed by the attribute.

Table 1. VIP Service attributes and Levels

Atribut	Level
Processor (X_1)	Intel Core i5 8400
	AMD Ryzen 5 2600
Graphic Card (X_2)	NVidia GTX 1070 8GB
	AMD Radeon RX 590 8GB
Monitor (X_3)	27 Inch 144 Hz
	27 Inch Curved 60 Hz
Chair (X_4)	Gaming chair medium class
	Sofa single seater

Combination of products formed using *Full profile procedure* method and using SPSS *Generate Orthogonal Design*. In this study, 4 attributes consisted of 2 levels for processor options, 2 levels for graphic card options, 2 levels for monitor and 2 levels of seat type. So that the stimuli can be formed is 2x2x2x2 = 16.

Interpret the Conjoin analysis results;
a. Utility describes the level of choice between levels in an attribute. The constant value describes the average preference for all profiles.
b. Important value is the relative level of interest in each product. The Total important value is 100%.
c. The uniformity of preference of each respondent is tested using Pearson's Tau. The value of Pearson's R describes actual relationship levels with estimated results. This value has the same interpretation meaning with multiple correlation in conjoin analysis and applied if measurement is performed with preference rating. The value of Kendall's Tau also describes actual relationship levels with estimates calculated with the correlation of Kendall's Tau. The correlation between estimation and actual condition of respondents can also be known as a significant level of analysis of the results of Pearson's R and Kendall's Tau.
    A discussion of the significant value below.
    H0   : There is no strong correlation between actual estimation and condition H1   : There is a strong correlation between actual estimation and condition Guidelines:
    If the probability value (significance) is > 0.1, then H0 is accepted
    If the probability value (significance) is < 0.1, then H0 is rejected

Results

The result of utility respondent test is likely to prefer the café VIP service Jenumaica in Intel Core i5 8400 processor, NVidia GeForce GTX 1070 graphic card with 27 inch 144Hz monitor and using medium class gaming seat with a constant number based on calculating the total value of the number against the combination with the total amount of the resulting combination is (1+2+3+4+5+6+7+8+9+10+11+12+13+14+15+16) / 16 = 136 / 16 = 8,500.

Utilities

		Utility Estimate	Std. Error
Processor	Intel Core i5 8400	3.291	.186
	AMD Ryzen 5 2600	-3.291	.186
Graphic_Card	NVidia GeForce GTX 1070	1.262	.186
	AMD Radeon RX 590	-1.262	.186
Monitor	27 inch 144Hz	.810	.186
	27 inch 60Hz curved	-.810	.186
Kursi	Kursi gaming medium class	.354	.186
	Sofa Single Seat	-.354	.186
(Constant)		8.500	.186

The attribute that is considered the most important by the respondent in choosing the Café VIP service Jenumaica is a processor with a value of importance values of 52.288%.

Importance Values

Processor	52.288
Graphic_Card	20.624
Monitor	13.410
Kursi	13.678

Averaged Importance Score

The value of Pearson's R test is 0.986 and the value value of the Kendall's Tau test is 0.950. There is a strong correlation between actual estimation and condition.

Correlations[a]

	Value	Sig.
Pearson's R	.986	.000
Kendall's tau	.950	.000

a. Correlations between observed and estimated preferences

a. Correlations between observed and estimated preferences

Discussion

The selection of the VIP service attribute in the Jenumaica Internet Cafe based on the results showed that the most important attribute considered by the respondent in choosing VIP Service in Jenumaica Internet Cafe is a processor and graphic card, Due to the tendency of respondents to choose gaming computers based on the FPS (Framerate Per Second) where the FPS (Framerate Per Second) is generated one of the performance of the processor and graphic card. So that FPS (Framerate Per Second) is a major factor in the reason for the processor and graphic card selection.

The combination of the most preferred attribute by respondents in choosing a

VIP service in Jenumaica Internet Cafe is to use an Intel Core i5 8400 processor with NVidia GeForce GTX 1070 graphics card and use a 27 inch 144Hz monitor and use a medium gaming seat. This indicates that the VIP service chosen by the respondent in choosing the Jenumaica Internet Café VIP service prefer the results of FPS (Framerate Per Second) obtained after sensing or attempting to play and override aesthetics or A nice look with a curved screen monitor, as well as the ergonomic seating level is more important than the comfort of a sofa to relax.

On the processor's attributes, respondents opted to choose a Jenumaica Internet Café VIP service with an Intel Core i5 8400 processor and disliked the Jenumaica Internet Café VIP service with an AMD Ryzen 5 2600 processor.

In the graphic card attribute, respondents prefer Jenumaica Internet Café VIP service with the NVidia GeForce GTX 1070 graphic card and dislike the Jenumaica Internet Café VIP

service with the graphic card AMD Radeon RX 590. The limitations in this study include:

1. Limited hardware options. Using conjoin analysis restricts hardware options from VIP

   services. Although in writing the capabilities of the company provide the option, but from the many computer hardware and the rapid development of parts/ hardware there should be some other options that come.

2. Sampling within 7 days does not necessarily represent the entire respondent, because in the results of the study there are several respondents who frequence playing games in the cafe once a week and even some are once a month.

The advice given by the authors for subsequent studies include:

1. For subsequent research on the Conjoin analysis it is advisable not to use too many attributes and levels, because the use of attributes and levels too much can cause respondents to experience confusion and worry due to the many Combination of stimuli that must be sorted in order of rank according to Respondent's choice so as to make the research result become less accurate.
2. In subsequent studies it is advisable not to use the price attribute as one of the attributes in the Conjoin analysis as it can pose extreme combinations such as cheapest prices with the best service options. So if you want to use the price attribute then you shouldn't use the Conjoin analysis.
3. In research on the attributes of VIP services is better attributes of the processor and graphic card attributes in one attribute ie the computer attributes, because of the many types, brands and levels in computer hardware and rapid changes in development Computer technology.

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