

Evaluating Consumer Satisfaction with the Marketing Mix of Mini Kemojo Cake of Riau: An Ipa-Csi Approach

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Abstract

This study aims to analyze consumer characteristics, evaluate the importance and performance of marketing mix attributes, and measure consumer satisfaction toward Mimie Bolu Kembojo Mini in Pekanbaru City. The research employed a quantitative descriptive survey method conducted from January to November 2024. Data were collected through questionnaires and interviews involving 35 respondents selected using accidental sampling. The analytical methods used were Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI). The results showed that most consumers were women aged 36–45 years, held bachelor/diploma degrees, worked as private employees, and lived in Pekanbaru. IPA analysis indicated that competitive pricing, affordable pricing, and parking facilities were included in Quadrant I as priority attributes requiring immediate improvement because they were considered highly important but had low performance. Meanwhile, taste, packaging, price transparency, and business visibility were categorized in Quadrant II, indicating strong performance and high importance that should be maintained. The CSI value obtained was 81.49%, which falls into the “Very Satisfied” category. This finding indicates that the marketing mix strategy implemented by Mimie Bolu Kembojo Mini has generally met consumer expectations. However, improvements in pricing strategy and supporting facilities are still needed to enhance customer satisfaction and maintain competitiveness in the traditional culinary market. The study demonstrates that IPA and CSI are effective tools for identifying consumer priorities and supporting strategic decision-making in micro and small enterprises.

Keywords: *marketing mix, Importance Performance Analysis (IPA), Customer Satisfaction Index (CSI), traditional food, micro, small and medium enterprises (MSMEs)*

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a crucial sector that significantly contributes to national economic development and growth. MSMEs play a role in creating jobs, increasing community incomes, and strengthening regional economic resilience. The existence of MSMEs has also been proven to drive economic growth by increasing competitiveness, innovation, and entrepreneurial activity across various business sectors (Ramadhan et al., 2024). One rapidly growing MSME sector is the culinary industry, particularly traditional food products with high cultural value and economic potential.

One of the traditional Malay dishes that has flourished in Pekanbaru City is *bolu kemojo*. *Bolu kemojo* is a traditional Malay culinary dish that has evolved from a dish served at traditional events to a commercial product with economic value and a regional culinary tourism attraction. The development of traditional food products into superior regional products demonstrates the importance of innovation and product development based on local wisdom in increasing the competitiveness of culinary MSMEs (Retnaningsih et al., 2024).

One such business is *Mimie Bolu Kemojo Mini*, founded in Pekanbaru in 2008. This business has modified its product size to make it more practical to consume and easy to take home as a souvenir. Furthermore, they have varied flavors and adjusted product characteristics to meet evolving consumer needs. Product innovation is a crucial factor in increasing the competitiveness and marketing performance of MSMEs, particularly in the culinary sector, which faces increasingly fierce market competition (Rosmita et al., 2025). Product innovation, particularly in packaging and product management, has been identified as a key strategy for improving the competitiveness of food-based MSMEs. Studies on sago cracker enterprises in Riau demonstrated that packaging improvement and product management development can enhance product attractiveness and business sustainability in increasingly competitive markets (Wedayanti et al., 2024a; Wedayanti et al., 2024b).

To face business competition, companies need to implement appropriate marketing strategies through the marketing mix. The marketing mix is a combination of marketing variables used by companies to achieve marketing objectives and influence consumer decisions. Implementing an effective marketing mix strategy has been proven to improve the sustainability and competitiveness of MSMEs, particularly through integrated product, price, distribution, and promotion management (Wasito et al., 2023).

Marketing mix strategies have a significant impact on purchasing decisions and consumer satisfaction. Rahayu and Putri (2025) explain that the appropriate implementation of the 4Ps of the marketing mix can increase consumer interest in making purchases. Furthermore, Azizi et al. (2025) state that product, price, place, and promotion strategies that align with market needs can increase consumer loyalty and strengthen a business's position amidst competition.

Consumer satisfaction is a crucial aspect determining business sustainability. Satisfied consumers tend to make repeat purchases and recommend products to others, while dissatisfied consumers will switch to competitors' products. According to Tjiptono (2019), consumer satisfaction is the level of a person's feelings after comparing a product's performance to their expectations. Therefore, businesses need to understand the marketing attributes that consumers consider important and evaluate their business performance in meeting these expectations. Previous studies on local beverage products in Pekanbaru revealed that consumer satisfaction is closely related to perceptions of product quality, taste, and overall value received. Positive consumer perceptions significantly contribute to repeat purchases and customer loyalty toward local food products (Maharani et al., 2024).

One method that can be used to measure consumer satisfaction is Importance Performance Analysis (IPA) and the Customer Satisfaction Index (CSI). The IPA method analyzes the alignment between the importance and performance of an attribute based on consumer perceptions, thereby identifying attributes that need to be prioritized for improvement.

Meanwhile, the CSI method measures overall consumer satisfaction by combining assessments of various product or service attributes (Lubis et al., 2020). Through these two methods, business owners can determine which attributes need to be maintained or improved to increase customer satisfaction.

According to Law Number 20 of 2008, MSMEs are productive businesses owned by individuals or business entities that meet certain criteria based on assets and sales turnover. The Central Statistics Agency (2016) also explains the classification of MSMEs, which differentiates businesses based on the number of employees and scale. Mimie Bolu Kembojo Mini falls into the category of small businesses operating in the traditional processed food industry.

Based on this description, this study aims to analyze consumer characteristics, analyze the level of importance and performance of marketing mix attributes using the Importance Performance Analysis (IPA) method, and measure customer satisfaction using the Customer Satisfaction Index (CSI) at Mimie Bolu Kembojo Mini in Pekanbaru City.

RESEARCH METHODS

This research used a survey method with a quantitative descriptive approach. According to Sugiyono (2017), quantitative descriptive methods are used to systematically describe phenomena based on numerical data obtained through the research process. The research was conducted at the Mimie Bolu Kembojo Mini shop located on Jalan Pepaya, Sukajadi District, Pekanbaru City, from January 2024 to November 2024.

The research location was purposively selected, considering that Mimie Bolu Kembojo Mini is a pioneer of mini bolu kembojo products in Pekanbaru City but has experienced declining revenue due to increased competition from similar businesses. The population in this study was all consumers who purchased Mimie Bolu Kembojo Mini products, with an unknown exact population size.

The sampling technique used was accidental sampling, which is a technique for determining samples based on consumers who happen to come to the research location and meet certain criteria. The respondent criteria in this study were consumers who have made at least two purchases. The sample size was 35 respondents.

The data used consisted of primary and secondary data. Primary data was obtained through interviews and questionnaires using a Likert scale, while secondary data was obtained from literature, scientific journals, books, and business documents related to the research. Instrument validity was tested using Pearson Product Moment, while reliability was tested using Cronbach's Alpha.

Data analysis was conducted descriptively to identify consumer characteristics. The Importance Performance Analysis (IPA) method was then used to determine the alignment between the importance and performance levels of marketing mix attributes. The IPA Cartesian diagram was divided into four quadrants, indicating priority improvements and attributes to maintain. Furthermore, customer satisfaction levels were analyzed using the Customer Satisfaction Index (CSI) by calculating the Mean Importance Score (MIS), Mean Performance Score (MPS), Weight Factor (WF), and Weighted Score (WS).

RESULTS AND DISCUSSION

Characteristics of Consumers

An analysis of consumer characteristics provides an overview of the socioeconomic conditions of respondents who are the target market for Mimie Bolu Kembojo Mini. The study showed that the majority of consumers were women (74%), while men (26%). According to Hamidi et al. (2022), women play a dominant role in purchasing decisions for food products and family souvenirs. This finding aligns with research on local culinary MSMEs in Pekanbaru City, which found that female consumers tend to be more active in selecting culinary products based on taste, packaging, and convenience of service.

Based on age, the 36–45 age group dominated at 37%. This age group is considered productive with relatively stable incomes and purchasing power, making them more selective in choosing products. Consumers of productive age generally have more rational considerations regarding product quality, price, and benefits. Christianti et al. (2025) stated that productive-age consumers have a higher tendency to evaluate marketing mix attributes before making purchasing decisions. In terms of education, the majority of consumers (46%) have a bachelor's/diploma degree, indicating a relatively high level of product knowledge and evaluation skills. Consumers with higher levels of education tend to be more critical of product quality, food safety, packaging, and transparency of pricing information. This finding aligns with research by Setiawan, A.D., (2022), which found that food MSME consumers with higher levels of education have higher expectations for service quality and product marketing attributes.

Most consumers work as private sector employees or entrepreneurs, with a household income ranging from Rp 3,500,001 to Rp 4,500,000 per month. This income level indicates that Mimie Bolu Kembojo Mini consumers come from the middle class, who prioritize a balance between product quality and price. According to Hamidi et al. (2022), income levels influence people's consumption patterns of local culinary products, particularly in determining perceptions of affordability and product value. The majority of consumers (69%) reside in Pekanbaru City, while the remainder come from outside the city. This indicates that Mimie Bolu Kembojo Mini is not only consumed by locals but also has the potential to become a regional souvenir recognized by consumers outside Pekanbaru. According to Winahya & Pratama (2022), local traditional culinary delights remain highly attractive if supported by product innovation and marketing strategies tailored to consumer needs.

Importance Performance Analysis (IPA)

Importance Performance Analysis (IPA) is a method used to identify the level of alignment between the importance and performance of an attribute based on consumer perceptions. This method helps businesses determine which attributes need to be prioritized for improvement or maintenance by mapping the attributes into a Cartesian diagram consisting of four quadrants. According to Adilah et al. (2024), the IPA method is effective for identifying priority service attributes for increasing customer satisfaction in culinary MSMEs.

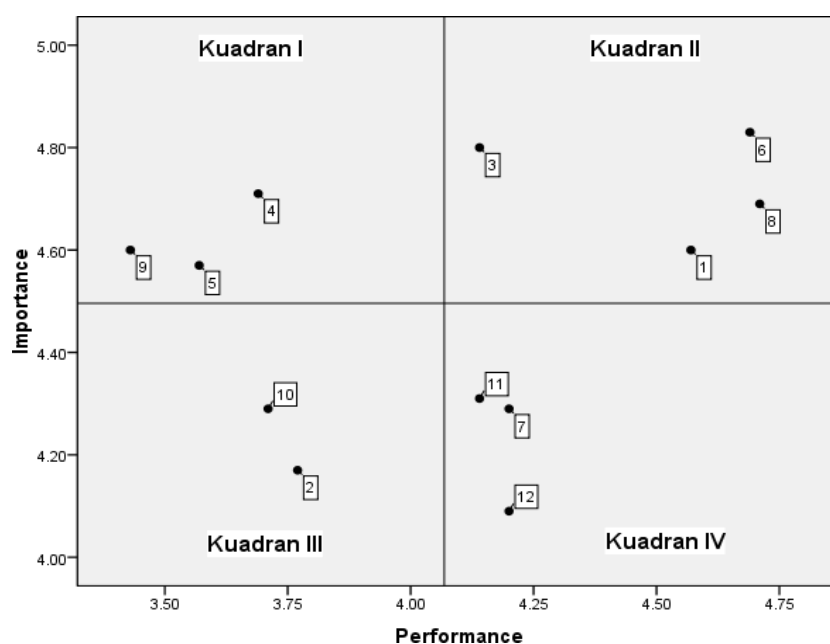


Image 1. Cartesian Diagram of Importance-Performance Analysis

The results of the IPA analysis for Mimie Bolu Kembojo Mini indicate that the attributes of affordable price, competitive pricing, and parking facilities are in Quadrant I (top priority). Attributes in this quadrant are highly important but perform poorly, making them a major source of consumer dissatisfaction. This indicates that consumers place a high premium on price and ease of access when purchasing traditional culinary products. This finding aligns with research by Azril et al. (2025), which found that factors with high importance but low satisfaction levels must be addressed immediately because they significantly impact consumer perceptions of a business's service quality. The attributes of taste, packaging, price list, and business visibility are in Quadrant II (maintain performance). This position indicates that these attributes are highly important to consumers and have demonstrated strong performance. Maintaining the distinctive taste of Bolu Kembojo is a key factor in consumer satisfaction. Furthermore, attractive packaging and price transparency can increase consumer trust in the product. Research by Rizkilawati et al. (2024) indicates that attributes in Quadrant II are key business strengths that must be consistently maintained to maintain customer loyalty and culinary business sustainability.

Furthermore, the attributes of product variety and business signage are in Quadrant III (low priority). Attributes in this quadrant have equally low levels of importance and performance, so they are not yet a primary concern for consumers. This indicates that consumers of Mimie Bolu Kembojo Mini prioritize taste quality over product variety. Similar findings were also found in research by Azril et al. (2025), which showed that food MSME consumers tend to focus more on core product quality than additional attributes that do not directly affect the consumption experience.

Meanwhile, the attributes of easily accessible location, social media promotion, and direct promotion are in Quadrant IV (excessive). This indicates that business performance on these attributes is relatively high, but consumers do not place a significant importance on them. This condition indicates that consumers prioritize product quality and price over promotional intensity. Nevertheless, promotions still play a crucial role in expanding market reach and maintaining business existence amidst the increasingly competitive culinary industry (Lubis et al., 2025).

Overall, the results of the IPA analysis indicate that Mimie Bolu Kembojo Mini has strengths in terms of product quality and packaging, but still needs to make improvements in terms of pricing and consumer support facilities. According to Rizkilawati et al. (2024), the use of the IPA method has been proven to provide strategic information for MSMEs in determining improvement priorities based on consumer needs and expectations so that they can increase business satisfaction and competitiveness in a sustainable manner.

Customer Satisfaction Index (CSI)

The Customer Satisfaction Index (CSI) is a method used to measure overall customer satisfaction based on the perceived importance and performance of attributes. The CSI method provides a quantitative overview of the extent to which a product or service meets customer expectations through a percentage satisfaction index calculation. According to Kurniawan et al. (2023), the CSI method is effective for evaluating customer satisfaction in MSMEs because it comprehensively describes satisfaction levels and facilitates the determination of service improvement priorities.

Table 1. Analysis of Customer Satisfaction Index (CSI)

No	Attributes	Importance		Performance	
		MIS	Weighted Factors (%)	MPS	Weighted Score
1	Flavor	4,60	8,52	4,57	38,94
2	Product Variations	4,17	7,72	3,77	29,13
3	Packaging	4,86	8,99	4,14	37,26
4	Affordable Prices	4,71	8,73	3,69	32,18
5	Competitive Prices	4,57	8,47	3,57	30,23
6	Price List	4,83	8,94	4,69	41,90

7	Easily Accessible Location	4,29	7,94	4,20	33,33
8	Visibility	4,69	8,68	4,71	40,91
9	Parking Area	4,60	8,52	3,43	29,21
10	Business Signage	4,29	7,94	3,71	29,48
11	Social Media Promotion	4,31	7,99	4,14	33,10
12	In-Person Promotion	4,09	7,57	4,20	31,78
Total		54,00	100,00	48,83	
<i>Weighted Score Total (WR)</i>			407,451		
<i>Customer Satisfaction Index (CSI)</i>			81,49		

Source: Processed data (2025)

The CSI calculation for Mimie Bolu Kembojo Mini showed a score of 81.49%, which falls into the "very satisfied" category. This score indicates that consumers are generally satisfied with the marketing mix strategy implemented by the business. The high level of consumer satisfaction indicates that most marketing attributes have met consumer expectations, particularly in aspects of taste, packaging, price transparency, and business visibility. This finding aligns with research by Rahmawati and Hidayat (2024) that found that a CSI score above 80% indicates that consumers have a positive perception of product and service quality, potentially increasing customer loyalty.

According to Table 1, the price list attribute had the highest weighted score of 41.90, followed by visibility at 40.91 and taste at 38.94. These high scores indicate that consumers are satisfied with the transparency of pricing information, the ease of finding the business location, and the quality of the product's taste. Price transparency provides a sense of security and increases consumer confidence in making purchases.

Furthermore, the preservation of the distinctive taste of Bolu Kembojo is a key factor that differentiates Mimie Bolu Kembojo Mini from competitors. Conversely, the attributes of competitive price, product variety, and parking facilities received relatively low weighted scores. This indicates that although consumers are generally satisfied, several attributes still fall short of optimal expectations. The low rating for the price attribute indicates that consumers are quite sensitive to price changes, especially in the increasingly competitive culinary MSME market.

Meanwhile, limited parking facilities reduce customer convenience when visiting the business location. According to research by Sari et al. (2022), attributes with high importance but low satisfaction levels can influence repurchase decisions and customer loyalty if not promptly addressed. Therefore, businesses need to evaluate their pricing strategies and improve customer support facilities to optimally increase satisfaction levels.

Overall, the CSI analysis results indicate that Mimie Bolu Kembojo Mini has successfully maintained product and service quality, thereby creating a high level of customer satisfaction. The use of the CSI method has been proven to provide more measurable information regarding consumer perceptions of marketing mix attributes and can be the basis for strategic decision-making to increase business competitiveness in a sustainable manner.

CONCLUSION

The conclusion of this study indicates that Mimie Bolu Kembojo Mini consumers are predominantly women aged 36–45, hold a bachelor's/diploma degree, work as private sector employees, and reside in Pekanbaru City. These characteristics indicate that consumers are from the productive age group with relatively good education and purchasing power, thus having high expectations for product quality, price, and service.

The Importance Performance Analysis (IPA) results indicate that the attributes of price competitiveness, affordability, and parking facilities are in Quadrant I, a top priority for improvement, due to their high importance, but their performance has not yet met consumer expectations. Conversely, the attributes of taste, packaging, price transparency, and business visibility are in Quadrant II, indicating that these attributes are Mimie Bolu Kembojo Mini's core

strengths and need to be consistently maintained to maintain customer satisfaction.

The Customer Satisfaction Index (CSI) calculation of 81.49% indicates that consumer satisfaction is in the very satisfied category. These findings indicate that the marketing mix strategy implemented by Mimie Bolu Kembojo Mini has generally met consumer expectations, particularly in terms of product quality, packaging, and price transparency. However, improvements in pricing strategies and parking facilities are still needed to increase consumer satisfaction and strengthen business competitiveness. This study demonstrates that the IPA and CSI methods are effective in identifying marketing attributes that need to be prioritized in efforts to improve performance and consumer satisfaction in traditional culinary MSMEs.

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