

CONSUMER PREFERENCE ON BIPANG TRADITIONAL SNACK (CASE STUDY OF BIPANG PAK TANI IN PASURUAN)

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Abstract: There is a shift in people's attitudes and interest in traditional snacks due to the influence of globalization and the perception that traditional snacks are out of date, causing the abandonment of these traditional snacks. The Covid-19 pandemic has added to the decline in income in many business sectors. This impact was also experienced by the Pak Tani's bipang company, which has existed since 1976. For this reason, it is necessary to do a way to attract public interest in bipang products by innovating the flavor, product size, packaging design and accessibility. This study aimed to determine consumer preferences for traditional bipang snacks. The research conducted in October–November 2022 with a total sample were 400 respondents from Surabaya residents, which was carried out using a purposive sampling technique by distributing questionnaires. Respondents were asked to determine the combination of attributes from the most preferred to least preferred. This study uses descriptive quantitative methods using conjoint analysis techniques. The results showed that respondents liked bipang products with cheese flavor, bite size, standing pouch packaging design with zipper and offline accessibility. Based on the importance value factor, the order of the most important variables for respondents is flavor.

Keywords: conjoint analysis, consumer preferences

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A, INTRODUCTION

Indonesia has many, special and unique foods called traditional foods. Professor Murdijati Gardjito from Gadjah Mada University, said that traditional food is processed from locally produced, with processes controlled by the

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eating are known and even become the hallmark of certain community. According to Guerrero in Tyas (2017), traditional food is a food product whose recipes usually passed down from generation to generation. Traditional food shows characteristic of culture, history, identity, heritage and economy in a certain area. Traditional food industry is usually belongs to the Group of Micro, Small and Medium Enterprises (MSMEs) or known as “Usaha Mikro, Kecil dan Menengah (UMKM)”. The food and beverage industry sector are an industry sector that has a vital role in economic growth in Indonesia and the government’s priority as a national economic driver so that establishing a business in this sector has good prospects in the future (Kemenperin, 2016 in Reis et al., 2022). Therefore, this traditional food business deserves to be preserved and developed.

However, in this modern era, traditional food has begun to be replaced by attractive and innovative of modern food that are in accordance with the development of the lifestyle of today’s urban people (Utomo, 2016). This phenomenon occurs due to a shift in people’s attitudes and interests towards traditional food due to the influence of globalization where people in the current era have the perception that traditional food is food that is out of date or old-fashioned, processed with minimal hygiene because the manufacturing process is done traditionally, packaging which are less attractive and the atmosphere of the shop is less comfortable without knowing the cultural values contained in these traditional foods (Utomo, 2016). To overcome this, special attention must be given to traditional food products, including the store atmosphere, attractive packaging, and marketing methods that attract consumers (Haryanto et al., 2019). By preserving the continuity of the traditional food industry, it also indirectly supports the country’s economy from the MSME sector. The sustainable of the traditional food industry has many benefits, including increasing community economic empowerment, reducing unemployment and poverty, preserving national culture and anticipating a shift in lifestyle due to the influence of industrialization and globalization which can cause people to forget traditional food and switch to modern processed foods and even imports.

Data from the Ministry of Cooperatives and MSMEs as of 2019 shows that 60.34% of Indonesia’s GDP is contributed by the MSME sector. This value increased by 3.26% compared to the previous year (Mahpud Sujai in Baderi, 2020). However, the Covid-19 pandemic caused many business sectors to

decline, including the traditional food and beverage industry. This can be seen in the contribution of MSMEs to GDP in 2020, which fell down 38.14% from the previous year to 37.3% and was the lowest since 2010 (Lokadata.id, 2021). The 2020 Central Statistics Agency survey showed that around 69.02% of MSMEs experienced capital difficulties during the Covid-19 pandemic (Kementerian Keuangan, 2022).

According to the Rapid Study Survey of the Impact of the Covid-19 Pandemic on MSME Performance conducted by LIPI Economic Research Center on May 1–20, 2020 involving 679 valid respondents showed that 94.69% of businesses experienced a decline in sales. Based on sales methods, sales decreased by more than 75% experienced by 47.44% of offline sales businesses, 40.17% of online sales, and 39.41% of businesses with offline and online sales methods (LIPI Biro Kerja Sama, Hukum, dan Humas, 2020).

The fact that Indonesian people tend to prefer snacking compared to eating a large meal was revealed by a survey conducted by the snack industry Mondelez International entitled “The State of Snacking”. The survey was conducted online by Mondelez International in collaboration with The Harris Poll of 1,500 Indonesian adults, it was revealed that Indonesian people snack almost 3 times a day. This figure is greater than the consumption of large meals which are only 2.5 times on average. Around 75% of participants also admitted that they often snack during their activities,” said President Director of Mondelez Indonesia, Sachin Prasad (Redaksi Dokter Sehat, 2020). For that reason, they have a need for practical snacks, with good taste, attractive packaging and safe to consume. However, with the development of the times and competition in the snack industry is currently very tight, where so many new snacks are packed with interest packaging and it is causing the eroding of the traditional snack industry, including bipang.

Bipang or jipang is a traditional snack from Pasuruan, East Java, made from rice or glutinous rice (Wikipedia, 2021), caramelized with sugar, has a crunchy, sweet texture. This snack is popularly known as puff rice crackers. Bipang Pak Tani has been around since 1976, and is now entering its third generation who currently only sell by offline in some souvenir shops around Pasuruan such as Pandaan, Malang, Probolinggo, and Surabaya. Since the Covid-19 pandemic, Pak Tani’s bipang company has also been affected by a decrease in sales due to the

impact of the “dead” tourism industry, PSBB policies and shifting public interest in this bipang product. The sales of Pak Tani’s bipang in the last six years can be seen from the figure below:

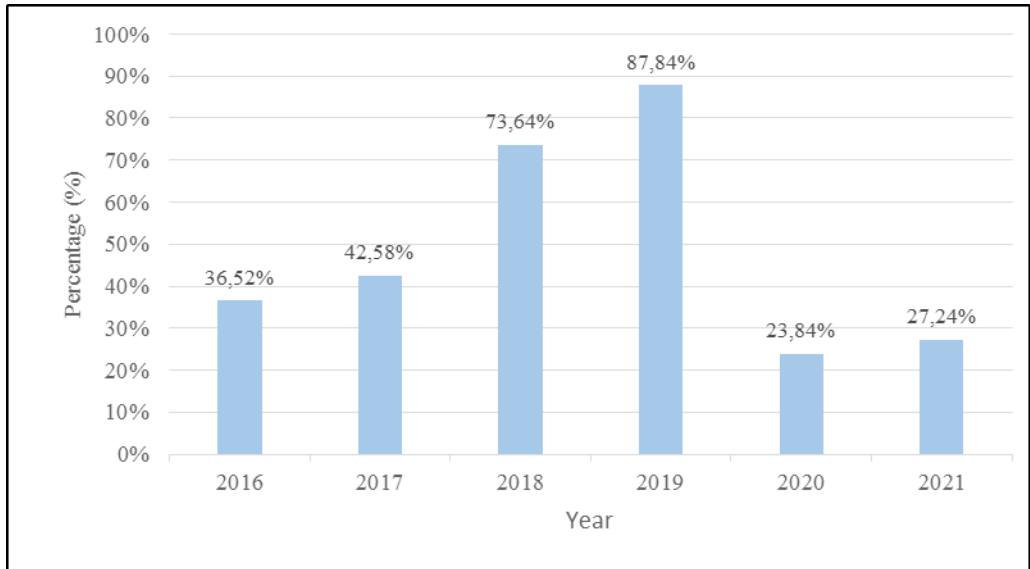


Figure 1 Sales of Pak Tani’s Bipang
Source: Company Internal Data 2022

Therefore, bipang products require innovation and present a new face so that they can become more attractive and up-to-date products so that they can open new market opportunities without leaving existing products and markets. Lamb et al. (2009) in Aditi (2019) stated that product innovation is a marketing strategy that requires the creation of new marketable products, the process of converting applications for new technologies into marketable products. Kotler et al. (2016: 454) also argues that product innovation is a combination of various processes that influence each other so that they can produce a new product or is a creative combination of various existing products. For this reason, every company must develop new products to shape the future of the company, where substitute products must be made to maintain or build sales. Companies can add new ones through acquisitions and/or product innovations. Li et al. (2010) in Aditi (2019) stated that the company has carried out product innovation if the company is able to introduce new products or features to the market. Supported

by the results of research conducted by Setiobudi et al. (2021) it showed that product innovation has a significant effect on consumer and customer satisfaction has a significant positive effect on repurchase intention from consumers. This reason is the basis for conducting research in order to find out consumer preferences for variations of bipang products so as to produce products that can meet consumer needs and expectations.

There were several existing studies that were used as the base for this study, the first study was done by Izzhati et al. (2018). This study aimed to determine consumer preferences for smoked fish packaging design. The second study was done by Ernawati et al. (2020) that aimed to understand the attitudes of Indonesian consumers and how patterns of Indonesian consumers might change in consuming food. The third study was done by Ihwah et al. (2020) that aimed to find out consumer preferences for innovative UHT milk product brands Ultra taro flavor in Malang City. The fourth study was done by Sundari and Umbara (2019) where through their study the researchers wanted to identify and analyze consumer preferences for fish shredded through attributes that influence consumers in decision making. The fifth study was done by Permadi, R. (2016). This study aimed to analyze the characteristics of shrimp paste consumers and consumer preferences for shrimp paste products. Another study was done by Salhieh (2020). This study aimed to know customer preferences for packaging design to attract customers. Last study was done by Silayoi & Speece (2007) by using conjoint analysis to determine the importance of packaging attributes.

B. LITERATURE REVIEW

1. Consumer Preference

According Buditama (2022), consumer preferences are interpreted as subjective individual preference, which are measured by the benefits that can be provided by a product by providing an assessment and ranking products according to the level of benefits that can be provided by the product. Aside from those, according to Nasrudin (2019), consumer preferences are also defined as individual tendencies to choose or prefer a product among other existing product alternatives. In economics, consumer preferences are related to how consumers

buy a product based on its benefits/utilities. There are several attributes that can influence consumer preferences for selecting a product, including quality, price, promotion and packaging attached to the product.

2. Product Attribute

Gitosudarmo (2012: 226) states that product attributes are a set of components which are product characteristics that guarantee that the product can meet the needs and desires expected by the buyer. Thus, it can be said that product attributes are everything that is attached to the product and reflects the nature or characteristics of the product itself. This became the base of choosing the four attributes consisting of flavor, product size, packaging and accessibility. According to Tjiptono in Riadi (2018), product attributes are product elements that are considered important by consumers and are used as the basis for making purchasing decisions (Reis et al, 2022).

1. **Flavor.** Taste is the result of taste buds located on the tongue, cheeks, esophagus, palate which are part of Flavor (Drummond K.E. & Brefere L.M., 2010: 3–4), in other words, recognition involves more of the five senses. tongue. In general there are four main taste, namely sweet, salty, sour and bitter, and there are still other flavor categories such as savory, spicy or others caused by compounds in food or drink ingredients (Saputra et al., 2019).
2. **Product Size.** According to Smoryński, C. (2008:76) size is determined by the process of comparing or measuring objects, which results in determining the magnitude of a quantity, such as length to the unit of measurement, such as meters or inches.
3. **Packaging.** Packaging is an attribute included in packaging design that functions as a communication tool (Klimchuk & Krasovec, 2012: 33) and as one of the key elements of a visual marketing strategy for a product that will be promoted, recognized and seen by consumers (Ambrose & Harris, 2011) that can represent the product and contribute to the benefits of the product and the external appearance of the product (Muharam, Ashari Satrio, 2011). The form of packaging is one of the main supports to help create visual appeal. According to Kotler et al. (2018:252), the form of packaging also has an important role in influencing purchasing decisions.

4. **Accessibility.** According to William Dunn N. (2000:57), accessibility is a measure of the convenience or ease of interacting with one another and the ease or difficulty of the location being reached through a transportation network system. Accessibility is a level of ease for someone to reach a certain location, and it is closely related to the distance of the location of one region to other regions. Apart from being related to location distance, accessibility is also related to time and costs (Sariyati, D., 2017: 8).

3. Research Methods

The research approach was done using descriptive model and quantitative approach as well as conjoint analysis. This research was conducted in Surabaya from October to November 2022.

4. Population

According to Sugiyono (2018: 80) population is a generalized area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population referred to in this study are all Indonesian citizens who live in Surabaya.

5. Research Sample

Sample is part of the number and characteristics possessed by the population (Sugiyono, 2018: 81). Sampling in this study used a non-probability sampling technique using purposive sampling with an age range of 18–40 years who belong to the millennial and Z generations who know bipang products or similar products. The number of samples obtained with the slovin formula and in this study was needed 400 respondents.

6. Data Collection

The data collection technique in this study was to use a questionnaire method by distributing online questionnaires through the Google Form and physical questionnaires which were directly distributed to respondents. According to Sanjaya (2015: 255) a questionnaire is an instrument in the form of a list of questions or

written statements that must be answered or filled in by the respondent according to the instructions for filling it out. In addition, data collection techniques in this study were also carried out using the literature study method which used as reference material for compiling literature reviews or research theories that have something to do with the formulation of the problem under study.

7. Data Analysis Method

Methods of data analysis in this study using conjoint analysis. Conjoint analysis is a unique analysis among multivariate analyzes because the researcher constructs stimuli (a combination of attribute levels) which are then introduced to respondents by providing an overall evaluation using a ranking (Julianisa, 2016). The main characteristic of conjoint analysis is that respondents are asked to evaluate product profiles which consist of several combinations of stimuli based on the subjectivity of the respondents. Furthermore, it will be known the estimated value of the respondent's preference for the product or service profile that has been evaluated.

C. RESULT

1. Descriptive Statistics

In this study, grouping of frequency distributions was carried out with the aim of describing the research subject, both the identity of the respondent and the characteristics of the respondent.

2. Respondent's Gender

From Table 1 it can be seen that the gender of the respondents who dominated were female, namely 232 respondents with a percentage of 58 percent followed by 168 male, equivalent to 42 percent of the total samples.

Table 1 Respondent's Gender

Gender	Number of Respondents	Percentage
Male	168	42,00%
Female	232	58,00%

Source: Data Processed 2022

3. Respondent's Age

Table 2 Respondent's Age

Age (Years Old)	Number of Respondents	Percentage
18–25	128	32,00%
26–30	85	21,25%
31–40	187	46,75%

Source: Data Processed 2022

In Table 2 it can be seen that the respondents who dominated in this study were aged 31–40 years as many as 46.75% followed with the age group of 18–25 years as many as 32% and the least number of respondents came from the group 26–30 years, namely as many as 21.25%. Understanding consumer age is important because consumers of different ages will consume different goods and services (Schiffman & Kanuk, 2014: 44). As age changes, will also change the decision to buy goods and services. The existence of age differences will cause differences in consumer tastes or preferences for goods and services.

4. Respondent's Last Education

The level of education is very influential on consumer behavior and interest in buying a product. The higher a person's education level, the greater the knowledge and information that a person has which will later influence a person in considering things and making decisions (Setyaningsih, F. D., 2009). The percentage of respondents based on last education can be seen in Table 3. The data showed that 69.25% have graduated from university, both those who have graduated and are still studying as students. There were 21% who had completed high school education and 8% with junior high school education background, and 1.75% who had an elementary school education background.

Table 3 Respondent's Last Education

Last Education	Number of Respondents	Percentage
Elementary	7	1,75%
Junior High School	32	8,00%
Senior High School	84	21,00%
University	277	69,25%

Source: Data Processed 2022

5. Respondent's Occupation

The composition of the occupation of the respondents in this study can be seen in Table 4. From the results of the study, the most respondents work as private employees were 43.25%, followed by respondents who are self-employed were 23.50% then students were 15.50%. Respondents with other jobs were 17.75%. Work has a close relationship with work because education determines the job that will be obtained later, which will eventually become an indicator in determining one's welfare (Aini et al., 2018). For this reason, education and work are two things that are closely related.

Table 4 Respondent's Occupation

Occupation	Number of Respondents	Percentage
Students	62	15,50%
Private sector employee	173	43,25%
Self-employed	94	23,50%
Others	71	17,75%

Source: Data Processed 2022

6. Average Spending of Respondents to Buy Snacks in a Month

The higher a person's education, the greater the chance for a person to get a job and a decent salary for his welfare (Aini et al., 2018). The level of education and employment will also affect the level of income, those who have higher education tend to earn higher incomes which will have an impact on the amount of their expenses (Schiffman & Kanuk, 2014: 46-47). Most of the respondents in this study had an average monthly expenditure of IDR 100,000–IDR 300,000 as many as 43.75%.

Table 5 Average Spending of Respondents to Buy Snacks in a Month

Average Spending	Number of Respondents	Percentage
Less than IDR 100,000	111	27,75%
IDR 100,000–300,000	175	43,75%
More than IDR 300,000	114	28,50%

Source: Data Processed 2022

7. Shopping Preference

Based on the research results in Table 6, it showed that as many as 83.50% like to shop online and the rest, 16.50%, like to shop offline. This is because the respondents in this study were from the millennial generation and generation Z, who in their daily life are closely related to technology, especially information technology and the internet. This is in line with research conducted by Kredivo and the Katadata Insight Center which found that generation Z and millennials contribute 85% of total online transactions (Sulistya & Pratiwi, 2020).

Table 6 Shopping Preference

Shopping Preference	Number of Respondents	Percentage
Online	334	83,50%
Offline	66	16,50%

Source: Data Processed 2022

8. Frequency of Online Shopping in a Month

Based on Table 7 it appeared that the frequency of online purchases by respondents was mostly 3–5 times a month, which is 44%. Then followed by respondents who have online purchases more than 5 times a month, namely 34.75% and respondents who shop online less than 3 times a month are only 21.25% of the total samples.

Table 7 Frequency of Online Shopping in a Month

Frequency	Number of Respondents	Percentage
Less than 3 times	139	21,25%
3–5 times	176	44,00%
More than 5 times	85	34,75%

Source: Data Processed 2022

Based on the research data (Figure 2) it appears that there is a close relationship between the preference for online shopping and the frequency of online shopping of respondents, where respondents who have a penchant for online shopping will have more frequency of shopping.

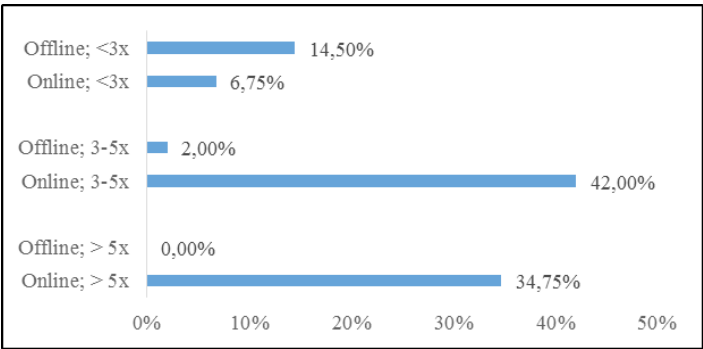


Figure 2 Relationship between Online Shopping Preferences and Online Shopping Frequency per Month
Source: Data Processed 2022

9. Last History of Online Food Shopping

Based on Table 8 it showed that as many as 52.50% of respondents made their last purchase of food online in less than 1 week. The next results showed that 28.25% of respondents within 1–2 weeks and only 19.50% of respondents made their last purchase of food online in more than a month.

Table 8 History of Last Online Food Shopping

Last History of Online Food Shopping	Number of Respondents	Percentage
Less than 1 week	209	52,25%
1–2 weeks	113	28,25%
More than 1 month	78	19,50%

Source: Data Processed 2022

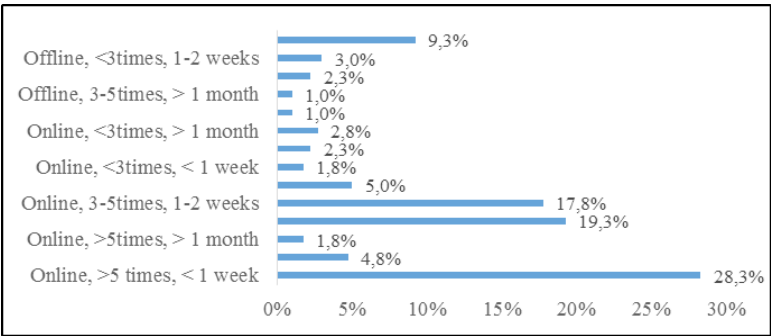


Figure 3 Relationship between Online Shopping Preferences and Online Purchase Frequency per Month and Last History of Online Food Purchase
Source: Data Processed 2022

Based on the data shown in Figure 3, the more the respondents liked to shop online, the more the frequency of online purchases and the closer the duration of these respondents to online shopping, and vice versa. The less the respondent likes to shop online, the less the frequency of online purchases and the longer the duration of the respondent's online shopping.

10. Last History of Bipang Consumption

Table 9 showed when the respondents consumed bipang for the last time. The survey results showed that the largest percentage was owned by respondents who consumed bipang for more than 3 months were 58.25%. Furthermore, followed by respondents who consume within a period of 1–3 months there were 22%. The least number of respondents belonged to respondents who consumed bipang for less than a month were 19.75% of the total samples.

Table 9 Last of Bipang Consumption

Last History of Bipang Consumption	Number of Respondents	Percentage
Less than 1 month	79	19,75%
1–3 months	88	22,00%
More than 3 months	233	58,25%

Source: Data Processed 2022

From Figure 4, it could be seen that the respondents who have a history of consuming bipang closest to now are the age group of 18–25 years and those who are farthest from now are respondents aged 31–40 years. This may be due to health awareness to reduce sugar consumption with increasing age. The current trend, according to an article published on Bacalagersmedia (2020), is that the current millennial generation has a millennial-style healthy lifestyle by connecting everything related to health with advances in technology and civilization. They regularly consume supplements, choose natural foods, enjoy physical exercise and are always updated on health information via the internet. In addition, in line with research conducted by Ernawati, et al. (2020) stated that consumers under 25 years of age prefer “sweet” foods, while consumers between 25 and 40 years of age prefer “crispy & salty” followed by “spicy/hot”.

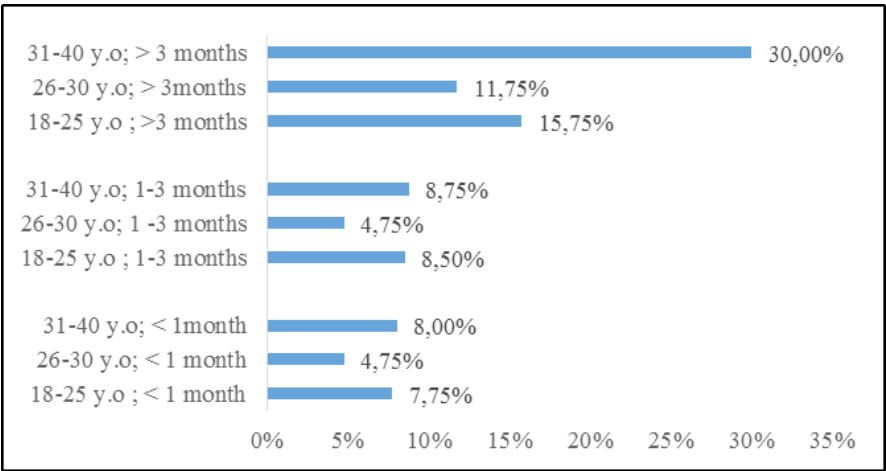


Figure 4 Relationship of Respondents' Age and Last History of Bipang Consumption
Source: Data Processed 2022

Figure 5 showed that those who have the longest history of consuming bipang (more than 3 months) are female with a percentage of 36.8% of the total respondents. This shows that bipang as a traditional food is less popular in the community and is starting to be abandoned either because it is not available in the market (it is difficult to get it) or because there is a lack of interest from the public in current bipang products. It is supported by the results of research from Purnomohadi et al., (2012) which states that age and gender have a significant influence on consumer preferences in choosing and consuming traditional snacks.

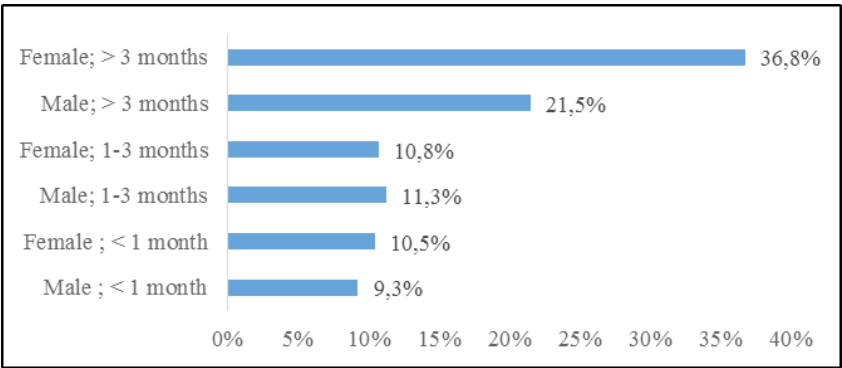


Figure 5 Relationship between Respondent's Gender with Last History of Bipang Consumption
Source: Data Processed 2022

The results in Figure 6 showed that a history of bipang consumption of more than 3 months was experienced by respondents with a higher education background with a percentage of 46.3%. When compared between levels of education, after university, most respondents who had a history of consuming bipang for more than 3 months had a high school education background followed by junior and elementary schools. On the other hand, most respondents who had a history of consuming bipang for less than 1 month were from junior high school, high school, and college.

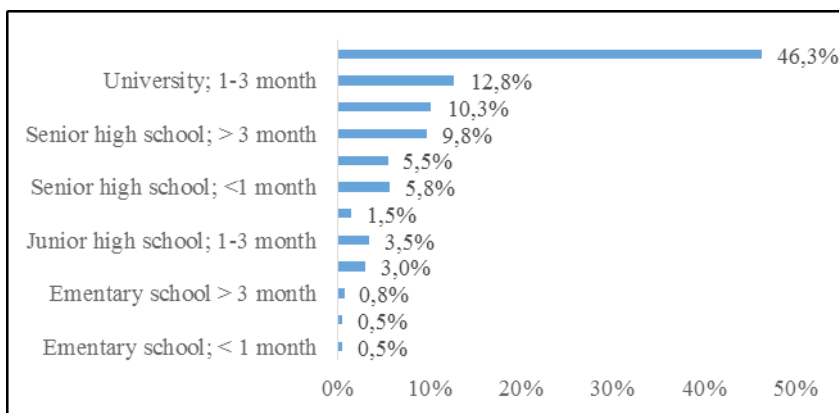


Figure 6 Relation between Respondent's Gender with Last Bipang Consumption History

Source: Data Processed 2022

Maharani (2022) said that the higher the respondent's education, the higher the awareness for a healthier life. Residents with higher education will understand the importance of health. They will pay attention to aspects that can maintain health. Bipang is known for its sweet taste, maybe this is considered bad for health.

11. Reporting Research Results

The data processing in this study was done with SPSS version 26.0. This conjoint analysis is used to determine a respondent's preference in choosing new varian of bipang by ranking the combination of attributes. Table 10. below are the variables for each of the selected attributes:

Table 10 Product Attributes

Atribut	Variable
Flavor (X_1)	1. BBQ 2. Cheese
Product Size (X_2)	1. Bite size (2 cm x 2 cm x 1,5 cm) 2. Bar size (10 cm x 2 cm x 2 cm)
Packaging(X_3)	1. Pouch kombinasi zipper 2. Three side seal packaging (sachet)
Accessibility (X_4)	1. Online 2. Offline

Source: Data Processed 2022

Therefore, there were 8 stimuli combinations formed as listed below:

Table 11 Stimuli Combination Results

Flavor	Size	Packaging	Accessibility	Status	Card
Cheese	Bite Size	Sachet	Offline	Design	1
Cheese	Bar Size	Pouch	Online	Design	2
BBQ	Bite Size	Pouch	Offline	Design	3
BBQ	Bar Size	Sachet	Offline	Design	4
BBQ	Bar Size	Sachet	Online	Design	5
BBQ	Bite Size	Pouch	Online	Design	6
Cheese	Bite Size	Sachet	Online	Design	7
Cheese	Bar Size	Pouch	Offline	Design	8

Source: Data Processed 2022

The combination of stimuli above was used to determine consumer's preferences by using it for a questionnaire which was filled out by respondents. Respondents were asked to rank combinations of stimuli from 1 to 8, where 1 was the most liked and 8 was the least preferred.

12. Utility Value

Overall utilities are values that state the utility of each level in the factors of all respondents. Based on the results of Table 12 it appeared that each utility value was the X_{ij} variable, the i^{th} attribute of the j^{th} level with a constant value $\hat{a}_0 = 4,500$. A positive utility value indicates that the respondent likes the level offered, whereas a negative value indicates that the respondent does not like the

Table 12 Overall Utilities

		Utility Estimate	Std. Error
Flavor	BBQ	-.263	.016
	Cheese	.263	.016
Size	Bite size	.249	.016
	Bar size	-.249	.016
Packaging	Standing pouch with zipper	.026	.016
	Sachet	-.026	.016
Accessibility	Online	-.010	.016
	Offline	.010	.016
(Constant)		4.500	.016

Source: Data Processed 2022

level offered. In the taste attribute, respondents preferred the level of cheese, which was indicated by the highest utility value of 0.263. On the size attribute, it turns out that respondents preferred bite size (0.249) compared to bar size (-0.249). Respondents preferred standing pouch with zipper (0.026) compared to sachets (-0.026) for the packaging shape design attributes. Regarding the last attribute, namely accessibility, respondents preferred offline (0.010) compared to online (-0.010) for purchasing bipang products.

13. Value of Importance

From the results of the calculation of importance values, it will be known which attributes are considered most important by respondents. Table 13 explained that the respondents considered flavor to be the most important factor or attribute. This was indicated by the importance values of the flavor attribute which has the highest value of 43.638, followed by the second most important attribute is accessibility with the importance values of 24.888, then followed by

Table 13 Overall Importance Values

	Importance Values
Flavor	61.538
Size	15.385
Packaging	15.385
Accessibility	7.692

Source: Data Processed 2022

the size attribute with the importance values of 19.605 and the last most important attribute is the packaging design with the importance values of 11.870.

14. Predictive Accuracy

Correlations are used to measure predictive accuracy in order to determine the level of prediction accuracy which is reflected by the high and significant correlation between the estimated results and the actual results. The correlation obtained with Pearson's R and Kendall's tau test. Based on the correlation table of significant figures for the Pearson's R test above, a value of 0.997 was obtained and Kendall's tau obtained a value of 0.764, which means that the level of accuracy of answers is high because it is more than 0.5. Based on the significance of Person's R of 0.000 and Kendall's Tau of 0.004, this value is below 0.05, so H_0 is rejected and H_1 is accepted. This shows that there is a strong correlation between the estimate and the actual condition, in other words, the two tests are at a significant level, in other words, there is a real correlation between the conjoint results and the respondent's opinion.

Table 14 Correlations^a

	Value	Sig.
Pearson's R	.997	.000
Kendall's tau	.764	.004

a. Correlations between observed and
estimated preferences

Source: Data Processed 2022

D. DISCUSSION

Through this research, it can be seen that the attribute combination preferred by the respondents is the bipang with cheese flavor, bite size, packaged in a standing pouch with zipper and obtained offline (Table 12). Regarding flavor, the results showed that respondents prefer the flavor of cheese compared to BBQ. It is hoped that this will represent the Indonesian people's preference for bipang with a new flavor variant, namely cheese flavor. In terms of bipang

size, respondents prefer bite size. This size corresponds to the characteristics of the millennial and z generations who like practical things because with this size respondents can immediately consume it in one bite.

Respondents' preferences regarding the design of the packaging form show that respondents prefer standing pouch packaging with zipper compared to sachets because of several advantages such as packaging that is easy to open and close, the presence of a zipper ensures crispness as well as the quality of food products if it doesn't run out immediately in one meal. Packaging has a critical role in maintaining the quality of a product. In addition, attractive packaging can also influence consumers in choosing a product. In addition, using packaging based on customer perspective can support business marketing plan (Reis et al, 2022). The better the packaging and presentation of food and beverage products will increase the chances of consumers to continue to like these products (Ratnawati et al., 2014). This is in line with the results of research conducted by Lou (2021) which stated that packaging has a significant effect towards purchase intention on Stacks Food in Surabaya.

The results of the preferences of respondents who prefer offline accessibility were different from the facts shown from the characteristics of the respondents where most of the respondents like to shop online. A survey conducted by Mckinsey & Company stated that 82% of respondents were more selective and economical in spending and 73% of respondents preferred shopping at physical stores for certain items for several reasons, such as needing to touch, smell, try items before buying, and payment problems online. Indonesian people prefer to shop directly (offline) for everyday goods because of the price factor. This is because online shopping has shipping costs even though many sellers offer free shipping, but there are often minimum shopping requirements (Aryanto, 2020). This might be related to this research, where the bipang product is a snack product that is light and easily crushed, so it needs more handling and higher shipping costs due to volume. Regarding the characteristics of respondents who shop more online because they are not limited to what products respondents buy. In addition, there are several risks that may arise when purchasing bipang online, which is the reason why respondents prefer to buy bipang with offline accessibility. This risk is the same as the results of research from Sahira et al. (2021) which mentions the possible risks that will arise for purchasing instant food and

snack products, including reduced benefits, product damage, delays in delivery, and even indifference to other people's responses to these products.

In addition, through research (Table 13) it can be seen that the order of the attributes of the bipang variant is most important to consumers. The most important attribute for consumers was the attribute of flavor with a value of 43.638. This is also in accordance with research conducted by Sundari, R.S and Umbara, DS (2019) where in his research the highest level of attribute importance was found and the concern of consumers was taste (flavor). Other research on consumer behavior and preferences for snacks was also conducted by Ratnawati et al. (2014) where the results of the study show that taste (flavor) is also a consideration for consumers in purchasing snack or snack food products. Also supported by other studies conducted by Sumarwan et al. (2011) regarding consumer preferences for snacks where in the results of the study it was stated that taste attributes were the most important attribute to be considered in choosing snack products. In addition, research conducted by Ihwah et al. (2020) even with different objects, in this case UHT milk drinks, the taste attribute is the most important attribute which is consumer preference.

Managerial implications that can be carried out by the by Pak Tani's Bipang company based on the results of this study include:

1. Pak Tani's Bipang company may consider adding product variants based on the combination of attributes preferred by the respondents, namely the cheese flavor variant.
2. Regarding product size, after conducting this research, Pak Tani's Bipang company will produce bipang products with bite sizes based on the results of this research.
3. Pak Tani's Bipang company will package the product in standing pouch with zipper packaging with a more attractive design and laminated material to attract consumer interest and purchasing power and extend product shelf life.
4. The results of this study indicated that respondents prefer to buy bipang products offline. However, based on the survey results showed that most respondents liked to shop online, supported by the rapid advances in digital technology, in the future Pak Tani's Bipang company is considering selling online so that it can reach all over Indonesia by carrying out various promotional strategies to attract consumers.

E. CONCLUSION

The combination of preferences that can be taken according to the results of the study for Pak Tani's Bipang company was bipang with a cheese flavor, bite size, which is packaged in a standing pouch with a zipper accompanied by offline accessibility. According to the study result done by conjoint analysis that considered four attributes which were flavor, product size, packaging and accessibility; the most important attribute for consumers was the attribute of flavor with a value of 43.638.

F. LIMITATION

The research also has several limitations and there are many imperfections, including:

1. Not all respondents were willing to fill out via Google Form, so researchers also distributed physical questionnaires to universities, supermarkets, etc. This affects the time of data collection.
2. Not all respondents were willing to fill out the questionnaire, especially men, so that in this study there were more female respondents. This causes an unbalanced sample distribution in terms of gender.
3. Some respondents still had difficulty understanding the rankings referred to in the physical questionnaires that were distributed so that there was a little confusion when filling out the questionnaire. This is due to the low level of education of the respondents who received the physical questionnaire.

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