

MSME EMPOWERMENT AND DEVELOPMENT PROGRAM TO INCREASE CONSUMER SATISFACTION

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Abstract

The primary aim of this study is to examine the efficacy of an MSME empowerment and development initiative in enhancing consumer satisfaction at the *Warung Nasi Hj* establishment. Artificial intelligence (AI) is a field of study and research that focuses on the development. The approach employed in this service encompasses the utilisation of customer surveys, interviews conducted with store owners, as well as the analysis of both qualitative and quantitative data. Dedication has observed a noteworthy enhancement in consumer satisfaction as a result of the adoption of a complete empowerment programme, encompassing initiatives such as product quality improvement, employee training, and novel marketing methods. The findings of the survey indicate that consumers have observed favourable improvements in various aspects, including product quality, customer service, and overall experience at *Warung Nasi Hj*. In addition to this, stall proprietors also observed an increase in revenue and a greater portion of the market. The aforementioned findings demonstrate that the implementation of programmes aimed at empowering and developing micro, small, and medium enterprises (MSMEs) can effectively enhance the quality of MSME operations and yield sustainable profits through the augmentation of consumer happiness and business expansion. This study aims to investigate the relationship between consumer satisfaction, empowerment of micro, small, and medium enterprises (MSMEs), business development, and marketing strategy.

INTRODUCTION

The corporate landscape is currently experiencing fast growth, leading to heightened levels of market competition (Maulida Sari & Setiyana, 2020). This phenomenon is expected to exert a significant influence on human behaviour, as individuals often exhibit a proclivity for expeditiously attaining their various requirements and aspirations. This encompasses various aspects, such as meeting technology, information resources, and basic necessities including food and beverages (Angga et al., 2019).

There exists a significant impetus that motivates individuals to engage in more frequent instances of shopping and dining outside of their residences, which serves as a driving force behind the current expansion of the culinary sector (Angga et al., 2019). Culinary, as a constituent of the creative economy, encompasses the various processes involved in the preparation, processing, and presentation of food and beverage items. The incorporation of creativity, aesthetics, tradition, and local wisdom is a significant factor in enhancing the flavour and worth of the product, consequently appealing to consumer purchasing power and delivering a delightful customer experience (Ardhiyansyah, Sulistyowati, et al., 2023; Hendarmin & Kartika, 2018; Iskandar et al., 2020). At now, the Indonesian culinary sector is encountering various challenges that impede its expansion. These factors encompass the insufficient quantity and quality of talented individuals in the creative field, the inadequate identification of available natural resources, an imbalance between the preservation and exploitation of cultural resources, insufficient financial support for creative individuals, suboptimal market utilisation, and the absence of suitable infrastructure and technology. These issues have been highlighted in various studies (Angga et al., 2019; Ardhiyansyah, Iskandar, et al., 2023; Hendarmin & Kartika, 2018; Iskandar et al., 2022; Prayogo et al., 2020).

Based on data obtained from the Bureau of Statistics (BPS), it has been observed that the culinary sector exhibits the highest proportion of contribution to the Gross Domestic Product (GDP) of the Creative Industries, amounting to 33% when compared to other sub-sectors (Jufra, 2020). According to Hendarmin and Kartika (2018), the growth value of culinary business units surpasses both the average growth rate of the creative industry (0.98%) and the national average (1.05%). According to a study conducted by Astuti Herawati et al. (2019), the growth rate of the business unit under consideration is significantly lower compared to the growth rate of the culinary sub-sector workforce, which stands at 0.26%. This growth rate is considerably below the average growth rate observed

in the creative industry workforce (1.09%) as well as the national rate (0.89%). These findings indicate that the plant business units in question operate at a small and medium scale and have limited capacity to absorb a substantial amount of labour.

Micro, small, and medium enterprises (MSMEs) refer to a category of businesses that are operated by individuals, families, or corporate organisations whose total wealth and yearly income do not exceed IDR 500 million (Hendrawan et al., 2019; Iskandar et al., 2020). To clarify, the revenue earned by each corporate entity within this particular category is somewhat constrained. Several micro, small, and medium enterprises (MSMEs) operate their activities within the confines of their residential premises (Iskandar, 2021; Windusancono, 2021). The categories of micro, small, and medium-sized enterprises (MSMEs) exhibit significant diversity, encompassing a wide range of business ventures such as street food establishments, supermarket stalls, and service-oriented enterprises. According to Zulfikri and Iskandar (2021), certain minor sectors, including small industries and minimarkets, might also fall within the categorisation of micro, small, and medium enterprises (MSMEs). The significance of Micro, Small, and Medium Enterprises (MSMEs) in the Indonesian economy cannot be overstated, as they play a crucial role in facilitating the movement of money within the market (Budiarto et al., 2015; Lesmana & Iskandar, 2022). In addition to this, it has been noted that Micro, Small, and Medium Enterprises (MSMEs) also have a significant impact on expanding employment prospects, hence making a favourable contribution to the overall job market (Wahyunti, 2020). The implementation of technical advancements has facilitated the expansion of several micro, small, and medium enterprises (MSMEs), leading to their enhanced company operations (Batubara et al., 2022).

The empowerment of small and medium companies (MSMEs) is gaining significance in the economic development trajectory of Indonesia (Haryanti, 2021). According to Safaruddin (2017), at the outset, micro, small, and medium enterprises (MSMEs) were seen as the primary catalysts for employment generation and economic advancement in rural regions. The significance of micro, small, and medium enterprises (MSMEs) has been increasingly prominent in the present and forthcoming period of globalisation, as they serve as a crucial contributor to Indonesia's non-oil and gas exports (Wijanarko & Chrisnardani, 2016).

According to a study conducted by Kusumaningrum et al. (2019), the evaluation of taste in food and beverages by consumers is perceived as a form of stimulation. This stimulation can originate from both internal and external sources and is subsequently

experienced through the sensory receptors in the mouth. In the study conducted by Imelda et al. (2020), it was shown that the selection of food and beverages is mostly influenced by flavour. This attribute serves as a distinguishing factor, setting apart various food and drink items based on their unique flavours. Additionally, taste is distinct from other sensory characteristics such as shape, appearance, smell, texture, and temperature.

According to Pitaloka et al. (2015), the perception of taste is mostly attributed to the functioning of human sensory mechanisms, particularly the sense of taste. These mechanisms encompass four fundamental flavour qualities, namely salty, sweet, bitter, and sour. In addition to the basic taste sensations, such as sweet, sour, bitter, and salty, there exist additional sensory perceptions of taste, including savoury and spicy, among others (Mularsari, 2022).

According to the perspectives of multiple authorities in the field, the concept of "taste" can be delineated as the discernment experienced by consumers in relation to a particular food or beverage. This discernment is a consequence of the intricate workings of human sensory faculties, specifically the sense of taste, and can be distinguished by a multitude of factors including form, visual presentation, fragrance, flavour, consistency, and temperature (Tamaya & Mulyono, 2023). In the context of food goods, flavour emerges as a salient determinant that can significantly impact consumers' purchasing choices (Basith & Fadhilah, 2019). According to the findings of Njoto's study conducted in 2016, taste plays a substantial role in shaping consumer purchasing behaviour. Taste is a discerning method of food selection that should be differentiated from the inherent flavour of the food itself (Hadi, 2016).

Consumer comfort when dining at a rice stall refers to the subjective experience of contentment, tranquilly, and ease that patrons perceive when partaking in food consumption at such an establishment. Several factors contribute to the level of comfort experienced by individuals. These factors encompass a clean and comfortable physical environment, the provision of high-quality service, the availability of delicious and fresh food, affordable pricing, low waiting times, as well as the presence of privacy and a nice ambience. The level of comfort experienced by individuals when dining at a rice stall may vary, however, there are certain characteristics that are usually seen as significant in establishing a pleasant experience for patrons (Suryandriyo, 2018).

Understanding consumer behaviour is crucial in comprehending the process by which customers make purchasing decisions. Kotler and Armstrong (2016) propose that clients

undergo a sequential process consisting of five phases while making decisions. These stages include problem identification, information search, alternative evaluation, purchase decision, and post-purchase behaviour. The initiation of the buying process occurs when consumers become cognisant of a problem or a requirement. The aforementioned requirement may arise as a result of either internal or external stimuli. The determination of brand preferences within the decision set is influenced by consumers. According to Angga et al. (2019), consumers possess the ability to ascertain their inclination to purchase brands that they find appealing.

According to Kotler, P., and Armstrong (2016), the process of making purchasing decisions can be characterised. During the evaluation phase, customers engage in the process of assessing several brands and then formulating preferences based on their choices. Additionally, buyers may exhibit an inclination to purchase the brand that aligns most closely with their preferences. According to the findings of Samudro et al. (2020), individuals possess distinct perspectives that inevitably shape their consumer behaviour and subsequent purchase choices. Purchasing decisions encompass a range of considerations, such as the selection of products or services, the determination of whether to make a purchase or abstain from it, the timing and location of the transaction, as well as the preferred method of payment (Juniarso et al., 2022; Saraswati et al., 2022).

METHOD

During the implementation phase of this service, many methodologies are employed, including location surveys, observations, interviews, and conversations. The present methodology has been created with the objective of guaranteeing the achievement and beneficial outcomes of the community service endeavours undertaken. The subsequent section provides a more comprehensive elucidation of each phase of the implementation methodology:

- a. Preliminary Assessment: The first phase is conducting a location assessment to gain insights into the environmental conditions and distinctive features of the place where the service will be implemented. The purpose of this survey is to gather data on several elements that may impact the effectiveness of the forthcoming programme.
- b. Observation: Subsequently, the observation phase will be implemented to directly examine the circumstances and challenges encountered by Micro,

Small, and Medium Enterprises (MSMEs) actors within a more comprehensive framework. These observations aid the service team in identifying issues that may not be discernible through secondary data.

- c. Interviews serve as a crucial tool for getting information about the requirements, expectations, and perspectives of respondents regarding MSMEs. Through these interactions, valuable insights can be obtained. Interviews offer a valuable opportunity to directly elicit insights from respondents regarding the challenges they encounter, as well as to gather suggestions that might inform the development of more suitable and pertinent solutions.

Discussion is a crucial component in fostering active engagement and cultivating a collective feeling of ownership within the service programme. It provides a platform for deliberating and analysing the outcomes achieved with the owners of Micro, Small, and Medium Enterprises (MSMEs).

By employing location survey methodologies, observation, interviews, and conversations, the service team can acquire a comprehensive comprehension of the actual circumstances in the field. This enables them to formulate efficacious strategies and activities to accomplish the objectives of community service. This strategy demonstrates the capacity to generate a more substantial and enduring effect by actively engaging with and prioritising the ambitions and requirements of the community that serves as the primary focus.

RESULTS AND DISCUSSION

I would want to enquire about the rice stall. Ai, a business situated on Jln. Cicantayan, was established in 2011 by its proprietor, who derived the recipe from his prior employment at his parents' rice stand. Motivated by his entrepreneurial aspirations, the proprietor of this rice shop commenced his venture with limited initial investment. *Warung Nasi Hj. Ai* first leases a portion of a kiosk under the direction of a married pair, Mrs. Debira Sinta, who oversees financial management, and Dede Jaelani, who assumes the role of chef. With the assistance of their patrons, this rice vendor commenced operations and began providing delectable culinary offerings to its clientele.

Over time, the business capital of *Warung Nasi Hj* saw growth, prompting the owner to make the strategic decision of renting additional space in order to extend the physical

capacity of the rice stall. In addition to this, the proprietor has also engaged other family members to assist in the management of this enterprise. This practise not only contributes to the efficiency of everyday operations, but also fosters familial bonds and cultivates a sense of collaboration in the development of rice stalls. Currently, *Warung Nasi Hj. Ai* offers a diverse range of cuisines, including package and catering options.

Table 1. Food Menu

No.	Menu	Price	No.	Menu	Price
1	Rendang meat	12,000	18	tofu Pepes	2,000
2	Meat dumplings	12,000	19	Balado eggs	5,000
3	Meat patties	3,000	20	Orek tempeh	3,000
4	Serundeng fried chicken	8,000	21	Bacam tempeh	1,000
5	Red balado chicken	8,000	22	Mustopa potatoes	3,000
6	Green chili chicken	8,000	23	Shredded Chicken	8,000
7	Soy sauce chicken	8,000	24	Potato fritters	1,000
8	Chicken sauce	8,000	25	Peanut pie	3,000
9	Chicken intestine	3,000	26	Jengkol	2,000
10	Chicken gizzards	6,000	27	Gudeg jackfruit	2,000
11	Chicken soup	5000	28	Lodeh vegetables	3,000
12	Opor chicken wings	5000	29	Cassava leaf vegetable	3,000
13	Kampong chicken	8,000	30	Various kinds of stir-fry	3,000
14	Balado chicken feet	5,000	31	Sweet iced tea	4,000
15	Pepes fish	20,000	32	Sweet tea	3,000
16	Fish pesmol	8,000	33	Various kinds of crackers	2,500
17	Cue cob balado	5,000	34	Coffee and Cigarettes	6,000

Table 1 encompasses a diverse array of culinary offerings, including meat, poultry, seafood, tofu, eggs, and a variety of vegetables. The pricing of each menu item at *Warung Nasi Hj. Ai* is distinct, as it corresponds to the expense incurred for a single serving of a certain dish. In addition to this, *Warung Nasi Hj. Ai* has garnered significant popularity as a dining establishment within the vicinity. Through the utilisation of traditional family recipes and diligent efforts from their dedicated crew, they have achieved notable success in offering delectable rice meals and a diverse selection of culinary options that effectively captivate the attention and patronage of clients. *Warung Nasi Hj. Ai* has experienced growth and development as a result of business expansion and the active participation of family members. This establishment has gained a reputation for its delectable cuisine and competitive pricing, contributing to its widespread recognition. In addition to this, the financial arrangements or management implemented by

Warung Nasi Hj. AI exhibit a commendable level of effectiveness, enabling its continued survival amidst a competitive landscape.

Table 2. Catering Menu List

No.	Package	Price
1	Rice + (balado chicken/green chili chicken/rica-rica chicken/soy sauce chicken/fried chicken/pepes chicken) + orek tempe + mustopa potatoes + sauteed vegetables + lalab + crackers + chili sauce.	18,000
2	Rice + (rendang/empal/gepuk) + orek tempeh + mustopa + potatoes stir-fry vegetables + lalab + crackers + chili sauce.	22,000
3	Rice + (eggs/intestines/wings) + orek tempeh + mustopa potatoes + stir-fry vegetables + lalab + crackers + chili sauce.	13,000

Table 2 presents a comprehensive range of catering menu packages, each distinguished by the specific menu options provided. Detailed descriptions for each package are provided below.

Package 1 offers a selection of chicken variations at a price of Rp. 18,000. The package encompasses a serving of rice accompanied by a selection of chicken dishes, including balado chicken, green chilli chicken, rica-rica chicken, soy sauce chicken, fried chicken, or pepes chicken. In addition to the aforementioned items, this bundle encompasses orek tempeh, mustopa potatoes, stir-fried vegetables, lalab, crackers, and chilli sauce. At a cost of IDR 18,000 per serving, patrons have the opportunity to savour delectable cuisine that offers a diverse range of flavours within a single dish.

Package 2 offers a selection of varied meats for a price of Rp. 22,000. The package provides a selection of meat options, namely rendang, empal, or gepuk, accompanied by rice. In addition to the aforementioned items, this bundle also encompasses orek tempeh, mustopa potatoes, stir-fried vegetables, lalab, crackers, and chilli sauce. Customers have the opportunity to savour and relish the diverse assortment of meat options at a price of IDR 22,000 per dish.

Package 3 offers a combination of egg, intestine, and wing variations, priced at Rp. 13,000. This package provides customers with the option to select from a variety of protein options, including egg, intestine, or wings, which are accompanied by a serving of rice. In addition to the aforementioned items, this bundle also encompasses orek tempeh, mustopa potatoes, stir-fried vegetables, lalab, crackers, and chilli sauce. Customers have the

opportunity to indulge in culinary delights that offer a harmonious blend of delectability and cost-effectiveness, with each serving priced at IDR 13,000.

Based on the findings from interviews performed by researchers, it was observed that about 21 participants expressed a favourable evaluation on the flavour of the cuisine offered at *Warung Nasi Hj. Ai*. According to their statement, the culinary offerings at this particular food stall were found to be very compatible with the preferences of consumers, evoking a sense of familiarity akin to that of homemade cuisine. In addition to this, the respondents noted that the constancy of taste during each visit is a favourable attribute.

According to consumer feedback, there was a lack of discernible variation in flavour between consuming meals immediately at *Warung Nasi Hj. Ai* and opting to take it home. This finding demonstrates that the preservation of taste quality is upheld, whether the product is consumed immediately on-site or transported for later consumption. The distinctive flavour of the food offered by this particular food booth serves as an additional allure for clients who are enticed to sample its offerings.

Based on the findings derived from the conducted interview, it can be inferred that the culinary offerings at *Warung Nasi Hj. Ai* have garnered a favourable reputation among their clientele. The utilisation of ancestral family recipes and the culinary proficiency of the chef seem to be pivotal elements in preserving client contentment. The stall's ability to consistently maintain a well-balanced taste profile is indicative of its professionalism and dedication to delivering a gratifying culinary experience.

The study conducted by Ai revealed that consumers have expressed favourable experiences with regards to the taste of the food served at *Warung Nasi Hj. Ai*. This indicates that the stall owner's diligent efforts in upholding the quality and unique flavour of the meal have yielded beneficial outcomes. The incorporation of this element can contribute to the enhancement of a robust reputation and the attraction of a larger consumer base. By adopting this approach, the rice stall may sustain its growth trajectory and retain its market dominance. Despite the relatively low cost, participants noted that the food quality at *Warung Nasi Hj. Ai* remained unsatisfactory. The flavour and palatability of the food remain delectable and gratifying. This observation demonstrates that the stall is capable of offering dishes of high quality while maintaining affordable prices.

The findings from subsequent interviews done by researchers revealed that nearly all participants provided a favourable evaluation of the "texture" of the cuisine served at *Warung Nasi Hj. Ai*. According to the source, it has been indicated that the food offered at this

particular stand exhibits a diverse range of textures, hence preventing consumers from experiencing monotony associated with limited changes. Consumers have expressed that the texture of the food served at *Warung Nasi Hj's* is consistently optimal, striking a balance between firmness and softness. This observation indicates that the chef demonstrates a keen focus on ensuring the precise texture in every dish.

The outcomes of the interview pertaining to pricing revealed that the respondents expressed favourable and positive sentiments. This is attributed to the reasonably low and affordable rates supplied by *Warung Nasi Hj. Ai*, which are accessible to individuals across many socioeconomic backgrounds. This presents an opportunity for many demographics, such as students, employees, and households, to partake in delectable cuisine without perceiving it as a financial strain. The participants expressed their satisfaction with the diverse range of menus available at the stall, which were offered at cheap costs. The perception of individuals is that the presence of a diverse range of menu options offered at reasonable rates is a noteworthy enhancement in value. Furthermore, it provides clients with the opportunity to sample a diverse selection of culinary offerings that cater to their own preferences.

The findings from interviews conducted with shop owners indicate their ability to effectively handle the financial aspects of their businesses, despite the intergenerational nature of these enterprises and the involvement of multiple families. The proprietor of the Rice Stall, *Hj. Ai*, places significant emphasis on the necessity of comprehensive and precise documentation of all commercial dealings. The diligent practise of meticulously documenting all sources of revenue and expenditures enables them to obtain a comprehensive assessment of the fiscal well-being of the enterprise under their management.

There are various variables that warrant attention while considering consumer convenience in purchasing food at *Warung Nasi Hj. Ai*. In regard to parking layout, there exist divergent viewpoints. A number of participants expressed their perception that the parking arrangement was constricted and lacking in sufficient space. Nevertheless, there exists an opposing perspective positing that the parking facility exhibits considerable size, notwithstanding the prevalent grievances pertaining to the presence of numerous small stones on the parking surface, hence engendering the formation of puddles during precipitation events. In addition, certain participants voiced apprehensions regarding the limited parking capacity and inadequate safety measures, particularly due to the proximity

of the parking area to the road. Consequently, they expressed concerns about potential vehicular contact and the associated risks.

With regards to the ambience of the room, a number of participants expressed that the air quality within the space was perceived as unpleasant and there was an insufficient level of air movement. The individuals perceived the room to possess a somewhat dim and confined ambience. Nevertheless, there exists an opposing viewpoint suggesting that the room in question is unremarkable and slightly overheated due to its direct adjacency to the kitchen. Nonetheless, it remains a habitable and cosy living space.

Regarding the aspect of decoration, certain participants expressed their dissatisfaction with its aesthetic appeal, perceiving it as unappealing and lacking variety. Nevertheless, some individuals argue that the space exhibits captivating embellishments, particularly the banners. The recommendation was made to incorporate banners in front of the shop as a means of capturing the interest of potential customers.

CONCLUSION

The flavour profile of the culinary offerings at *Warung Nasi Hj's*. The majority of responders provided positive views about Ai. The satisfaction of consumers with the food from this stall is influenced by several critical variables, including the taste that aligns with the consumer's preferences, the consistency of taste experienced throughout multiple visits, and the unique qualities associated with home-cooked meals. *Warung Nasi Hj* exhibits many deficiencies that have a direct impact on consumer comfort. The identified issues include a constrained parking layout, inadequate air circulation, insufficient illumination, and unappealing ornamentation. In addition to this, there exist various determinants that impact consumer behaviour in terms of repeat purchases. These include cost-effectiveness, distinct product attributes, and a diverse range of menu options available throughout the day

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