



Product Diversification to Increase Consumer Satisfaction: A Development Research Study

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ABSTRACT: This research aims to develop Banana Royals business products through product diversification in order to increase consumer satisfaction. The method used in this research is the SCAMPER method, which will help in generating new ideas for product diversification. This research will also focus on understanding consumer needs and preferences to increase consumer satisfaction. Research and development employing a combination of approaches, including quantitative and qualitative methods, is the development research methodology employed in this study. Interviews and questionnaires will be used to obtain data involving 30 consumers who have used Banana Royals products, observations of existing products, as well as studies of related literature. The conclusions of analytical study are displayed as graphs and tables. The results of this research indicate that product diversification in the Banana Royals business has a significant influence on consumer satisfaction. Data analysis shows that product diversification is able to attract consumer interest. In addition, the implementation of product diversification was followed by measuring consumer satisfaction which showed an increase in the level of consumer satisfaction after the new product was introduced.

KEYWORDS: Consumer satisfaction, Product diversification, SCAMPER method

A. INTRODUCTION

The SMEs sector is now dealing with a particularly challenging or complex position due to the evolution of the business environment. This puts SMES players in Indonesian facing their own difficulties. However, prospects for commercial success exist behind these difficulties. SMES must be actual market owners in addition to having a comprehensive entrepreneurial mindset and a sufficient market orientation. Building a creative economy must start with a strong foundation in local community culture. Local knowledge in general might take either a physical or intangible form. Arts, crafts, and cuisine are a few examples of tangible manifestations of local wisdom (Rakib, 2017). Customers will pick to purchase an item if it is more valuable than competing products. The secret to corporate success is the creation and design of high quality items. In order to increase consumer satisfaction with the goods or services they receive, businesses must work to develop superior items that offer better quality, lower pricing, quicker product manufacture, and good and gratifying service (Akbar, 2022). Product strategies or efforts that an entrepreneur must make in producing a product so that it can compete with other goods in the same sector are influenced by the competition between firms. must continue making its products appealing to consumers. Researchers are so interested in analyzing the Banana Royals product since it has distinctive qualities and flavor as well as social media marketing. Since various rivals of Banana Royals goods on Jalan Toddopuli Raya 3, Makassar City, have had strong customer loyalty, researchers are particularly interested in learning how to produce products and reach this level of customer loyalty. Banana Royals must thus devise a strategy to provide a variety of high-quality items in order to generate subscriptions and boost client happiness.

Objective

The objective of this development research is to produce banana royals business products through product diversification to increase consumer satisfaction.

B. LITERATUR REVIEW

1. Entrepreneurship

Education in entrepreneurship is the fundamental understanding or knowledge of entrepreneurship that may be utilized as a crucial prerequisite for starting a firm. When it comes to this, entrepreneurship education encompasses not just what students learn in college but also information from their families and environments, as well as training that may be utilized as capital to pursue an



entrepreneurial career. Andika Isma and M. Rakib (2020). Although entrepreneurship is a solution that can lower the unemployment rate, the number of entrepreneurs in Indonesia is not increasing particularly quickly. According to Jufri (2018), "The learning used in developing entrepreneurship education ensures that students recognize and accept entrepreneurial values as their own and are responsible for the decisions they make". Rakib M. (2015) asserts that "the family environment is the home base for every human life and the family environment is also very important in fostering an interest in entrepreneurship for every child."

2. Marketing

Adnyana and Darma (2015) define marketing as a social and management process in which people and groups create, offer, and exchange value items with other parties in order to meet their needs and desires. Marketing is a process that includes crucial actions that help people and businesses obtain what they want and desire via interactions with other parties,

3. Product Development

Product development is a strategy and process carried out by a company in developing products, improving old products or increasing the use of products to existing market segments with the assumption that customers want new elements about the product (Fadhillah, 2023). The business must engage in the activity of product development. Consumers will typically be familiar with innovative businesses. Product development initiatives can be used to keep customers from moving to rival offerings. Ngatno (2017) claims that product development is a marketing tactic that calls for the production of fresh goods that may be sold as well as the transformation of new technology's applications into marketable goods. This definition explains that product development is a strategic action taken to produce new goods with new target markets in order to better pursue corporate growth. The business will run a number of programs at any one moment to meet a number of distinct product development goals.

4. Development of Product Diversification

Forbes claims that diversification is a method for creating new products. In actuality, you create a brand-new product line and focus on a brand-new market. The company level is one possible place for this diversification. Your invention is implemented through this approach within the parameters of the present market. The market segments remain distinct still. Additionally, there are advancements happening at the business level. When your new creation is in a whole different industry from what it is presently, this occurs. A product diversification strategy is an endeavor to find and create new goods, markets, or both in order to seek growth, boost sales, profitability, and flexibility, according to Marsigit (2013). Product diversification, on the other hand, is a product growth strategy used to achieve sales outcomes across the product cycle, according to Wahyudi (2014). Product diversification or simply diversification refers to a scaling strategy where an organization broadens the range of products and services it offers.

5. Customer Satisfaction

Overall customer satisfaction reflects a customer's perception of a service provider or their emotional response to the discrepancy between their expectations and what they actually receive. Performance perceptions and expectations influence satisfaction. Customers will be unhappy if performance doesn't meet expectations. Customers will feel extremely delighted or happy if performance exceeds expectations. Consumer satisfaction refers to how happy or disappointed a person feels after comparing the actual performance of a product to their expectations. From this justification, it is clear that customer happiness is a measurement of what is considered in the company's offerings (Widhiarsa, 2019).

C. METHODOLOGY

The methodology adopted by researchers is a mix method approach, namely a quantitative approach and a qualitative approach, which integrates aspects of both quantitative and qualitative approaches in single research. Using the Research and Development instrument, researchers select a research model for their study. The SCAMPER development research methodology was also applied by researchers. In this case, teams might utilize the SCAMPER method, an idea brainstorming methodology, to develop and enhance goods or services by responding to seven different sorts of questions (Hidayat & Nizar, 2021). This research's data was gathered through a combination of methods, including direct observation of a specific product from the Banana Royals company with the goal of learning more about that product, interviews with customers of the company, and questionnaires given to customers. Validity and reliability tests are the method utilized in this study to examine survey data. Following that, a review of the findings from customer interviews with Banana Royals was done. Utilizing quantitative surveys, the research process may be evaluated.



Researchers employ mixed triangulation techniques to get more information on the evaluation process by interviewing participants and even observing what they do.

D. RESULT AND DISCUSSION

Result

Based on the findings of the initial product survey, it offers a preliminary picture of how consumers view the Banana Royals company's goods and offers numerous suggestions for future product development to boost consumer happiness.

Table 1. Initial Product Survey Results Score

Indicator	Aspect	Score Obtained (n)	Is Ideal Score (N)	\bar{x}	Percentage (%)	Ranking
Product Presentation	Does not contain preservatives	124	150	3.44	82,60	2
	The presentation of the product stimulates the appetite	102	150	3.24	68,00	13
	Attractive product packaging	122	150	3.41	81,30	3
	The right level of doneness of the dish (not raw, not burnt, etc.)	120	150	3.40	8,00	4
	The taste of the food served is delicious	119	150	3.37	79,30	5
	Adjusting flavors according to consumer expectations	106	150	3.30	70,60	10
	The aroma of food attracts the appetite	101	150	3.24	67,30	14
Product Diversity	Product diversity and variants	130	150	3.44	86,60	1
	The product offering at Banana Royals has certain characteristics	113	150	3.34	75,30	7
Product quality	The portions served are according to standards	115	150	3.37	76,60	6
	The materials used are quality	100	150	3.20	66,60	15
	The cleanliness of the food served to customers is well maintained	110	150	3.34	73,30	8
Product Price	Competitive price	105	150	3.28	7,00	11
	Providing prices that match quality	103	150	3.27	68,60	12
	Prices can be reached by all groups	108	150	3.33	7,20	9

Source: Results of descriptive testing of survey data, 2023

Results of the initial product survey show that the majority of respondents agreed that the variety of products being offered is often rather low. This can be inferred from the results of the survey's initial data table, which show that Banana Royals' product variety is at the top of the list with a percentage of 86,60%, indicating that consumers are interested in the company's new products. Based on the four variables that have already been established: price, quality, and product. According to the content of the material being asked about, 15 features with high scores can be selected. The following information on product development via diversification in an effort to boost customer satisfaction may be derived from the results of interviews with Banana Royals company owners:

- a. Product Presentation: Banana Royals goods are presented in a way that piques appetites by manufacturing processed banana food items, such as making pinballs and banana chili sauce. adding various embellishments and toppings to processed bananas, namely by flavoring the product with cheese, chocolate, and shrimp paste. The product is free of preservatives and potentially harmful chemical additions for the portions provided in compliance with serving regulations. Offering fried bananas in shapes and sizes that correspond to consumer preferences, such as processed banana balls. Next, when it comes to innovative packaging, consider creating carry-along packaging, boxes with sections for different tastes, or ecologically friendly packaging for processed banana goods.



- b. Product diversity: Providing a wide range of items with product variants that consumers want and that stand out from similar products.
- c. Product Quality: The price offered is in accordance with the quality, the quality of Banana Royals products is guaranteed, Banana Royals products have good product durability.
- d. Product Price: The pricing for the items are within reach, reflect the quality of the products, and provide discounts.

Discussion

The SCAMPER development model is an invention or product development approach. Substitute, Combine, Adapt, Modify, Put to other purposes, Eliminate, and Rearrange are the seven processes that make up SCAMPER. Each phase of SCAMPER encourages original thought and contributes to the development of new iterations or enhancements of a good or service. After implementing the SCAMPER development paradigm for product development, it is necessary to perform a requirements analysis, which reveals that Banana Royals has product shortcomings due to differences in product variety. Because they consistently order the same menu, consumers rapidly become bored. So that they could build the needed new items, experts carried out development by diversifying Banana Royals' products.

The first change was substitutions; Banana Royals' first product was banana nuggets; since bananas were the major menu item, this made Banana Royals' customers become tired with the same menu. Therefore, scientists replaced the basic ingredients in Banana Royals to carry out development. Whereas the original raw material used by Banana Royals results in banana nuggets, after switching out the primary raw material, Banana Royals incorporated chili sauce as a better and more enticing option.

The second innovation in terms of mixing the Banana Royals product initially had quite a few toppings, which were beneficial for giving Banana Royals taste and attractiveness, but would get dull if consumed on a regular basis. The researchers added the Chili Paste topping variation from Banana Royals since they were looking for novel product modifications. This will raise the standard of Banana Royals' goods.

The third improvement in adaptability relates to the form and texture of Banana Royals products, which are currently less effective. Since the original texture of Banana Royals was that of oval nugget bananas, researchers changed the texture of Banana Royals to that of round bananas to make them easier to eat.

The fourth innovation involves changing the Banana Royals product's original packaging, which was a box with a logo on it. Because this packaging is ineffective for product diversification, the researchers added the Banana Royals packaging to a plastic cup material with a logo accent on it. This can make the process of product packing simpler.

The fifth development is in the area of put to another use (Utilization in Other Fields). The researchers took advantage of the widespread interest in Banana Royals products by combining two already-created products by that company by holding a weekly Friday sale. Therefore, customers receive a 25% discount for each purchase of one banana nungget and two crispy bananas. As a result, customers may sample two Banana Royals items for a low cost.

The Banana Royals goods have a range of toppings, which is the sixth advancement in terms of elimination, and as a consequence of the growth of product diversification, the taste variations are in high demand. The toppings offered at Banana Royals cannot be used since they are both crunchy in texture, therefore from To increase product variety and improve customer appeal, the researchers eliminated toppings from new goods and solely employed glaze variations.

The researchers changed the raw materials, texture, packaging, and marketing of Banana Royals products at reasonable prices as the final development in order to meet consumer satisfaction. This rearrangement was achieved at Banana Royals through product diversification developed through consumer willingness and observation.

E. CONCLUSION AND RECOMMENDATIONS

According to the research findings, product diversification through product development with 30 respondents and the SCAMPER research method led to a percentage of informant responses from the questionnaire of 87.2% stating that the Banana Royals product was very feasible. The Banana Royals company may successfully raise customer satisfaction by utilizing the SCAMPER approach. New product varieties that are more appealing and satisfy customer wants have been introduced thanks to the successful use of a product diversification strategy using creative ideas obtained from the SCAMPER approach. The author came to the conclusion that product diversification through product development led to a proportion of 87.2% of informant replies from the questionnaire



claiming that the Banana Royals product was successful. The Banana Royals company may successfully raise customer satisfaction by utilizing the SCAMPER approach. New product varieties that are more appealing and satisfy customer wants have been introduced thanks to the successful use of a product diversification strategy using creative ideas obtained from the SCAMPER approach.

The Banana Royals company may successfully raise customer satisfaction by utilizing the SCAMPER approach. The execution of After introducing product diversification, test findings indicate a rise in consumer satisfaction. Based on the findings of the study, Banana Royals can be advised to keep applying product diversification tactics and investigating cutting-edge concepts using the SCAMPER approach in order to retain customer happiness. With product diversification, Banana Royals can provide a greater range of goods, keep its current clientele and draw in new ones, and grow its market share. To boost success and company growth at Banana Royals, recommendations include continuing to execute product diversification methods, investigating novel concepts using the SCAMPER approach, and continuing to track and address customer feedback.

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