

Image of Jamu Madura Differences Review From Respondents Experience

Netty Herawati^{1*}, Nailur Rohmah², Fonny D. Hutagalung³

^{1,2}Universitas Trunojoyo Madura, Indonesia

³Universiti Malaya, Malaysia

netty.herawati@trunojoyo.ac.id

Abstract. *This study to see the differences in the image of madurai was reviewed from the experience of respondents. This is a quantitative research. The sample collection in this study is purposive sampling, the criterion of respondents is respondents know about Madura, respondents have never/never consumed Madura. Respondents of adult age, the respondents are from two countries namely Malaysia and Indonesia. data collection using the ordinal scale of Likert. Data analysis techniques use the help of SPSS applications using T-Test tests as static tests for the proof of hypotheses. The results showed a t value of -5,852 with a significance of 0,00 (0,05) meaning that there was a significant difference in the image of Madura's juice reviewed from the respondent's experience. Experience respondents who have consumed Madura spices have a positive image and, on the contrary, respondents that have never consumed madura spice have a negative image.*

Keywords – *Jamu Madura, jamu Madura's Image, Experience respondents.*

I. INTRODUCTION

Madura jamu is a jamu originating from Madura territory with special characteristics that are already known in various regions even to the nation. Although its marketing is still limited, the neighbouring countries of Indonesia recognize Madura's strength from the labor force in those countries. The recognition of Madura's gifts is due to its credible properties, especially those that are beneficial to the harmony of the husband and wife. Madura jamu is prescribed by the ancestors downwardly, so that not all Madura people are able to make it, only to some Madura who have a family history as a home of the industry of jamu or from the family history that still originates from the offspring (garis keturunan bangsawan). Madura jamu is often associated with traditional wisdom, cultural identity, and natural healing methods passed down through generations. Madura Jamu is deeply rooted in the cultural heritage of the Madura region in Indonesia. It is traditionally used for a variety of health and well-being purposes and is an integral part of local customs and practices..

Madura with its four districts consisting of Sumenep, Pamekasan, Wastes and Bangkalan has relatively similar characteristics in the processing of Madura spices that are derived from spices, but there are differences in the forms of spices produced and have different peculiarities. Some are fine powder-shaped, some are dry little balls, others are wet little balloons, some have a liquid shape like a straw. In Indonesia there is not only Madura spices, there are also traditional spices developed from herbs in various regions. It's just that Madura's spice is more famous for its peculiarities. In Madura itself, it's a childhood habit to consume jams, even when you don't want to drink jams you'll be forced to maintain your health. Everyone's experience of drinking Madura's juice must be different. It is not difficult for a mature person to drink it, even though it is bitter. But with modernity, the consumption of spices has been largely replaced by pharmacological drugs..

Today's situation is relatively different, at the age level of children and adolescents, they barely want to consume Madura juice because of its bitter taste. Nowadays, Madura juice is consumed not only by the Madura people, but people from various regions and countries who want to prove its properties. Each person's experience of feeling the benefits of Madura's spices gives a different perception. Different perceptions bring about a different level of understanding and awareness. When individuals feel the benefits, they get a positive experience of consuming Madura juice, and instead when they don't experience the benefits they tend to get a negative experience.

Individuals who get similar experiences will have a similar perception of the benefits of Madura juice. A positive experience will have an impact on the re-purchase of the Madura Juice, otherwise a negative experience will make the user will not repeat the purchase of the madura juices. Nevertheless, there are no references to the negative experience of consuming the Madira juice, so the juice is considered safe and has no significant side effects on its users. The safety of Madura's remedy, including natural ingredients and minimal side effects, contributes to its positive image. Individuals often associate Madura's spices with traditional wisdom, cultural identity, and natural healing methods passed down through generations. Individual experiences related to ease of access, availability and affordable prices are something that adds to the user experience of Madura. Individuals who value accessibility and affordability make it a popular choice. Its extensive availability in local markets and traditional medicine stores enhances its image as an accessible healthcare solution..

A product image is a set of associations perceived by consumers with a product, which includes the attributes of the product, its benefits to consumers, its usage, and warranties. In other terms, a product image is known as a brand image. Brand image is an element that is considered important by consumers and is the basis for making a decision to buy a product. Brand strength is about two things, namely consumer perception of a brand and consumer loyalty to brand usage. According to Coaker (2021), Tharpe (2014), and Simonson and Schmitt (2009). A brand image is a regeneration of the entire perception of a brand formed from the information and experience of consumers as well as customers in the past towards a brand. According to Espíndola (2020) and Arifin and Fachrodji (2015), brand image relates to consumer attitudes that are preferences to a brand. Mcpheron (2021) and Wardhana, et al. (2021), argued that if a customer has a positive image of a brand, then the customer will buy the product back. Kim and Chao (2019) argued that rationalizing consumer perceptions and emotional feelings, both play an important role in the brand-building process. Experience of a brand positively affects brand image and attachment, which leads to consumer purchasing decisions. In general, brand image can add or even decrease value for customers and companies. Brand image can act as a key/complex element of a brand because it gives a direct impact on brand equity (Opatha, 2015). Kim and Chao (2019) research findings also provide insight into the different paths in the brand building process, therefore the importance of a different branding strategy for different product categories..

Based on the background above, then the aim of this study is to see the differences in the image of Madura's jamu reviewed from the experience of respondents.

II. METHOD

This research method uses a quantitative approach. Quantitative research is a systematic scientific study of parts and phenomena and the causality of their relationships. (Abdullah, et al, 2022). The reason for using a quantitative approach in this study was to want to know the differences in the image of Madura's sperm was reviewed from the respondent's experience.

Sampling in this study using purposive sampling, the criterion of respondents is respondents know about Madura juice, respondents have never/never consumed Madura Juice. Adult respondents, the respondents are from two countries namely Malaysia and Indonesia. As for the number of respondents, it's 1246. Data collection using the ordinal scale of Likert. As suggested by Sugiyono (2011), a measurement scale is the agreement used as a reference to determine the short length of intervals in a measuring instrument, so that the measuring device when used in measurements will produce quantitative data. Data analysis techniques use the help of SPSS applications using independent T-Test samples as statistical tests for the proof of hypotheses. According to Herawati

(2016) independent sample t-test is a procedure for free sample by comparing the averages of two groups tested randomly, in addition to testing the generalization ability of average two samples that are not correlated.

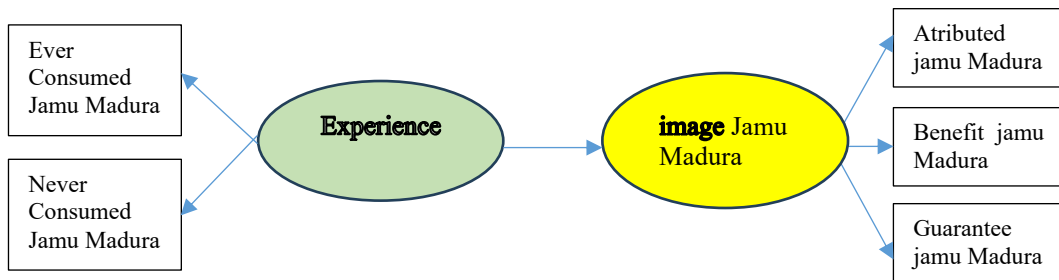


Figure 1. Research design

Figure 1 shows the design of the study, where the experience consists of two groups, the group 1 is the group that has never consumed Madura juice and the group 2 is the Group that has ever consumed madura juices. While the image of Madura Juice is measured by three indicators: the attributes of Maduras juice, the benefits of maduras juices and Maduras guarantee of juice..

III. RESULT AND DISCUSSION

A. Result

Table 1. Respondent description [2]

No	Description	Total	Percentage
1	Country		
	Indonesia	623	50%
	Malaysia	623	50%
2	Gender		
	Female	876	70,3%
	Male	370	29,7%
TOTAL		1246	100%

Table 1 above shows that the survey respondents come from two countries namely Indonesia and Malaysia with the same proportion of 50% of the respondents from Indonesia and 50% of those from Malaysia. These data show that the condition of respondents is assumed to be equal to a balanced proportion..

Table 2. Respondents [2]

Group Statistics

Respondents		N	Mean	Std. Deviation	Std. Error Mean
ImageJam u Madura	Ever Consumed jamu Madura	623	27,3242	2,88596	,11562

Never Consumed jamu Madura	623	28,3307	3,17797	,12732
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Table 2 above shows that there is a difference in the image of jamu Madura based on the mean value of each group. In the respondents who have never consumed jamu Madura, the average value is relatively lower than in the respondent who has consumed the jamu Madura in giving its image. In those who have consumed madurajuices, the relative high in Madurauice image, which means that the responders who have used Madura java have more positive experience. It can be inferred that the image is different in the consumer who has never or has never consume Madura.

Table 3. T-test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2- tailed)
Image Jamu Madura	Equal variances assumed	7,331	,007	-5,852	1244	,000
	Equal variances not assumed			-5,852	1232,620	,000

Based on the table 3 above, there is a general difference in the experience of respondents who have ever and never consumed Madura juice compared to the image of Madura Juice. The coefficient of the value t shows -5.852 with a significance of 0.00 (<0,05) means there are differences in the picture of the Madurajuice reviewed from the respondent's experience..

B. Discussion

The results of the study show that there is a difference in the image of Madura's spices reviewed from the experiences of respondents. As proposed by Wade and Tavriss (2008), experience has a great influence on how one prepares something to be felt. (diketahui, dikerjakan, dan dipersepsikan). Experience also affects the awareness of something captured by human senses. The activity within yourself or the experience of someone will produce a different perception. According to this opinion, things that are under pressure in perception are usually things that meet the purposes of the individual who performs the perception. The perceptions that we often experience (consistently) repeatedly on their own will be recorded in our memory and become an experience or perception that we will remember back when we experience the same sensations in the future. (Afiyanti dan Rachmawati, 2014). The existence of direct involvement in an activity that a person experiences is a factor that influences the presence of something that can create an experience that can pour information into a person's perceptions and skills. Direct involvement in the study occurred in respondents who had consumed jamu Madura. Therefore, they had a relatively higher image rating of jamu Madura compared to respondents who had never consumed jamu Madura. The experience of respondents

having consumed jamu Madura influenced their perception so that information related to jamu Madura when providing benefits was felt as a positive experience.

The product image in this study is measured through three components: the attributes of the Madura product, the benefits of the madura product and the guarantees of Madura products. As emphasized by Kotler and Armstrong (2014) Product image is a set of associations perceived by consumers to a product, which includes the attribute of the product, benefits for the consumer, its users, and guarantee. In this study, the product image refers to the Madura product. The Madura image is measured through Madura Product Attribute which consists of product content information indicators, and packaging. Product benefits consist of indicators of the usefulness of Madura products, and methods of use. The product warranty consists of indicators of valid information of the Madura product, its composition and product safety assurances..

IV. CONCLUSSION

There is a significant difference between the image of the Madura spice reviewed and the experience of the respondent. The experience of respondents who have consumed Madura Spice has a positive image and, on the contrary, the respondents that have never consumed madura spices have a negative image. Advanced research can be done by incorporating perception variables of Madura's attributes to identify differences in a more detailed way. The application of the latest technology in the packaging of Madura jars can also be studied further to understand their image.

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Conflict of Interest Statement:

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.