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AN ANALYSIS OF *FISHBEIN* MULTIATTRIBUTE ATTITUDE OF *AWAI NA SHRIMP PASTE PRODUCTS* AND *INDOFOOD SHRIMP PASTE PRODUCTS*

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ABSTRACT

This study aims to analyze consumer attitudes towards *Awai Na* shrimp paste products and *Indofood* shrimp paste products in Langsa City, to analyze consumer ratings of the attributes of *Awai Na* shrimp paste products and *Indofood* shrimp paste products in Langsa City, and to analyze consumer confidence in these attributes on *Awai Na* shrimp paste products and on *Indofood* shrimp paste products in Langsa City. The analytical method used is the Fishbein Multi Attribute Attitude Model. The multi-attribute attitude model explains that consumer attitudes towards an attitude object (product or brand) are largely determined by consumer attitudes towards the evaluated attributes. The shrimp paste attributes used in this study consisted of: price, taste, aroma, color, texture, and size. The results of this study indicate that based on the Fishbein score, the total score for *Awai Na* shrimp paste products (3.142) is greater than *Indofood* shrimp paste products (0.999). This means that consumers in Langsa City prefer *Awai Na* shrimp paste products to *Indofood* shrimp paste products for consumption. Consumers prefer *Awai Na* shrimp paste over *Indofood* shrimp paste, because consumers perceive all attributes of *Awai Na* shrimp paste as better than *Indofood's* shrimp paste attributes. Consumers' evaluations of the *Awai Na* and *Indofood* shrimp paste are influenced by the consumer's experience in consuming the *Awai Na* and *Indofood* shrimp paste.

Keywords: Awai Na, consumer, Fishbein, shrimp paste, Indofood,.

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BACKGROUND

Agriculture in a broad sense includes fishery commodities which have several characteristics, namely: non-durable, large pile sizes, varying product quality, produced seasonally, varying in number of values, scattered production areas, different production costs in each production area (Faqih, 2010). From the non-durable nature of fishery products. Thus, the processing (agro-industry) can increase the use value of the form of agricultural commodities.

Shrimp is Indonesia's mainstay fishery commodity which is an export commodity. There are two shrimp commodities that are the mainstay, namely tiger shrimp and vaname. The production of reborn shrimp also increased by around 14.23 percent in 2014 within a period of 5 years (KKP, 2014). Reborn shrimp is a type of white shrimp that is very small, and is generally used as fish feed and has low economic value.

Reborn shrimp are rarely consumed freshly, but in various processed forms such

as shrimp paste, shrimp jerky, ebi, etc. Reborn prawns are quite attractive to public consumers, but the level of consumer acceptance of these products is still very low. For this reason, efforts to process reborn shrimp are carried out as a solution to increase the use value of these products (Syahrin, 2005).

Langsa Barat Subdistrict is a coastal subdistrict located in the government area of Langsa City, Aceh Province, and is directly adjacent to the Malacca Strait in the north. So that 2,240 people or around 11.95 of the population work as fishermen (BPS, 2015). From the several catches of fishermen, reborn shrimp is one of the most fished in the sub-district.

Reborn shrimp which is processed into superior products and as a side business can increase the income of the fishing community in Langsa Barat Subdistrict. So that the Langsa Barat Subdistrict is one of the areas that produces processed reborn shrimp products, which is the largest shrimp paste in the Langsa City area. This can be seen in table 1 below.

Table 1. The average number of shrimp paste industry businesses in Langsa Barat subdistrict, Langsa city, 2016.

No	Village Names	Number of Business Unit
1	Lhok Bani	15
2	Simpang Lhee	25
3	Seuriget	10
4	Sungai Pauh Pusaka	5
	Total	55

Source: BPPK (Financial Education and Training Agency) Langsa Barat, 2016

One of the shrimp paste industry businesses in Langsa Barat Subdistrict is *Awai Na* which is one of the shrimp paste industry businesses located in Simpang Lhee Village, Langsa Barat Subdistrict, Langsa city.

Awai Na shrimp paste has been established for 30 years, the cost or initial capital of the *Awai Na* shrimp paste business is 10,000,000 rupiahs. The initial capital was spent to purchase the equipment needed for the manufacture of shrimp paste and also to

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purchase the raw materials for shrimp paste, namely reborn shrimp, salt, and food coloring as well as equipment such as grinding machines, mortar and pestle, pans, plastic wrappers and so forth.

The selling price of shrimp paste is IDR 40,000-60,000 depending on the quality of the shrimp paste and the selling price of the raw material, namely reborn shrimp, which is purchased by the *Awai Na* shrimp paste maker from fishermen. The selling price of reborn shrimp in fishermen is IDR 10,000-12,000, where the reborn shrimp is obtained by the *Awai Na* shrimp paste maker directly from fishermen who have just caught the shrimp from the sea, so that fresh reborn shrimp is obtained. Fresh reborn shrimp affects the quality of the shrimp paste produced by the *Awai Na* shrimp paste maker, the better the shrimp obtained, the better the shrimp paste produced.

The shrimp paste is still made in the traditional way, where the fresh reborn prawns are dried in the sun to reduce the water content after which they are ground using a mortar or ground using a machine after which the reborn prawns that have become dough are mixed with salt. Stored for a few days for the fermentation process to occur and after that the shrimp paste is ready to be marketed.

The labors used by *Awai Na* shrimp paste is 3 persons, where the labor himself is obtained from the community around the *Awai Na* shrimp paste making and also the children or families of the *Awai Na* shrimp paste owners themselves. The labors used for the operation of the milling machine, the pounding process and the drying process for the rebon shrimp itself. *Awai Na* shrimp paste do not use any preservatives so it is guaranteed to be consumed.

Good quality shrimp paste is usually dark brown in color, has a distinctive smell of shrimp paste, does not smell rancid, does not contain impurities such as sand, fish or shrimp remains (Anon, 2009). According to Liviawaty (2005) shrimp paste is one of the fermented products of fish or shrimp which only undergoes salting treatment (without being followed by the addition of acid), then left for a while for the fermentation process to occur.

In the manufacture of shrimp paste, the fermentation process can take place due to the activity of enzymes originating from the body of the fish or shrimp itself. Fermentation is a process of breaking down simpler compounds by enzymes or ferments that come from the fish body itself or from microorganisms and takes place under controlled environmental conditions. This decomposition process can take place with or without the activity of microorganisms, especially from the fungi and yeasts (Liviawaty, 2005).

Therefore, local/traditional shrimp paste products produced by *Awai Na* located in Simpang Lhee village, Langsa Barat Sub district, Langsa City must pay attention to the quality of the shrimp paste they produce both in terms of price, aroma, quality (not gritty), taste and so forth.

This needs to be taken into account so that the local/traditional shrimp paste produced by *Awai Na* is not less competitive with the terasi products that are known in the market, in this case *Indofood* shrimp paste, which already has a fairly well-known attribute in the wider market, making it very difficult to take the market from *Indofood's* shrimp paste product itself.

Product attributes are product elements that are considered important by

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consumers and are used as the basis for making purchasing decisions (Tjiptono, 2002). Such as brand, packaging, service, and product guarantees.

Therefore, "Analysis of Fishbein Multi Attribute Attitudes towards *Awai Na* and *Indofood* Shrimp Paste Products in Langsa City " is necessary to determine the attitudes and ratings of shrimp paste consumers in Langsa City towards *Awai Na* shrimp paste products and *Indofood* shrimp paste products.

Shrimp Paste

Shrimp paste is a cooking spice made from fermented reborn fish or prawns, shaped like dough or pasta and black-brown in color, sometimes added with coloring so that it becomes reddish.

Shrimp paste as a cooking spice that has a pungent aroma turns out to have quite good properties when consumed every day. Consuming shrimp paste means you help for blood formation because it contains vitamin B12. Processing of shrimp paste through fermentation causes the shrimp paste is not easily overgrown by germs or bacteria. However, the consumption of shrimp paste is not recommended if eaten directly because the shrimp paste is still an additional ingredient, namely as a kitchen spice.

A good shrimp paste is a shrimp paste that has a fresh aroma and comes from shrimp. Because shrimp paste, especially reborn shrimp, has a more savory and salty taste. Processing the shrimp paste is quite easy because the shrimp paste can be fried or grilled to have a stronger taste when mixed in dishes such as chili paste or *kangkung balacan* (vegetable mixed with shrimp paste).

Shrimp paste is one of the most distinctive kitchen spices. In Indonesia, it has

become a very popular or even mandatory cooking spice. Besides Indonesia, several other countries in Southeast Asia such as Malaysia, Thailand, Vietnam and also Hong Kong and China also recognize this spice with different names.

One of the areas producing shrimp paste products in Indonesia is Langsa City, especially the village of Simpang Lhee, which is located in Langsa Barat Subdistrict, with the majority of the population having a livelihood as fishermen. The catch of the Simpang Lhee Village community focuses on reborn shrimp.

The market for shrimp paste from Simpang Lhee village has covered other areas of Aceh and Sumatra, even to the island of Java. Even some fishermen who produce shrimp paste in the village stated that they had sent their shrimp paste products to Malaysia based on orders. Currently, the shrimp paste product in Simpang Lhee Village is popularized as one of the regional superior products by the Langsa City government.

Shrimp Paste Industry

Industry is a business or activity of processing raw materials or semi-finished goods into finished goods. Finished goods that have added value for profit. The business of assembling or repairing is part of the industry. Industrial products are not only in the form of goods, but also in the form of services.

Law of the Republic of Indonesia Number 3 of 2014 concerning Industry Article 1 states that industry is all forms of economic activity that processes raw materials and or utilizes industrial resources so as to produce goods that have added value or higher benefits, including industrial services.

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An industrial company is a business entity that carries out activities in the industrial sector in the territory of Indonesia (Regulation of the Government of the Republic of Indonesia concerning industrial estates). An industrial company will produce products that have its own characteristics from the company for its development and growth and legal protection can be obtained and the company's rights to the industrial products produced. In terms of establishing this company, it cannot be separated from government supervision.

One of the shrimp paste industry companies is the *Indofood* company. *Indofood* is a brand of soy sauce, sauce, seasoning and syrup produced by *PT. Indofood CBP Sukses Makmur Tbk.* (formerly *PT. Indosentra Pelangi*). This brand was first introduced in 1994 when *Indofood's* chili sauce was first launched.

One of the products from *PT. Indofood* is shrimp paste, *Indofood's* shrimp paste products are very popular in the market because their shape is very hygienic, the packaging is very practical and the price is relatively not too expensive, so that it makes consumers very interested in buying *Indofood* shrimp paste which is traded in the market. In addition to a relatively cheaper price than home-made shrimp paste, *Indofood* shrimp paste also has advantages in terms of packaging which is available in small packages that home-made shrimp paste products don't have.

Home Industry Shrimp Paste

The term Home Industry or business at home is a residence that doubles as a place of business, whether it is a service business, office and trade. Initially the home industry players who had this design were entrepreneurs and professionals, which are now starting to spread to the public, to have

a strategic location for the development of this type of home-based business cannot be separated from the development of the entrepreneurial virus which plays a role in opening the mindset of the community to the future that the house is not only a place to live but can also be used as a place to earn income (Alkim, 2005: 3). According to Mudrajat Kuncoro, home and small industries have a fairly large role in the manufacturing sector in terms of the number of business units and their absorption of labor, but they are weak in contributing additional value (Jamiko, 2004:62).

Type of Businesses

According to Presidential Decree No. 127 of 2001, in general, small businesses are engaged in two fields, namely industry and trade in goods and services, while the types of business that are open to small businesses in industry and trade are:

1. Processed food and beverage industry that carries out preservation by means of salting, sweetening, smoking, drying, boiling, frying and fermentation processes in traditional ways.
2. Manufacture of goods improvement from natural fibers and artificial fibers into patterned/dyed yarns and tied using tools used by hands.
3. Textile industry which includes weaving, knitting, *batik*, and embroidery or hand-operated tools including *batik*, cap, skullcap.
4. Processing of non-food forest and garden products
5. Manufacture of manually or semi-mechanically processed hand tools for carpentry and cutting
6. Manufacture of agricultural hand tools needed for land preparation, production,

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- harvesting, post-harvest and processing, except hoes and shovels.
7. Manufacture of clay goods, both glazed and unglazed for household usage.
 8. Manufacture of maintenance and repair services covering automotive, electronics, and household appliances that are done manually or semi-automatically.
 9. Handicraft industry that has a wealth of regional cultural treasures, artistic values using natural and imitation raw materials.

Framework

Consumer attitudes are important factors that will influence consumer decisions, and consumer attitudes are closely related to the concepts of beliefs and behavior. Attitude can be interpreted as an evaluation of someone who is studied by revealing consumers about an object whether they like it or not, and attitudes also describe consumer confidence in various attributes and benefits of the object.

The formation of consumer attitudes often describes the relationship between beliefs, attitudes and behavior. Beliefs, attitudes and behavior are also related to the concept of product attributes. Product attributes are characteristics of a product. So attitudes towards product attributes describe

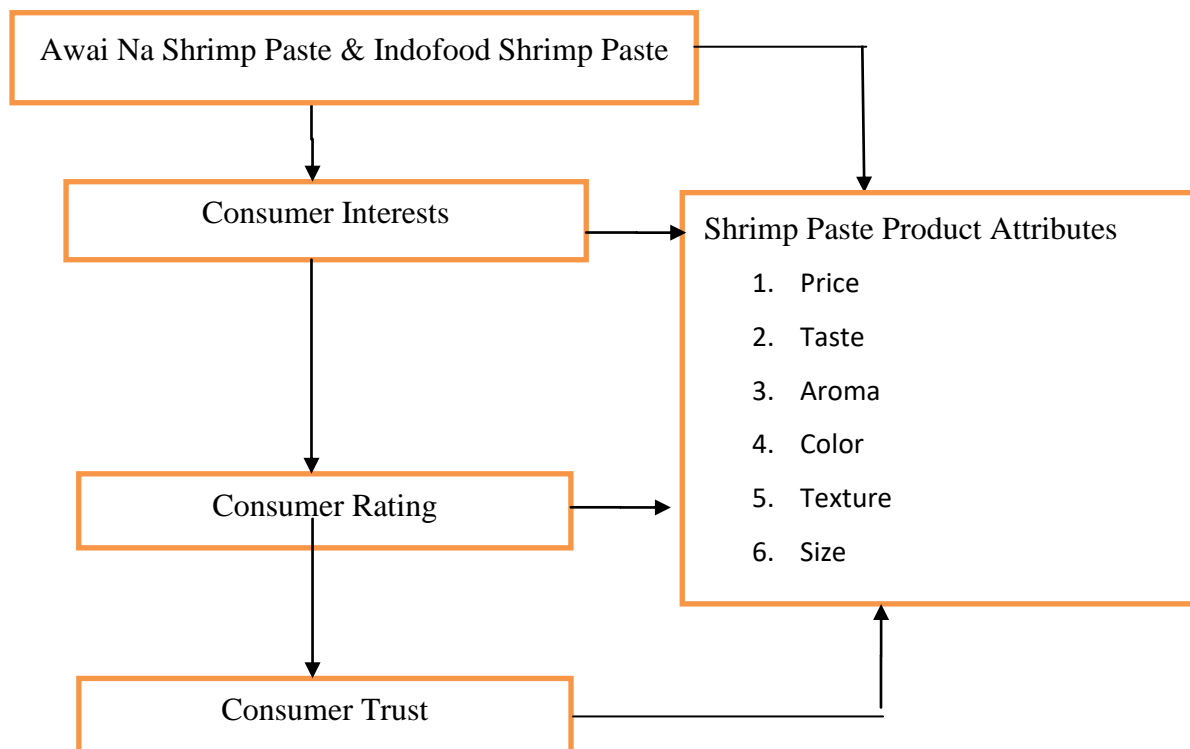
consumer behavior towards marketed products, in this case shrimp paste from *Awai Na* and shrimp paste from *Indofood*.

In determining the choice of the product, the consumer selection criteria are influenced by the attributes attached to the product. The attributes meant here are the taste, price, color, size, aroma, texture of the shrimp paste, and the packaging of the shrimp paste itself. With a delicious shrimp paste taste, attractive shrimp paste color, fragrant shrimp paste aroma and relatively affordable prices. These attributes can be used to determine the attitude of consumer satisfaction who choose *Awai Na* shrimp paste or *Indofood* shrimp paste for consumers.

Based on the description of the background, the identification of the problems in this study are:

1. What is the attitude of consumers towards *Awai Na* and *Indofood* shrimp paste products in Langsa city.
2. How do consumers evaluate the attributes of *Awai Na's* shrimp paste products and *Indofood's* shrimp paste products in Langsa city.
3. How is consumer confidence in the attributes of *Awai Na's* shrimp paste products and of *Indofood's* shrimp paste products in Langsa city.

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Description : Expressing relationship/support

Figure 1. Thought Framework Schematic

MATERIAL AND METHODS

The research location is the place where the research will be carried out, in this study the research location was carried out in Langsa city. The choice of research location was determined by purposive sampling method. According to Mohammad Musa (2008:22), the purposive method is a technique for determining the location of the research intentionally based on certain considerations.

The consideration of determining the location is because Langsa city is the area where researchers live, making it easier for researchers to conduct research in Langsa city compared to other areas that are difficult to reach by researchers themselves.

The samples were selected by consumers who bought *Awai Na* shrimp

paste and *Indofood* shrimp paste. Determination of the sample is determined by the Accidental sampling method (tracing). Sampling through this method is from consumers who are buying *Awai Na* shrimp paste products and *Indofood* shrimp paste products, where each member of the population has the same probability to be sampled (Bungin, 2005).

Due to the unknown population, to determine the sample size, the Unknown Population formula is used (Frendy, 2011: 53), namely:

$$n = \frac{Z^2}{4\mu^2}$$

Description

n = sample size

Z = the level of confidence of the sample

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required in the study at $\alpha = 5\%$ so that the degree of confidence is 95%, then $Z = 1.96$
 μ = margin of error, tolerable error rate (set 10%).

By using the above formula, the following calculation is obtained:

$$n = \frac{Z^2}{4\mu^2}$$
$$n = \frac{1,96^2}{4(0,1)^2}$$

$n = 96.4$ adjusted so that it becomes 97 respondents

From the calculation above, it is known that the sample size in this study is 97 respondents who are consumers of *Awai Na* shrimp paste and *Indofood* brand shrimp paste.

Data collection was carried out by observation, interview and questionnaires to obtain the information needed in order to achieve the research objectives. Meanwhile, the secondary data was obtained from the literatures, articles, journals, and other sources relevant to this research.

Data analysis was carried out by measuring attitudes towards the product. Attitude measurement is done by measuring all attributes (multi-attribute) with the formula:

$$A_o = \sum_{i=1}^n b_i \cdot e_i$$

Description :

A_o = Consumer attitudes towards the product (in this case shrimp paste).

b_i = The strength of consumer confidence that the object (shrimp paste) has the attribute i

e_i = Evaluation of consumer interest on attribute i

n = The number of attributes owned by the shrimp paste.

The most popular attitude measurement used by consumer researchers is the Fishbein Multi Attribute Attitude Model. The multi-attribute attitude model explains that the consumer's attitude towards an attitude object (product or brand) is largely determined by the consumer's attitude towards the evaluated attributes. The model is called multi-attribute because the consumer's evaluation of the object is based on his evaluation of the many attributes possessed by the object.

The multi-attribute model emphasizes the salience of attributes. Salience means the level of importance that consumers give to an attribute. The model illustrates that consumer attitudes towards a product or brand of a product are determined by two things, namely (1) trust in the attributes of the product or brand (b_i component), and evaluation of the importance of the attributes of the product (e_i component) (Sumarwan, 2002).

The shrimp paste attributes used in this study consisted of: (1) price, (2) taste, (3) aroma, (4) color, (5) texture, (6) size. An attribute and a product/brand are measured on a bipolar odd-numbered scale ranging from "very bad" (-3) to "very good" (+3), as suggested by (Engel, Blackwell and Miniard, 1995; Peter and Olsen, 1999; Mowen and Minor (1998), and Loudon and Della Bitta (1993) (Sumarwan, 2002).

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RESULTS AND DISCUSSION

This study examines the analysis of Fishbein's multi-attribute attitude from *Awai Na* shrimp paste products with *Indofood* shrimp paste products in Langsa city, Aceh Province in 2021. The analytical tool in this study used the Fishbein analysis method. Where the variables studied were consumer attitudes, consumer interests, and consumer confidence in *Awai Na* shrimp paste products and *Indofood* shrimp paste products in Langsa city, Aceh Province. The attributes studied in the research of *Awai Na* shrimp paste and *Indofood* shrimp paste are price, taste, aroma, color, texture, and size attributes of shrimp paste.

Characteristics of Research Respondents

Respondents in this study were consumers of *Awai Na* shrimp paste and *Indofood* shrimp paste who purchased them at traditional markets and supermarkets. The consumer characteristics referred to include socio-economic characteristics consisting of age, number of dependents, gender, education level, occupation and income.

Age

The level of consumer purchases is strongly influenced by their age, people will change their buying patterns as long as their age continues to grow as well as the respondents of *Awai Na* shrimp paste and *Indofood* shrimp paste. The condition of the age of the respondents in the research area can be seen in Table 2.

Table 2. Distribution of respondents by age group

No	Age Group (year)	Total (Person)	Percentage (%)
1	< 30	32	32,99
2	31 – 40	31	31,96
3	41 – 50	18	18,56
4	51 – 60	16	16,49
5	> 60	0	0,00
Total		97	100,00

Source : Data processed from attachment 3

From the table above, it can be seen that the largest age range of consumers is in the age group < 30 years with a total of 32 people 32.99% and the smallest is in the age group > 60 years with a total of 0 people 0%.

The number of dependents

In buying and consuming *Awai Na* shrimp paste or *Indofood* shrimp paste, respondents are also strongly influenced by other family members who live with the

respondent, therefore the number of dependents can also affect the amount of consumption in a family. The number of dependents of research respondents can also be seen in Table 3.

From the table 3, it can be seen that the largest number of consumer dependents is in group 1-2 with a total of 43 person or 44.33% and the smallest is in the group > 5 with a total of 16 person or 16.49%.

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Table 3. Distribution of respondents based on number of family dependents

No	Number of Family Dependents (Person)	Total (Person)	Percentage (%)
1	1 – 2	43	44,33
2	3 – 5	38	39,18
3	> 5	16	16,49
Total		97	100,00

Source : Data processed from attachment 3

Gender

In buying and consuming *Awai Na* shrimp paste and *Indofood* shrimp paste, gender also has a significant influence in terms of selectively choosing which shrimp

paste products to consume for their families. The gender comparison of the respondents can be seen from Table 4.

Table 4. Distribution of respondents by gender

No	Gender	Total (Person)	Percentage (%)
1	Male	37	38,14
2	Female	60	61,86
Total		97	100,00

Source : Data processed from attachment 3

From the table above, it can be seen that the largest number of female consumers is 60 persons or 61.86%, while male consumers are 37 persons or 38.14%.

Level of education

Education is closely related to knowledge of an item both in terms of

quality and benefits. The education of consumer respondents in the research area of Langsa city varies from elementary to university. Consumer Level is Table 5 as follows:

Table 5. Distribution of respondents based on education level

No	Last Education Level	Total (Person)	Percentage (%)
1	Elementary – Junior High School	5	5,15
2	Senior High School	45	46,39
3	Undergraduate	47	48,45
Total		97	100,00

Source : Data processed from attachment 3

From the table above, it can be seen that the highest level of consumer education is at the undergraduate level with a total of 47 persons or 48.45% and the smallest at the

elementary - junior high school level with a total of 5 persons or 5.15%.

Type of work

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The type of work is also very influential in consuming shrimp paste, because the work affects the level of the person's need to buy shrimp paste, either

Awai Na shrimp paste or *Indofood* shrimp paste. The type of work of respondents who buy shrimp paste can be seen in Table 6.

Table 6. Distribution of respondents by type of work

No	Occupation	Total (Person)	Percentage (%)
1	University Student	2	2,06
2	Entrepreneur	34	35,05
3	Civil Servant	27	27,84
4	Private Employee	21	21,65
5	Housewife	13	13,40
Total		97	100,00

Source : Data processed from attachment 3

From the table above, it can be seen that the most shrimp paste consumers work as entrepreneurs as many as 34 persons or 35.05%, while those who buy shrimp paste the least are students, namely only 2 persons or 2.06%.

Income

People's purchasing rate can be seen through their income, if the income earned is high enough, then in general the people's purchasing rate is also high. The income of consumers of *Awai Na* shrimp paste and *Indofood* shrimp paste in this study varies greatly, for more details, it can be seen in Table 7.

Table 7. Distribution of respondents based on income levels per month

No	Income Rate per Month	Total (Person)	Percentage (%)
1	< 1.000.000	19	19,59
2	1.000.000 - 1.999.999	19	19,59
3	2.000.000 - 2.999.999	24	24,74
4	3.000.000 - 4.000.000	26	26,80
5	> 4.000.000	9	9,28
Total		97	100,00

Source : Data processed from attachment 3

Based on the table above, it can be seen that income has no effect on people's purchasing rate for shrimp paste products, as evidenced by person with incomes between IDR 3,000,000 - 4,000,000 more, namely 26 persons or 26.80% compared to those with higher incomes, namely > IDR 4,000,000 which is only 9 persons or 9.28%.

Consumer Attitudes Towards Attributes of *Awai Na* and *Indofood* Shrimp Paste

Consumer Attitude is an important factor that will influence consumer decisions in determining attitudes towards a product. Consumer selection criteria are influenced by the attributes attached to the product. This model is often called the Multi-attribute

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Attitude Model. This model was initiated by the opinion of Lancacaster (1966) in Colman and Young (1992). Attribute analysis can be used to determine consumer behavior, which states that consumers drive their utility not from the product consumed but from the characteristics or attributes that exist in the product itself.

In analyzing consumer attitudes in this study, in this case, the *Awai Na* shrimp paste and *Indofood* shrimp paste used the Fishbein Multi-attribute Attitude Model. In the multi-attribute model, it is explained that consumer attitudes towards shrimp paste are determined by: (1) variable level of consumer interest (ei) on the attributes of local oranges and imported oranges and (2) variable level of consumer confidence (b) on the attributes of *Awai Na* shrimp paste and *Indofood* shrimp paste.

Attributes of *Awai Na* shrimp paste and *Indofood shrimp* paste that become parameters, both for measuring the level of consumer interest (ei) and for measuring the level of consumer confidence (bi) in this case are: (1) price, (2) taste, (3) aroma, (4) color, (5) texture, (6) size.

In measuring the consumer interest level variable, each respondent (consumer) is asked to state his attitude towards the parameters on a 5-digit scale, and is given a score ranging from +2 which means very important, to -2 which means very unimportant. For the strength of belief variable, each respondent (consumer) was asked to state his attitude for each parameter on a 5-digit scale, and was given a score ranging from +2 to -2, where for each parameter his attitude statement differed depending on the attributes studied.

Evaluation of the level of consumer interest (ei) on the Attributes of *Awai Na* and *Indofood* Shrimp Paste.

The results of the evaluation (scoring) of each respondent (consumer) on the level of importance to the shrimp paste attributes, *Awai Na* and *Indofood*, are shown in the following Table 7.

The table 7 describes the consumer's interest in the attributes contained in the shrimp paste. Namely (1) Price, (2) Taste, (3) Aroma, (4) Color, (5) Texture, (6) Size. It can be seen that the attributes contained in the shrimp paste are very important, as evidenced by the average score of B (+1) and none of which have an E value (+2). Self-assessment is based on the order of A (+2), B (+1), C (0), D (-1), E (-2). Appendix 2.

Whereas the taste and aroma attributes have a fairly good value for the respondents compared to other attributes. Such as the price, texture and size of the shrimp paste. So that according to the results of the evaluation of consumer interest in shrimp paste products, it can be seen that consumers are more concerned with the taste and aroma attributes in buying shrimp paste compared to the price, texture and size attributes of the shrimp paste.

The Strength of Consumer Confidence (bi) on the Attributes of *Awai Na* and *Indofood* Shrimp Paste

Trust is the strength of consumer confidence that a product (shrimp paste) has certain attributes that complement it. Consumers will express their confidence in the various attributes of the product being evaluated. This trust is referred to as object-attribute linkages, namely consumer beliefs about the possibility of a relationship between an object (shrimp paste) and its attributes. The measurement of the strength

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of confidence variable was carried out on *Awai Na* shrimp paste and *Indofood* shrimp paste separately. The results of the evaluation (scoring) of the strength of belief of each respondent (consumer) on the *Awai Na* shrimp paste attribute can be seen in Table 9.

From the table 8, it can be seen that the average variable for the strength of consumer confidence in *Awai Na* shrimp paste. The score on the *Awai Na* shrimp paste attribute shows that the price attribute has an average value of C (0) and D (-1) compared to other attributes such as taste, aroma and texture which have an average score of B (+1). Only the size attribute has an average score of C (0), the same as the average score owned by the price attribute.

In general, the assessment of the strength of consumer confidence in *Awai Na* shrimp paste can be concluded that the attributes that are believed to have a relationship with *Awai Na* shrimp paste are about taste, aroma and texture. Regarding the price and size of *Awai Na* shrimp paste, it is unbelievable that it has anything to do with *Awai Na* shrimp paste.

This is in accordance with previous research which states that the attributes of taste, aroma and texture have more influence on consumers in buying *Awai Na* shrimp paste compared to the price and size attributes of *Awai Na* shrimp paste. (Risa Melia Sari, 2012).

The strength of consumer confidence in *Awai Na's* shrimp paste products shows something different from *Indofood's* shrimp paste products. The following Table 10 shows the results of each consumer's confidence strength scoring on *Indofood's* shrimp paste attributes.

From the table 10, it can be seen that the average score for the variable strength of consumer confidence in each attribute in *Indofood* shrimp paste expresses the confidence in each attribute possessed by consumers in a product. The scoring results show that *Indofood* shrimp paste consumers prioritize the price attribute with an average score of A (+2) and a score of B (+1), compared to the taste, aroma, texture and size attributes which get the strength of consumer confidence on average get scores C (0) and D (-1).

In general, from the assessment of the strength of consumer confidence in *Indofood's* shrimp paste products, it can be concluded that the price attribute becomes the consumer's confidence in buying *Indofood* shrimp paste. So, the reason consumers buy *Indofood* shrimp paste is because the price of *Indofood* shrimp paste is cheaper than *Awai Na* shrimp paste. The taste, aroma, color and texture are not the main things for consumers to buy *Indofood* shrimp paste.

Analysis of Consumer Attitudes Against *Awai Na* and *Indofood* Shrimp Paste

Attitude is an evaluation of a person, an expression of consumers' feelings of liking or disliking the *Awai Na* and *Indofood* shrimp paste products. The results of the analysis of consumer attitudes using the Multi-attribute Attitude Model from Fishbein towards *Awai Na* shrimp paste and *Indofood* shrimp paste which is the result of multiplication between the scores of the consumer interest variable (ei) and the consumer confidence strength variable (bi). The results of the attitude analysis can be seen in Table 11.

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Table 11. Analysis of Consumer Attitudes Against *Awai Na* and *Indofood* Shrimp Paste

No	Attributes	Evaluation Score of Interest (e_i)	Confidence Strength Score (b_i)			
			Awai Na Shrimp Paste		Indofood Shrimp Paste	
			b_i	$e_i \cdot b_i$	b_i	$e_i \cdot b_i$
1	Price	0,866	-0,330	-0,286	0,670	0,580
2	Taste	1,072	0,990	1,061	0,072	0,077
3	Aroma	1,041	0,773	0,805	0,175	0,182
4	Color	1,031	0,753	0,776	0,175	0,181
5	Texture	1,000	0,722	0,722	0,113	0,113
6	Size	0,773	0,082	0,064	-0,175	-0,136
		$\Sigma b_i \cdot e_i$	3,142		0,999	

Source : Data processed from attachment 7

The results of the analysis in the table 9 show that the results of the analysis of Fishbein's multi-attribute attitude. Based on the Fishbein score, the total score for *Awai Na* shrimp paste products (3.142) is greater than *Indofood* shrimp paste products (0.999). This means that consumers prefer *Awai Na* shrimp paste products to *Indofood* shrimp paste products for consumption. Consumers prefer *Awai Na's* shrimp paste over *Indofood* shrimp paste, because consumers perceive all attributes of *Awai Na* shrimp paste as better than *Indofood's* shrimp paste attributes. Consumers' assessments of the *Awai Na* and *Indofood* shrimp paste are influenced by the consumer's experience in consuming the *Awai Na* and *Indofood* shrimp paste.

The analysis in this study does not use economic or financial prices as has been done so far, but with a benchmark of consumer 'attitude of trust', which means that a product is said to have competitiveness if it is in demand/chosen by consumers. In other words, even though a superior product in terms of economic and financial prices will mean nothing if it is not in demand by consumers, on the other hand, high prices are not a problem as long as consumers give a

positive attitude in buying/consuming the product.

CONCLUSION AND SUGGESTIONS

Conclusion

The conclusion of this study is that *Awai Na* shrimp paste products are preferred by consumers compared to *Indofood* shrimp paste products in Langsa city, this can be seen from the results of Fishbein analysis conducted by researchers on *Awai Na* shrimp paste products and *Indofood* shrimp paste products. Based on the attributes studied by the researchers, namely the price, taste, aroma, color, texture and size attributes of the two shrimp pastes, it can be concluded that the shrimp paste consumers in Langsa city prefer to buy *Awai Na* shrimp paste products compared to *Indofood* shrimp paste products.

Suggestions

Suggestions in this research are:

- 1). It is hoped that the government, especially the Langsa city government, can improve facilities and infrastructure for shrimp paste sellers/makers in an effort to

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increase the production and marketing of these shrimp paste products.

2). Shrimp paste in Langsa city has become a leading commodity in the region, has become a typical souvenir of Langsa city which is imported to regions throughout Aceh and also Indonesia. In order to be more developed, it is hoped that support from the government will help develop the shrimp paste business.

3). It is hoped that further researchers can conduct research in an effort to improve and market shrimp paste products in Langsa city so that they can continue to grow overseas.

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C	B	B	B	B	B
B	B	B	B	B	B
B	B	B	B	B	B
B	B	B	B	B	B
A	B	B	B	B	B
B	B	B	B	B	B
B	B	B	B	B	B
B	B	B	B	B	B
B	B	B	B	B	B
B	B	B	B	B	B
B	B	B	B	B	B
B	B	B	B	B	B
B	B	B	B	B	B
C	B	B	B	B	C
C	B	B	B	B	C
B	B	B	B	B	B
B	B	B	B	B	B
B	B	B	B	B	B
C	C	C	C	C	C
B	A	A	B	B	D
B	B	B	B	B	B
B	B	B	B	B	B

Source : Data processed from attachment 4

Table 9. Awai NA's power of trust parameters

<i>AWAI NA'S POWER OF TRUST PARAMETERS</i>					
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
C	A	C	B	B	C
C	A	A	A	A	C
C	A	B	A	A	B
C	A	A	B	A	C
C	A	B	B	B	C
C	B	B	A	B	C
C	A	B	B	B	C
C	A	B	B	B	C
C	B	B	B	B	C
C	B	B	B	B	C
D	C	C	C	C	C
E	C	C	C	C	C
D	C	C	C	C	C
D	C	C	C	C	C
D	C	C	C	C	C
D	C	C	C	C	C
C	B	B	B	B	C

DOI: 10.32663/ja.v%vi%i.

C	B	B	B	B	C
D	C	C	C	C	C
C	B	B	B	B	C
C	B	B	B	B	C
C	A	A	A	A	C
C	A	B	B	B	C
D	A	B	B	B	C
D	A	A	B	B	C
C	A	A	B	B	C
C	B	B	B	B	C
D	B	B	B	B	C
D	C	C	C	C	C
C	C	C	C	C	C
C	C	C	C	C	C
D	C	C	C	C	C
D	C	C	C	C	C
C	B	B	B	B	C
D	A	B	B	B	C
C	B	B	B	B	C
C	A	B	B	B	C
C	B	B	B	B	C
D	C	C	C	C	C
C	B	B	B	B	C
C	B	B	B	B	B
C	B	B	B	B	C
C	B	B	B	B	C
C	C	C	C	C	C
D	A	B	B	B	C
C	C	B	B	C	C
D	C	C	C	C	C
D	C	C	C	C	C
C	A	B	B	B	C
C	B	B	B	B	C
C	C	C	C	C	C

Source : Data processed from attachment 5

Table 10.Parameters of the power of Indofood trust

<i>PARAMETERS OF THE POWER OF INDOFOOD TRUST</i>					
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
A	C	C	C	C	D
A	D	D	D	C	C
A	D	D	D	D	D
A	D	D	D	D	D

DOI: 10.32663/ja.v%vi%i.

B	C	C	C	C	C
C	C	C	C	C	C
C	C	C	C	C	C
B	B	B	B	B	D

Source : Data processed from attachment 6