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# Consumer Preferences and Influencing Factors for Local and Premium Granulated Sugar Purchases in Palembang City

## ABSTRACT

The goals of this study are to: (1) describe the traits of consumers who purchase premium and local sugar in Palembang; (2) examine the variables that affect the demand for premium and local sugar in Palembang; and (3) look at the characteristics of consumer preferences when purchasing premium and local sugar in Palembang. Analysis of consumer satisfaction levels is done using preference theory. According to SNI sugar, premium sugar is the highest grade of sugar. When compared to SNI sugar, local sugar is of higher quality. Using a random sampling case study approach was the research methodology. This study, which was conducted in December 2021, included 23 consumers of local sugar and 31 consumers of premium sugar. Chi square analysis and a valid and reliable Likert scale were employed in this investigation. The findings revealed that the majority of premium sugar respondents in Diamond Supermarket were female, had four or fewer family members, were between the ages of 31 and 35, had an average monthly income of more than Rp3,000,000, were recent college graduates, and worked as various types of private employees. The dominant characteristic of rice respondents is in the Diamond supermarket where women who have <4 family members at the age of around 31-35 years, most of whom graduated, with an average income of < Rp2,500,000 / month. Factors affecting the demand for premium and local sugar in supermarkets are price, income, and gender, while family members do not influence demand. The most considered attribute in buying premium sugar and local sugar is the price.

**Keywords:** Consumer preferences, Markets, Local sugar, Premium sugar

## INTRODUCTION

The type of plant called sugarcane is frequently utilized as the primary component in the production of sugar. (Syavitri et al, 2019; Lajolo, Yokoyama, & Gianotto, 2020) However, you can also use other products, like beets, to make sugar. Using sugarcane as the primary raw material, Indonesia produces the majority of its own sugar. In 2019, Indonesia's sugarcane plantations cover 413.05 square miles, with the primary goal of producing sugar from the crop (Sulaiman, Sulaeman, Mustikasari, Nursyamsi, & Syakir, 2019; Putra, 2020; BPS, 2020).

In general, there are two types of sugarcane plantations in Indonesia: large sugarcane plantations (PB) and small sugarcane plantations (PR). (Djajadi, 2015; Fahriyah, Hanani, Koestiono, & Syafrial, 2018; Perwitasari, Mulyo, Sugiyarto, Widada, Siregar, & Fadhliani, 2021) According to the Central Statistics Agency (2020) and Djalil, Endaryanto, & Prasmatiwi (2022), Indonesia managed to produce up to 2,258.2 tons of granulated sugar in 2019. This represents an increase from the 2,171.7 tons of sugar produced in 2018, according to the production figures from national sugarcane plantations.

There are numerous varieties of sugar that are frequently consumed. The origin of the plants utilized to generate the various types of sugar determines the differences between them. (Toharisman & Triantarti, 2016; Pudjiastuti & Kembauw, 2017) The types of sugar include granulated sugar, corn sugar, palm sugar and many other types of sugar produced from various ingredients and plants. In addition to the types of sugars plants are also divided into two in general, namely monosaccharides and disaccharides. (Kusumawati, Hanudin, Purwanto, & Nurudin, 2020) However, crystallized or granulated sugar is the variety that is most frequently consumed. (Miura, Niswati, Swibawa, Haryani, Gunito, & Kaneko, 2013) Granulated sugar is a natural sweetener produced from sugarcane, which is the primary raw material for both domestic consumption and the food sector.

Sugar has several advantages, including the ability to serve as a preservative and not be harmful to consumers' health in addition to providing calories, which can be a substitute for energy (Susila & Sinaga, 2016; Sugiyanto, 2007; Fahriyah, Hanani, Koestiono, & Syafrial, 2018).

Consumers typically have their own preferences while making decisions. This is what determines a product's demand. Demand is described as the quantity of goods and services that a person or individual requests (and is able to acquire) in a given time at different price levels, according to Ahman (2009) and Saputro, Hanani, & Fahriyah (2021). Demand is a behavior that people or groups that behave as consumers develop through time in order to satisfy their wants for goods and services at different price points and at specific times while adjusting for their degree of income.

Customer choice and satisfaction data gives manufacturers and merchants of granulated sugar the chance to meet consumer expectations and can boost consumer contentment, especially in the target market. The preferences that consumers currently have for granulated sugar products can be seen in their pricing, packaging, brand preferences, and other factors. The availability of data from sugar purchasers can improve still-unsatisfactory qualities by improving these attributes. Granulated sugar is also distributed from the buyer's perspective as long as the current supply is modified to meet the buyer's preferences (Nafiah, 2015; Putra, Ranomahera, Rizaludin, Supriyanto, & Dewi, 2020). This makes it necessary for customers to purchase granulated sugar in an easily accessible location, like a market.

The availability of granulated sugar on the market with a range of qualities that affect consumers' decisions when making purchases. According to personal tastes, each buyer has a varied urge to purchase granulated sugar. Therefore, it is necessary and expected of both businesspeople and farmers to be aware of consumer preferences while selecting granulated sugar goods. The characteristics of both local and premium granulated sugar will be carefully considered by sugar consumers. The consumption of white sugar and yellow sugar is different, indicating that every individual in Palembang city has different preferences in terms of sugar. This attracted the author's interest in

learning more about the properties of rice buyers, the variables that influence the demand for granulated sugar, and people's preference for sugar features, especially in the Palembang City area. Based on the author's description, the authors are interested in investigating consumer preferences and the variables that affect the demand for both premium and locally produced granulated sugar in Palembang.

The availability of granulated sugar on the market with a range of qualities that affect consumers' decisions when making purchases. According to personal tastes, each buyer has a varied urge to purchase granulated sugar. Therefore, it is necessary and expected of both businesspeople and farmers to be aware of consumer preferences while selecting granulated sugar goods. The characteristics of both local and premium granulated sugar will be carefully considered by sugar consumers. The consumption of white sugar and yellow granulated sugar differs, demonstrating how the residents of Palembang City choose the sugar that is best for their own preferences. In particular for the Palembang City area, this study intends to examine buyer profiles for rice, factors that affect granulated sugar demand, and sugar attribute preferences. According to the summary above, the goal of this study is to research consumer preferences and the variables that affect the demand for both imported and locally produced granulated sugar in Palembang.

## RESEARCH METHODS

The research was conducted in the city of Palembang. The venue was chosen intentionally (purposive location sampling) taking into account the timing of data collection and collection in this area, the availability of places for research, the presence of consumers of premium granulated sugar and local granulated sugar as well as various variations of granulated sugar products. takes place between November 2021 and February 2022.

The survey method is the research technique employed. By distributing the questionnaire online using Google Forms to consumers of both premium and local

granulated sugar, researchers will use the survey method to collect sample questionnaire sections as the primary data collection tool. The survey method according to Nazir (2017), is an investigation carried out to collect actual information regarding the social, economic, or political survey of a group or an area. The survey approach dissects and skins problems, identifies them, and gathers evidence to support the status quo.

**Population and Sampling Methods**

The sampling method applied is one of accidental sampling. The rationale behind this approach is that the researcher will select a sample of the data gathered by accident. Sugar consumers who are willing to complete online google forms are the respondents who will complete the survey. Consumers of granulated sugar were given questionnaires by the researchers. The next question was whether the respondents would agree to serve as a sample for the research. The researcher will use the interview approach by phoning the number indicated on the google form link if the subject does not wish to complete the questionnaire on their own.

Because this study employed the accidental sampling technique, the questionnaire was dispersed over the course of seven days, yielding a total population (N) of 221 participants. Of these, 91 respondents, 38 were from the local granulated sugar industry and 53 were from the premium granulated sugar industry. The criteria for sampling respondents for premium granulated sugar and local granulated sugar are respondents who complete a survey through a google form, become consumers of premium granulated sugar or local granulated sugar regardless of brand or product quality, and are then based in Palembang City.

**Data collection Methods**

Primary data and secondary data are the two categories of data used in this study. The term "primary data" refers to information gathered by researchers through online data distribution of Google forms to respondents of premium granulated sugar and local granulated sugar in the city of Palembang. Interviews and observations were used to perform the study. Customer traits, preferences for local and premium granulated sugar, and consumer attributes can also be considered primary data. The second type of

data referred to as secondary data, is information that has been gathered from authoritative sources such the Central Statistics Agency, the Ministries of Agriculture and Trade, Balitjestro, books, journals, literature, and magazine articles. Secondary data may provide provide a broad overview of the study area. the techniques employed in this study's data collecting, including observation and questionnaires.

**Data Analysis Method**

To analyse the data in this study, both quantitative and qualitative data are used. References to other studies, research journals, and supporting evidence were employed as the qualitative data in this study. Processing the collected data produces quantitative data. The data processing approach is used to provide the response to the first aim, a descriptive study of consumer characteristics in the form of a tabulation of data on the characteristics of buyers of premium granulated sugar and local granulated sugar. Descriptive analysis is a type of data analysis used in research to check for generalizability of findings based on a single example. According to the data gathered, a percentage of the respondents' personalities will be based on the total number of respondents. The variable under study's dominant factor is its largest pragmatic.

Chi-square analysis is utilized to address the second purpose, which is to examine the variables influencing the demand for premium sugar and local sugar. According to chi square analysis, descriptive statistics were used to analyse the original data collected from the questionnaire. The information is then imported to Microsoft Excel 2016. SPSS 25.0 for Windows is used to process data.

The chi-square test method is a goodness-of-fit type, which means that the test can be used to determine whether there is a significant difference between the number of observed objects or the predicted result based on the null hypothesis.

The final objective is to use the Likert scale to examine consumer preferences for sugar characteristics. The Likert scale is a tool used to assess a person's comprehension of, action toward, and thought toward social phenomena. Price, quality, physical characteristics, and packaging are the four types of qualities used to measure

data. Respondents to the survey will select one of five options: extremely unimportant, unimportant, neutral, significant, and very important.

## RESULT AND DISCUSSIONS

### Respondents Characteristics of Premium Granulated Sugar and Local Sugar

The characteristics of consumers viewed from gender are divided into 2 groups, namely women and men. This study showed that the consumers of premium granulated sugar for women were 45 people with a percentage of 82% and 8 people with a percentage of 18% for men. Local sugar consumers for women were 28 people with a percentage of 74% and 10 people with a percentage of 26% for men. This means that women play an important role in making decisions to buy sugar and shop for daily household consumption, considering that women are also housewives for their families.

The characteristics of the respondents by age are divided into 6 groups, taking into account the appropriate ages for the research. According to the distribution of respondents by age, late teenagers (17–25) accounted for 22 of the respondents with a 41 percent prevalence rate for premium sugar use. Late adolescence (17–25) of 19 people was the age group with the greatest percentage of local sugar responders, at 50%. This indicates that customers have outstanding stamina, productive mobility, expertise ingesting granulated sugar, and responsibility for providing for their family as well as for themselves.

This study examined at the characteristics of sugar users depending on the respondents' most recent educational experience. According to the distribution of respondents by educational level, undergraduates, who made up 28 of the total respondents and composed 53 percent of the sample, had the highest degree of education. 21 persons, or 55 percent, of the local sugar respondents, had the highest level of education. This indicates that Palembang's premium granulated sugar consumers are already at a high level, exactly like the city's already-high local granulated sugar consumers. In deciding whether to purchase a product, education level is a factor. Given

the respondents' high levels of awareness and knowledge, the items chosen are meticulously chosen and well suited to the requirements and skills of the target market.

The number of family members who consumed local sugar and premium sugar in the same household made up the characteristics of respondents based on family members. According to this study, family members 4 made up of a total of 30 people and had a 57 percent share of the premium granulated sugar responses. The group of 4 to 24 family members made up the majority of local sugar respondents, accounting for 63 percent of the total. This indicates that families with four or fewer members have the highest percentage of demand for local and premium granulated sugar. Four family members make up the perfect number for eating excellent and locally produced granulated sugar in order to maximize quality of life.

Consumers that purchase local sugar and premium sugar typically work in a variety of occupations, including housewives, public employees (PNS), private employees, state-owned businesses, and entrepreneurs. The distribution of respondents revealed that private employees held the majority of the positions among those who responded for premium granulated sugar. up to 23 individuals at a 43 percent proportion. Private, which employed 13 people and had a 34 percent share of the local sugar responses, was the most prevalent line of work. This means that the person who answered the questionnaire had a steady work before purchasing a home item to either take the place of his parents, who were either too busy or already in charge of the household, or to supplement them.

Rice consumer characteristics divided by income level. Three categories of income are used to categorize data: low income (under 2.6 million), medium income (between 2.6 million and 6 million), and high income (above 6 million) (World Bank, 2015). According to the distribution of respondents, 2.6 million to 6 million persons, or up to 26 people, with a percentage of 49%, reported having an income from premium granulated sugar. The 20 respondents with the highest average incomes in the local sugar industry collectively made 2.6 million dollars, or 53 percent of the total. This indicates that consumers who, on average, have a high income choose premium granulated sugar.

The local sugar respondents' income levels remain modest at the moment. Because it is more cheap, medium rice is preferred by sugar responders.

**Factors Affecting Sugar Demand in Palembang City**

By using Chi square test, it was possible to compare the factors affecting the demand for both imported and locally produced granulated sugar. The table R derived by et al (total n-2) was 0.2061, according to the results of a chi square test against variables impacting the demand for premium granulated sugar and local granulated sugar. So, the chi square test findings from a total of 4 variables investigated show that 3 of them significantly affect the demand for both premium and local granulated sugar, whereas 1 variable has no significant impact on demand. The asilm.sig of each variable is then described below.

The cost of granulated sugar needs to be described as the first variable. According to the findings of this study's analysis utilizing the chi square test, the price variable proved to be significant and had a significant impact on customer demand for purchases with an assim.sig value of 0.010, which was lower than the table r value of 0.2061. Local and luxury granulated sugar are both available. The quantity of an item required is inversely correlated with the product's price level, according to the law of demand. The cost of rice in Palembang is fairly reasonable for customers of high-quality and regional granulated sugar.

Income is the second factor analyzed. In this study, the analysis utilizing the chi square test revealed that the income variable's value of assim.sig was 0.019, which was lower than the table r's value of 0.2061 and indicated that the income variable had a substantial impact on customer demand for purchases. both local and premium granulated sugar Individual consumption habits will be impacted by income levels.

The number of family members was the third study variable. The chi square test analysis showed that the value of assim.sig obtained for the variable number of family members was 0.185, where the value was less than the table r obtained by 0.2061, indicating that the number of variables of family members proved to be significant and had a significant impact on consumer demand in purchasing. Local and luxury granulated

sugar are both available. Families with four or more members are more likely to be price conscious and reluctant to spend money on items that are not top priorities.

Gender served as the fourth study variable. The gender variable was found to be insignificant and had no discernible impact on consumer demand for the purchase of premium granulated sugar and local granulated sugar, according to the results of the chi square test analysis. The value of asim.sig obtained for the gender variable was 0,530, where the value was greater than the table r obtained by 0,2061.

Based on the actual situation, it is evident that women make up the majority of replies for both local and premium granulated sugar. Because respondents' demand for premium and local granulated sugar tends to be based on preferences from alternative evaluations conducted first and then adjusted to consumer incomes, consumer decisions to purchase premium and local granulated sugar cannot be measured based on the gender of the sugar consumer. In general, the demand for high-quality, regional granulated sugar is not considerably influenced by gender.

**Sugar Consumer Preferences on the Interests of Sugar Attributes**

The results of respondents' evaluations of the significance of the six features of premium granulated sugar and local granulated sugar were used to compute the level of consumer interest in the attributes of premium granulated sugar and local granulated sugar. Price, sweetness level, color, grain size, degree of cleanliness, and packaging of the rice are its examined characteristics. Based on the results of a study, it is clear that the premium granulated sugar attributes average score per indicator received a 33,62 out of a possible 100, which is considered to be a very important criterion. The rice packing indicator, which received the highest score per indicator and includes highly crucial criteria, received an 8,83. The packaging of granulated sugar is a concern for responders while purchasing, as evidenced by this.

**Premium Sugar Attribute Indicator**

**Premium Sugar Price Indicator**. The premium granulated sugar price indicator is the first indicator. Consumers are swayed by price when considering whether or not to purchase a product. It is extremely unimportant, unimportant, neutral,

significant, and very important are the options for the two questions that make up this indicator. Results of data collection on the characteristics of premium granulated sugar pricing with compatibility between price and quality of granulated sugar received a score of 4.66 with extremely important criteria.

This indicates that respondent agreed that sugar that is relatively expensive is of good quality, and vice versa. The second question, which addressed the competitive selling price of granulated rice, received a score of 3,86 with important criterion, indicating that respondents thought the selling price of granulated sugar was significant since it was matched to the product's quality.

**Premium Sugar Quality Indicator**. The quality of premium granulated sugar is indicated by the second indicator. As an alternate choice for customers to decide whether to acquire granulated sugar for consumption, consumers can judge the high quality of granulated sugar by the flavoring aspects that arise, such as the degree of sweetness and color. The results of data collection on the quality attributes of premium granulated sugar for color obtained a score of 3,96 with significant criteria, indicating that premium granulated sugar respondents rated good quality of granulated sugar, which can be seen from the color factor, which is the alternate choice of consumers in deciding the purchase of granulated sugar for consumption. The second question, that enquired about sweetness level, received a score of 4,39 with extremely important criteria, indicating that respondents thought that the better the quality of granulated sugar goods, the sweeter the flavor of the granulated sugar.

**Premium Granulated Sugar Physical Indicators**. The physical indicator of premium granulated sugar is the third indicator. the granulated sugar's physical characteristics, including its size and degree of cleanliness. Results from gathering information on the physical characteristics of premium granulated sugar for various grain types yielded a score of 3,92 with significant criterion, indicating that consumers of premium granulated sugar believed that the size of the grain affected the quality of the sugar. The second question, which asked about level of hygiene, received a score of 4,01

with significant criteria, indicating that respondents thought granulated sugar was better when it was cleaner and purer and contained in a single box.

**Premium Granulated Sugar Packaging Indicator**. The packaging indicator for premium granulated sugar is the fourth indicator. In today's world, product packaging is vital. This indicator has two questions, each of which has a possible response: extremely unimportant, unimportant, neutral, important, or very important. The results of data collection on premium granulated sugar packaging attributes for variations in the size of granulated sugar packaging obtained a score of 4.01 with significant criteria, indicating that variations in the size of granulated sugar packaging are required so that respondents can easily adjust what variations in packaging sizes need to be bought to meet the consumption of family members. The clarity of the expiration date received a 4.81 out of 5 on a very important criterion, indicating that respondents should check the expiration date on the container of granulated sugar to avoid receiving unwanted or expired granulated sugar. In order to know when sugar should run out, respondents must also look at the expiration date.

**Local Sugar Attribute Indicator**

**Local Sugar Price Indicator**. The price of sugar in your area is the first indicator. The attributes of local sugar prices to the appropriateness between the price of granulated sugar and its quality obtained a score of 4.45 with extremely important criterion in the data collection process. According to local sugar respondents, both the price and quality of granulated sugar are crucial factors. According to the responders, the cost of the locally produced granulated sugar presented was reasonable given its high quality. The second issue, which concerned the competitive selling price of granulated sugar, received a score of 3,78 with an important criterion, indicating that respondents thought it was crucial since they needed to modify their income.

**Local Sugar Quality Indicators**. The quality of the local sugar is indicated by second indicator. The results of the data collection on the quality attributes of local granulated sugar show that the color of the sugar received a score of 3,60 with important criteria and a sweetness level with a score of 4,55 with very important criteria, indicating

that local sugar respondents rated the good quality of granulated sugar can be seen from taste factors like the level of sweetness which is an alternative consumer choice in deciding the purchase of granulate.

**Physical Indicators of Local Sugar**. The physical sign of locally produced granulated sugar is the third indicator. According to the data collection results on the physical characteristics of local granulated sugar, the size of the grain type received a score of 3,78 with crucial criterion. Local granulated sugar and quality granulated sugar have similar grain sizes. The local sugar that was purchased meets the required standards for cleanliness and purity, according to the second question about the level of sanitation, which received a score of 3,76 with significant criterion.

**Local Sugar Packaging Indicator**. The local granulated sugar packaging indicator is the fourth indicator. It is clear from the data gathering findings that the local granulated sugar packaging qualities obtained a score of 3,91 with significant criterion for the variance in packaging size. This makes it simpler for respondents to select the different packing sizes they want. The second question, which dealt with the clarity of the expiration date, received a 4,63 out of 10 using highly crucial criteria. Very little local granulated sugar is over its expiration date since responders who buy rice in modest to moderate amounts on average.

## Validity Test and Reliability Test

The purpose of the validity test is to determine whether a particular set of measuring tools is appropriate for using in the study. The correlation coefficient for this study is shown in the table r with the formula dk (total n-2). The score for premium granulated sugar is 51, while the score for local granulated sugar is 36. For premium granulated sugar, a yield of 0,2706 and a significance of 0.05 indicate that the instrument is legitimate, whereas a yield of 0,3202 and a significance of 0.05 indicate that the instrument is genuine for local granulated sugar. The following results from the implementation of the attribute validity test for premium rice, the result r table of 0,2706 and the significance of 0,05 mean that the tool utilized is reliable. As long as an indicator

is larger than table r and has a significance level below 0,05, it is considered legitimate for all four variables. in order to use these variables' indicators in study.

The local sugar attribute validity test results show that all indicators for the four variables are considered valid because they are larger than the table r and have a significance level below 0.05. so that the indicators in these variables can be utilised in study.

**Reliability Test on Attribute Indicators of Premium Granulated Sugar and Local Sugar**.

Test for reliability is conducted to identify how reliable the results of measurements made with measuring equipment are. The measurement data results must pass the reliability test or exhibit some consistency and stability.

For test whether reliability test was accomplished, the findings of the Alpha r Cornbach tables 0,2706 for premium granulated sugar and 0,3202 for local granulated sugar were compared. The Cornbach Alpha value of each variable that has a r table value of 0,2706 is seen after the reliability test findings, and it is concluded that all premium granulated sugar variables in this study were deemed reliable and usable in the study. According to the local granulated sugar reliability test findings, all of the variables in this study that had a table value of r (0,3202), or the Cornbach Alpha value, were deemed reliable and may be used in the study.

## CONCLUSION

Several conclusions can be drawn from the study's findings. First, the characteristics of respondents from consumers of premium granulated sugar and local granulated sugar in the city of Palembang are similar, with the female sex predominating, the average family size being four persons, and the respondents being between the ages of 17 and 25. The average monthly income of premium granulated sugar replies is above $3,000,000, their most recent educational attainment is a bachelor's degree, and the nature of their work is personal. Local granulated sugar respondents' latest educational

attainment was a bachelor's degree, and their average monthly salary is less than $2,500,000. Second, according to the findings of the chi square test, price, income, and the number of family members are the variables determining the demand for premium and local granulated sugar. Gender is yet another variable in Palembang city that has no impact on the demand for both imported and locally produced granulated sugar.

Third, packaging characteristics are the aspects of premium and local granulated sugar that customers in Palembang City take into consideration when making purchases. Customers of premium granulated sugar in Palembang ranked the following characteristics in order of importance: package that clearly states the expiration date, compatibility of granulated sugar's price and quality, Granulated sugar's sweetness level, its level of purity, Granulated sugar package size variations, color variations, size variations, and competitive selling prices are all important factors. Then, for local granulated sugar, consumers in the city of Palembang rank the following characteristics in order of importance: the clarity of the expiration date on the packaging of granulated sugar; its level of sweetness; the compatibility between the price and quality of sugar; the variety in the size of the granulated sugar packaging; the large type of granulated sugar; the competitive selling price of granulated sugar; and the levity of the granulated sugar.

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