


NPS Model in Consumer Loyalty Measurement of Pejeruk Abian Tempeh

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Article Info	ABSTRACT
<p>Keywords: NPS, Loyalty, Product, Tempeh, Pejeruk Abian</p>	<p>This research aims to find out the customer loyalty of Pejeruk Abian tempeh which is one of the products in the city of Mataram. The type of research is descriptive which is used to get an overview of customer loyalty which is an important aspect of consumer behavior theory. This study uses a sample survey method, by choosing several tempeh sales markets in the city of Mataram as the location of the research. The population in this study is all customers of tempeh products who come to make purchases in that market. The respondent determination technique used in this study is <i>purposive sampling</i>, which is sampling according to the purpose of the research. Since the number of members of the research population is not known exactly, it was determined that the sample taken for the study was 100 people. The analysis uses <i>the Net Promoter Score (NPS)</i> model, which is a method to measure and understand customer loyalty levels. The results of the study show that the loyalty of consumers of Pejeruk Abian tempeh products is very loyal. These results were obtained from the process of analyzing a number of attributes inherent in the product's taste, price, aroma, texture, and nutritional content. The high customer perception of the quality of the performance of the tempe product makes customers recommend the product to their friends or colleagues. This value of loyalty needs to be maintained and improved by marketers to ensure the survival of the business in the future.</p>
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INTRODUCTION

Nowadays, small industries are expected to play a role as a buffer for the national economy. This is because small industries will open up job opportunities and make larger efforts. The small food processing industry has contributed to the national economy with the ability of this industry to absorb labor and the value of production produced. One sub-sector that contributes considerable production value is the tofu production sector .

Indonesian people make tempe as a daily consumption food. This food is very well known and can be reached by all levels of society. Soybeans, which are the raw material for tissue products, in addition to containing protein, also contain iron, calcium, vitamins A, B, B1, and B2 (Cahyadi, 2007:13). As a processed soybean, tempe is a mainstay food for nutritional improvement because tofu has a better vegetable protein content compared to several other food ingredients.

Mataram City has several soybean-based food processing industries. There are several places in the city of Mataram that are the center of soybean-based industries (tofu-tempe), namely the Abian Tubuh area and the Kekalik Jaya area, Tempit, Pejeruk Abian, Kebon Kopi, and several other areas. Each region has a different number of business units and contributions. Of the several soybean-based industrial MSME centers, the Pejeruk Abian area has a fairly large share of industrial production in the city of Mataram.

Pejeruk Abian, Mataram City has long been a center for the production of processed food in the form of tempeh. This tempeh is known to have a distinctive, dense taste, with a soft texture. The government really appreciates the local product by always including small and medium enterprises (SMEs) in educational and training activities.

The consumption of product consumption can be an indicator of the amount of product that can be absorbed, both in terms of quantity and diversity of products that are in demand. Therefore, as a manufacturer of products, it is necessary to understand the needs of consumers both in the context of service and product attributes so that the product develops rapidly which will have an impact on the amount of sales value so that the company's goal of achieving maximum profits can be achieved.

Research on consumer loyalty plays a very important role in helping companies to find out what their consumers want. This is in line with the theory put forward by Zeuthen, Bitner & Gremler (2009) that the characteristics of consumer loyalty are based on behavior and attitude perceptions, namely:

1. Recommend positive things for the company to others. Loyal consumers will tell their good experiences while using products from a brand to friends or surroundings.
2. Doing more business with the company in the future. Loyal consumers will also continue to use products from a brand they like for the future or they will usually buy regularly.
3. Consider the company as the first choice in the future. When consumers need a product that is also produced in the brand they like, usually the consumer will make the brand they like as their main choice in making a choice.

Consumer loyalty is an important factor that will influence consumers in making a decision to repurchase a product. Loyalty is influenced by consumer trust and evaluation of the benefits of a product. Not only the product is considered by consumers to purchase, but also the attributes or characteristics that complement the product. In other words, every time a consumer makes a purchase, they will consider the attributes inherent in the product. The attributes studied include price, packaging, promotion, nutritional content, and taste.

Based on this background, the researcher is interested in seeing how the consumer loyalty of the tempeh product Pejeruk Abian, which is one of the leading products in the city of Mataram.

METHODS

Types of Research

This research is included in quantitative research that uses a descriptive approach. It is based on the philosophy of positivism used to investigate objects. *Random sampling* uses research instruments and the data analysis used is quantitative analysis (Ramadhan, 2021).

A descriptive approach is used in the study to describe the object being studied from the existing sample data. Quantitative research is the chosen method because the research aims to find out consumer loyalty with the NPS method in customers of Pejeruk Abian tempeh. This study uses a descriptive quantitative approach because it examines the level of consumer loyalty with the NPS method and the data analysis unit used is a number and uses a questionnaire to obtain data.

Research Location

In the study of Pejeruk Abian tempeh consumers, the researcher chose 3 traditional markets as the location of the research, namely: *first*, Ampenan market because the location of this market is closest to the research center of tempe; *second*, Kebon Roek Mandalika market because it is a fairly large market in the city of Mataram; and *third*, Dasan Agung market, because it is located in the middle of a settlement in the city of Mataram.

Sampling Techniques

There are two main sampling techniques, namely probability and *non-probability* sampling. Sampling probability is a technique in which each individual element in the population has the same probability of being a research sample. On the other hand, non-probability sampling is that members of the population do not have the same likelihood of being a research sample.

The researcher chose to use a non-probability technique with a *purposive sampling* technique. Ul'fah Hernaeny (2021) said that *the purposive sampling* technique is used to determine samples that meet certain criteria based on certain considerations. The criteria used include:

1. Customers who have made a purchase at least 10 times.
2. Visitors between the ages of 17 years and above.

Research Instruments

The research instrument used a questionnaire containing a list of questions for the respondents. In this study, the NPS method was used with the following questions to the respondents: "how high are you willing to recommend Abian Orange tempeh to your colleagues or friends?". The NPS measurement scale consists of a score of 0-10. A score of 9-10 would be categorized as a "promoter", a score of 7-8 as a "passive", and a score of 0-6 as a "contractor" (Zaki, *et al.*, 2016).

Data Analysis

After the data is obtained, the data is analyzed which involves grouping the data based on variables and types of respondents. This stage is to tabulize the data based on the respondents' answers and make calculations.

NPS uses a measurement scale of 0-10. The NPS calculation is based on respondents' answers to the questions asked by the researcher. A score of 0-6 is interpreted as a customer dissatisfied with the company or brand, and they are called "*detractors*". A score of 7-8 indicates that the customer is passively satisfied or they are satisfied with the company or brand for the time being, but they are less enthusiastic about recommending it to others, and they are called "*passive*". A score of 9-10 indicates that consumers belong to a very positive group, as they voluntarily suggest the brand. If the percentage of promoter customers is higher, then it can be said that the customer is not loyal (Zaki, *et al.*, 2016).

Table 1. Net Promoter Score Parameters

No	NPS	NPS Size
1	< 0	Noti Loyal
2	0-50	Loyal
3	> 50	Veryi Loyal

Source: Zaki et.al., 2016.

RESULTS AND DISCUSSION

Data Analysis

Based on the results of the study, the Net Promoter Score (NPS) was calculated by subtracting the percentage of detractors from the percentage of promoters in response to the main question, namely "how likely are you to recommend the percentage of Pejeruk Abian to your friends?" on a scale of 0 – 10. Detractor is a response percentage of 0-6, passive is a percentage of 7-8, and promoter is a response percentage of 9-10 for each sales location surveyed. The following is a classification of respondents' answers at three locations of sales of Pejeruk Abian.

Table 2. Consumer Answer Classification

It	Sales Locations	Detractor	Passive	Promoter	Total
1	Market Ampenan	6	4	30	40
2	Dasan Agung Market, Mataram	11	4	15	30
3	Kebon Roek Ampenan Market	12	5	13	30
Total		32	13	55	100

The calculation of NPS is obtained from the number of promoter percentages minus the number of detractor percentages, then the final result of NPS is an absolute number, not a percentage. Below is the calculation of NPS tempe Pejeruk Abian.

Table 3. NPS Value of Tempe Pejeruk Abian

It (1)	Sales Locations (2)	Detractor % (3)	Passive % (4)	Promoter % (5)	NPS (5-3)
1	Market Ampenan	15	10	75	60
2	Dasan Agung Market, Mataram	36,67	13,33	50	13,33
3	Kebon Roek Ampenan Market	40	16,7	43,33	12,60

Based on the results of the study, there are differences in NPS values for each sales location. Here is the final result of the NPS parameters.

Table 4. Results from NPS Parameters

It	Sales Locations	NPS	Parameters
1	Market Ampenan	60	Very loyal
2	Dasan Agung Market, Mataram	13,33	Loyal
3	Kebon Roek Ampenan Market	12,60	Loyal

Consumer Loyalty of Pejeruk Abian Tempeh
Very Loyal

Table 5. Very Loyal Consumers of Pejeruk Abian Tempeh

Sales Locations	NPS	Information
Market Ampenan	60 > 50	An NPS value of 60, which means it is greater than 50. NPS values greater than 50 indicate that customers give a score of 9 and 10 on a scale of 1 – 10 in response to the question "How likely are you to recommend Abian Pejeruk to your friends?" This shows that customers gain high satisfaction and loyalty because they are willing to voluntarily recommend Pejeruk Abian to their friends.

Customers who make purchases at the Ampenan market get a very loyal title. Customer reviews about the product attractions which include the taste, texture, aroma of the Pejeruk Abian are very good and satisfactory. This is reflected in the high percentage of customers who give a score of 9-10 which shows a high level of satisfaction with the product. In addition, customers highly recommend the company based on the results of NPS calculations.

Loyal

Table 6. Loyal Tempeh Pejeruk Abian Customers

Sales Locations	NPS	Information
1. Dasan Agung Market, Mataram	13,33 < 50	An NPS value of less than 50 means that customers are loyal to the Pejeruk Abian tempeh. However, quite a lot of customers responded to the questions asked in answers 0 to 6, on a scale of 0 – 10, so that at the Dasan Agung market sales location, consumers were at a loyal level.
2. Kebon Roek Ampenan Market	12.60 < 50	The NPS value in the Kebon Roek market is lower than 50, which means loyal customers. This loyalty level is still lower than customer loyalty in the Dasan Agung market which has an NPS of 13.33; This means that there is a higher percentage of detractor customers at the sales location of this Kebon Roek market. One assumption of this finding is that the market is large enough to offer a wider selection of tempeh brands and qualities.

The results of the study show that customers who are said to be loyal are customers who give an NPS value below 50. From the table above, it shows that at the two sales locations, namely Dasan Agung market, Mataram and Kebon Roek market, Ampenan is satisfied with knowing Pejeruk Abian.

However, the number of detractor customers is proportional to the number of promoter customers. The number of competitor products is quite large, making consumers have more choices for the tofu products they buy. In addition, the quality of the product which is reflected in the attributes of taste, aroma, texture, and customer perception of nutrition is the basis for consumers to choose the tofu they consume. This information supports the previous findings which stated that the attributes of tofu products such as price, taste, texture, color, aroma, nutritional content are important factors in the purchase of Pejeruk Abian tempeh.

CONCLUSION

Of the three locations where Pejeruk Abian tempeh is sold in Mataram City, customers who have the title of very loyal are customers in the Ampenan market. Customers are said to be very loyal when they make a purchase more than ten times and recommend it to others. This is because the customer is very satisfied with the performance of the tempeh product. The performance of this product is measured by the attributes inherent in the tempeh that are very much in accordance with consumer desires, such as taste, price, aroma, texture, and nutritional content. The high customer perception of the quality of the product's performance makes customers recommend the product to their friends or colleagues. In two other sales places, namely at Dasan Agung market and Kebon Roek market, consumers of Abian Citrus tempeh are categorized as loyal customers. In these two markets, Dasan Agung market consumers have a greater NPS value than Kebon Roek market consumers, even though both belong to the category of loyal customers. Customers still recommend the tempeh product to others because it performs well, but there are factors that cause low NPS value, one of which is that consumers have many choices for the same product.

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