

Do Digitalization and Startups Contribute to the Development of the Agroindustry Sector?

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ABSTRACT

This research aims to analyze the preferences and other factors influencing consumer decisions related to Markisa Mammiri products. The respondents selected are undergraduate students from the Faculty of Economics and Business, Universitas Negeri Makassar, with data collection conducted online through Google Forms with 37 respondents. The descriptive analysis results indicate that most respondents gave positive ratings for digital accessibility, digital promotion, customer satisfaction, product price, and social economic impact. However, there is relatively lower rating for product quality. It is recommended to develop a strategy focusing on improving product quality through strengthening the R&D department, implementing strict quality control, enhancing communication and education with customers, as well as innovative product and customer service development. It is hoped that the continuous application of this strategy will increase customer satisfaction and strengthen the company's position in the market. This research provides valuable insights for business development strategies to achieve higher customer satisfaction and sustainable growth for Markisa Mammiri's business.

Keywords: Digitalization, Development Strategy, Startups Contribute, Customer Satisfaction

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1. INTRODUCTION

Agriculture has been a cornerstone of Indonesia's economy, with almost every sector relying heavily on the agricultural sector. Abundant natural resources, fertile land, and a favorable climate provide a solid foundation for successful agricultural development (Aulia et al., 2019).

One type of plant that is widely utilized by small industries is passionfruit. Passionfruit is a tropical fruit that has gained immense popularity (Idrus, 2008). Passionfruit is a climbing vine that does not have a specific season. Passionfruit cultivation has been developed in several locations in Indonesia, including South Sulawesi, North Sumatra, West Sumatra, and Lampung. The passionfruit variety developed in South Sulawesi and North Sumatra is the purple passionfruit (*Passiflora edulis*), while in West Sumatra, the yellow passionfruit (*Passiflora lingulangis*) is commonly cultivated.

Passionfruit is an iconic identity of South Sulawesi, well-known globally, and has become one of the region's leading fruit commodities. The fruit has become a major commodity in the region, generating revenue through exports of its syrup and concentrate since 1969.

The era of digital technology demands adaptation due to several factors that can be automated using machines or systems to increase work efficiency (Paula, 2022). Digitalization is an effort to commercialize products or services owned by a company (Aris, 2023). In simple

terms, digitalization can be seen as an enhancement of data generation, analysis, and usage, on one hand, to increase internal company efficiency, and on the other hand, to grow the company by adding value to customers through the transformation from analog to digital formats (Radiansyah, 2022).

As digitalization and startup growth accelerate in various sectors, including agro-industry, the impact on Markisa Mammiri's business in Makassar is significant. Digitalization has introduced various technologies and platforms that enable businesses to increase their efficiency and competitiveness. For instance, online platforms and social media enable effective marketing of Markisa Mammiri products, reaching potential customers across various locations. Agrotechnology startups also contribute significantly with innovative solutions such as online platforms or integrated supply chain management systems. The key attribute of startups is their ability to grow quickly, making them a rapidly growing company (Yusian & Aulia, 2021).

Thus, through digitalization and collaboration with startups, the agro-industry sector of Markisa Mammiri in Makassar experiences a positive transformation, increasing productivity, product quality, and market access. Therefore, this research focuses on how digitalization and start-ups influence the development of the agro-industry sector in Markisa Mammiri's business in Makassar.

2. METHOD

This study employed a quantitative method with descriptive analysis to systematically and objectively describe the phenomenon being studied. The quantitative method is a research method that uses numerous numbers, from data collection to interpretation (Ali et al., 2022). This method was chosen because it allows for the collection of measurable data that can be statistically analyzed, thereby ensuring the reliability of the research results. Descriptive analysis was conducted to provide a detailed description of the variables being studied, including frequency, distribution, and data trends. This approach aimed to provide a deep understanding of the main characteristics of the collected data without attempting to identify causal relationships (Nasution, 2017). Through descriptive analysis, this study can present clear and informative information about the condition or phenomenon occurring in the population or sample being studied (Martias, 2021).

The research design used in this study on Markisa Mammiri consumers in Makassar is a mixed-methods approach, combining both quantitative and qualitative methods to obtain actual and subjective data. The study used primary data collected through the distribution of questionnaires to Markisa Mammiri consumers in Makassar. A total of 37 respondents were selected to provide answers to various questions designed to collect information about preferences, satisfaction, and consumption behavior, as well as the impact of social growth on their agro-industry on Markisa products. The questionnaire contained a mix of closed-ended and open-ended questions that allowed respondents to provide detailed perspectives and experiences (Damayani, 2014). The use of primary data through this method aimed to obtain accurate and relevant data directly from the source, thereby enabling the study to describe real conditions and provide significant insights into consumer perceptions of Markisa Mammiri in Makassar.

3. RESULTS AND DISCUSSION

The respondents selected for this study are undergraduate students from the Faculty of Economics and Business, Universitas Negeri Makassar. The study was conducted online through Google Forms questionnaires. The summary distribution of the questionnaire to undergraduate students from the Faculty of Economics and Business, Universitas Negeri Makassar is presented in the following table:

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Digital Accessibility	36	11,00	20,00	17,5278	1,71524
Digital Promotion	36	12,00	20,00	17,3056	1,43067
Customer Satisfaction	36	12,00	20,00	17,2778	1,68372
Product Quality	36	12,00	14,00	12,2778	,61464
Product Price	36	9,00	15,00	13,0000	1,24212
Consumer Trust	36	13,00	13,00	13,0000	,00000
Economic Social Impact	36	9,00	15,00	13,0000	1,12122
Valid N (listwise)	36				

SPSS 25 Output Data Source

The above results provide a summary of the decision-making process preferences and several other factors based on the data collected from 37 respondents. The following is a summary of the distribution of data obtained by the researcher:

a. Digital Accessibility

According to the descriptive analysis results, the digital accessibility variable has a minimum value of 11.00 and a maximum value of 20.00, with a mean of 17.5278 and a standard deviation of 1.71524. This indicates that most respondents felt that digital accessibility was at a satisfactory level, although there was some variation in individual perceptions.

b. Digital Promotion

The digital promotion variable has a minimum value of 12.00 and a maximum value of 20.00, with a mean of 17.3056 and a standard deviation of 1.43067. This suggests that digital promotion was also considered effective by respondents, although there was some variation in their assessments.

c. Customer Satisfaction

The customer satisfaction variable has a minimum value of 12.00 and a maximum value of 20.00, with a mean of 17.2778 and a standard deviation of 1.68372. The high mean value indicates that most respondents were satisfied with the products they consumed, although there were some respondents with varying levels of satisfaction.

d. Product Quality

The product quality variable has a minimum value of 12.00 and a maximum value of 14.00, with a mean of 12.2778 and a standard deviation of 0.61464. The mean value close to the lower bound suggests that there was some consistency in perceptions regarding product quality, although it was somewhat low.

e. Product Price

The product price variable has a minimum value of 9.00 and a maximum value of 15.00, with a mean of 13.0000 and a standard deviation of 1.24212. The mean product price indicates that most respondents felt that the product price was reasonable, although there were some differences in opinions regarding this.

f. Consumer Trust

The consumer trust variable has the same minimum and maximum values, namely 13.00, with a mean of 13.0000 and a standard deviation of 0.00000. This suggests that all

respondents had the same level of trust in the product, indicating high stability and consistency in trust.

g. **Economic Social Impact**

The economic social impact variable has a minimum value of 9.00 and a maximum value of 15.00, with a mean of 13.0000 and a standard deviation of 1.12122. The moderate mean value indicates that the product had a relatively positive economic social impact, with some variation in opinions among respondents.

Overall, the descriptive analysis results indicate that digital accessibility, digital promotion, customer satisfaction, product price, and economic social impact received good ratings from the respondents. Consumer trust appears to be very stable, while product quality has a relatively lower value but is consistent. This data provides valuable insights for business development strategies to enhance specific aspects and achieve higher customer satisfaction

The development strategy for the variable with a lower value is to improve product quality and fix the variables with low values in the descriptive analysis. Markisa Mammiri can implement a series of strategies focused on improving product quality and customer satisfaction. Firstly, the company can strengthen its R&D department to conduct further research and develop products to enhance quality and innovation. Tighter quality control should also be applied throughout the production chain to ensure high-quality products. Additionally, communication and education strategies for consumers need to be enhanced through marketing campaigns that highlight the product's strengths and transparent production processes. Improving customer service and after-sales service is also crucial, providing responsive and solution-oriented service and offering adequate product warranties. Furthermore, product innovation should be encouraged by developing new product variants and collaborating with influencers or influential parties in the industry. Setting a competitive price and strategically promoting products are also necessary to attract more customers. By implementing these strategies continuously, Markisa Mammiri can improve its product quality and achieve better customer satisfaction, strengthen its brand image, and increase its competitiveness in the market.

4. CONCLUSIONS AND SUGGESTION

a. Conclusions

Based on the descriptive analysis results of the variables related to digital aspects, customer satisfaction, product price, and economic social impact, it can be concluded that the majority of respondents gave good ratings to digital accessibility, digital promotion, customer satisfaction, product price, and economic social impact of Markisa Mammiri's products. However, the quality variable showed a relatively lower value, indicating that there is room for improvement in this area. Therefore, a development strategy focused on improving product quality is crucial for Markisa Mammiri. Strategies such as strengthening the R&D department, applying stricter quality control, enhancing communication and education to consumers, and improving customer service and product innovation become key to achieving the company's goal of increasing customer satisfaction and strengthening its market position. By combining these strategies continuously, it is expected that Markisa Mammiri will achieve sustainable growth and higher customer satisfaction.

b. Suggestion

Based on the descriptive analysis results and the development strategies outlined, several suggestions are offered to Markisa Mammiri to improve its performance and customer satisfaction. Firstly, the company should prioritize improving product quality by allocating sufficient resources for research and development, ensuring strict quality control throughout the production process. Additionally, it is essential to enhance communication and education to consumers about the product's strengths and transparent production processes, in order to increase consumer perception of product quality and create a better relationship with them. Product innovation and customer service are also key focuses, where the company can develop new products that are attractive and meet consumer needs, as well as improve customer service quality to provide a better experience for them. Furthermore, collaboration with influencers or influential parties in the industry and strategic product promotion with competitive pricing are necessary to increase brand visibility and reach more customers. Finally, conducting regular market analysis is also an essential step to understand consumer trends and market competition, allowing the company to adapt its strategies quickly and remain relevant in a rapidly changing market. By implementing these suggestions continuously, it is expected that Markisa Mammiri will achieve sustainable growth, strengthen its relationships with customers, and increase customer satisfaction and loyalty in the market.

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