



## Consumer Buying Interest in The Sale of Scallop Products

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### ABSTRACT

This study aims to analyze consumer buying interest in scallop products produced by PT. ILM. The factors studied include product quality, product image, product price, and consumer confidence. The research method used is a qualitative descriptive method with a survey approach. Data was obtained through observation, interviews, and the distribution of questionnaires to consumers. The results of the study show that product quality, brand image, and price have a significant influence on consumer buying interest. Most consumers have a positive perception of PT. ILM, which is reflected in their high level of satisfaction and loyalty. Therefore, companies need to maintain

#### Keyword:

Buying Interest, Product Quality, Product Image, Price, Consumer Confidence.

### INTRODUCTION

The extensive sea territory of Indonesia defines the nation, establishing a strong bond with the marine environment. This is particularly pertinent in the realms of maritime transport and aquatic commerce (Sunitiyoso et al., 2022). Consequently, Indonesia possesses substantial advantages and potential derived from its marine resources (Pontoh et al., 2023). Regarding fish exports, Indonesia is one of the top contenders globally, standing alongside nations like Malaysia, Singapore, Japan, Taiwan, Hong Kong, and the United States. Most Indonesian enterprises involved in fisheries processing predominantly manufacture frozen food items. Nevertheless, a segment of businesses specialize in the production

of canned, processed goods, including sardines. Due to their high protein content, households favor numerous processed fish items. Moreover, each corporation uses competitive practices to introduce products to capture market share. PT. ILM represents one such entity in the frozen scallop sector, utilizing surimi as its primary raw material. The company is committed to producing and distributing halal, premium-quality, and safe food products for consumer consumption, consistently striving to fulfill consumer demands while emphasizing customer satisfaction.

The degree of consumer satisfaction represents a pivotal element that warrants consideration by the corporation

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(Ferrentino & Boniello, 2020; Sullivan, 2005). Beyond facilitating the sales of scallop products, the degree of consumer satisfaction serves as a mechanism for corporations to ascertain market conditions and consumer behavior. Consumer choices are influenced by various elements such as personal desires, mental factors, societal interactions, and cultural environments (Power & Mont, 2010; Torelli et al., 2017). Consequently, the corporation is positioned to formulate a strategy enabling competition with alternative brands.

In light of the phenomena above and the contextual framework, this research aims to elucidate the multifaceted dimensions that significantly impact consumer purchasing behavior concerning scallop products. By meticulously reviewing these elements, it is foreseen that the conclusions will enrich awareness, know-how, and talents in the industrial sector, thereby aiding the hands-on utilization of the knowledge acquired in actual industrial settings.

## RESEARCH METHODS

The research methodology employed to investigate Consumer Purchase Interest in Scallop Product Sales at PT. ILM is classified as quantitative research. The investigator utilizes a systematically designed questionnaire survey approach administered to a representative sample drawn from the population to acquire precise information from respondents that aligns with the study's objectives (Malhotra, 2020).

The data is gathered from both first-level and additional sources. The data are gathered through observational methods to comprehend PT's production and marketing dynamics. ILM organized talks with the organization's administration and marketing crew and used questionnaires

given to shoppers to gauge the level of buying interest and the factors that shape it. Afterward, every piece of information is examined descriptively to bring consumer reaction trends and patterns to light.

Data processing is conducted through the application of editing methodologies or the verification of the gathered data. Further, it implements tabulation processes organized into a neat tabular display. The demographic for this investigation comprises customers or consumers of ILM brand products distributed across diverse geographical areas. This research encompasses a sample size of 31 individuals.

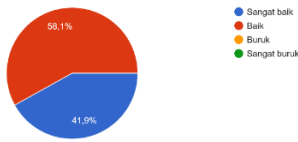
## RESULTS AND DISCUSSION

### *Product quality*

The perception of consumers regarding product quality significantly influences their preferences and attitudes, which subsequently affect their interest in purchasing (Fu et al., 2021; Kristanto & Pudjoprastyono, 2021). This phenomenon is exemplified by the pronounced purchasing interest observed among consumers residing in the Sidoarjo region, who highly trust the ILM brand's scallop products. Findings from the survey indicate that numerous consumers evaluate the quality attributes of ILM brand scallop products—including taste, texture, color, visual appeal, and packaging—as satisfactory or even exemplary. The outcomes of the quality assessment of scallop products, based on the distribution of questionnaires, are illustrated in the subsequent figure.

The illustration indicates that 58.1% of respondents affirmed that ILM brand scallop products are satisfactory, while the remaining 41.9% asserted that these products are of exceptional quality. It is unequivocal that many consumers prefer ILM brand scallop products within the marketplace.

Bagaimana menurut anda kualitas (rasa, tekstur, warna, penampilan, kemasan) produk SCALLOP merk ILM?  
31 jawaban

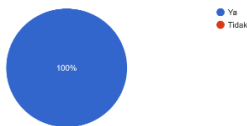


**Figure 1.** Diagram of scallop product quality survey results

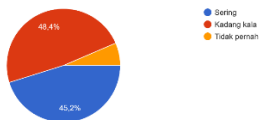
**Product image**

Producers need to regard the product's image since consumers who perceive it favorably are likely to decide on purchasing it with less hesitation. Smith (1993), as cited by Roslina (2010), posits that product image constitutes a synthesis of various attributes, including price, retailer identity, and the country of origin of the product. According to this description, the visual representation of a product is affected by its inherent traits, which stay in the buyers' memory. This assertion is substantiated by the findings of a survey concerning consumer comprehension of the ILM brand scallop product, which is illustrated in the subsequent figure.

Apakah anda mengetahui produk merk ILM?  
31 jawaban



Apakah anda sering membeli produk merk ILM?  
31 jawaban



**Figure 2.** Diagram of the results of the ILM brand scallop product image survey.

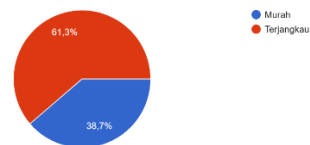
The survey indicated that an unequivocal 100% of participants affirmed their familiarity with ILM products. Consequently, the ILM brand has become a recognized entity among consumers. Also, 45.2% of those who answered indicated they frequently buy ILM brand scallops, while 48.4% noted they do so sometimes,

with the remaining 6.4% asserting they have not bought these products at all. Therefore, it is evident that consumers recognize the value associated with ILM brand scallop products.

**Product price**

The pricing strategy for ILM brand scallop products necessitates careful consideration by the company. It is imperative that the pricing aligns with the economic capacity of the consumer (Saputra et al., 2024). Consumers usually opt for offerings that balance low pricing with excellent quality and a good amount. Nevertheless, competitive pricing within the marketplace is subject to daily fluctuations. This observation aligns with the assertion made by Kotler and Armstrong (2018), who articulated that "Price is the amount of money customers must pay to obtain the product." This definition underscores the significance of price as a critical determinant within a business context. The valuation of price from the consumer's perspective can be illustrated in the subsequent figure.

Bagaimana menurut anda harga produk SCALLOP merk ILM?  
31 jawaban



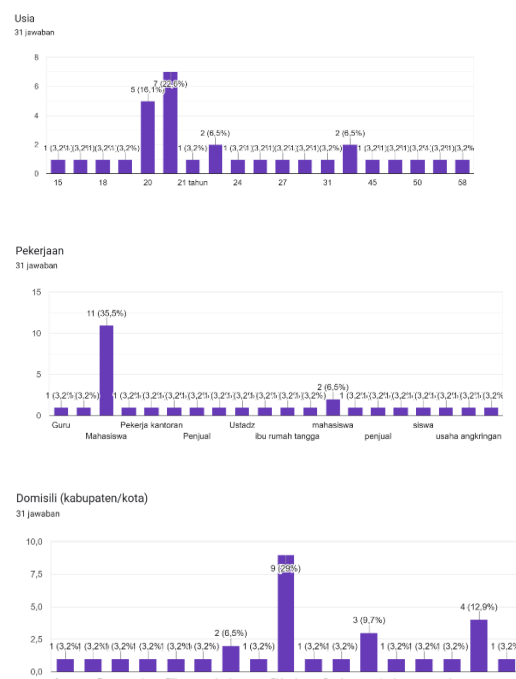
**Figure 3.** Price assessment from the consumer side

The findings from the survey indicated that 38.7% of respondents perceived the pricing of ILM brand scallop products as inexpensive, whereas the remaining 61.3% regarded it as reasonably priced. It has been substantiated that PT established the pricing strategy for ILM brand scallop products. ILM aligns with the financial capabilities of consumers and is demonstrably competitive in pricing compared to alternative brands.

### Consumer trust

In addition to establishing superior product quality, cultivating a favorable product image in the perception of consumers, alongside a pricing strategy that aligns with consumer financial capabilities, constitutes fundamental objectives. These three elements are fundamentally aimed at fostering consumer trust. The establishment of consumer trust in a product is of paramount importance. Nonetheless, the process of engendering consumer trust presents considerable challenges. Various strategies are employed by the enterprise, including the preservation of high product quality, the development of a memorable and positive product image for consumers, and the establishment of reasonable pricing, all while ensuring that the volume of products sold continues to experience substantial growth. A diverse array of consumers, spanning various age groups, professional backgrounds, and residential locations, has placed their confidence in the ILM brand scallop product, resulting in frequent repurchases. This observation aligns with the assertion made by Wiku, Hartono, and Subagja (2021), which posits that consumer trust is characterized by consumer expectations regarding service providers, specifically that the provider can fulfill commitments by established agreements.

The survey findings indicate that consumer confidence in ILM brand scallop products spans diverse age demographics, specifically from 15 to 58. Additionally, among the assortment of consumer professions dispersed across multiple regions, particularly those residing in Sidoarjo Regency, a prevailing belief exists that ILM brand scallop products possess commendable quality.

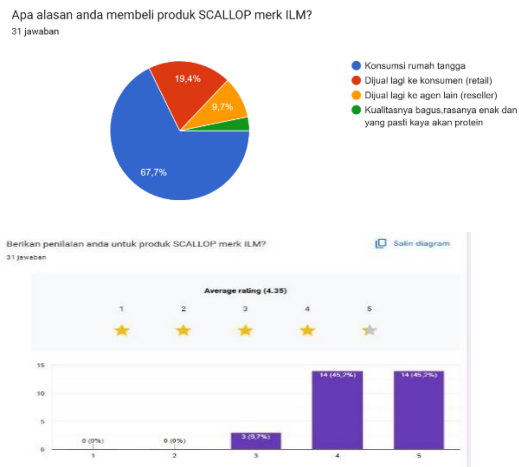


**Figure 4.** Consumers of ILM brand scallop products come from various backgrounds

### Buying interest

The advent of consumer confidence in ILM brand scallop products engenders a proclivity or inclination to purchase. Beyond intrinsic consumer determinants, specifically the consumptive disposition, product attractiveness is an extrinsic factor influencing a consumer's decision to acquire a product. Products that exhibit superior quality, a favorable image in consumers' perception, and pricing commensurate with consumer income, in addition to product aesthetics discernible through packaging, constitute the evaluative criteria for consumers contemplating the purchase of ILM brand scallop products. This assertion aligns with the perspective that posits, "Purchase interest is a manifestation of curiosity experienced by consumers toward a product or service, shaped by attitudes both external to and intrinsic within the consumer. The consumer's evaluation of a product is contingent upon their familiarity with pertinent information regarding the product; hence, consumers inclined to purchase a product are swayed by the

information they assimilate." (Rosdiana et al., 2019).



**Figure 5.** Consumer assessment of ILM brand scallop products

The data above illustrates that a substantial proportion of consumer inclination, specifically 67.7%, pertains to acquiring ILM brand scallop products for personal utilization or household requirements. In comparison, approximately 19.4% indicate intentions to resell these products to end consumers (retail), and around 9.7% prefer reselling to intermediary agents (resellers). Numerous respondents assert that ILM products exhibit commendable quality, possess appealing flavors, and are assuredly abundant in protein content. Consumer evaluations or ratings about ILM brand scallop products reveal that 45.2% assign a five-star rating, another 45.2% allocate a four-star rating, and 9.7% confer a three-star rating. Consequently, consumer enthusiasm for distributing ILM brand scallop products is remarkably pronounced. Despite numerous competing products in the marketplace, ILM brand scallop products remain favored among consumers.

## CONCLUSION

The procedure for processing scallops encompasses the preparation of raw ingredients and seasonings, the amalgamation of dough, the shaping and subsequent boiling, the cooling phase, the

extraction of plastic components, the slicing, the implementation of Individually Quick Frozen (IQF) techniques, the initial packaging, the detection of metal contaminants, the storage at low temperatures, the secondary packaging, and the final stuffing operation.

Consumer interest in the procurement of ILM brand scallop products is exceedingly pronounced. Empirical evidence substantiates that ILM brand scallop products are characterized by high quality, a favorable product image among consumers, and competitive pricing. The findings obtained from a survey encompassing 31 participants revealed that 100% of consumers possess awareness of ILM brand scallop products. Furthermore, 45.2% of respondents indicated they frequently purchase ILM brand scallop products, while 48.4% reported occasional purchases. Of the respondents, 67.7% revealed they intended to buy these products for individual use or home needs, 19.4% targeted purchasing them for resale in retail environments, and 9.7% intended to resell to intermediary parties. Consumer evaluations of ILM brand scallop products were reflected in ratings where 45.2% awarded five stars, another 45.2% conferred four stars, and 9.7% assigned three stars. Consequently, there is a discernible increase in consumer trust towards ILM brand scallop products, which correlates with heightened consumer purchasing interest.

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