

# Consumer Satisfaction Regarding Anthurium Ornamental Plants (A case study conducted in Nglurah Village, Tawangmangu District, Karanganya Regency)

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## Abstract

*Ornamental plants encompass a wide array of plant species cultivated for their aesthetic beauty, resulting in diverse variations. Anthurium, known for its varied leaf patterns, presents an advantage in facilitating the creation of new hybrids. This study aims to identify and examine the characteristics of Anthurium ornamental plant consumers and analyze their satisfaction levels in Dusun Nglurah, Tawangmangu District, Karanganyar Regency. Employing a qualitative research method, this study utilized accidental sampling for data collection, incorporating both primary and secondary data sources through questionnaires and interviews. Findings reveal that the highest percentage of consumer satisfaction with Anthurium ornamental plants falls within the 20-30 age group (31%), predominantly comprising high school graduates (69%) employed as shop assistants, private sector employees, civil servants, farmers, or banking professionals (40%). Furthermore, 73% of consumers visit ornamental plant centers, with 67% citing plant variety as their primary purchase motivation. The majority of consumers (72%) purchase fewer than three plants, preferring a maximum price range of 0-5 million Indonesian Rupiah (IDR) (85%). Anthurium is the preferred plant species among consumers (53%), typically displayed in pots (WS = 0.84). Attributes such as rarity, uniqueness, variety, and price of the plants also scored a WS value of 0.84. Overall consumer satisfaction with Anthurium ornamental plants at the Ornamental Plant Center falls within the "satisfied" category, with a CSI value of 83.80%.*

**Keywords:** Anthurium, consumer satisfaction, Nglurah Village Ornamental Plant Center

## Introduction

The agricultural sector comprises several subsectors, including food crops, horticulture, plantations, forestry, fisheries, and animal husbandry. Horticulture is identified as a subsector with considerable potential for development due to its high economic value, diverse range of species, and market demand both domestically and internationally. It has played a significant role in various countries, including Indonesia, not only in maintaining environmental comfort but also in accelerating poverty alleviation among farmers, creating employment opportunities, and promoting rural investment. Based on its utility, horticultural plants can be classified into consumable horticultural crops such as vegetables and fruits, and non-consumable horticultural plants such as ornamental plants, including foliage and flowering plants (Zulkarnain, 2010).

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Ornamental plants encompass a wide variety of species cultivated for their aesthetic appeal, both indoors and outdoors. They are intentionally grown to enhance beauty and aesthetics. Ornamental plants not only contribute to visual attractiveness but also provide various benefits to life. These plants, commonly known as flowers, also contribute to environmental improvement by reducing air pollution and other pollutants (Sulistiyorini, 2009).

Anthurium, derived from the Greek words "anthos" meaning flower and "oura" meaning tail, is a plant native to South America and is related to Aglonema and Caladium. Anthurium exhibits a diverse range of leaf patterns, which is a notable feature allowing for the creation of new hybrids (Purwanto, 2008).

Table 1. Harvest area, production, productivity of Anthurium ornamental plants in Central Java Province in 2021.

Years	Harvest Area (m <sup>2</sup> )	Production (Stalk)	Productivity (m <sup>2</sup> )
2018	27,666	205,104	7,41
2019	29,316	106,347	3,62
2020	23,760	165,667	6,97

Source : BPS Provinsi Jawa Tengah 2021

The data presented in the table above illustrates the trend in the past three years regarding the harvested area of Anthurium ornamental plants in Central Java Province. In 2019, the harvested area amounted to 29,316 m<sup>2</sup>, experiencing a decline to 23,760 m<sup>2</sup> by the year 2020. Conversely, the production data of Anthurium ornamental plants in Central Java Province saw an increase in 2020, totaling 165,667 stems, whereas it experienced a decrease of 106,347 stems in 2019. Furthermore, the productivity of Anthurium ornamental plants in Central Java Province fluctuated during this period, with a decrease of 3.62 m<sup>2</sup> in 2019 and an increase of 6.97 m<sup>2</sup> in 2020. These fluctuations in Anthurium production align with the fluctuating consumer trends and the popularity of this plant among consumers, which can vary unpredictably over time.

Consumer satisfaction encompasses the overall attitude displayed by consumers towards goods and services after acquiring and utilizing them. Entrepreneurs must strive to ensure consumer satisfaction by providing excellent service and offering high-quality products. Consumer satisfaction motivates repeat purchases and consumption of the product. Conversely, dissatisfaction leads to consumer disappointment and cessation of repeat purchases (Kotler & Keller, 2009).

A consumer is an individual who utilizes marketed products and/or services, while consumer satisfaction measures the extent to which a product meets or exceeds a consumer's expectations. When a consumer's expectations are met, they feel satisfied, and if those expectations are exceeded, they feel delighted (Dewi VNL, 2013).

The Customer Satisfaction Index (CSI) serves as a metric to determine overall customer satisfaction by considering the importance levels of measured attributes. It is useful for internal purposes within a company, such as monitoring service improvements, motivating employees, or providing bonuses as indicators representing overall customer satisfaction (Syukri. S.H, 2014).

## Method

The methodology employed in this study is qualitative, aiming to comprehend phenomena concerning the experiences of research subjects, such as behaviors, perceptions, motivations, actions, etc. Data collection involved interviews, followed by data processing utilizing Microsoft Excel and SPSS software to compute mean values and consumer satisfaction. The data analysis employed in this research consists of :

- a. *Establishing the Mean Importance Score (MIS-i) and Mean Satisfaction Score (MSS)..*

The value is derived from the average importance level and average performance level of each attribute. The following equation is employed to ascertain MIS-I and MSS-I :

$$MIS-I = \frac{\sum_{i=1}^n Y_i}{n} \text{ dan } MSS-i = \frac{\sum_{i=1}^n X_i}{n}$$

Information :

n : total respondents

X<sub>i</sub> : merchant performance value according to consumers

Y<sub>i</sub> : the value of the level of importance according to consumers

- b. *Weighting Factor (WF-i) or Importance Score Weight*

Namely a function of the median level of importance of each attribute in the form of a percentage (%) of the total median score of importance for all attributes. WF is formulated with :

$$WF-I = \frac{MIS-i}{\sum MIS}$$

- c. *Weighted Score (WS-i)*

The function of multiplying the median scores of satisfaction levels for each attribute by Weighting Factors (WF) is then formulated to derive WS :

$$WS-I = MSS-i \times WF-i$$

- d. *Weighted Total (WT) atau total Weight*

The function of the total Weight Score (WS) from the first to the nth attribute is therefore :

$$WT = WS_1 + WS_2 + WS_3 + WS_4 + \dots + WS_n$$

- e. Calculating the Customer Satisfaction Index (CSI) entails the computation of consumer satisfaction levels..

In general, the formula for Customer Satisfaction Index (CSI) is :

$$CSI = \frac{WT}{HS} \times 100\%$$

Information :

WT : total Score

HS : (*Highest Scale*) Maximum scale used.

Criteria CSI (*Customer Satisfaction Index*) :

Table 2. Criteria CSI

Mark CSI	Criteria CSI
0% < CSI ≤ 20%	Not satisfied
20% < CSI ≤ 40%	Less satisfied
40% < CSI ≤ 60%	Quite satisfied
60% < CSI ≤ 80%	Satisfied
80% < CSI ≤ 100%	Very satisfied

Source : Maryono, Hefini, E, & Majariana, K. 2016

## Result And Discussion

Table 1. Characteristics of Respondents based on Age in Nlurah Village, Tawangmangu District.

Age group (tahun)	Frequency	Percentage %
20-30	11	31
31-40	7	20
41-50	10	29
51-60	7	20
>60	0	0
Amount	35	100

Source : Primary data analysis 2022

The tabular representation illustrates that a majority of participants in this study fall within the age range of 20-30 years, comprising 31% of the total respondents, which

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amounts to 11 individuals out of a total of 35 respondents. The predominant consumer demographic consists of individuals in the productive age group. Twenty-nine percent of consumers are aged between 41-50 years, while 20% fall within the 31-40 age bracket. This percentage aligns with the portion of consumers aged 51-60 years. The highest percentage of consumers, in terms of age, is within the 20-30 age range, constituting 31%.

Table 2. Characteristics of respondents based on educational attainment in the village of Nglurah, Tawangmangu District.

Education	Number of Respondents	Percentage %
Elementary School	2	6
Junior High School	4	11
Senior High School	24	69
College	5	14
No School	0	0
Amount	35	100

Source : Primary data analysis 2022

The table illustrates a diverse range of educational attainment among the respondents in this study. Specifically, 14% of consumers hold bachelor's degrees, 69% have completed high school education, while 11% and 6% have completed junior high school and primary school education, respectively.

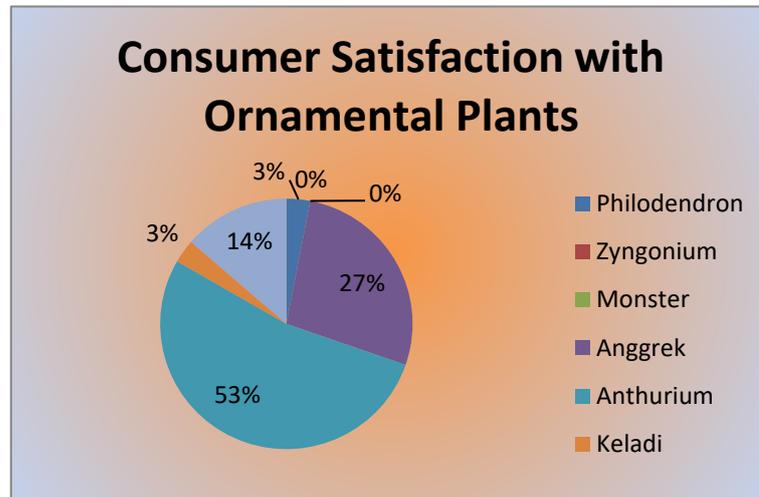
Table 3. Characteristics of respondents based on their occupations in Nglurah Village, Tawangmangu District.

Work	Number of Respondents	Percentage %
Self-employed	10	28
Trader	7	20
Laborer	2	6
Farmer	2	6
Etc	14	40
Amount	35	100

Source : Primary data analysis 2022

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The table illustrates that a majority of respondents in this study are engaged in various occupations. Specifically, 28% of respondents are self-employed, 20% are traders, 6% are laborers, and only 6% are farmers, comprising the total respondent pool.



Picture 1. Consumer satisfaction with ornamental plants

The flora acquired by consumers predominantly comprises varieties such as Anthurium, constituting 53%; Orchids, representing 27%; Other varieties (specifically Roses), comprising 14%; Philodendron and Caladium, each contributing 3%; with Zingiberaceae and Monstera accounting for 0% each.

Tabel 4. CSI Analysis of Anthurium Leaf Ornamental Plants

Atribut	MIS	WF	MSS	WS
Varietas	4,3	0,20	4,2	0,84
Kelangkaan dan Keunikan	4,3	0,20	4,2	0,84
Harga Tanaman	4,4	0,20	4,2	0,84
Tampilan Tanaman dalam Pot	4,4	0,20	4,2	0,84
Prediksi harga dimasa mendatang	4,1	0,19	4,4	0,83
Total	21,5			4,19
Nilai CSI	83,80 %			

Source : Data Primer (2022)

Table 4 presents the CSI analysis regarding Anthurium Leaf Ornamental Plants to what extent the performance of the observed attributes in the study can meet consumers' needs or desires. The presentation of ornamental plants in pots is an attribute considered by consumers to gain satisfaction in purchasing Anthurium Leaf Ornamental Plants in the Ornamental Plant Center in Nglurah Hamlet, Tawangmangu District, with a WS value of 0.84. The attributes of rarity and uniqueness in Anthurium Leaf Ornamental Plants have a WS value of 0.84. The WS value of plant varieties and prices is the consumers' final consideration in choosing plants, amounting to 0.84 and 0.84, respectively. Varieties are attributes considered by consumers to gain satisfaction in purchasing ornamental plants at the Ornamental Plant Center in Nglurah Hamlet. Based on the research results, it is known that the level of consumer satisfaction with ornamental plants at the Ornamental Plant Center falls within the satisfied criteria with a CSI value of 83.80%. Consumers are satisfied with the attributes of ornamental plants at the Ornamental Plant Center, but this does not mean that producers and sellers do not need to improve these attributes.

## Conclusion

Based on the findings and analyses conducted regarding the CSI values in the Ornamental Plant Center, Tawangmangu District, the following conclusions can be drawn:

### A. Characteristics of Anthurium Ornamental Plant Consumers

The analyses presented lead to the conclusion that the majority of Anthurium ornamental plant consumers are aged between 20 and 30 years, with educational backgrounds ranging from high school to Bachelor's degree, earning approximately three million Indonesian Rupiah per month, predominantly working as self-employed individuals or employees. The maximum price range at which consumers purchase is below five million Indonesian Rupiah.

### B. Satisfaction Level of Anthurium Ornamental Plant Consumers

Consumer satisfaction levels with ornamental plants at the Ornamental Plant Center fall into the satisfied category with a CSI value of 83.80%. Consumer satisfaction with ornamental plants is influenced by attributes such as variety, product uniqueness, product pricing, future price predictions, and the appearance of plants in pots. Scarcity and uniqueness of ornamental plants are prerequisites for better sales and meeting consumer preferences. Future price predictions are considerations that consumers make when purchasing for investment and propagation purposes. Improvements needed by ornamental plant traders include selecting pots that better match the plant size and pot color.

Improving or enhancing the performance of Anthurium ornamental plant attributes is imperative, given its status as a primary priority for consumers purchasing Anthurium ornamental plants. This is achieved through the proliferation of crossbreeding various types, thereby yielding novel varieties (Anthurium hybrids).

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