

**PRODUCT DESIGN DEVELOPMENT TO INCREASE
CUSTOMER ATTRACTION**

(Study on Terrace Kitchens in Makassar City)

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Abstract

Product development is a continuous endeavor for owners to enhance the level of consumer acceptance of their products. The introduction of new or updated products is a strategy employed by owners to thrive in a competitive market, where meeting consumer needs and increasing product value are crucial for business success. This study focuses on developing business products by identifying consumer expectations for Dapur Teras products, which are then refined using the Research and Development concept. The research methodology follows the ADDIE development model, encompassing Analysis, Design, Development, Implementation, and Evaluation stages. Data was gathered through a survey involving 30 customers who had purchased Dapur Teras products, and the findings were presented using graphs and tables. The results indicate that Product Quality, Product Taste, and Product Packaging significantly influence the success of Makassar City Terrace Kitchen products. The unique taste of terrace kitchen products provides a competitive edge, influencing consumer preferences and satisfaction levels.

Keywords: *Consumer Satisfaction, ADDIE Method, Product Design Development*

1. INTRODUCTION

The business world is being propelled forward at an increasingly rapid pace by advanced technology. As our lifestyles continue to improve, the demand for better and more efficient technology also grows. It is undeniable that the need for food is constantly increasing in our daily lives. As a result, businesses are being pushed to stay up-to-date with the latest developments and advancements in technology (Wihardja, 2021). In order to thrive in the competitive business world, entrepreneurs must put in efforts to create product designs that are appealing to consumers. This will enable them to keep evolving and competing with other products in the market. Ultimately, the main goal for businesses is to survive and succeed, and this can only be achieved by developing products that can stand out and compete effectively.

Seeing the phenomenon of many people opening their own businesses make it familiar to us to see houses being used as business premises (Ramadani et al., 2020). Many people are competing to open their own business and make their home the right place for their business activities. Why do they choose their own house, because using their own house will save on rental costs for business premises and can also minimize capital. People who open a business in their own home are usually referred to as MSME entrepreneurs. In fact, MSMEs are included in productive businesses owned by individuals or business entities and are a type of small business that have a net worth of

a maximum of IDR 200,000,000,- not including land and buildings where the business is located. The existence of MSMEs has also been regulated in Law no. 20 of 2008. After we discuss the meaning of MSMEs, we will discuss the products sold by MSMEs.

Micro, small and medium enterprise (MSME) activities are one of the business fields that can develop and be consistent in the national economy (Srinivasan & Lohith, 2017). Micro, small and medium enterprises (MSMEs) are a good platform for job creation which is planned by the government, private sector and individual entrepreneurs. Every MSME must have its own strategy to face various competition in the market and this strategy can also be used in the world of marketing. Product development is a marketing strategy that requires the creation of new products that can be accepted by the market, by means of the process of changing the application of new technology into the product to be marketed. One marketing strategy that can be pursued is a product development strategy. Because product development will make the product different from others. So, the benefit that can be obtained from developing this product is that more and more consumers will buy the product, so it is hoped that it can also increase the profits of the MSMEs.

Companies are constantly engaged in product development to ensure that their products are well-received by consumers (Tarigan & Raja, 2022). The introduction of new or updated products is crucial for companies to thrive in a competitive market. Understanding the consumers' increasing demand for value is the driving force behind product development strategies. Packaging plays a vital role as it is the first thing buyers notice about a product (Putri et al., 2022). It has the power to attract or deter potential buyers. Hence, manufacturers strive to create packaging that is visually appealing to capture people's interest. By designing packaging that stands out from competitors, manufacturers can enhance their brand equity and ultimately boost sales.

An indication of technological advancement can be observed through the proliferation of a wide range of food products in the present era (Siró et al., 2008). This indirectly stimulates individuals to explore novel culinary experiences derived from these innovations. Additionally, the availability of ready-to-eat meals significantly simplifies people's lives by fulfilling their dietary requirements while saving time. In contemporary society, the preference for purchasing food rather than preparing it oneself has become prevalent due to time constraints. Moreover, numerous homemakers can be characterized as being indolent and lacking the time to engage in cooking activities.

Terrace Kitchen, also known as *Dapur Teras*, offers a product with a flavor that appeals to a wide range of people. The secret? Utilizing high-quality ingredients to ensure the cakes are incredibly delicious. Whether it's during Muslim or non-Muslim celebrations, this product is always highly sought after. Many customers even place repeat orders year after year. Despite this, the product design at Terrace Kitchen is lacking, and the prices are quite steep, which may deter potential new customers.

2. LITERATURE REVIEW

2.1. Entrepreneurship

Entrepreneurship is a scientific discipline that studies values, abilities and behavior in facing various life challenges. Entrepreneurship is taught as a scientific discipline

because entrepreneurship has a complete and real body of knowledge, has two concepts, namely venture start-up and venture growth and has its own object, namely the ability to create something (Syam, 2017). Entrepreneurial skills are an external factor that plays an important role in the success of a business. The higher the entrepreneurial skills you have, the easier it will be to achieve success in a business. Entrepreneurial literacy is knowledge that is the result of trials in the field, collected, researched, and compiled as a source of useful information for other people who need it so that entrepreneurship can be included in scientific disciplines, both theoretical and empirical (Rakib et al., 2020).

2.2. Design

The design process generally takes into account functional, aesthetic and various aspects various other aspects, the data of which is usually obtained from research, thinking, brainstorming, or from pre-existing designs. Lately, processes (in general) have too considered as a product of design, thus the term "process design" emerged. Wrong One example of process design is process design in the chemical industry (Bernarto et al., 2019).

2.3. Customer Attraction

According to Imaningsih (2018) emphasizes the characteristics of emerging product categories that will result in potential customers' evaluation of the category. If characteristics become more attractive to all customers, the attractiveness of the product category increases for them, increasing. According to Wilson & Keni (2018) describes that the principles of product attractiveness are a manifestation of excellent product quality. Product quality plays a pivotal role in determining the fate and essence of a product. When the quality of a product is subpar, its allure diminishes significantly. This is due to the fact that attractiveness holds immense significance for any given product.

2.4. Product Design

The definition of product development according to Parassih & Susanto (2021) states, namely: "the definition of new products includes original products, improved products, modified products, and new brands developed through research and development efforts. According to Arianty & Ashal Lubis (2018), new product development is the process of searching for ideas for new goods and services and converting them into additional commercially successful product lines.

2.5. Culinary business

The culinary business is a business that has great opportunities and promising results for entrepreneurs (Suryani & Claudya, 2020). The culinary business is a business that operates in the food sector, both in terms of making, serving and selling certain products to customers. As time goes by, the culinary business has become varied, such as international culinary, regional culinary, to unique culinary creations created by the entrepreneurs themselves. The rise of the culinary business being developed in various places forces the perpetrators to be able to compete in order to survive, both in terms of the products offered, sales strategies, and the services provided to customers.

3. RESEARCH METHODS

Research was conducted on Teras Kitchen products located in BTN Asal Mula Block F1/12 RT/RW 005/005 Tamalanrea Indah Village, 24 Tamalanrea District, Makassar City, South Sulawesi. This research and product development (R & D) stage is carried out using development research or often also called Research and Development. This research is used to develop and add new knowledge through basic research. Research and development methods are research methods used to produce a particular product and test the effectiveness of the product (Sugiyono, 2018). This research procedure adapts the ADDIE development model which consists of five stages which include Analysis, Design, Development, Implementation and Evaluation.

4. RESULTS AND DISCUSSION

4.1. Research Results

a. Product Design Development Efforts to Increase Customer Attraction Through the ADDIE Method

When it comes to packaging, there are some drawbacks in terms of product design that are noticeable in the market. This is because the owner of Terrace Kitchen used a Canva template for the product logo, resulting in similarities with other logos. Therefore, the owner now requires a redesign of the previous product logo. Another issue is the absence of information regarding the expiry date. The expiry date is crucial as it represents the final date until which the product's quality is guaranteed, provided that it is stored according to the manufacturer's instructions. Additionally, the absence of BPOM or Halal labels is a significant aspect. These labels serve as market support for products that have obtained BPOM permits. It is important to note that, in accordance with current laws, BPOM permits also ensure the company's security. Lastly, there is no mention of the product composition on the packaging. It is essential to state the composition of the product in Indonesian so that consumers are aware of what ingredients are included in the product.

In this case, authors developed packaging products that were originally round jars into rectangular jars by changing the shape and size of the jars. The new appearance of the terrace kitchen products is smaller than the previous product form due to many suggestions from consumers who suggested smaller, more practical and cheaper packaging. Product packaging is now clearer because it provides the brand name, composition and expiration date at the bottom of the jar. In terms of the price offered for the old product, it was Rp. 60,000-75,000/500 gr. After making revisions based on consumer complaints, the owner made the change to Rp. 45,000/350 gr. Previous evaluation of Terrace Kitchen products is important in connection with the implementation phase. Adjustments to the final product are made during the evaluation phase based on customer recommendations and feedback from previous phases. After the products have been developed, validated, and revised, the subsequent phase involves conducting small-scale trials with 30 participants from Terrace Kitchen customers. Trials were carried out to determine the response to the 42 products being developed.

b. Testing and Research Results

a) Test of Normality

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		.30
Normal Parameters ^{a,b}	Mean	.55.10
	Std. Deviation	.10.867
Most Extreme Differences	Absolute	.181
	Positive	.181
	Negative	-.153
Test Statistic		.181
Asymp. Sig. (2-tailed)		.013 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Questionnaire results processed, 2024

The test results based on calculations with SPSS 23 for windows, It is known that the significance value is .013 above the significance level of 0.05 so it can be concluded that the data is normally distributed (the normality assumption is met).

b) Multiple Linear Analysis

Table 3. Multiple Linear Analysis Test Result

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.667	1.176		.567
	X1	.1128	.057	.432	19.843
	X2	.882	.086	.222	10.198
	X3	.961	.051	.468	18.879

Dependent Variable: Y

Source: Questionnaire results processed, 2024

In table 3, there is an α (constant) value of 667, So, if entered into the regression equation, the equation below is obtained:

$$\text{Consumer Desire and Satisfaction} = 0.667 + 1,128 \text{ Quality} + 0,882 \text{ Taste} + 0,961 \text{ Packaging} + e$$

Here are the description from the above explanation:

- 1) Based on the regression equation above, the constant is 0.667, which means that if the value of the independent variable is considered to be in a stable and constant

condition and if there is no contribution from the Quality (X1), Taste (X2) and Packaging (X3) variables, then the level of consumer desire and satisfaction is 0.667.

- 2) Based on the regression equation above, the coefficient shows a contribution of 1.128, so it can be interpreted that the quality variable (X1) on the level of consumer desire and satisfaction (Y) is positive, so it can be concluded that product quality has a significant influence on the level of consumer desire and satisfaction (Y). amounting to 0.667 assuming other variables are constant.
- 3) Based on the regression equation above, the coefficient shows a contribution of 0.882, so it can be interpreted that the Taste variable (X2) on the Level of Consumer Desire and Satisfaction (Y) is positive, so it can be concluded that the taste of the product has a significant influence in increasing consumer desire and satisfaction (Y) of 0.667 assuming other variables are constant.
- 4) Based on the regression equation above, the coefficient shows a contribution of 0.961, it can be interpreted that the packaging variable (X3) on the level of consumer desire and satisfaction (Y) is positive, so it can be concluded that product packaging has a significant influence in increasing consumer desire and satisfaction (Y) of 0.667 assuming other variables are constant.

c) Determination Test R^2

Table 6. Adjusted R Square

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,997 ^a	,994	,993	.520
<i>a. Predictors: (Constant), X2, X1</i>				
<i>b. Dependent Variable: Y</i>				

Source: Questionnaire results processed, 2024

Based on the Model Summary table, it can be seen that the determination or R Square is 0.994. The coefficient of determination (R Square0) is 0.994 or 99.4%. It can be seen that the variables Quality (X1), Taste (X2), Packaging (X3) simultaneously influences the variable level of consumer desire and satisfaction (Y) by 99.4%.

4.2. Discussion

a. The Influence of Product Quality on the Level of Desirability and Consumer Satisfaction

According to Njoto (2016) Product quality is the physical condition, function and properties of a product, whether goods or services, based on the expected level of quality such as durability, reliability, accuracy, ease of operation, product repair and other product attributes with the aim of meeting and satisfying consumer or customer needs. Product quality is something that is important in getting the attention of consumers,

considering that product quality is related to product satisfaction, which is the aim of the company's marketing.

The results of the research conducted found that product quality itself has a positive influence on the level of consumer desire and satisfaction at Terrace Kitchens in Makassar City. With the meaning if the level of product quality is further improved then it is possible to further increasing consumer desires and satisfaction.

b. Taste

According to Njoto (2016) "taste is a way to determine and differentiate food from the taste of the food. Taste is the main character of food in the form of appearance, smell, taste, texture, and temperature. Taste itself is an appetite that lies in the moment try a food." According to Sari & Siregar (2019), the taste in a product can cause addiction consumers which results in the product being popular with consumers satisfied. The findings from the study revealed that the flavor of Terrace Kitchen sets it apart from its competitors in the industry. This unique characteristic adds a special allure to the kitchen terrace products. It can be inferred that the taste of Terrace Kitchen products has a favorable impact on the level of craving and customer contentment.

c. Packaging

According to Njoto (2016) packaging is a creative design linking shape, structure, material, color, imagery, typography and design elements with product information so that the product can be marketed. Packaging is used to wrap, protect, send, issue, store, identify and differentiate a product on the market. In the results of this research, it was found that the packaging was wrong one thing that has a very positive influence on the level of desire and consumer satisfaction at Terrace Kitchen. The packaging owned by Terrace Kitchen has a packaging design that is interesting enough to be able to arouse consumers. With the meaning of if the level of product quality is further improved then it is possible to further increasing consumer desires and satisfaction.

5. CONCLUSION

Based on the findings derived from the analysis and discussion, it can be concluded that the impact of product quality on consumer desire and satisfaction is significantly influential. Consistently maintaining product quality holds a special appeal for Terrace Kitchen customers. Furthermore, the influence of taste on consumer desire and satisfaction has a notably positive effect on Makassar City Terrace Kitchens. The unique taste of terrace kitchen products offers distinct advantages, thereby affecting consumer desire and satisfaction levels. Lastly, the influence of product packaging on consumer desire and satisfaction currently demonstrates a fairly positive impact. It is imperative to enhance the packaging to ensure continuous development and prevent any negative effects on consumer interest and satisfaction levels with Makassar City Terrace Kitchen products.

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