Consumer Satisfaction of Chocolate Product and Its Marketing Facilities: Case Study of a MSME Chocolate Factory in Jember
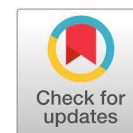
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Abstract

The role of micro, small and medium scale enterprises (MSME) of cocoa agro-industry sector in Indonesia has increased along with the increasing number of MSMEs engaged in secondary cocoa processing sector. One of the factors that influence the sustainability of cocoa agroindustry business is customer satisfaction index (CSI). Therefore, this study aims to analyze consumer satisfaction index of chocolate product and its marketing facilities offered by producer which can then be used as input for the development of chocolate business. This research was conducted at MSME chocolate factory located in Jember, Indonesia. The selection of this location was done purposively with the consideration that the MSME chocolate factory produces couverture chocolate products. The research method chosen is descriptive using the analysis method of customer satisfaction index (CSI) and importance performance analysis (IPA). There were 96 respondents involved in this research. Determination of sample size was calculated by using the Slovin formula. The results showed that the majority of the chocolate consumers are, young generation female who have well literacy of digital experiences. Furthermore, CSI of chocolate products and its marketing facilities was 77.86%, which indicates that overall consumers were satisfied. Several attributes that has satisfied the consumers are chocolate taste, packaging, chocolate shape, food safety guarantees labeled at the chocolate products, outlet cleanliness, outlet convenience, the atmosphere offered by the outlet, friendliness of the salesperson to the customer, salesperson's knowledge of the menu, responsiveness of salespeople in fulfilling orders, attractive outlet interior design, cleanliness and availability of toilets, prayer rooms and supporting facilities for consumer comfort has also satisfied the consumers. Priority improvement strategies that require to be conducted to increase consumer satisfaction include adjusting the price of chocolate products, increasing promotions through social media and providing entertainment facilities, such as music, wi-fi, and TV at chocolate marketing facilities.

Keywords: customer satisfaction index, importance performance analysis, chocolate, couverture, MSME

INTRODUCTION

The role of micro, small and medium scale enterprises (MSME) agroindustry sector in Indonesia has increased significantly over the last five years, including MSMEs engaged in the secondary cocoa processing business. The role of the cocoa agroindustry sector is as a source of state income and a provider of employment. Cocoa agroindustry has bright prospects along with the diversification of chocolate products, both as food ingredients and raw materials for other industries, such as beauty and health. Further, this has increased the consumption of chocolate in the country. The cocoa agro-industry is also carried out to meet the export needs of cocoa secondary products, both in the form of intermediate and finished products. Currently in agricultural sector, cocoa is the third largest contributor to foreign exchange after oil palm and rubber (Maulana & Fitri, 2017; Ditjenbun, 2020). This is in line with the increasing demand for cocoa in the world market. According to ICCO (2021), the number of world cocoa processing in 2021/2022 will reach more than 5 million tons, which is an increase of about 1.5% from the previous year, meaning that the level of world cocoa consumption has increased compared to the previous year.

Indonesia's domestic cocoa consumption has also increased steadily. This can be seen from the various differentiation product of cocoa, both produced by industry and MSMEs. The increased domestic consumption of chocolate products has led many actors attempt to take advantages this opportunity to gain profits. This has also impacted on the increasing number of MSMEs chocolate factory, including a chocolate factory organized by a research institution located in Jember. Further, the chocolate produced by MSMEs chocolate factory has been marketed locally through the coffee and chocolate outlets located in Nogosari Village and Jember city.

Customer satisfaction of the products and marketing facilities offered plays an important role in the sustainability of the chocolate business. Especially at this time the chocolate business competition is increasing along with the increasing number of MSMEs that are able to produce similar products. In addition, the changing needs and expectations of consumers also require a customer satisfaction analysis. Furthermore, the results of customer satisfaction analysis can be implemented to improve product competitiveness and determine the accurate marketing strategy in accordance with market demand. Therefore, this study aims to analyze the level of consumer satisfaction of chocolate product and its marketing facilities produced by MSME chocolate factory located in Jember district.

MATERIALS AND METHOD

The research method was descriptive analytical. According to Sugiono (2009), descriptive analytical method is a method that serves to describe or provide an overview of the object under study through data or samples that have been collected as they are.

This research was conducted at a MSME chocolate factory located in Jember district, particularly in outlet coffee and cocoa at Nogosari Village and Jember City. The selection of the research location was carried out purposively by considering that chocolate produced by this MSME chocolate factory is one of the high-quality couverture chocolate products and is one of the pioneers of high-quality chocolate produced by MSMEs which has been produced and marketed since the early 2000s. Until now, the marketing of this MSME chocolate factory has developed

quite rapidly, since the opening of a coffee and cocoa tourism park in 2016.

Data collection was carried out from January to February 2022. Primary and secondary data were collected in this study. Primary data obtained through survey techniques through direct interviews with respondents using a structured questionnaire. The interview conducted on both working days and weekend. Secondary data were obtained from scientific journals, thesis results from previous research on consumer behavior, and data produced by the coffee and cocoa tourism park, such as number of visitor data. In addition, field observation was also conducted in this research.

Sampling Method

The population in this study were chocolate consumers, thus the targeted respondents were only people who bought chocolate at the coffee and cocoa outlets. The number of respondents surveyed is calculated based on the average number of coffee and cocoa tourism park visitors per year, from 2016 to 2021, i.e. 2,800 visitors. The data of number of coffee and cocoa tourism park visitors per year obtained from the manager of coffee and cocoa tourism park. Furthermore, determination of sample size is calculated using the Slovin formula (Sevilla & Consuelo, 1993), namely:

$$n = \frac{N}{1 + Ne^2}$$

Description:

n   = Sample size
N   = Population Size
e   = critical value

$$n = \frac{2800}{1 + 2800\,(10\%^2)} = 96\ sample$$

Data Analysis Method

To formulate the consumer satisfaction of chocolate products and its marketing facilities, the customer satisfaction index (CSI) and importance performance analysis (IPA) data analysis methods were used.

Customer Satisfaction Index

Customer satisfaction index (CSI) is implemented to determine the level of consumer satisfaction which can be seen from the gap between the interests or expectations of consumers and the performance perceived by consumers. Consumer satisfaction is a response to consumer behavior in the form of after-purchase evaluation of a perceived good or service (product performance) compared to consumer expectations. Satisfaction is a feeling of pleasure or disappointment of a consumer that arises after comparing perceptions or impressions of the performance or results of a product and their expectations. The satisfaction index is applied to measure the extent to which customers are satisfied with the services obtained. According to Ilieska (2013), based on the results of the level of customer satisfaction, the company can set the accurate marketing strategy, thus that the company can survive and even develop. Widodo & Joko (2018) state that customer satisfaction index will be resulted on the business sustainability.

The steps for calculating CSI are as follows:

1. Determine the Mean Importance Score (MIS) of each variable.

2. Calculate Weight Factors (WF) of each variable. This weight is the percentage of the MIS value of each variable to the total MIS of all variables.

3. Determine Mean Satisfaction Score (MSS) of each attribute.

4. Calculate weight score (WS) of each variable. This weight is a multiplication between WF and MSS, and

5. Determine customer satisfaction index (CSI)

The value of CSI is calculated by using this formula:

$$CSI = \frac{\sum_{k-1}^{p} WS}{HS} \; x \; 100\%$$

Description:

HS (Highest scale) = maximum scale that used.

The categories of consumer satisfaction levels used are as follows:

0 - 20%   : very dissatisfied
20 - 40%   : not satisfied
40 - 60%   : quite satisfied
60 - 80%   : satisfied
80 - 100% : very satisfied

Importance Performance Analysis (IPA)

Importance performance analysis (IPA) is also used to determine the level of importance of product attributes. IPA analysis can be used to rank the various attributes of the service pool and identify the necessary actions. Feng *et al.* (2014) stated that IPA analysis can be used by service companies or other companies to prioritize service improvement when resources are limited. Parasuraman *et al.* (1991) stated that IPA can be used to measure the level of customer satisfaction in services, company performance and how much the service provider understands the customer's desire for the services provided.

The first step is to determine the score of each indicator variable X and Y by multiplying all data frequencies by their weights. The weights for the level of importance and performance use a Likert scale level where very good or very important is given a weight of 5, good/important is provided a score of 4, ordinary is provided a score of 3, less good or less important is provided a score of 2, and not good/not important is provided a score of 1. Then the total score is divided by the number of respondents, this resulted the average score of the importance level and performance level. Each attribute can be formulated as follows:

$$\overline{X} = \frac{\sum Xi}{n} \quad and \quad \overline{Y} = \frac{\sum Yi}{n}$$

Description:

$\overline{X}$ = Average value of performance level

$\overline{Y}$ = Average value of importance level.

Xi = Number of respondents who choose in each category of performance level on the i-th attribute.

yi = Number of respondents who choose in each category of importance level on the i-th attribute.

nsi = Importance or performance scale value (1, 2, 3, 4 or 5) on the i-th attribute.

s = Scale that used. In this research the value of s is 5.

k = Number of attributes that used.

The Cartesian diagram is a figure that is divided into four parts bounded by two lines that intersect perpendicularly at a point $(\overline{X}, \overline{Y})$ the formula is:

$$\overline{\overline{X}} = \frac{\sum_{i=1}^{n} \overline{Xi}}{K} \quad dan \quad \overline{\overline{Y}} = \frac{\sum_{i=1}^{n} \overline{Yi}}{K}$$

Description:

$\overline{\overline{X}}$ = The average of the weighted average of the performance level of the product attribute.

$\overline{\overline{Y}}$ = The average of weighted average of the importance level of product attribute.

The horizontal axis $(\overline{X})$ in the IPA Cartesian diagram contains the average score

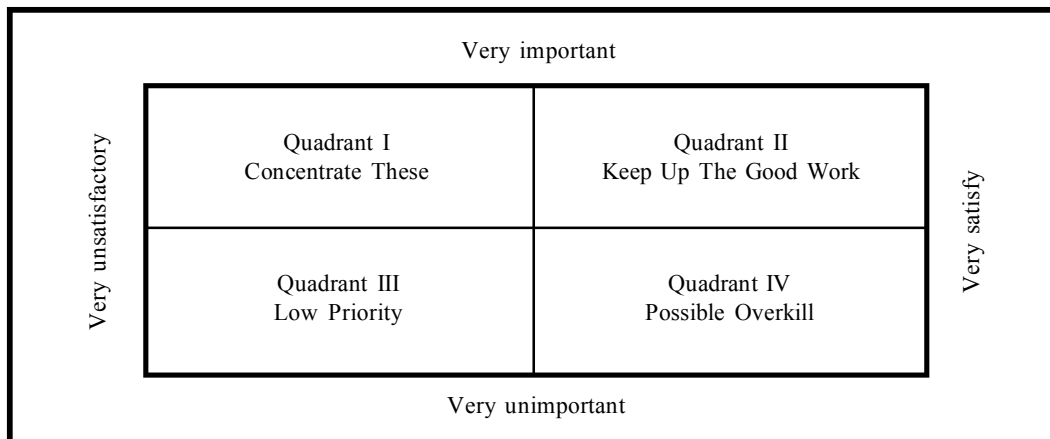|	Very important	
Quadrant I Concentrate These		Quadrant II Keep Up The Good Work
Quadrant III Low Priority		Quadrant IV Possible Overkill
	Very unimportant	

Very unsatisfactory ... Very satisfy

Figure 1. Importance performance analysis quadrant

of satisfaction/performance, while the vertical axis ($\bar{Y}$) contains the average score of importance. The Cartesian diagram is a figure that is divided into four parts which are bounded by two lines that intersect perpendicularly at the points ($\bar{\bar{X}}$, $\bar{\bar{Y}}$) where ($\bar{\bar{X}}$) is the average value of the customer satisfaction level score of all attributes and ($\bar{\bar{Y}}$) is the average value of the employee importance score of all attributes that affect employee satisfaction.

In the IPA method, four quadrants are carried out for all attributes that affect service quality. The division of quadrants in IPA can be seen as Figure 1.

Strategies that can be carried out on the position of each variable in the four quadrants are as follows:

1. Quadrant 1 (Concentrate these)

    This quadrant contains variables that are considered crucial by customers, however in reality these attributes are not in accordance with customer expectations (the level of satisfaction is still low), therefore the attributes included in this quadrant must be increased.

2. Quadrant 2 (Keep up the good work)

    In this quadrant contains factors that are considered important by customers and factors that are considered by customers to be in accordance with what they feel. Thus, the level of satisfaction is higher than that of quadrant 1. The attributes in this quadrant 2 must be maintained because all of these attributes cause superior product or service in the eyes of the customer.

3. Quadrant 3 (Low priority)

    This quadrant contains factors that are considered less important by customers, and in fact their performance is not too special. An increase in the variables included in this quadrant can be reconsidered because its effect on the benefits felt by customers is very small.

4. Quadrant 4 (Possible overkill)

    This quadrant contains factors that are considered less important by customers, and are felt to be too excessive. The variables included in this quadrant can be reduced, thus the company can save costs.

RESULTS AND DISCUSSION

Characteristics of Respondents

Consumer characteristic is one of the factors that can be utilized by business actors to determine whether the established market segmentation is in accordance with the actual market segmentation. Analysis of the general characteristics of consumers can also help business actors to formulate appropriate marketing strategies for their consumers that will have an effect on increasing sales. The general characteristics of the consumers were analyzed based on age, gender, education level, occupation, domicile, and the average monthly income of consumers. Characteristics related to the profile of the chocolate consumers by age, gender and education level can be seen in Table 1.

Information about the age of consumers is important because age will affect consumer's attitudes and perspectives in assessing a product. In addition, age differences will cause differences in tastes and preferences for a brand (Sumarwan, 2011). The results showed that the chocolate was in great demand by consumers of young people and productive age. This is because

in the age range of 17-25 years, consumers are still relatively young and productive (Sumarwan, 2011) who already have their own income. In addition, in this age range, consumers tend to enjoy trying new things, are easily influenced by friends' invitations or sales pitches (impulsive), do not think frugally and are less realistic.

Based on the gender of the respondents in Table 1, it can be seen that the percentage of female consumers was higher than that of male consumers. This may because chocolate product is mostly preferred by women and children. Therefore, the quantity of chocolate products consumed by women also tend to be higher than that of men. In addition, women prefer to hang out with their friends and spend a long time in one place just to chat. Based on the results of observations, teenage female consumers more often visit in large groups. This is in contrast to male consumers who often come to visit with their partner or family and the arrival of these consumers is rarely found in large groups of the same sex. Women are more easily persuaded than men, also women buyers are also easy to ask for opinions, views, or advice from others.

Tabel 1. Profile of chocolate consumer by age, gender and education level

Profile	Number of respondents	Percentage (%)
Age (year)		
17-25	53	55.21
26-34	11	11.46
35-43	13	13.54
44-52	16	16.67
>52	3	3.13
Amount	96	100.00
Gender		
Male	42	43.75
Female	54	56.25
Amount	96	100.00
Education level		
Elementary school	5	5.21
Junior high school	11	11.46
Senior high school	58	60.42
University	22	22.92
Amount	96	100.00

Source: Primary data is treated (2022).

Based on the results of research on 96 respondents, the majority of the education level of the chocolate consumers was high school and university, the total percentage of the consumers who graduated from high school and university was about 82%. This indicates that consumers of chocolate are highly educated consumers. Consumers who have a better level of education are very sensitive to information which will then influence decision making in choosing a brand (Sumarwan 2011). The education level of the majority of chocolate consumers is also influenced by the location of the outlet in Jember District that located surround several universities, such as the University of Jember, the University of Muhamadiyah Jember and the Jember State Polytechnic. This can explain the reason why the majority of chocolate consumers are high school and university graduates. Research conducted by Sabarisman & Anjar (2019) also resulted the similar outcome that the majority of chocolate consumers were female young age (16-25 years old) with education level was high school. Therefore, in order to increase the chocolate's sales, targeting educated female young age must be applied by the MSME

chocolate factory as one of the marketing strategies.

The majority of chocolate consumers come from Jember District. Consumers domiciled outside Jember District come from Bondowoso, Situbondo, Banyuwangi, Surabaya, and others. Table 2 shows that most of the consumers are domiciled in Jember District. This is because one of the outlets is located in a strategic location, which is in the city center, so that it can be used as a stopover place for consumers. In addition, as the outlet is also located in coffee and cocoa edu tourism area that provide comfort environment, this also attract people to visit and purchase the chocolate. Sumarwan (2011) states that a strategic distance or location will be one of the added values for consumers to visit the location.

Table 2 shows the majority of chocolate consumers are students, then followed by civil servants, teachers, farmers, entrepreneurs, and housewives. This might be caused by the chocolate products is mostly consumed by children or teenagers. Also, as the marketing facilities is identical with teenagers, thus most of the consumers are students.

Table 2. Profile of chocolate consumer respondents based on domicile, job and income

Profile	Number of Respondent	Percentage (%)
Domicile		
Jember	61	63.54
Outside Jember	35	36.46
Amount	96	100.00
Job		
Student	50	52.08
Civil servants	7	7.29
Teacher	4	4.17
Farmer	5	5.21
Entrepreuner	10	10.42
Housewife	20	20.83
Amount	96	100.00
Income per month		
<IDR1.5 m	69	71.88
IDR1.5 m - IDR.2.5 m	12	12.50
IDR 2.6 m - IDR.3.5 m	14	14.58
>IDR3.5 m	1	1.04
Amount	96	100.00

Source: Primary data is treated (2022)

Business people need to understand the income of consumers who are the target market because the amount of income will be a benchmark for purchasing ability or consumer purchasing power (Sumarwan, 2011). As the majority of chocolate consumers are students, thus the purchasing power can be seen in the form of allowance. Sabarisman & Anjar (2019) state that the frequency of chocolate consumption tends to be influenced by the consumer's income or allowance. Research resulted that the majority of chocolate consumers are people who gain income or have allowance less than IDR 1,500,000 per month, which was 71.88%.

Consumer Satisfaction Level

The level of customer satisfaction is important for businesses to understand and measure how satisfied their customers are with the performance that has been done. The level of customer satisfaction can determine the course of a business in the future as well as a basis for formulating the strategy of a business unit. If the performance is more than the consumer's expectation, the consumer's satisfaction is fulfilled and the consumer reacts positively. On the contrary, if the performance is lower than the consumer's expectation, it means the consumer's satis-

Table 3. Consumer satisfaction index (CSI) of chocolate parameters

Attribute	MIS	MSS	WF (%)	WS (%)
Good chocolate taste	4.89	4.10	3.71	15.22
Attractive product packaging	4.83	4.03	3.67	14.79
Attractive chocolate shape	4.45	4.06	3.38	13.72
Appetizing chocolate color	4.23	4.21	3.21	13.51
Various types of chocolate	4.21	4.17	3.19	13.31
Food safety assurance (Halal label, Ministry of Health permit and expiration date)	4.68	4.27	3.55	15.16
Product price offered	4.61	3.73	3.50	13.06
Price match with product quality	4.43	3.79	3.36	12.74
Comparison of product prices with similar products	4.04	3.51	3.07	10.77
Discounted price offered	3.81	3.08	2.89	8.92
Easy to reach location	4.08	3.34	3.10	10.36
Cleanliness of marketing facility	4.58	4.28	3.48	14.90
Convenience of marketing facility	4.58	4.19	3.48	14.57
Atmosphere offered at the marketing facility	4.39	4.01	3.33	13.35
Availability and clarity of outlet signage	4.31	3.78	3.27	12.38
Promotion through social media	4.42	3.49	3.35	11.70
How to deliver promotion	4.32	3.46	3.28	11.35
Accuracy of information delivery	4.35	3.50	3.31	11.57
Serving speed	4.25	3.89	3.23	12.54
Payment transaction speed	4.07	4.01	3.09	12.40
Response to consumer complain	4.26	3.70	3.23	11.96
Respond to salesperson's hospitality orders	4.38	3.93	3.32	13.04
Salesperson's friendliness to consumers	4.43	3.94	3.36	13.23
The salesperson's knowledge of the menu	4.60	4.03	3.50	14.09
The alertness of the salesperson in fulfilling the order	4.43	4.01	3.36	13.48
Salesperson appearance	4.02	3.95	3.05	12.05
Attractive outlet interior design	4.50	4.01	3.42	13.70
Cleanliness and availability of toilets, prayer rooms and supporting facilities for consumer comfort	4.54	4.30	3.45	14.83
Outlet outside view	4.34	4.07	3.30	13.43
Availability of entertainment factor (music, tv, *wi-fi*)	4.69	3.70	3.56	13.16
Amount	131.73	116.54		
Weight Total Score (WT)				389.31
CSI				77.86

Source : Primery data was treated (2022)

MIS: Mean Importance Score
MSS: Mean Satisfaction Score
WF : Weight Factor
WS : Weight Score

faction is not fulfilled. In addition, consumer satisfaction also affects consumer repurchase in the future. The calculation of the level of consumer satisfaction used in this study is the customer satisfaction index (CSI), which is then continued on the calculation results of importance performance analysis (IPA) to determine the priority of attribute improvement.

Based on the results of CSI calculations, the results showed that consumer satisfaction of chocolate were 77.86%. Based on the category of consumer satisfaction, the index of consumer satisfaction with chocolate products and the marketing facilities offered by the coffee and chocolate outlets indicates that in general chocolate consumers are satisfied. However, there are still 22.14% of consumers who are not satisfied with the

chocolate products and the marketing facilities. Therefore, the manager of MSME chocolate factory must be able to improve the satisfaction index to the maximum index, which is 100%. However, this consumer satisfaction index can increase if the improvement efforts are in accordance with the interests/expectations and performance levels that can affect consumer satisfaction.

Importance Performance Analysis (IPA)

To determine the performance of product attributes and its marketing facilities offered by coffee and chocolate outlets, an analysis of the performance level of several research attributes used in this research on the level of consumer satisfaction uses the importance performance analysis (IPA) method. The results can be seen in Table 4 and Figure 2.

Table 4. Importance Performance Analysis (IPA)

Attribute	Average performance (Xi)	Average importance (Yi)
Good chocolate taste	4.10	4.89
Attractive product packaging	4.03	4.83
Attractive chocolate shape	4.06	4.45
Appetizing chocolate color	4.21	4.23
Various types of chocolate	4.17	4.21
Food safety assurance (halal label, Ministry of Health-permit and expiration date)	4.27	4.68
Product price offered	3.73	4.61
Price match with product quality	3.79	4.43
Comparison of product prices with similar products	3.51	4.04
Discounted price offered	3.08	3.81
Easy to reach location	3.34	4.08
Cleanliness of marketing facility	4.28	4.58
Convenience of marketing facility	4.19	4.58
Atmosphere offered at the marketing facility	4.01	4.39
Availability and clarity of outlet signage	3.78	4.31
Promotion through social media	3.49	4.42
How to deliver promotion	3.46	4.32
Accuracy of information delivery	3.50	4.35
Serving speed	3.89	4.25
Payment transaction speed	4.01	4.07
Response to consumer complain	3.70	4.26
Respond to salesperson's hospitality orders	3.93	4.38
Salesperson's friendliness to consumers	3.94	4.43
The salesperson's knowledge of the menu	4.03	4.60
The alertness of the salesperson in fulfilling the order	4.01	4.43
Salesperson appearance	3.95	4.02
Attractive outlet interior design	4.01	4.50
Cleanliness and availability of toilets, prayer rooms and-supporting facilities for consumer comfort	4.30	4.54
Outlet outside view	4.07	4.34
Availability of entertainment factor (music, tv, *wi-fi*)	3.70	4.69
Amount	116.54	131.73
Average	3.88	4.39

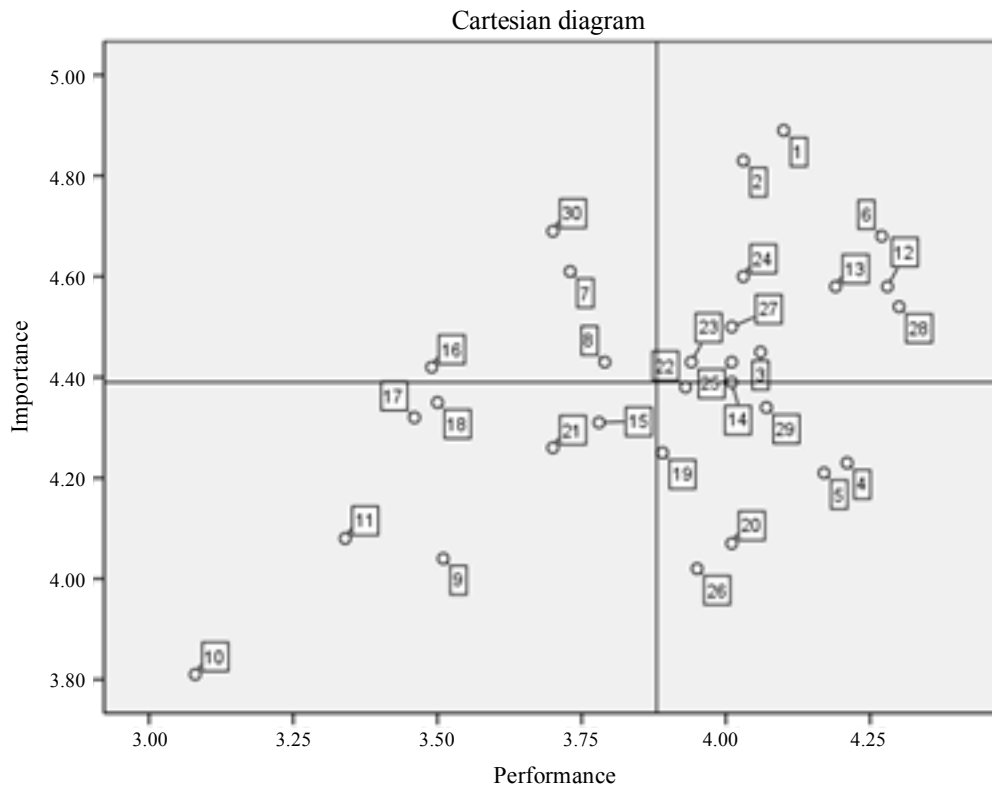Source: Primary data is treated (2022).

Figure 2. Cartesian diagram of importance-performance of chocolate product

Table 4 shows the average value of consumer perceptions about the level of importance to the available attributes is 4.39 while the average value of chocolate product performance level to the available attributes is 3.88. These two values become the center line on the Cartesian IPA diagram. The existence of the X-axis and Y-axis diameters divides the Cartesian IPA diagram into four quadrants. The picture of the Cartesian IPA diagram can be seen in Figure 2.

The Cartesian IPA diagram described in Figure 2 shows the position of each attribute in the four quadrants. Each attribute that is in the four quadrants can be explained as follows:

1. Quadrant I (Top priority)

    Quadrant I contain attributes that are considered important by consumers but in reality, the performance of chocolate on these attributes is not in accordance with consumers' expectation. The level of satisfaction obtained by consumers is still very low, therefore the manager of MSME chocolate factory and coffee and cocoa outlets should improve its performance on these attributes, i.e. price of the product offered, promotion through social media and availability of enter-tainment factors (music, tv, wi-fi).

    When compared to the price of other chocolate products available in the local market, the price of chocolate products produced by the MSME chocolate factory tends to be higher because the chocolate is a couverture chocolate product, while generally other chocolate products are compound chocolate (Putri, 2020). The difference between these two types of chocolate lies in the use of raw materials.

Couverture chocolate is made from selected cocoa beans that are fermented and use pure cocoa butter and do not use artificial flavor additives or artificial coloring. While compound chocolate is processed cocoa that replaces cocoa butter with other vegetable fats, for example from palm oil and has a relatively high sugar content (Tanuhadi, 2012). In the market, the higher price of the couverture chocolate is due to the availability of cocoa butter which is more limited than other vegetable fats.

Table 2 shows that the majority of chocolate consumers are generally lower-middle income people, thus the price of chocolate offered is considered too expensive. Therefore, it is necessary to innovate products with relatively the same quality, but the lower price. In addition, it can also diversify products by adding cheaper auxiliary materials. Therefore, this will reduce production costs and the selling price of the chocolate products.

The next attribute that is included in quadrant I is increasing product promotion through social media. This indicates that the majority of consumers are the users of social media. This implies that the majority of consumers have well literacy of digital experiences. Promotion is a small part of marketing activities that play a major role in selling products and services (Widyaswari *et al*., 2021). Along with the increasing public access to the internet in Indonesia, promotion by utilizing the internet network, including through social media, has become one of the new medias in visual communication advertising. According to Maoyan (2014), social media marketing is a types of internet marketing model to achieve marketing goals by participating in the social media networks.

The results of the research conducted by Widyaswari *et al*. (2021) showed that promoting food products by a restaurant is effective and able to attract consumer interest, especially the millennial generation. Indika & Cindy (2017) state that application of social media Instagram as promotion media has a strong correlation in influencing consumer buying interest. Based on observations, the MSME chocolate factory has been conducted product promotion through social media, such as Instagram, YouTube, and Facebook. However, the result of this study implies that the promotion is still cannot fulfill consumer expectations. This is mainly because the managed social media do not routinely promote the chocolate products. The research results of Purwidiantoro *et al*. (2016) show that the use of social media can increase sales by more than 100% if MSME business actors convey the latest product information consistently through social media every day. Therefore, it is necessary to increase promotion through social media to encourage increased consumer satisfaction which results in increased sales of the chocolate products.

As previously stated, the chocolate products are marketed in two outlets in Jember. The results showed that consumers required entertainment facilities offered at the marketing facilities. The desired entertainment facilities are wi-fi, music, and television. The availability of these entertainment facilities will then affect the consumer's impression of the marketing experience, where currently the marketing experience (experiential marketing) will affect consumer satisfaction (Beautynara, 2019). Thus, improving entertainment facilities in the coffee and cocoa outlets will increase chocolate customer satisfaction.

2. Quadrant II (Maintain position)

Quadrant II contains attributes that are considered important by consumers and the realization of performance carried out by the chocolate factory management on these attributes is in accordance with what is expected by consumers. According to IPA analysis, there are 12 attributes that are in quadrant II, namely delicious chocolate taste, attractive product packaging, attractive chocolate shape, food safety assurance (halal label, Ministry of Health permit, and expiration date), outlet cleanliness, outlet convenience, atmosphere offered by outlets, friendliness of salespeople to consumers, knowledge of salespeople on menu/product, responsiveness of salespeople in fulfilling orders, attractive outlet interior designs, cleanliness and availability of toilets, prayer rooms and supporting facilities.

Taste is one of the quality attributes that play an important role that can leverage the marketing of chocolate products. Based on the results of the study, the customers satisfy with the taste of the chocolate. This is because the couverture chocolate product has several advantages, including softer and melting faster in the mouth. According to Afoakwa (2010), chocolate will solid at room temperature and melt at body temperature. According to Sulistyowati & Misnawi (2008), the level of hardness of chocolate is an important indicator of chocolate quality. The texture of chocolate products is largely determined by the formulation and fineness of the particles thus that these two factors greatly affect the rheological properties of the resulting chocolate (Indarti *et al*., 2013). However, the use of couverture chocolate is also more prone to blooming which can affect the appearance of chocolate products which can often affect consumer motivation.

Other attributes that are in line with consumer expectations according to the results of this study are attractive packaging and attractive chocolate shapes. In the food product, especially for chocolate products, packaging is a key role that influences on chocolate purchasing behavior (Shekhar & Raveendran, 2017; Thaichon *et al*., 2018). Packing appearance and attractiveness of chocolate products will attract consumers (Thaichon *et al*., 2018; Kozelová *et al*., 2014). Currently, the consumers of the chocolate that produced by the MSME chocolate factory is only interest in food safety guarantee (halal label, Ministry of Health permit, and expiration date). Therefore, as the chocolate product has complied with all food safety assurance, thus the research results show that food safety guarantee attributes have met consumer expectations.

Del Prete & Antonella (2020) state that since 2015 the interest of world chocolate consumers on sustainability, in all its dimensions such as social, economic, and environmental has started to increase the greater curiosity. Bernard *et al*., (2006) conducted research addressed on the issue of organic chocolate versus genetically modified (GM). Several studies have addressed the issue of sustainability on food product, including chocolate have been conducted by several researchers (Mai, 2014; Bernard *et al*., 2006; D'Astous & Mathieu, 2008; Aktar, 2013; Young & McCoy, 2016; Enax *et al*., 2015; Teyssier *et al*., 2015; Magnier *et al*., 2016; Bullock *et al*., 2017; Friedrichsen & Engelmann, 2019; Vecchio & Annunziata, 2015; Hidalgo-Baz *et al*., 2017; Zerbini *et al*., 2019; De Pelsmaeker *et al*., 2017; Banjarnahor *et al*., 2017). However, according to observation,

there is no sustainability labeled in the chocolate product, this implies that the demand of sustainability chocolate product is still low or even no demand for sustainability chocolate product.

Other attributes such as the cleanliness of the outlet, the convenience of the outlet, the atmosphere offered, the friendliness of the salesperson, the knowledge of the salesperson towards the product, the responsiveness of the salesperson in fulfilling orders, the attractive interior design of the outlet, have also met consumer expectations. This is because the outlet has been established since 2016 and the employees have worked for a long time, thus that employees have performed their duties and obligations very well, including the cleaning staff. In addition, because of the long work experience, the sales assistants are well served in the products offered. Consumers have also been satisfied with the performance of other attributes, such as cleanliness and availability of toilets, prayer rooms and supporting facilities for consumer comfort. This is because the outlet is located in the coffee and cocoa edu tourism park area, which is one of the community's tourist destinations and is supervised by the local government, especially the Department of Tourism. In order to continue to attract visitors, the manager of coffee and cocoa edu tourism park continue to repair and maintain these facilities routinely.

3. Quadrant III (Low priority)

Quadrant III contains attributes that are considered less important by consumers and in fact the performance of the chocolate products on these attributes is not too good. Improvements in the performance of the attributes in this quadrant can be reconsidered because

they have little effect on consumer satisfaction. However, in the future the attributes included in quadrant III might be important for consumers. The research resulted that several attributes included in quadrant III, i.e. the comparison of product prices with similar products, price discounts offered, ease of reaching locations, availability and clarity of outlet signage, delivery methods of promotions, accuracy of information delivery, and responses to consumer complains.

The results showed that consumers were not concerned about the price difference compared to similar chocolate products and whether or not there was a discount price offered. This is presumably because most of the chocolate consumers are also coffee and cocoa edu tourism park visitors. Generally, the decision to depart on a tour destination is basically the same as a purchase decision, which is to spend money to obtain satisfaction (Santoso & Kartika, 2018), thus that consumers will purchase the chocolate without comparing the price of the chocolate with other similar products and considering whether or not there is a discount price offered.

While the reasons for the attributes of ease of reaching locations, availability and clarity of outlet signage, delivery methods of promotions, accuracy of information delivery and responses to consumer complains are also not a priority for consumers because it is suspected that with the development of information technology, many young people are currently using information technology devices, such as the internet, mobile phones and smartphones, where consumers can use information technology as an information tool (Dickinson et al., 2014). The general public can use smartphones both before, during and

after traveling (Palumbo *et al.*, 2015). Therefore, although some of the consumers are from outside Jember district (Table 2) these smartphones can be utilized for searching the chocolate sales locations. In addition, the smartphones are also useful to conveying impressions and even consumer criticism and suggestions.

4. Quadrant IV (Excessive)

Quadrant IV contains attributes that are considered less important by consumers, but in fact the performance of chocolate product is very good, even for most consumers it is considered excessive. Therefore, the company does not require to make improvements. The performance of the attributes included in this quadrant can be reduced, thus the management of the MSME chocolate factory will be more efficient in their performance and can allocate funds for improving on top priorities. There are seven attributes that are considered to have excessive performance, namely the appetizing chocolate color, the variety of types of chocolate available, the speed of serving, the speed of payment transactions, responsiveness to orders, the appearance of the salesperson, and the outside outlet view.

market of the product should be female young generation as the majority of the consumers are this group. The MSME chocolate factory has to take into account several actions as part of their marketing strategy, such as improving product promotion throughout digital media, including carry out product promotion through social media regularly every day; improving performances of marketing facilities by providing music, wi-fi connection and TV; and innovating production of chocolate to produce lower price chocolate products.

Moreover, several attributes that must be maintained by the chocolate factory management for business sustainability as already fulfil the chocolate consumers' expectation are including chocolate taste, packaging, chocolate shape, food safety guarantees labeled at the chocolate products, outlet cleanliness, outlet convenience, the atmosphere offered by the outlet, friendliness of the salesperson to the customer, salesperson's knowledge of the menu/product, responsiveness of salespeople in fulfilling orders, attractive outlet interior design, cleanliness and availability of toilets, prayer rooms and supporting facilities for consumer comfort has also satisfied the consumers.

CONCLUSIONS

The sustainability of chocolate business in the market is influenced by various factors, including customer satisfaction index. The customer satisfaction index (CSI) of the chocolate product produced by MSME chocolate factory based in Jember and its marketing facilities was 77.86%. This means that the majority of the consumers are satisfy. Therefore, scaling up the chocolate factory to increase the selling of chocolate product, then marketed the chocolate product more broadly will increase the profit. The main target

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