

IMPROVEMENT OF KENCANA MAS CORN CHEESE STICK QUALITY USING PRODUCT QUALITY , BENCHMARKING, AND IMPORTANCE - PERFORMANCE ANALYSIS METHOD AT SMALL MEDIUM ENTERPRISE OF BINANGKIT CIWIDEY WOMEN FARMERS GROUP

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Abstrak

Usaha Kecil Menengah (UKM) di Indonesia memegang peranan penting dalam memajukan perekonomian. UKM merupakan sektor industri yang berhubungan langsung dengan kepentingan masyarakat. Salah satu UKM yang bergerak dalam usaha pengembangan hasil olahan pertanian adalah UKM Koperasi Wanita Tani Binangkit . UKM Binangkit bergerak dalam sektor per tanian dan olahan hasil pertanian di ka is an Ciwidey, Kabupaten Bandung. UKM Binangkit mengembangkan sektor pertanian untuk komoditas hortikultura serta mengembangkan produk olahan palawija.

Produk Stik Jagung Keju Kencana Mas merupakan salah satu produk unggulan dari UKM Binangkit . Akan tetapi jumlah permintaan akan produk ini belum mencapai target yang diharapkan. Kemudian dilakukan survei pendahuluan yang dilakukan kepada masyarakat Bandung yang berusia 16 - 26 tahun . Adanya keluhan dan rendahnya tingkat ke puasan pelanggan terhadap produk menunjukkan bahwa UKM Binangkit perlu berupaya meningkatkan kualitas produk Stik Jagung Keju Kencana Mas agar dapat bersaing di pasar serta diminati oleh pelanggan. Hal inilah yang melatarbelakangi penelitian ini.

Penelitian ini bertujuan untuk mengidentifikasi atribut produk Stik Jagung Keju Kencana Mas menggunakan metode kualitas produk sehingga perusahaan mengetahui prioritas kebutuhan pelanggan untuk peningkatan kualitas produk. Hubungan antara kepuasan dan upaya pemenuhannya diukur menggunakan Important - Performance Analysis . Sehingga akan didapatkan atribut kebutuhan yang perlu dipertahankan maupun ditingkatkan oleh UKM Binangkit . Berdasarkan hasil pengukuran tingkat kepuasan dan pengategorian didapatkan 15 atribut kebutuhan menggunakan metode kualitas produk. Dari 15 atribut tersebut, didapatkan delapan atribut yang perlu di tingkat kan dan dua atribut yang dipertahankan.

Perumusan rekomendasi disusun berdasarkan hasil pengolahan data, analisis data, serta hasil benchmark in g dari Stik Keju Prima Rasa dengan tujuan untuk men ingkatkan kualitas produk Stik Jagung Keju Kencana Mas . Atribut yang harus di tingkatkan adalah stik jagung mempunyai daya tahan yang lama, rasa jagung yang kuat pada stik jagung , warna stik jagung menarik, kejelasan penulisan informasi produk pada kemasan, harmonisasi perpaduan warna pada kemasan, bentuk kemasan unik, merek stik jagung mudah diingat, serta ketersediaan stik jagung di berbagai outlet . Atribut yang harus dipertahankan adalah stik jagung memenuhi persyaratan pangan industri rumah tangga dan stik jagung tidak menggunakan bahan pengawet makanan.

Kata Kunci : Stik Jagung Keju, Important - Performance Analysis , Kualitas Produk , UKM .

Abstract

Small and Medium Enterprise (SME) in Indonesia played an important role in advancing the economy. The SME is an industry sector that is directly related to the interests of the community. One of SME engaged in the development of agricultural processed products is SME Binangkit Ciwidey Women Farmers Group. SME Binangkit is engaged in the agricultural sector and processed agricultural products in the Ciwidey, Bandung Regency. SME Binangkit developing agriculture sector to horticulture commodities and developing of processed products crops. Kencana Mas Corn Cheese Stick is one superior products of SME Binangkit . But the demand for this product has not reached the target expected. Then will be preliminary survey conducted to people in Bandung who has the average age of 16 - 26 years old. The complaint and low levels of customer satisfaction to products showed that SME Binangkit need s to improve product quality of Kencana Mas Corn Cheese Stick a s one snack products that c an compete in the market and preferred by customers. This is what background of this research.

This research aim ed to identify the product attributes of Kencana Mas Corn Cheese Stick by using quality products so that companies kn o w the priority needs of customers for product quality improvement. The relationship between satisfaction and compliance efforts are measured by using the Important - Performance Analysis. So that will be obtained attributes that need to be maintained and ne eds improved by SME Binangkit . Based on the measurement results and the satisfaction level of 15 attributes the categorization obtained by using product quality requirements method . Of the 15 attributes, obtained eight attributes need ed to be improved and two attributes are maintained .

Formulation of recommendations based on rigorous data processing, data analysis , and results of benchmarking from Prima Rasa relevant to develop quality products of Kencana Mas Corn Cheese Stick . Attributes that must be impr oved are t he long durability of corn cheese stick , t he strong of corn flavor in corn cheese stick , t he attractive color of corn cheese stick , t he clearliness of the letter on the packaging , t he harmonization of the color mixing on the packaging , t he unique shape of packaging , t he brand of corn cheese stick is easy to remember , t he availability of corn cheese stick in many outlets . Attributes that might be maintained are t he corn cheese stick already meets the household food industry certification specificat ions and t he corn cheese stick does not use the food preservative .

Keywords : C orn Cheese Stick, Important - Performance Analysis, Quality Products , SME .

Chapter I Introduction

I.1 Background

Small and Medium Enterprise (SME) in Indonesia plays an important role in advancing the economy. SME provides employment for the people of Indonesia and contribute to encourage economic growth after financial crisis in 1997. SME industry is one sector that is able to survive from the impact of the global crisis. This is because SME has a flexible character and can be conducted easily by various levels of society both under and medium.

According to statistics of the development of SME, there are 55,3 million SME units scattered throughout the territory of Indonesia. In 2012, the entire effort contributed Gross Domestic Product (GDP) of 57,12% and the contribution of labor by 97,3% or 101,72 million workers (BPS, 2013). Therefore, necessary to get the right policy to support SME.

SME sector is directly related to the public interest. One of SME engaged in processed agricultural development efforts is SME of Binangkit Ciwidey Women Farmers Group chaired by Betty Feronika. The SME Binangkit comprises a group of women as farmers who have the task of developing agriculture and processed agricultural products in the region Ciwidey, Bandung Regency. SME Binangkit develops agriculture and develops horticulture crops processed products: corn cheese stick, cassava stick, cassava leaves stick, strawberry stick, strawberry lunthead, carrot chips, carrots lunthead, pineapple seblak, mushrooms shredded, cassava leaves beef jerky, banana stick, and pumpkin lunthead (Betty, personal communication, October 7, 2013).

Kencana Mas Corn Cheese Stick is a snack having the form of stick that processed from the main ingredient of corn. This product should has the potential to compete in national and international markets. This is because of there is a great opportunity to enter the market with similar competitor products that are few in number, but the number of customer requested for products Kencana Mas Corn Cheese Stick still have not reached the expected target. This is evident from the amount of product sales in the month of February to December 2013 (Betty,

personal communication, October 7, 2013). Based on the Figure I.1, it can be seen that the sales of Corn Cheese Stick Kencana Mas is fluctuation and has not reached the expected sales target SME owner, which is 1000 packs/month. But SME not knowing and attributes most influential wanted by consumers.

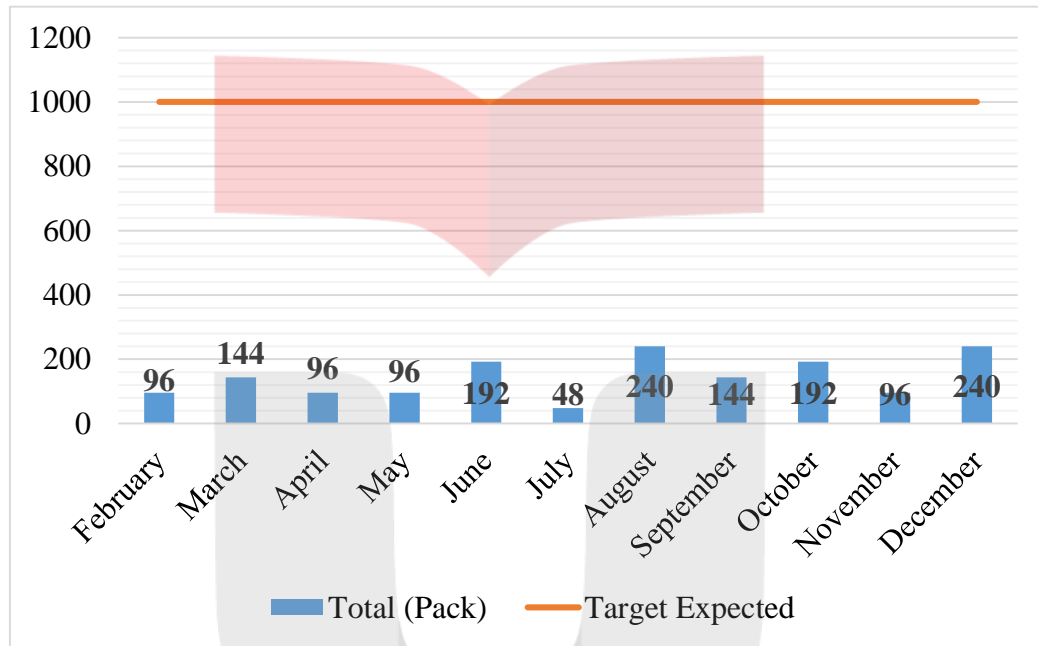


Figure I. 1 Sales Record of Kencana Mas Corn Cheese Stick in February-December 2013
(Source: Sales Data of Kencana Mas)

To determine the cause of not achieving the sales target, then performed a preliminary survey by interviewing the 10 respondents who have consumed Corn Cheese Stick Kencana Mas. The target respondents are people in Bandung who love snacks and has the average age of 16 to 26 years old with the purchase of Corn Cheese Stick Kencana Mas in a range of one to three times a month. Based on preliminary survey results, obtain several complaints from respondents regarding the quality of the product Kencana Mas Corn Cheese Stick. Based on these complaints can be seen that respondents complaints faced by SME Binangkit are varied. From that complained there are seven types of complained, with five complained that dominated. It can be seen from the categories of respondents complaint that occurred in 2013 which can be seen in Table I.1.

Table I.1 Complaints Type Respondents Kencana Mas Corn Cheese Stick
(Source: Preliminary Survey, 2013)

Number	Respondents Complaints
1.	The lack of corn flavor in the corn cheese stick
2.	The corn cheese stick colour is less attractive
3.	The information in the packaging label is not complete
4.	The packaging is simple and less attractive
5.	The product has low durability (lasts up to one month)

In conclusion, the problem statement of the research is to identify the priority of attributes that needed by customer. Beside that, it is also give the alternative recommendation to improve product quality of Kencana Mas Corn Cheese Stick. Hopefully, it can increase sales products at the future.

I.2 Problem Formulation

Based on the description of the background obtained by the formulation of the problem for SME Binangkit as follows:

1. What are the attributes of Kencana Mas Corn Cheese Stick based on the dimensions of the quality of the product?
2. What are attribute related to quality product of Kencana Mas Corn Cheese Stick need to be improved and and to be maintained?
3. How the recommendations of product improvement Kencana Mas Corn Cheese Stick that could be implemented SME Binangkit based on benchmarking?

I.3 Research Objectives

The objectives of this research are as follows:

1. Knowing the attributes of Corn Cheese Stick Kencana Mas based on the dimensions of product quality.
2. Identify the attributes that needs to be improved and to be maintained related to product quality of Kencana Mas Corn Cheese Stick.
3. Formulate recommendation about product improvement Kencana Mas Corn Cheese Stick that can be implemented in SME Binangkit based on benchmarking.

I.4 Limitations of The Research

Focused research in order to conform with the purpose of research, it is necessary to limit the problem, namely:

1. The research is done for product Kencana Mas Corn Cheese Stick.
2. The company to compare is Prima Rasa.
3. The target respondent is society has the average age of 16-26 years old both migrants and domiciled in Bandung who likes snacks.
4. The research is not until the implementation stage.

I.5 Benefits of Research

The benefits of this research are:

1. As a reference for SME Binangkit to know attributes of Corn Cheese Stick Kencana Mas should be improved.
2. Can give recommendations for the improvement of product quality Corn Cheese Stick Kencana Mas.

Chapter VI Conclusions and Suggestions

VI.1 Conclusions

This research aimed to determine the product attributes of Kencana Mas Corn Cheese Stick and competitors' products, as well as make recommendations of improvements Kencana Mas Corn Cheese Stick to meet customer needs. The conclusion that could be drawn from these results are:

1. Attributes that must be improved at the product are corn cheese stick had a long durability, strong corn flavor on corn cheese stick, the color of corn cheese stick attractive, clarity of writing information on the product packaging, harmonization blend color on the packaging, unique packaging form, the brand of corn cheese stick memorable, availability corn cheese stick in various outlets.
2. Attributes that might be maintained on the product are corn cheese stick meet the requirements of household food industry certification and corn cheese stick did not use preservatives.
3. The improvement of product quality should be conducted by giving the recommendation against eight attributes that are improved, such as changing the frying process to use the oven, add the corn flour composition (maizena flour) in the stick with the comparison of corn and cheese composition is 3:1, the baking process must be with the temperature 130 degree celcius for 25 minutes, put the expired date on the packaging so the customer will know if corn cheese stick is safe to consume or not, the design color should match with the packaging, which is combining the shiny color (red, yellow, and white) on the packaging label, packaging shaped like a tube with a diameter of 8,5 centimeters, 18 centimeters high, and the thickness is 0,3 milimeters, with cover on the top or a little red ribbon that wrapped around it, the brand needed to be changed into the simple and unique name, put corn cheese stick in the most famous outlet in Bandung and apply the reseller system. Giving recommendations aimed to reach the target.

VI.2 Suggestions

Suggestion could be given based on the research that had been carried out is if allowing a company that has been used for comparison is more than one and has a better performance overall.



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