ANALYSIS OF CONSUMER LOYALTY FOR MUD CRABS (*SCYLLA SERRATA)* AT SEMBAM FISH MAROLA RESTAURANTS IN BENGKULU CITY

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ABSTRACT

Mud crab is a type of crab that is very popular with seafood lovers because its meat is delicious and rich in nutrients. In the culinary business, business owners offer various dishes that rely on mud crab as the main ingredient, such as crab in sauce, crab in Padang sauce, pindang crab, crab soup, and so on. This research aims to determine the extent of consumer loyalty towards processed mud crab at the Sembam Ikan Marola Restaurant in Bengkulu City. The method used was purposive sampling with the criteria of consumers who had made purchases at least twice, and data collection was carried out through a questionnaire involving 96 respondents. Measurement analysis uses the consumer loyalty pyramid method. The results of the research show that the inverted pyramid shape means that consumer loyalty at the Sembam Fish Marola Mangrove Crab restaurant has formed strong brand equity. This type of consumer loyalty falls into the "Like the product" category with a value of 69%, which shows that consumers who buy processed mud crab are those who really like processed mud crab..

INTRODUCTION

Mangrove crabs are a type of hard-skinned animal that lives as a coastal fishery resource that has high economic value. People like mud crabs because

of their high nutritional content and the various important nutrients they contain (Kanna, 2002). According to Kordi (2012), every 100 grams of fresh mangrove crab meat contains 13.6 grams of protein, 3.8 grams of fat, 14.1 grams of carbohydrates and 68.1 grams of water. Meanwhile, according to Motoh in Oktamalia, et al (2019), mangrove crab meat and eggs in dry weight contain high protein (67.5%) and relatively low fat (0.9%). The coastal area of Bengkulu City is one of the places that sells a lot of various seafood culinary delights. The mud crab culinary business has great potential because it is liked by many consumers. One place that is famous for selling processed mud crabs is the Marola Fish Sembam Restaurant. In the culinary business, the biggest challenge is retaining consumers or increasing customer loyalty. In the midst of increasingly fierce business competition, marketing strategies have changed from simply looking for new buyers to being more focused on maintaining and increasing the loyalty of existing customers. Customer loyalty is a commitment to consistently choose to repurchase a preferred product or service in the future, despite situations or marketing efforts that may influence consumer behavior (Hurriyati, 2005). According to Parasuraman (in Sangadji & Sopiah, 2013), customer loyalty in the context of service marketing is a response that is closely related to the promise of the relationship, usually reflected in continuous purchases from the same service provider, based on dedication and practical considerations. Retaining old customers by improving service quality is an important thing that business actors must be aware of. This aims to ensure that consumers feel satisfied and remain loyal customers (Pratama, et al. 2019). In a marketing context, this is called the transition from customer acquisition to customer retention or customer loyalty. It is hoped that this research will provide inspiration and useful input for the culinary development of mud crabs (*Scylla. Serrata*) in the future.

RESEARCH METHODS

The population in this study are consumers who buy and consume mangrove crabs. Because the size of the population in the study is not yet known with certainty, to find out the number of respondents the Virtucio formula in Sugiyono (2018) is used:

$$n = \frac{Z^2[P(1-P)]}{(MOE)^2}$$

$$n = \frac{(1,96)^2[0,5(1-0,5)]}{(0,1)^2}$$

$$n = \frac{0,9604}{0,01}$$

$n = 96,04$

$n = 96$

With the formula above, the number of respondents taken in this research was 96 respondents. In this research, the determination of respondents was carried out using the Accidental Sampling method, namely this technique is determined through the spontaneity factor, meaning that anyone who happens to meet the researcher can be used as a respondent if the person they meet meets the criteria. The criteria for selected respondents are as follows:

1. Consumers who visit, buy and consume processed Mud Crab dishes at the Sembam Fish Marola Restaurant at least 2 times.
2. Consumers who are over 17 years old because they are considered able to understand the question and provide the correct answer.
3. Respondents are willing to be interviewed by researchers.

Method of Collecting Data

This research uses secondary data and primary data. Primary data comes from journals and previous research related to this research Priyono et al., (2010). Primary data uses a questionnaire which contains a list of questions that are directly asked to respondents. Respondents are asked to answer questions by selecting the answers given on a Likert Scale which contains five levels of answer choices regarding the respondent's agreement with the statements put forward. Likert scale with the following information:

1. Score 5 for the answer Strongly Agree (SS).
2. Score 4 for answer Agree (S)
3. Score 3 for Undecided (RR) answer.
4. Score 2 for Disagree (TS) answer.
5. Score 1 for Strongly Disagree (STS) answer

Meanwhile, secondary data is obtained from sources other than journals, books, or sources related to research. This research aims to determine the loyalty of mud crab consumers to the Sembam Fish Marola restaurant in the city of Bengkulu.

Data Analysis Method

This research uses consumer loyalty pyramid analysis which is used to measure how loyal consumers are who buy and consume mud crab at the Sembam Ikan Marola Restaurant. Based on Durianto et al. (2001), there are several levels of loyalty as follows:

1. Switcher Buyer (Consumers who like to switch): Customers at the switcher loyalty level are the most basic in the loyalty pyramid, because they tend to be disloyal and often change places of purchase, perhaps due to low prices or promotional factors

2. Habitual buyers (consumers who buy out of habit): These customers have the habit of regularly buying a brand of product, regardless of whether prices tend to rise or fall, usually these consumers prioritize perceived benefits. Rarely do they experience dissatisfaction after purchasing the product.
3. Satisfied buyers (consumers who are satisfied with their purchases): Customers at this level are satisfied with the brands they consume, consumers like this are consumers who tend to be loyal
4. Liking the brand: consumers who like a brand or product are They may feel emotionally connected to the brand through symbols, previous usage experiences, or perceptions of product quality.
5. Committed buyers (consumers who are committed to the brand of product they buy): Customers at this level are loyal customers who do not switch to other products and have a sense of pride as users of the product and they will recommend and promote it to others.

To create pyramid categories, loyalty is measured using the Likert scale method with questionnaires and calculations. It can be seen in table 1 as follows:

Table 1 Calculation of consumer loyalty levels

Switcher Buyer/Habitual Buyer/Satisfaction Buyer/Liking the Brand/Committed Buyer					
Brand	Answer	X	F	F.X	%
	Don't Agree	1			
	Disagree	2			
	Simply Agree	3			
	Agree	4			
	Strongly Agree	5			
Total			A	B	100%
Average	$=\frac{B}{A}$				
Switcher Buyer/Habitual Buyer/Satisfaction Buyer/Liking the Brand/Committed Buyer					
$= \frac{F_{answer\ 4} + F_{answer\ 5}}{Total\ Respondens} x\ 100\%$					

Source : Widodo, 2018

This research only looks at the level of position of the consumer loyalty pyramid, no further research is carried out which states that consumer loyalty is divided into several types of loyalty, namely true loyal customers, fake loyal customers, latent loyal customers. loyalty and disloyalty in Hanif, (2016). Apart from that, in Mashuri's (2020) research, consumer loyalty according to Kotler and Keller has three dimensionsnamely repeat purchases, having a firm stance in assessing positive brand (retention), and recommending products (referalls), all attributes that will be used to assess consumer answers using only the loyalty pyramid method. After carrying out the calculations in the table above, you can immediately determine the consumer loyalty category. In Figure A, you can see a weak loyalty pyramid. This is caused by the high proportion of

switcher buyers, namely consumers who frequently switch brands and do not have strong loyalty to one particular brand.

This pyramid shows that most consumers are not loyal and tend to easily switch to other products or brands. In contrast, in Figure B, a strong loyalty pyramid is visible. In this pyramid, the largest portion is filled by committed buyers, namely consumers who are loyal and continue to buy the same product or brand consistently. According to Doloksaribu, et al (2017), the ideal consumer loyalty pyramid is an inverted pyramid. In this pyramid, the number of committed buyers is greater than the number of buyers who move, and the value of each level in the pyramid decreases regularly towards the bottom, indicating increasingly smaller levels. The smaller and fewer buyers move into this era, the stronger consumer loyalty to the brand. In other words, if the pyramid becomes more conical towards the part of buyers who switch brands, this shows that these consumers are more loyal because the proportion of consumers who frequently switch brands is very small. Thus, the loyalty pyramid can provide a clear picture of how loyal consumers are to a brand or product, which is very important for future marketing and product development strategies (Setyadi, et al 2018)
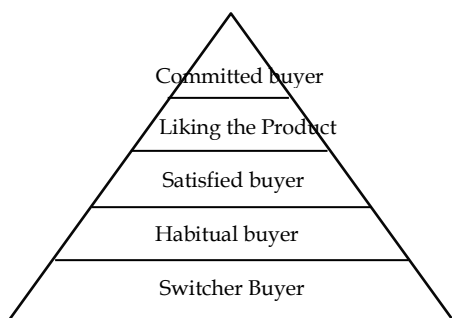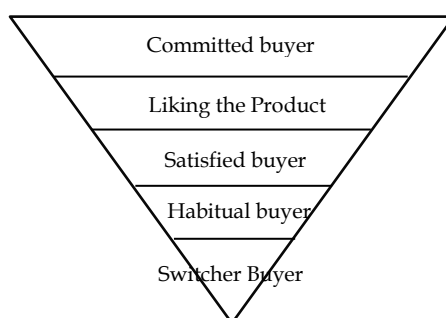

Figure A Weak Brand Loyalty Pyramid   Figure B Powerful Brand Loyalty Pyramid
Source : Durianto, 2001

RESULTS AND DISCUSSION

The level of Mud Crab consumer loyalty is measured using Loyalty Pyramid Analysis. This level is to determine the position of mud crab consumers in which type of loyalty, consisting of loyalty levels such as switcher buyer, habitual buyer, satisfied buyer, liking the brand, and committed buyer. Next, respondents were filtered based on the Likert scale selection of 4 and 5 on the consumer loyalty level question item and then the percentage was determined. The percentage results are depicted in the form of a pyramid presented in Figure 3 :
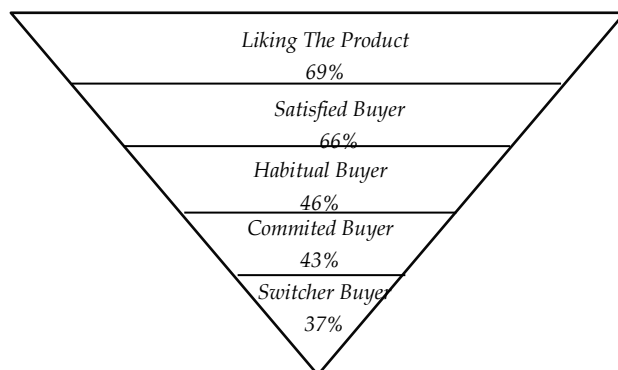
Figure 3. Loyalty Pyramid Analysis Results

The level of consumer loyalty towards processed mud crab products is calculated and summarized in the form of a consumer loyalty pyramid. According to Santoso and Tjiptono (2001) Brand Awareness is the consumer's ability to remember a brand. The results of the loyalty pyramid analysis show that the form of an inverted consumer loyalty pyramid means that processed mud crab products can generally be said to be good because they are included in the brand loyalty hierarchy with strong brand equity. To produce a brand that to create good brand loyalty, there should be a sequence of levels A good loyalty pyramid is, first order is Committed Buyer, second order Liking the Brand, third place Satisfied Buyer, fourth place Habitual Buyer and fifth place Price Buyer (Hasan, 2008). Meanwhile, in the results of this study, there are significant differences Liking the product is in first place, Satisfied Buyer is in second place, Habitual Buyer is in third place, committed Buyer in order fourth and switcher Buyer in order fifth. The existence of these differences can still be said that consumer loyalty is still relatively strong because it is not in the lowest position thus forming an inverted pyramid. This is in accordance with the opinion of Durianto (2004) that strong brand equity will form a level of brand loyalty in the form of an inverted pyramid even though the level of loyalty is the highest. not in the category of committed buyers.

The lowest level of consumer loyalty in this research, namely 37%, were switcher buyers. Research by Hersanty, et al (2023), states that buyer switchers are consumers who are sensitive to price changes and are therefore at the bottom of the loyalty pyramid. Consumer purchases are increasingly shifting from one brand to another and this indicates that they are not loyal. The most obvious characteristic is that consumers tend to change their place of purchase because they are sensitive to lower prices or even discounts elsewhere. Based on the results of interviews conducted with consumers who fall into the buyer switcher category, this is caused by several things, namely consumers do not prioritize quality because some consumers buy only because of taste. If mud

crab is not available or the price increases, consumers will switch to other products or other places that are cheaper. In contrast to research Wicaksana (2014), the highest level of consumer loyalty is for switcher buyers because consumers still consider price and promotional factors because there are many other cheaper alternatives to meet consumer satisfaction.

Consumers who buy processed mud crab products because they are committed buyers are consumers who can be categorized as loyal and have pride as brand users and even brands are very important for consumers in terms of their function and as an expression of who the consumer really is. The calculated value of committed buyers is 43%, this category of consumers are those who will continue to buy even if there are price changes, consumers who do not look for processed mud crab elsewhere if it is not available, and consumers who feel proud and confident when enjoying mud crab dishes at the Marola Fish Sembam Restaurant. In this study, the value of committed buyers is greater than that of switcher buyers, meaning that the average consumer who buys processed mud crab products at the Sembam Fish Marola Restaurant is still loyal even though there are price increases and other factors that hinder consumers' decisions to buy processed mud crabs at the Restaurant. Marola Fish Sembam. In line with research by Shafira, et al (2022) that a good form of loyalty pyramid is that the value of committed buyers is greater than the value of switcher buyers.

Consumers who buy because of habitual factors are 46%. Buyers who are at this level of loyalty can be categorized as buyers who are quite satisfied with the brand of product they consume. Making repeated purchases with the same product has become their habit (Herman & Wijaya, 2010). Consumers already feel satisfied with the price and quality offered. However, at this level, based on habitual factors, it can be said that these customers are not yet loyal because in the future or when new competitors emerge, customers may move elsewhere because there is no committed involvement from customers towards the brand. In line with research from Martin (2007) that consumers who are habitual buyers are consumers who are satisfied with the brand of product consumed or at least consumers do not experience dissatisfaction in consuming the product but cannot be said to be loyal because the value of the habitual buyer is greater than the value of the committed buyer.

Durianto (2004), the number of habitual buyers should be less than satisfied buyers based on a pyramid that has strong brand equity, as is the result of this research. Satisfied buyers are consumers who find satisfaction after consuming processed Mud Crab products at the Sembam Fish Marola Restaurant. The buyer satisfaction value obtained was 66%. In this category, consumers feel satisfied because they meet the expected quality, and these consumers are loyal consumers because they make repeat purchases more than once a month and are committed to recommending this menu to others because

of the satisfaction they get. These results are in accordance with the research findings of Sandi et al., (2021) that the results of buyer satisfaction (85%) are in second place after liking the product and consumers are satisfied with ground coffee products. Frequently repeated consumer behavior reflects an ongoing preference for a particular product or service, a belief in its usefulness, or the experience of positive emotions. In some cases, cognitive motivation may play a role, when people are not fully aware of their motives or impacts (Putri, 2020).

However, because the switcher buyer value (41.24%) is in first place, the majority of consumers are at this level. Based on this, it can be concluded that although consumers are satisfied with the products from the Bakso Malang Cak Su Kumis restaurant, consumers are not yet loyal. The highest consumer loyalty value in this research lies in the product liking category at 69%. This means that buyers who fall into this category really like the processed mud crab products at Sembam Ikan Marola Restaurant. The reasons behind consumers' preference for processed mud crab products at the Sembam Fish Marola Restaurant come from various factors, such as delicious taste, experience, quality that meets expectations, and consumer satisfaction with the products offered by the Sembam Fish Marola Restaurant.

Strengthened by previous analysis regarding the level of consumer satisfaction. When performance and interests meet consumer satisfaction, especially in terms of good taste, consumers will make repeat purchases. In line with research by Yunarni et al. (2016), the highest level of consumer loyalty is in the product liking category because the quality of processed duck products at Bebek Belur Restaurant meets their satisfaction. It can be concluded that the level of loyalty in this research focuses on the type of loyalty that likes the product and the inverted pyramid form of loyalty shows that brand loyalty is strong, the higher the level, the wider it is. Meanwhile, the pyramid shape that shows weak brand loyalty is an upright pyramid shape, where the higher it is, the smaller it becomes. To increase consumer loyalty, as stated in theory (Hasan, 2008), there is a need for product branding. Product branding is the process of building a brand image, both in terms of appearance, taste and price that is better than before so that consumers do not feel bored, Gobe (2012) explains, that emotional branding explores the extent to which The effectiveness of consumer interactions is known through consumer emotions and feelings towards the brand itself.

CONCLUSIONS AND POLICY IMPLICATIONS

Conclusions

The loyalty of mud crab consumers in the Sembam Fish Marola restaurant in Bengkulu City is in the Liking the Product loyalty type of 206%,

meaning that consumers who buy processed mud crab menus are consumers who really like mud crab and the shape of the loyalty pyramid is in the shape of an inverted pyramid, meaning Mud crab consumer loyalty has formed a strong brand equity even though the greatest value is not in committed buyers

Recommendations

Suggestions obtained from the research results are as follows, to increase loyalty so that loyalty is in the position of committee buyers or consumers who are more loyal and do not switch to mud crab products in other places, business owners need to pay attention to things that make consumers comfortable when visiting and tasting mud crab dishes, such as completing cutlery, applying cutting methods prices where if you buy a large menu there are discounts, and the addition of live music can make consumers more relaxed when enjoying the meal

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