

## CONSUMERS' PERCEPTION OF OMAH MAHA HAMPERS OF COLLEGE STUDENTS' ENTREPRENEURSHIP

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**Abstract:** This research is a qualitative study with a case study approach. This research was conducted in one Micro, Small and Medium Enterprise, Omah Maha. Omah Maha is a Micro, Small and Medium Enterprise organized by a group of students supported by Politeknik Negeri Samarinda. This research aimed to know consumers' perceptions of the hamper Omah Maha produced. The hamper created by Omah Maha is unique since it is a new business supported by Politeknik Negeri Samarinda, yet it is well known. Moreover, it has produced more than 50 packages in the first month. The research was conducted from September to November 2022. The data were collected through questionnaires, interviews and documentation. The subjects of the study were the consumers who met the criteria of this study. The data were analyzed and described qualitatively. The study found that the consumers had some perceptions of the hamper produced by Omah Maha, such as the price being affordable since the consumers could decide the price range. Furthermore, the strategy of promotion was interesting. Omah Maha used some digital platforms to advertise their product and offer special prices in the advertisement. The consumers also thought that the hamper had cultural value. Moreover, social factors, location and excellent service are also some factors that were considered.

**Keywords:** consumers' perceptions, hamper, cultural value, Omah Maha, case study

**Abstrak:** Penelitian ini merupakan penelitian kualitatif dengan pendekatan case study atau studi kasus yang dilaksanakan di salah satu kelompok usaha Bernama Omah Maha yang terbentuk melalui kegiatan kewirausahaan dengan bantuan pendanaan dari Politeknik Negeri Samarinda. Penelitian ini bertujuan untuk mengetahui persepsi konsumen terhadap produk hamper yang dipasarkan oleh Omah Maha. Adapun pemasaran produk hamper pada Omah Maha tergolong unik karena kelompok usaha ini adalah kelompok usaha baru yang mendapatkan dukungan dari Politeknik Negeri Samarinda, namun dalam waktu sekitar satu bulan Omah Maha dapat dikenal dan menerima pesanan 50 paket dalam waktu 1 bulan. Penelitian dilaksanakan sejak September hingga November 2022. Data dikumpulkan melalui observasi, wawancara dan dokumentasi dan dianalisa dan dijelaskan secara kualitatif. Subjek dari penelitian ini adalah konsumen yang memenuhi kriteria dari penelitian ini. Adapun hasil penelitian menunjukkan konsumen memiliki beberapa persepsi terhadap produk hamper yang dipasarkan oleh Omah Maha yaitu harga hamper terjangkau karena konsumen dapat memilih range harga yang diinginkan dan Omah Maha akan menyesuaikan produk berdasarkan range harga tersebut. Selain harga yang cenderung fleksibel dan terjangkau Omah Maha juga memberikan promosi menarik menggunakan digital platform dan menawarkan potongan harga. Selanjutnya konsumen juga berfikir bahwa membeli produk Omah Maha memiliki nilai budaya, faktor sosial (peran dan status) dan lokasi yang dekat juga excellent service menjadi pertimbangan konsumen.

**Kata kunci:** persepsi konsumen, hamper, nilai budaya, Omah Maha, studi kasus

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## INTRODUCTION

Entrepreneurial activity is one of the efforts that can be made to improve the community's economy in a country (Zanuar and Meiliana, 2020; Wardah, Wahab and Budi, 2021). Therefore, supports for entrepreneurial activities in the community are massive. One of the community groups that has received support for entrepreneurship is college students. Entrepreneurship seminars, funding for entrepreneurial activity, and entrepreneurship study centers in higher institutions are expected to be able to encourage students' entrepreneurial spirit. Moreover, support for entrepreneurial activities in higher institutions supports the community's economy. Its activity is also expected to become one of the learning methods for character education (Utomo, 2015; Christianingrum and Rosalina, 2017).

Products marketed by students in entrepreneurial activities are quite diverse. Generally, these products have been innovated. Innovation itself can be interpreted as effort or creativity to improve the value of the product. As for the development of business, innovation is needed to be able to improve the existing products and develop new products to maintain business continuity (Christiana, Pradhanawati and Hidayat, 2014). Packaging is an effort of innovation in business. Aside from being a sales strategy, packaging innovation is also needed to ensure product quality (García Muñoz et al., 2020).

Recently, hamper is getting considerable attention from the market since hamper is considered as the right choice for consumers to send gifts (Fernández-Serrano, Tarancón and Besada, 2020; Nova, Tanudjaja and Kurniawan, 2021). Hamper is a gift that varies according to the needs of consumers, celebrations and so on. Some business groups make hampers by packing food such as fruit, pastries, sweet bread, cakes, pudding and others. However, not a few business groups use hamper to pack several other items such as clothes, drinks and so on.

Previously, the choices for hamper were almost quite limited, which tended to be adjusted to the reasons for the consumers send the hamper, such as to visit relatives or wish them joy on big day celebrations. But hamper business has almost become quite popular since the covid-19 pandemic. The Covid-19 pandemic has given big impact on the less of supply and demand in the market. Therefore, business group try harder to survive so that business groups, especially micro, small and

medium enterprises carry out strategies for selling their products by packing them into hamper (Audinovic, 2021).

Doing innovation on product is not enough, in other words entrepreneurial activists must also know consumer perceptions on their products. Consumer perceptions of marketed products need to be known so that product quality can be increased and be able to compete with similar products in the market. Perception itself defined as something that is believed based on experience (Connie, 2017). Moreover, consumers' perceptions influence the satisfying needs and resulting to decision of buying (Agyekum, Haifeng and Agyeiwaa, 2015).

In this study, consumers' perception is interpreted as the consumer's interpretation of a product which includes several indicators, namely price, promotion, cultural values, personal factors, namely lifestyle, excellent service, social factors, namely role and status, and location (Nawawi, 2016; Brata, Husani and Ali, 2017). Price is interpreted as the amount of money given by the customer to get the desired product. Several price indicators are: (1) the price given for the product is suitable with the product quality, (2) the price given for a product is affordable, (3) the price offered for a product is able to compete with the prices on the similar products in the market, (4) consumers are satisfied with the price given and the benefits obtained through these products (Krisdayanto, Haryono and Gagah, n.d.; Kotler and Keller, 2009). Meanwhile, promotion is a communication strategy that is conveyed using the media in certain ways. The promotion indicators are: (1) promotions are easily obtained by consumers, (2) promotions are broadcasted in sufficient quantity, (3) promotions are broadcasted with good quality (Kotler and Keller, 2009; Aryadi, Haryono and Cicik, 2018).

Cultural values are values that are passed down from generation to generation and influence a person's desires and behavior. The cultural indicators include (1) culture and (2) social class (Kotler and Keller, 2009). Personal factors are a series of values or thoughts that are inherent in individuals so that they influence behavior. Personal factors include, (1) the consumer's age (the productive age for buying is 20-50 years), (2) the consumer's occupation and economy are also able to influence decision of buying as well as buying decisions or consumer perspectives and (3) the lifestyle of consumers in their environment is able to shape the perception of a product (Immanuel and Yuwono, 2020).

Another indicator that is able to shape consumer perceptions is the quality of service provided by a business group. Furthermore, service quality can be assessed from several aspects or indicators, namely, (1) reliability. It is the extent to which the service is reliable, (2) responsiveness, it is the extent to which the service is able to respond to information, questions, and consumer requests, (3) assurance, it is the extent where services are provided with certainty, to create a sense of trust in consumers, (4) empathy, it is the extent to which services are able to pay attention, a sincere attitude towards consumers and (5) tangible, it is the extent to which physical evidence of services provided is in the form of good appearance and so on (Immanuel and Yuwono, 2020). In addition, social factors are also things that are assessed by consumers. The social factors have several indicators, namely, (1) a number of groups that recommend a business to consumers, and (2) the role/status of consumers (Immanuel and Yuwono, 2020).

One of the business groups run by students through funding from higher institution especially Politeknik Negeri Samarinda is Omah Maha. Omah Maha could market its products and is well known by the public within one month. Omah Maha, sell many products packaged by hamper. One of the uniqueness of this business is that, Omah Maha does not label the price of the product, but the consumers can request the product as well as the price they afford.

The research question of this study is, what are the consumers' perceptions on the hamper created by Omah Maha? This study aims to find out the perceptions of consumers towards Omah Maha hamper products. By knowing consumers' perception toward the product, Omah Maha could improve the quality of hamper so that Omah Maha could do better in the business. Therefore, this study really benefits the business especially Omah Maha. The research gap of this study with other studies is while other studies tried to find out technical details in producing a product, this study intended to find out the product in terms of the satisfaction it provides.

## METHODS

This research was carried out in a higher institution, especially at Politeknik Negeri Samarinda, from September to November 2022. The research subjects

were consumers of Omah Maha hampers. The criteria for selecting subjects are as follows: (1) The research subjects are consumers who have bought hampers at Omah Maha because the study intended to find out the consumers' perception, (2) The subject's location is at the Samarinda State Polytechnic in order to get the data quickly, (3) The subject's age is 19-50 years which can be identified as a productive age for buying. Twenty subjects were selected since they met the criteria of subjects in this study.

This study is a qualitative study because it tries to interpret consumers' experiences related to their perceptions about hamper produced by Omah Maha. It is supported by studies that state a qualitative study attempts to understand reasons or motivations how consumers act and find out consumers' experiences or behavior about the world around them. Research instruments used in the qualitative study are questionnaires, interviews, social surveys, observations. Qualitative studies require less people than quantitative studies in order to get reliable results in the field of sociology and psychology or behavior (Macdonald and Headlam, 2014; Žák, 2015; Strhan, 2020).

Since it is a qualitative study the subjects were not the representatives of the sample. Therefore, the findings of this study could not be generalized. Instead, the subjects were given questionnaire in order to find the general perception and it was followed up by in depth interview as the key instrument of qualitative research. The subjects were given a questionnaire. The questionnaire consisted of 20 statements related to their perceptions of Omah Maha hamper. The questionnaire indicators can be seen in Table 1. Questionnaires were answered using a Likert scale point of one to five. Namely strongly disagree which worths 1 point, disagree is worth 2 points, doubt is worth 3 points, agree which worths 4 points, strongly agree which worths 5 points. Furthermore, based on the results of the questionnaire, subjects who had the highest, lowest and middle points were interviewed regarding on their perceptions using interview guidelines. The interview data were then transcribed and coded. After that, the data is displayed and triangulated with theories related to perception, product quality, product innovation. The theories used in this study were the studies conducted by Kotler and Keller (2009); Aryadi, Haryono and Cicik (2018); Immanuel and Yuwono (2020).

Table 1. Aspect and indicator questionnaire

Aspects	Indicators
Price	Prices are affordable
	The price worth the quality of the product
	The price is competitive in market
	The price worth the function of the product
Promotion	The promotion is interesting
	The promotion is visible
Cultural value	The product has cultural value
	Hamper helps to maintain my relation with relatives and friends
Internal factor	Hamper worth the need
	The price of hamper suits my income
	Hamper support my life style in terms of goods I choose to wear and food I choose to eat and so on.
	Hamper fits my personality in terms of whether the hampers help me to socialize and behave in community and show my affection to others based on my personality.
Excellent service	The service is reliable
	The service is responsive
	The service serves assurance in other words the seller guarantee and communicate the quality product
	The service understands the need of the consumers
	The service is good. It can be seen and touched. I can interact through the five senses
Social factor	Hamper is recommended by relatives and friends
	Hamper help me to socialize in a community
location	The location is visible
	The location is accessible
	The location is in the center of community

## RESULTS

The results show that 55% of consumers are lecturers, 25% are administrative staff and 20% are students with several consumer perceptions of Omah Maha hamper. The perceptions are that the price of hampers is affordable and flexible, the hampers provide attractive promotions, the hampers have cultural values, it gives excellent service, the hampers suit the internal and social factor of the consumers, and the location is accessible.

## Prices

Based on the results of consumer interviews, the price offered by Omah Maha is relatively affordable. Moreover, Omah Maha is quite unique since there is no fixed price for the products. yet, consumers can make orders based on the price and product they want. However, the researchers also found that some consumers were dissatisfied with product quality especially textile product. Consumers ask for certain products that are relatively expensive but ask for low prices. This item is a towel hamper as can be seen in Figure 1. This hamper cost Rp. 150,000 which include hamper packaging, towels and name embroidery.

In terms of price, Omah Maha hamper tends to be cheaper with the total 2 - 5 % than similar other hamper in the market especially fruit hamper as can be seen in Figure 2. Consumers stated that they were satisfied with the prices and the quality of the food and fruit hamper. However, consumers stated that the quality of hamper especially textile-based products still needed to be improved.

The data collected found that the consumer dissatisfaction on the prices especially for the textile product of hamper is due to the availability of the textile products. Since Omah Maha is a new business, Omah Maha buys products in small quantity. So that they cannot get cheap prices from sellers and beside that sometimes the products requested by consumers are not available in Samarinda, so they have to order from different island such as Java. As the consequences there is shipping cost that must be added. Research has found that affordable prices, product quality, the price competition with similar product are indicators of price measurement (Kotler and Keller, 2009; Immanuel and Yuwono, 2020).

## Attractive Promotions

The results of the study show that consumers think that the promotion of Omah Maha is attractive. Promotions share testimonials and product reviews from other consumers who are quite reliable, such as lecturers or the head of study department in Politeknik Negeri Samarinda through WhatsApp. These promotions are shared every day. consumers admit that they are interested to buy because these advertisements of hampers are often uploaded by their colleagues. Moreover, there was one student who admitted to buy

a basket of cake hampers from Omah Maha because the hamper was previously purchased by his favorite lecturer and the lecturer uploaded the basket of cakes on his social media. Promotion is one of the factors considered by consumers. The promotion indicators are how far the promotion reaches consumers, how often promotions are carried out and how good the quality of promotion is delivered (Aryadi et al., 2018; Kotler & Keller, 2009).

### Cultural Values

Omah Maha consumers say that Omah Maha hampers contain the value of preserving Indonesian culture. One of the habits that have been carried out by Indonesian from generation to generation is sending souvenirs and gifts on big celebration or when visiting colleagues and relatives. Therefore, the product of hamper from Omah Maha helps consumers to preserve Indonesian cultural value. In addition, Omah Maha also uses packaging that has local wisdom values such as the packaging made of woven coconut leaves which is also a form of preserving Indonesian culture as can be seen in Figure 3.

Culture is a value that is carried out from generation to generation. Cultural values become something that is believed and lived in the habits of the community then become a tradition, so that it is embedded in one self, cultural values are the basis that determines what people want and their behavior. As for several cultural factors are culture, sub-culture and social class (Kotler and Keller, 2009).

### Excellent Service

Consumers think that Omah Maha provides satisfactory quality. They stated that service of Omah Maha is reliable. Most of the hampers ordered by consumers were not sent directly to consumers who ordered, but they were sent to consumers' relatives. There are no consumers who complain about the wrong delivery address, the package being scattered or not being received by the recipient.

In addition, consumers also state that Omah Maha provides clear information and responds questions or calls quickly. Omah Maha also guarantees the product quality. Moreover, the quality of the products is informed to the consumers. Before the product is packaged, the product is recorded clearly by a video

camera and sent to the customer who ordered it through WhatsApp.

Consumers also think that Omah Maha cares and pays attention to consumers. Omah Maha does not hesitate to contact consumers and listen to the customers' explanation regarding confusion in deciding which hamper products they want to buy. Omah Maha also has physical evidence of the good service where the consumers including lecturers and academic staffs give their and reviews on Omah Maha products on their social media account such as Instagram story and WhatsApp.

Indicators of service quality are including reliability which means the services can be trusted and relied on, responsiveness which means the services provide quick responses, assurance which means the services ensure good guarantees, tangible which means there is physical evidence that the service is good, empathy which means the service fits the consumer expectations (Immanuel and Yuwono, 2020).



Figure 1. Omah Maha Hamper Towel



Figure 2. Omah Maha Hamper Fruit

## Personal Factor

University students as consumers aged 19-21 years old think that the hamper products marketed by Omah Maha suit their needs. They order hampers with decorations containing snacks. Consumers admit that the snacks provided by omah maha fit their lifestyle. Furthermore, since the hampers are made from snacks, the hampers are affordable.

Besides the students, lecturers aged 30-50 years old, are also helped by the hampers marketed by Omah Maha. The consumer ordered a fruit hamper to be sent to a relative who was hospitalized. Consumers claim that the hampers is great since they can request and adjust the product packaged with their need and lifestyle.

In addition, consumers who work as structural officials on campus also order hampers to be sent to relatives who are having an open house. consumers admit that they could not come to the event which was being held so they sent hampers. Consumers think that hampers from Omah Maha are very helpful, because with their busy lifestyle they can still send warm regard to their relatives. These consumers send hampers with pastry products as can be seen in Figure 4.



Figure 3. Packaging of Hamper Omah Maha



Figure 4. Hamper Omah Maha Packaging with a Greeting Card

Personal factors are defined as the values attached to individuals which influence their behavior. The reasons or opinions of consumers towards a product are also influenced by personal factors. Personal factor indicators are age, occupation and economic, personality and lifestyle (Immanuel and Yuwono, 2020)

## Social Factor

Most of consumers also think that recommendations from reliable people such as lecturers and structural officials on campus greatly influence their perceptions on omah maha hampers. Recommendations through promotions really shape their perception. The research found that 80% of the lecturer as consumers had the perception that they had to buy because they wanted to support student activities in entrepreneurial activities as well as the implementation of entrepreneurship courses. Therefore, it can be categorized as a consideration of social roles and status. Social factors are factors that can shape consumer perceptions. The indicators of social factors are recommendations from other consumers, and the role and status of consumers (Immanuel and Yuwono, 2020).

## Location

Location is one of the most satisfying aspects for students as consumers. The students believe that the location of Omah Maha is easy to access, it is near campus. This aspect affects the free shipping cost. Besides the easy access, another indicator on the location aspect is visibility. Unfortunately, since Omah Maha Hamper is a new business run by students, the shop is located in an alley, so it is not quite visible.

## Managerial Implications

The result of this study benefits the hamper business, especially Omah Maha since it found some factors that create consumers' perception of hampers produced by Omah Maha. By knowing consumers' perception of the hamper, Omah Maha could improve the product related to some factors found by this study. Omah Maha should maintain the quality of products and services and still use packaging based on cultural values because consumers have good perceptions based on these factors. Besides that, Omah Maha also could keep displaying reviews from reliable people in their advertisements. However, Omah Maha should consider adjusting the price of the hamper and the visibility of the shop's location since the consumers think the price is quite expensive and

the location is less visible. These findings could help Omah Maha to maintain and improve its products in the market.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

The study results show that consumers have several perceptions of the hamper products marketed by Omah Mah. The prices are affordable because consumers can decide the desired price range, and Omah Maha will adjust the product based on that price range. However, researchers found that consumers perceive the suitability of prices and products made from textiles poorly. It is due to adjustments in shipping costs for products made of textiles. However, consumers responded satisfactorily regarding hamper products from cake, fruit and snacks.

In addition to prices that tend to be flexible and affordable, Omah Maha also provides attractive promotions using digital platforms and reviews from other consumers who are considered reliable such as lecturers. The review also shapes the perceptions of potential customers. Furthermore, consumers also think that buying Omah Maha products has a cultural value where they can carry the tradition of sending souvenirs to relatives. Besides that, hamper packaging that uses woven bamboo can also attract consumers' intention to buy the product.

Social factors such as roles and status also shape consumer perceptions, especially the role of some lecturers who think of buying because they want to support student entrepreneurial activities. Apart from that, the location is also a consideration for consumers. Unfortunately, the research found that the Omah Maha Hamper shop is not located on a public road; instead, it is located in an alley and is less visible. However, the excellent service provided by Omah Maha Hamper captivates its customers.

So based on this explanation, it can be concluded that consumer perceptions of Omah Maha Hamper are generally good. However, several things need to be improved, namely adjusting the price for hampers made of textiles and considering a location that is more visible to potential customers.

### Recommendations

The following research is expected to be able to examine quantitatively with a significant research sample to find out how far consumer perceptions of Omah Maha hamper based on price factors, promotions, cultural values, personal factors, mainly lifestyle, excellent service, social factors, especially roles and status, and location.

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