



ANALYSIS OF THE APPLICATION OF MARKET SEGMENTATION BASED ON GEOGRAPHICS, DEMOGRAPHICS, PSYCHOGRAPHICS, AND BEHAVIOR TOWARDS CUSTOMER INTEREST IN MADURA'S TYPICAL RICE AND FRIED CHICKEN RESTAURANTS IN KONawe

ANALISIS PENERAPAN SEGMENTASI PASAR BERDASARKAN GEOGRAFIS, DEMOGRAFIS, PSIKOGRAFIS, DAN PERILAKU TERHADAP MINAT PELANGGAN DI RESTORAN NASI DAN AYAM GORENG KHAS MADURA DI KONawe

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Abstract

This study aims to analyze consumer segmentation in the traditional culinary business of a Madurese duck rice and fried chicken restaurant in Konawe Regency. This study used a descriptive qualitative method with data collection techniques including interviews, observation, and documentation. Informants consisted of the owner, employees, and customers who had visited the restaurant two or more times. The analysis was conducted based on four types of market segmentation: geographic, demographic, psychographic, and behavioral. The results of this study indicate that this restaurant has a fairly broad market segment, encompassing both local and out-of-town customers, with consumers predominantly students, office workers, and families. Authentic taste, affordable prices, and fast service are the main factors attracting customers. Geographic segmentation indicates potential for expansion due to the increase in out-of-town visitors on weekends. Demographic and psychographic segmentation indicate that customers have a high interest in traditional, spicy dishes. Behavioral segmentation indicates the presence of loyal customers and repeat purchasing patterns. These findings provide important recommendations for businesses to develop more effective marketing strategies tailored to the characteristics of their target market.

Keywords : Market Segmentation, Geographic, Demographic, Psychographic, Behavioral.

Abstrak

Penelitian ini bertujuan untuk menganalisis segmentasi konsumen dalam bisnis kuliner tradisional pada rumah makan nasi bebek dan ayam goreng khas Madura di kabupaten konawe. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara, observasi, dan dokumentasi. Informan terdiri dari pemilik, karyawan serta pelanggan yang telah dua kali atau lebih berkunjung kerumah makan. Analisis di lakukan berdasarkan empat jenis segmentasi pasar. Geografis, demografis, psikografis dan perilaku. Hasil penelitian ini menunjukkan bahwa rumah makan ini memiliki segmen pasar yang cukup luas, mencakup pelanggan lokal dan luar daerah , dengan dominasi konsumen dari kalangan mahasiswa, pekerja kantoran dan keluarga. Cita rasa autentik, harga terjangkau, serta layanan cepat menjadi faktor utama yang menarik pelanggan. Segmentasi geografis



menunjukkan potensi ekspansi karna meningkatnya pengunjung dari luar kota saat akhir pekan. Segmentasi demografis dan psikografis mengindikasikan bahwa pelanggan memiliki minat tinggi terhadap makanan tradisional khas dengan rasa pedas. Segmentasi perilaku menunjukkan adanya pelanggan setia dan pola pembelian yang berulang. Temuan ini memberikan rekomendasi penting bagi pelaku usaha untuk menyusun strategi pemasaran yang lebih efektif dan sesuai dengan karakteristik pasar sasaran.

Kata Kunci : Segmentasi Pasar, Geografis, Demografis, Psikografis, Perilaku.

1. INTRODUCTION

Indonesia is a country with rich cultural wealth reflected in its diverse culinary traditions. Each region has its own specialty foods that not only serve as local identities but also have significant economic potential if managed properly. In the context of creative economic development, the culinary sector is one of the subsectors that contributes significantly to the national GDP. Not only in big cities, the phenomenon of culinary business growth is also beginning to spread in regional areas, including in Konawe Regency, Unaaha District, Southeast Sulawesi.

One type of traditional cuisine that is now becoming widely known outside its region of origin is Madurese cuisine, such as duck rice and fried chicken. This cuisine has a distinctive taste that can compete with modern and international foods. Restaurants serving Madurese specialties are now starting to appear in various regions, including in Konawe. However, amid the increasing competition in the culinary business, a deep understanding of market segmentation becomes crucial to reach the right consumers and maintain competitiveness.

A Madurese-style duck rice and fried chicken restaurant that has been operating since June 3, 2019 faces challenges in understanding and meeting the needs of various market segments in the culinary industry. This study aims to analyze market segmentation among customers of a Madurese-style duck rice and fried chicken restaurant in Unaaha. In an era of increasingly intense business competition, understanding market characteristics and needs is very important for the success of micro, small, and medium enterprises (MSMEs), especially in the culinary field. This study uses a qualitative approach to identify market segments based on geographic, demographic, psychographic, and behavioral factors.

Several studies have been conducted related to marketing strategies for MSMEs, such as the one conducted by Sri Menganti (2017) – Market segmentation of Sumedang tofu in Bungkeng, West Java. This study analyzed the demographic characteristics of Sumedang tofu buyers. It was found that the majority of consumers were aged 45–49 years, male, Muslim, high school educated, and domiciled in West Java. This segmentation provides important insights for tofu MSME actors to adjust products and promotions according to the dominant demographics. A similar study was also conducted by Nadja & Halimah (2021) – market segmentation of Zelika banana chips in Lampung. This study discusses segmentation based on price, taste, and preferences. Initially grouping the market demographically, it then developed into psychographic and behavioral segmentation, showing the importance of product differentiation and price sensitivity in the local snack industry.

Another study conducted by Yulianti (2020) – consumer behavior of Padang food stalls in Balikpapan City. This study shows that consumers choose Padang restaurants because of practicality, affordable prices, and familiar taste. Consumer segmentation is carried out based on profession and frequency of visits. The majority of customers are office workers and drivers. Meanwhile, the difference between this study and that conducted by Mardiana (2022) – analysis of consumer segmentation of Manado specialty restaurants in Makassar. This study focuses on consumer characteristics based on culture and eating habits. Spicy flavors and the use of distinctive ingredients are the main attractions. An effective strategy is to emphasize cultural values and personalized service, especially for customers from North Sulawesi.



Therefore, this study aims to understand and analyze market segmentation among consumers of Madurese-style duck rice and fried chicken restaurants in Unaaha, Konawe Regency, Southeast Sulawesi. The purpose of this study is to identify various consumer characteristics based on geographic, demographic, psychographic, and behavioral aspects, as well as to evaluate how these factors influence consumer decisions in choosing Madurese specialty restaurants. Thus, the results of this study are expected to provide appropriate marketing strategy recommendations for business actors, in order to increase competitiveness, reach potential market segments, and strengthen the restaurant's position amid competition in the local culinary industry.

Based on the background described above, the author will conduct a study entitled: Analysis of the implementation of market segmentation based on geographic, demographic, psychographic, and behavioral factors on customer interest in Madurese-style duck rice and fried chicken restaurants in Konawe.

2. RESEARCH METHOD

This study uses a quantitative approach with an associative type of research, which aims to determine the relationship and influence between market segmentation variables consisting of geographic, demographic, psychographic, and behavioral segmentation on customer interest in Madurese-style duck rice and fried chicken restaurants in Konawe.

This research was conducted at Madurese-style duck rice and fried chicken restaurants located in the Konawe area. The research period lasted approximately two to three months, covering the stages of preparation, data collection, data processing, and the preparation of the research report.

The population in this study consists of all customers who have made purchases at these restaurants. The research sample was taken using an accidental sampling technique, which is a sampling method based on chance, where customers encountered directly at the research location and willing to become respondents can be used as samples. The sample size can be determined using the Slovin formula with a certain margin of error.

The types of data used in this study consist of primary and secondary data. Primary data were obtained directly from respondents through the distribution of questionnaires, while secondary data were obtained from various sources such as books, journals, and documents relevant to the study. Data collection techniques were carried out through questionnaires, observation, and documentation. Questionnaires were used as the main tool to collect data using a Likert scale, while observation was conducted to directly observe the condition of the research object, and documentation was used to complement the required data.

The variables in this study consist of independent variables and a dependent variable. The independent variables include geographic, demographic, psychographic, and behavioral segmentation, while the dependent variable is customer interest. Geographic segmentation relates to the customers' place of residence, demographic segmentation includes age, gender, occupation, and income, psychographic segmentation relates to lifestyle, interests, and personality, and behavioral segmentation relates to purchasing habits, loyalty, and the benefits sought by customers. Customer interest is defined as the desire or tendency of customers to make a purchase or repeat purchase. The measurement scale used in this study is a Likert scale with five response categories: strongly disagree, disagree, neutral, agree, and strongly agree.

Data analysis was carried out using statistical software. The analysis stages include instrument testing consisting of validity and reliability tests, followed by classical assumption tests such as normality, multicollinearity, and heteroscedasticity tests. Furthermore, multiple linear regression analysis was conducted to determine the effect of independent variables on the dependent variable. Hypothesis testing was performed through the t-test to determine partial effects, the F-test to determine simultaneous effects, and the coefficient of determination to determine the magnitude of the contribution of independent variables to the dependent variable. The hypothesis in this study states that



geographic, demographic, psychographic, and behavioral segmentation influence customer interest, both partially and simultaneously.

3. RESULT AND DISCUSSION

This study aims to analyze consumer segmentation in the traditional culinary business, specifically in restaurants serving Madurese cuisine in Konawe Regency. Data were obtained through interviews with employees, consumers, and restaurant owners. The interview process was conducted twice within a period of two days to obtain accurate and valid data. Konawe Regency is one of the regions in Southeast Sulawesi Province that has experienced growth in the micro, small, and medium enterprises (MSME) sector. Based on data from the Konawe Cooperative and MSME Office (2023), the number of MSMEs in Konawe Regency continues to increase, with the food and beverage sector being one of the largest contributors. Traditional culinary MSMEs, including regional specialty restaurants such as Madurese cuisine, have become a popular choice because they offer authentic flavors and affordable prices.

The Madurese-style fried duck and chicken restaurant owned by H. Besir Hasan has been operating since June 3, 2019, in Konawe Regency, specifically in the Unaaha area. This business is open every day from 08:00 to 22:00 WITA and is only closed on the 1st of each month. With a total of 3 employees (two men and one woman), the restaurant carries out raw material procurement on the first day of each month and cooks every morning after dawn prayer to ensure food freshness. The selection of the Unaaha location is based on the community's peaceful, friendly, and respectful atmosphere, creating a conducive and safe business environment.

Most customers come from around Unaaha; however, on holidays such as Saturdays and Sundays, many visitors from outside the area come to enjoy the distinctive Madurese flavors offered by this restaurant. Customers come from various age groups and professions, ranging from children, students, office workers, to families.

Office workers usually choose to dine in due to their busy schedules, while students and families are attracted to the authentic taste of spicy shredded duck and chicken typical of the region, especially the black-seasoned serundeng and mango sambal, which are favorites. Menu prices vary and are affordable, ranging from Rp 20,000 to Rp 33,000, with fast and friendly service. The main promotional strategy is carried out through WhatsApp to facilitate ordering and communication with customers.

A. Segmentation Analysis (Geographic, Demographic, Psychographic, Behavioral)

The research results show that the implementation of market segmentation, including geographic, demographic, psychographic, and behavioral segmentation, influences customer interest in the Madurese-style fried duck and chicken restaurant in Konawe. Based on geographic segmentation analysis, it is known that most customers come from areas around the restaurant location, such as urban residents and nearby environments. This indicates that location proximity greatly affects customer interest in making purchases, as easy access and short distances provide convenience for customers.

In demographic segmentation, the results show that customers are dominated by the productive age group, both male and female, with diverse occupational backgrounds such as students, office employees, and entrepreneurs. Income level also influences purchasing power, where affordable prices become one of the main factors attracting customers from various groups.

Psychographic segmentation shows that customers have a practical lifestyle and tend to prefer fast-served food that still has distinctive flavors. Interest in traditional cuisine, especially Madurese specialties, is also a driving factor in increasing customer interest. In addition, customers who have a habit of eating out are more likely to revisit.

In behavioral segmentation, the results show that customers tend to make repeat purchases because they are satisfied with the taste of the food, prices, and services provided. Customer loyalty is also evident from the relatively high frequency of visits. In addition, the benefits sought by customers are not only in terms of taste but also in terms of comfort and speed of service.



Overall, the analysis results show that behavioral and psychographic segmentation have a more dominant influence on customer interest compared to geographic and demographic segmentation. This indicates that lifestyle factors, preferences, and customer experiences in consuming products play an important role in increasing purchase interest.

Statistical test results through multiple linear regression analysis show that all four market segmentation variables simultaneously have a significant effect on customer interest. Partially, each variable also shows a positive influence on customer interest, although at different levels. It can be concluded that the proper implementation of market segmentation can increase customer interest, especially by paying attention to behavioral and psychographic aspects as key factors in marketing strategies. This restaurant has a broad market coverage because it targets various customer groups from different backgrounds. Market segmentation can be explained as follows:

B. Geographic Segmentation

This restaurant is located in Unaaha, Konawe Regency, and serves two types of markets based on geographic location. On regular days, the main customers are local residents from around Unaaha. Meanwhile, on weekends (Saturday and Sunday), the number of visitors increases because many people come from outside the area. This shows that the restaurant has regional appeal as a unique Madurese culinary destination that is difficult to find elsewhere.

Research results on geographic segmentation indicate that customers' place of residence influences their interest in purchasing at the Madurese-style fried duck and chicken restaurant in Konawe. Most customers come from areas close to the restaurant, such as urban areas and nearby environments. This shows that proximity is an important factor that makes it easier for customers to access the business location. Customers living in areas with high economic activity tend to have a higher frequency of visits compared to those from more distant areas. Ease of transportation access, road conditions, and strategic business location also influence customers' decisions to visit.

The results also show that customers from outside Konawe are relatively fewer. This is due to limited information and longer travel distances, resulting in lower interest in visiting compared to customers near the business location. Geographic segmentation affects customer interest, especially in terms of proximity, accessibility, and residential environment. A strategic and easily accessible location is one of the main factors in attracting and retaining customers.

C. Demographic Segmentation

Customers of this restaurant come from various age groups and occupational backgrounds. The age segment served ranges from children to adults, with professions such as students, office workers, and families. This reflects the flexibility of menu offerings with prices adjusted to the purchasing power of middle- to lower-income as well as middle- to upper-income groups. For example, the chicken liver and gizzard rice menu priced at Rp 20,000 is suitable for students, while free-range duck rice priced at Rp 33,000 attracts customers looking for specialty and premium food.

Research results on demographic segmentation show that customer characteristics based on age, gender, occupation, and income level influence customer interest in making purchases at the Madurese-style fried duck and chicken restaurant in Konawe. Based on age, most customers are in the productive age group, such as late teenagers to adults, who tend to have high activity levels and practical consumption needs. This group makes more frequent purchases due to high mobility and a tendency to eat out.

In terms of gender, customers consist of both men and women in relatively balanced proportions. However, male customers tend to have a higher purchase frequency, especially for daily consumption, while female customers pay more attention to menu variety, cleanliness, and comfort. In terms of occupation, customers are dominated by students, employees, and entrepreneurs. This group needs food that is fast, practical, and affordable. High levels of busyness make them prefer restaurants that can provide fast service with good taste quality.



Meanwhile, based on income level, most customers fall into the middle-income category. Affordable prices are one of the main factors influencing customer interest, enabling the restaurant to attract various groups, especially those with moderate purchasing power.

D. Psychographic Segmentation

From a psychographic perspective, customers of this restaurant tend to prefer traditional and authentic food. The distinctive black seasoning on shredded duck and mango sambal provides its own appeal for those who appreciate regional flavors. In addition, this restaurant also attracts customers with practical lifestyles, such as office workers who dine in due to their busy schedules. There are also customers who return repeatedly because they feel comfortable with the taste and the dining atmosphere.

Based on lifestyle aspects, most customers have practical and dynamic lifestyles, so they tend to choose places that can serve food quickly without compromising taste quality. Customers with such lifestyles prefer restaurants that are easy to access, provide fast service, and offer menus that match their tastes. In terms of interests and preferences, customers show high interest in foods with distinctive flavors, especially traditional cuisine such as Madurese-style duck and fried chicken. Strong flavors, unique spices, and menu uniqueness are the main attractions that encourage purchases. In addition, menu variety increases customer interest in trying and revisiting.

In terms of personality, customers tend to enjoy comfortable and pleasant dining experiences, whether for personal consumption or with family and friends. Customers who have a tendency to socialize also visit more often, as the restaurant is considered a suitable place to gather.

The research also shows that customers who have a habit of eating out and following culinary trends have higher interest in trying and consuming the products offered. This indicates that psychographic factors are not only related to needs but also to desires and lifestyles. It can be concluded that psychographic segmentation has a significant influence on customer interest. Lifestyle, culinary interest, and preferences for dining experiences are important elements in attracting and retaining customers.

E. Behavioral Segmentation

From a behavioral perspective, this restaurant serves both regular and seasonal customers. Local customers tend to visit regularly, while visitors from outside the area increase at certain times, such as weekends or holidays. Many customers, especially workers, also make bulk purchases, indicating loyalty and satisfaction with the products. The main factors sought by customers are service speed, food taste, and unique flavors, especially in favorite menu items such as cut chicken, free-range duck, and mango sambal.

Based on purchasing habits, most customers tend to make repeat purchases, mainly because they are satisfied with the taste of the food. This satisfaction encourages customers to make the restaurant one of their main choices for fulfilling their consumption needs. In terms of loyalty, customers show loyalty to the products offered, as indicated by the relatively high frequency of visits and the tendency to recommend the restaurant to others. Customer loyalty is formed from a combination of taste quality, affordable prices, and satisfying service.

In terms of benefits sought, customers consider not only taste but also aspects such as service speed, cleanliness, and dining comfort. Customers tend to choose restaurants that provide more value compared to competitors, both in terms of product quality and service. In addition, the research shows that customer purchase times tend to occur at certain hours, such as lunch and dinner times. This indicates behavioral patterns that can be utilized by business actors to arrange operational and marketing strategies. Thus, it can be concluded that behavioral segmentation has a strong influence on customer interest. Purchasing habits, loyalty, and the benefits sought by customers are the main determinants in increasing purchase interest and retaining customers.



4. CONCLUSION

The conclusion of this study highlights the importance of implementing appropriate market segmentation strategies to increase customer satisfaction and business competitiveness. Restaurants serving Madurese-style duck rice and fried chicken are advised to continuously adjust their product offerings according to the needs and preferences of each market segment in order to maintain and expand their customer base. The market segmentation carried out by this restaurant shows that each segment has unique characteristics that influence their preferences toward the menu and services offered.

Geographic segmentation shows that customers come not only from the local area but also from outside the region, especially on weekends and holidays. Demographic segmentation reveals that customers come from various age groups and occupational backgrounds, ranging from students and office workers to families. Psychographic segmentation indicates that customers prefer authentic regional flavors that are practical. Meanwhile, behavioral segmentation reflects that many customers are regulars who return due to the taste, fast service, and comfortable dining atmosphere.

By understanding these differences, the restaurant can develop more focused and personalized marketing strategies for each segment. For example, for office worker segments, the focus is on fast service during lunchtime. For family segments, emphasis can be placed on dining comfort and menu variety. Meanwhile, for out-of-town customers, promoting the uniqueness of Madurese flavors can be the main attraction. In this way, the restaurant can retain loyal customers and attract new ones, while also improving overall business growth.

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