

## THE IMPACT OF PRICE PERCEPTION, SALES PROMOTION, CUSTOMER SATISFACTION OF MILLENNIAL CHEESE ROLLING CHILDREN

Buyung Solihin Hasugian<sup>1</sup>, Ayu Wulanda Sari<sup>2</sup>

Information Technology Study Program , Business Administration Study Program,  
Dharmawangsa University, Indonesia  
Email: [buyung@dharmawangsa.ac.id](mailto:buyung@dharmawangsa.ac.id)

### ABSTRACT

*The pandemic of the COVID-19 outbreak has impacted a global crisis that puts small and even medium-sized in serious trouble. Small and medium-sized have to respond effectively to the crisis. Small and medium-sized are seeking to take advantage of a variety of digital technologies that are developing today. Business transformation using online media will have a good impact in marketing a product from a small even medium-sized enterprise. Digital media is used among social media, marketplace, Google business, and so on. With the use of online media, he hopes to make product marketing reach wider and increase the sales of a product. The research method used is a qualitative method with a descriptive approach through the study of libraries by conducting research through several actual and factual sources.*

*Keywords: product marketing, digital media, millennials*

### I. INTRODUCTION

Millennials, of course, are now faced with the innovations that exist in every household and development in the food world. Indonesian people are also not free from the disturbance of enjoying certain foods, with no exception to cheese-based foods. Of course it is a unique opportunity for us younger generations to create new innovations in food diversity. Cheese is one of the main ingredients in the process of creating food that is much in demand today, many foreign foods that have also entered Indonesia for a long time is Cheese Rolling. Cheese Rolling is a cooking product made of processed flour that is equipped with Mozzarella cheese filling and wrapped with various towels. In Indonesia there are still few who sell such products so the opportunities for marketing are quite large and many are in demand among the Generation Melenial, and the products we market have their own innovations in form and taste.

#### B. Priority Problems

This Cheese Rolling effort is a very promising venture ahead of him. But on the other hand, of course, to market in the market share that we now have to unite with the internet world. Online marketing is our own PR. However, this can be solved properly later on.

#### C. Purpose of Program

The general purpose of this entrepreneurial activity is to produce a cheese rolling business as a food business that has a great chance among the Melenial Generation to enter market share. The objectives of this program can be described as follows:

1) To make Cheese Rolling a business that has good prospects ahead

## 2) Opening up opportunities for employment

### D. The expected outward Products of Cheese Rolling

The product is produced from the cheese processing enterprise wrapped with flour paste that has a variation of taste that is quite interesting among the Millennial Generation today. This product is a new innovation in which we offer a variety of flavors among others:

#### a. A feeling that ever existed.

The taste that once existed was a taste of Cheese Rolling which contained chocolate.

#### b. Sense of Crown

The flavor is the spicy taste of Cheese Rolling which has a sausage filling and is wrapped with different levels of spicy as desired. The level has levels from level 1 to 5.

#### c. Double Cheese

The taste of double cheese is a full sweet taste of Cheese Rolling which in it is diluted with cheese.

#### d. Benefits of Program

The advantage of this Cheese Rolling business among them is that we can get a profit financially through this effort. In addition, with this Cheese Rolling effort, we can also provide a job space for those who can later cooperate with this work that will be run. This program is of course beneficial.

## II. LITERATURE REVIEW

### A. Customer Satisfaction

According to Fang (2011) customers will feel satisfied if they are served in a good way by the company, giving rise to a strong perception of the services provided by the company and from there will generate high trust given to the company. In general, customer satisfaction leads to customer response whether the customer is very satisfied with the product. The response occurs based on time, namely after product selection, consumption, and how long the satisfaction lasts Hymy (2019).

#### a. Factor of customer satisfaction

According to Tjiptono (2011), in an effort to increase customer satisfaction, companies must measure and monitor customer satisfactions, namely:

1. The complaint and advice system, the company should provide easy and convenient access for customers in delivering criticism and advice.
2. Ghost shopping, the company employs several people who act as the company's potential customers and competitors. Based on this experience, they were asked to report their findings.
3. Lost customer analysis, the company contacts back customers who have long stopped buying to understand why it happens, and can provide future policies and improvements.
4. In a customer satisfaction survey, the company will get feedback directly from the customer, with this the customer will feel noticed by the company.

b. Indicators of customer satisfaction

According to Fang (2011) there are three indicators of customer satisfaction:

1. Satisfied with the product or service, the customer feels that the products or services provided by the company have met the desired expectations.
2. Good shopping experience, customers who have used the products or services of the company, feel the service and quality of the goods or services provided is very annoying.
3. Using goods or services in the store is a good thing, customers will tend to go back shopping at the company because they feel what the company offers to customers is quite satisfactory.

**b. Quality Of Service**

According to Tjiptono (2011) quality of service can be realized if in a way, able to meet the needs and what customers want and properly able to balance customer expectations. Chang & Yeh (2017) defines that service quality has a long-term effect in shaping customer satisfaction and will make customers loyal to the company.

a. Quality of Service Factor

According to Tjiptono (2011) there are principles that shape and maintain the appropriate environment to be able to improve the quality of sustainable services:

1. Leadership, leaders must be able to direct their organization in an effort to improve the quality of service well.
2. Education, all levels of company employees from managers to operational employees are obliged to receive education on the quality of service.
3. Strategic planning, the company must measure and know the quality objectives used, so that it can direct the company to its vision and mission.
4. These processes are an effective way to change organizational behavior, with the presence of such processes guaranteeing attention to quality-building efforts.
5. Good communication within the organization can implement a quality strategy of service, whether it is communication with employees, customers, or with others.
6. Reward, every performing employee should be rewarded in this way and will motivate employees to continue to increase their productivity.

b. Service Quality Indicators

According to Parashuraman (1988) there are five indicators:

1. The tangible, the appearance and capability of the means and physical facilities of the company and the environmental conditions of its surroundings are tangible evidence of the services provided by the service provider. As for the indicator of the tangible dimension, it is the appearance of physical facilities, equipment, and equipment as well as the appearance of employees.

2. Reliability is the ability of employees to deliver promised services with expectations that meet the customer's wishes. As for the indicator of the reliability dimension, it is to provide services according to what is promised, reliable in dealing with customers, providing services accurately and precisely in accordance with what customers want.

3. Responsiveness, the company is able to serve what the customer needs quickly and accurately. The indicator of the responsiveness dimension is the readiness to provide what the customer needs, and to provide services quickly and accurately.

4. Assurance (certainty), knowledge, politeness, and the ability of employees to raise the confidence and trust given to customers, to generate confidence in the company. As for the indicator of the assurance dimension, the employee has extensive knowledge, employee is consistently polite towards the customer, can maintain the trust given by the client, can convince the customer with professional work.

5. Empathy (empathy), care, and personal attention given to customers. As for the indicator of the dimension of empathy is giving individual attention to each customer, providing what the customer needs, the company provides the best service to the customer.

#### c. The price perception

Price is an element of marketing mix that is flexible in nature, where at any time can change according to time and place. Price is not only the numbers listed in the label of a packaging or shop shelf, but the price has many forms and performs many functions. According to Kotler (2012), price is one element of marketing mix that generates revenue, another element generates cost. Price is the easiest element in a marketing program to customize, product features, channels, and even communication take a lot of time.

Chang (2012) defines price perception as a representation of consumer perception or subjective perception of the objective price of a product. In today's increasingly competitive conditions, price differences are perceived as an important factor in the purchase decision where generally consumers will choose the cheapest price for a product or service offered.

#### a. The Price Perception Factor

According to Monroe (2003), price perception is often identified with quality perception and cost perception spent to acquire a product. Price perception is formed by two main dimensions, namely quality perception and cost perception issued:

1. Perceived Quality, consumers tend to prefer products that are expensive when the information obtained is only the price of the product. The perception of consumers of the quality of a product is influenced by their perceptions of the brand name, the name of the store, the guarantee (after sale services), and the country that produces the product.

2. Perceived Monetary Sacrifice (perceived monetary sacrifice), generally consumers assume that the price is the cost paid or sacrificed to obtain the product. However, consumers have a different perception of the cost paid despite the same product. This depends on the situation and conditions experienced by the consumer, in this case there are three conditions that affect the perception of consumers of the expenses incurred, namely perception against taxes, perception towards the value of the price and the effect of the equity of the brand.

#### b. Price Perception Indicators

According to Kotler (2008), there are four indicators that characterize price, namely:

1. Pricing is an aspect of pricing.
2. Price adjustment with the quality of products and services, that is, the aspect of pricing carried out by the seller that corresponds to the product quality that can be obtained by consumers.
3. Price competitiveness is a price offer given by a different seller and competing with that given by another seller, on one type of product.
4. Price-to-benefit alignment, which is an aspect of price determination carried out by the seller that corresponds to the benefits consumers can obtain from the purchased product.

### **III. RESEARCH AND METHODOLOGY**

#### **A. forms of research**

Qualitative research seeks to understand and interpret a meaning to a particular event in a particular situation. In qualitative research, the researcher is a key instrument, so in collecting data must jump directly into the field. Qualitative research considers an object as something dynamic, the result of the construction of thought and interpretation of the observed symptoms, as well as holistic because each aspect of the object has an inseparable unity. by Sugiyono, 2013 Qualitative research aims to explain reality and develop an understanding of one or more of the phenomena faced. Research that uses qualitative research aims to understand the object studied in depth.

The data collection technique is triangulation, which is inductive data analysis. And the results of this qualitative research emphasize meaning more than generalization. (Sugiyono, 2017). Data analysis techniques use qualitative descriptive models in the form of data collection, data reduction, data display, and conclusions.

#### **B. data collection**

Data collection techniques used in this study include field work, techniques that may be used among other things:

- a. interview.
- b. observe

Library research (library research), collections of data that are assessed by reading, studying and quoting from the book literature, magazines, and other sources that are closely associated with this writing, such as:

- a. documentation
- b. bibliography

#### **C. data analysis technique**

In qualitative research, more data analysis is done in conjunction with data collection. The stage in qualitative research is the entry-entry stage with the grand tour and the question monitor, the data analysis with domain analysis. The second stage is to establish focus, the data collection technique with the question monitor, the data analysis is done with a taxonomi analysis. Moving forward at the selection stage, the question used is the selection question, the data analysis with the component analysis. After analysis of the exponential continues the theme analysis. (Sugiyono, 2008:294).

#### IV. RESULT AND DISCUSSION



Rolling

##### b. Cheese Rolling Production

At this stage, the production process  
Cheese rolling with the following details;

##### a. Tools and Materials

##### 1. Tools

- a. Compound
- b. Pan
- c. Spatula
- d. Stelling
- e. The freezing
- f. The Wadah
- g. The chair

##### 2. Materials for wet:

- a. 200 grams of flour
- b. 100 ml of milk
- c. 100 ml of mineral water
- d. Fd 1 chicken egg
- e. 1 std baking powder
- f. 1 std of salt
- g. A sufficient amount of water

Materials of Composition:

##### 3. Cheese of Mozzarella

The Sauce:

- c) The Chocolate
- c) Mayonnaise
- c) Cheese sauce

How to Make Cheese Rolling:

Fill the cheese or sauce with a stick.

Cut it up with moisture.

Keep the diffreezer safe for 20 minutes.

- After storing the diffreezer mix the filling with a wet paste.

Shape according to the desired size.

- Stir with roasted flour.

Keep in the refrigerator for 35 minutes.

- Heat the oil with a medium fire, and then take the pasta that is ready after it is fried until it changes the color of brown.

Raise it up, risk it up. Stir with sauce and masks as desired.

### **Cheese Rolling Products**

At this stage, the packaging of Cheese Rolling products is carried out by designing unique and attractive packaging. Each package of Cheese Rolling products contains one piece with an environmentally friendly box.

### **Production and Publication of Cheese Rolling Products**

At this stage, the promotion and publication of Cheese Rolling products is carried out by implementing a direct and indirect marketing system. The direct promotion was made by opening Cheese Rolling stalls on markets and in strategic locations. Of course its marketing is not only done conventionally, but it is also marketed on social media. Through social media, marketing is not direct. With the marketing strategy through these two things, it is expected that Cheese Rolling will be known by many people and also become a food product that is in demand by many. As for the strategy so that this product can attract the interest of a lot of people, we provide Cheese Rolling free for anyone who has purchased Cheese rolling as many as 10 x purchases. As a form of administration, we will give a member card to calculate the number of people who embellished this Cheese Rolling.

### **Post Production**

At this stage, a number of evaluations will be carried out on all processes of Cheese Rolling business activity from pre-production, production, packaging, to promotion and publication including data analysis on business development and the achievement of business targets and sales profits.

## **V. CONCLUSION**

The conclusion of the results of this study, direct marketing and social media platforms is a very appropriate strategy implemented by small and medium-sized enterprises in the course of their hindered by the covid-19 pandemic. However, the use of this platform requires a human resource that is highly skilled in information technology and also needs someone who is expert in the field of good marketing and marketing.

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