

Analysis of Market Segmentation and Consumer Preferences for Purchasing D’Kriuk Chicken in Bungah, Gresik

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Received: Month, Date, Year (Required) Revised: Accepted:

Abstract

This study aims to analyze the influence of market segmentation on consumer preferences in purchasing D’Kriuk Chicken in Bungah, Gresik. Employing a descriptive qualitative approach, data were collected through semi-structured interviews, direct observations, and documentation. The research focuses on the application of four segmentation variables—demographic, geographic, psychographic, and behavioral—to understand the characteristics of the target market. The findings reveal that the main consumer segments consist of students and young professionals who prioritize convenience, affordability, and accessibility. Consumers express positive preferences for the product’s taste, competitive pricing, and availability through delivery services. However, certain areas, such as the comfort of the dining environment and the effectiveness of promotional strategies, remain in need of improvement. The study highlights that a well-implemented, locally tailored market segmentation strategy can significantly enhance marketing effectiveness and increase the competitiveness of culinary micro, small, and medium enterprises (MSMEs). These insights can serve as a reference for similar businesses seeking to better align their products and services with customer needs in regional markets.

Keywords: 3-6 words / phrases

DOI :
p-ISSN :
e-ISSN :

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1. Introduction

The fast-food industry in Indonesia is growing rapidly in line with changes in people's increasingly dynamic lifestyles. Consumers today prefer food that is practical, quick, and affordable, especially among students and workers. This has encouraged culinary businesses, especially MSMEs, to continue innovating in offering products that meet market needs (Rangkuti, 2019).

One local SME that has shown rapid growth is D’Kriuk Chicken. D’Kriuk Chicken has achieved exceptional growth through its franchise system. In 2020, the business became part of PT Raja Rasa Kuliner, headquartered in Bogor, West Java. To date, D’Kriuk Chicken has successfully opened over 3,000 outlets across Indonesia. D’Kriuk Chicken has also achieved several accolades, including prestigious awards such as The Best Product & Brand Award 2022, The Best Franchise Award 2022, Indonesia Executive Entrepreneur Award 2022, and Best Choice In Top Award 2022 (Sundoro & Putlia, 2024). This demonstrates that D’Kriuk Chicken has a strong commitment to dedication and innovation in its business operations.

In marketing, market segmentation is a crucial strategy for identifying and grouping consumers based

on specific characteristics such as demographics, geography, psychographics, and behavior (Swastha & Handoko, 2008). Accurate segmentation helps businesses develop promotional and distribution strategies that align with market characteristics. Research by Prasetyo and Wulandari (2020) shows that accurate market segmentation significantly influences the effectiveness of marketing culinary products among students. Additionally, research by Fadilah et al. (2020) reveals that segmentation based on lifestyle and interests also determines customer loyalty toward local brands.

Consumer preferences for a product are greatly influenced by perception, experience, price, and promotion (Tjiptono, 2015). Understanding these preferences is important so that businesses can tailor their products to the tastes and expectations of their target market. Furthermore, in the context of SMEs, adjusting strategies based on consumer preferences has proven to enhance competitiveness and customer loyalty (Racmawati & Khairunnisa, 2022). This highlights that understanding consumer behavior is a crucial aspect in formulating sustainable business strategies.

However, to date, there has been limited research specifically examining the relationship between market segmentation and consumer preferences in SME-based fast-food businesses, particularly in semi-urban areas such as Bungah Subdistrict, Gresik Regency. Despite this, the area possesses unique market characteristics and demonstrates significant economic potential.

Therefore, this study aims to analyze how market segmentation influences consumer preferences toward purchasing D'kriuk Chicken in Bungah. The findings are expected to contribute to SME actors in designing data-driven marketing strategies that are more relevant and effective in reaching consumers optimally.

2. Research Design and Method

This study uses a descriptive qualitative approach that aims to gain an in-depth understanding of the influence of market segmentation on consumer preferences in purchasing D'kriuk Chicken products in Bungah District, Gresik Regency. This approach is considered appropriate because it is able to explore data naturally and contextually from the experiences and views of business actors and consumers.

The data sources in this study were obtained from primary and secondary data. Primary data were obtained through semi-structured interviews with outlet owners, which aimed to explore information about consumer characteristics, marketing strategies, and business experiences. In addition, direct observations were conducted at the location to understand consumer behavior during purchases, such as visit times, interactions with products, and consumption patterns.

Meanwhile, the documentation used in this study included two forms. First, visual field documentation such as photos of outlets, promotional displays, and purchasing atmospheres, which were used to reinforce the context of the interviews and observations without being displayed in this article. Second, literature documentation discussing D'kriuk Chicken from reliable sources, which was used as secondary data to enrich the analysis and reinforce the social and marketing background of the brand.

3. Results and Discussion

Demographic Segmentation

Demographic Segmentation is the grouping of the market based on characteristics such as age, gender, education level, income, occupation, and marital status (Saputri & Marlina, 2020). For example, the student segment tends to seek affordable and fast food products due to time constraints and purchasing power (Wijayanti & Yulianingsih, 2019). Demographic factors can also reflect the lifestyle and needs of consumers towards certain products (Yuliana & Kurniawan, 2019).

Most of the consumers of D'kriuk Chicken in Bungah come from the productive age group, which is 15–35 years old. They consist of students, university students, workers, and young parents. Consumers

in this group show a preference for affordable and easily accessible fast food. These findings are consistent with the research by Fitriana and Wahyudi (2019), which shows that younger consumers prefer fast food due to its practicality and time efficiency. Friendly prices and appropriate portions are the main attractions for this segment, indicating that the pricing approach based on age and income segmentation has been quite successful in enhancing product appeal.

Geographic Segmentation

Geographic Segmentation is dividing the market based on geographic locations such as countries, cities, districts, and rural or urban areas. Consumers in semi-urban areas such as Bungah, Gresik, may have different consumption characteristics compared to consumers in metropolitan areas due to differences in local culture, product availability, and distribution access (Arifin & Nurfalah, 2018). Therefore, understanding geographical characteristics can help MSME actors in formulating targeted local marketing strategies (Sari & Hidayat, 2022).

D'kriuk Chicken's customers generally come from Bungah District and its surrounding areas. The strategically located outlet on the main road, near educational centers and community services, makes access to the products very easy. This is in line with the findings of Sulisty and Rahmawati (2018) that location and accessibility are among the dominant factors in consumer purchasing decisions. The presence of outlets in locations frequented by consumers' daily activities contributes to high purchase frequency and the formation of local loyalty.

Psychographic Segmentation

Psychographic segmentation focuses on the psychological and social aspects of consumers such as lifestyle, interests, and values they adhere to (Permana & Rosyidi, 2021). Consumers with busy and active lifestyles tend to choose fast food due to its practicality and efficiency (Rohmawati & Wahyuni, 2021). In addition, this segment also considers the consumer's self-identity as manifested in the choice of certain brands (Latifah & Nugroho, 2019).

From a psychographic perspective, consumers exhibit a practical lifestyle and tend to choose food that can be purchased quickly, has a taste that suits local preferences, and is affordable. Consumers also show interest in local products as an alternative to large national brands. This phenomenon is reinforced by the research findings of Ramadani et al. (2021), which state that consumers in semi-urban areas increasingly appreciate local products that can meet practical and emotional expectations. By offering the distinctive savory flavor of crispy chicken and competitive prices, D'kriuk Chicken successfully meets the needs of dynamic and budget-conscious consumers.

Behavioral Segmentation

Behavioral Segmentation is the grouping of consumers based on attitudes, purchase frequency, brand loyalty, and the benefits sought in a product (Latifah & Nugroho, 2019). In the context of fast food, for example, there are consumers who buy because of the taste, ease of access, or because of attractive promotions such as discounts or value packs (Pratama & Syahputra, 2018). This segmentation is very important in identifying potential consumers who have a high likelihood of becoming regular customers.

Behaviorally, consumers make purchases at certain times such as lunchtime and in the evening, and it increases on weekends. In addition, many consumers utilize digital services such as GoFood and GrabFood to order products online. These findings indicate that consumer behavior has shifted towards digitalization, which is also evidenced in the study by Setiawan and Astuti (2022) that online ordering services significantly enhance the satisfaction and loyalty of fast food consumers. D'kriuk Chicken's adaptation to this trend has become a unique competitive advantage in maintaining relevance amid changing

consumer behavior.

In general, the market segmentation strategy implemented by D'kriuk Chicken Bungah can be considered successful, as it is able to identify consumer characteristics based on demographic, geographic, psychographic, and behavioral dimensions, and then adjust its product offerings accordingly. This success also reflects the importance of local market mapping in MSME marketing strategies to survive amidst increasingly fierce competition.

Consumer Preferences

Consumer preferences for D'kriuk Chicken products in Bungah show a positive tendency towards various aspects, especially in terms of taste, price, and order accessibility. The majority of consumers enjoy the distinctive chicken flavor, with well-absorbed spices and a consistent savory taste. This strong and unique flavor is one of the main indicators in shaping a positive perception of food product quality (Zulham & Amelia, 2018). In addition, the diverse variants of sambal also serve as a unique attraction and differentiate D'kriuk Chicken from similar competitors. Product differentiation based on local tastes is an important strategy in building customer loyalty (Nurlina & Salim, 2022).

From the price perspective, consumers consider that the offered price is affordable and appropriate for the portion, not too expensive but also not too cheap. A price that is commensurate with the value of the product is one of the main factors in the decision-making process for purchasing ready-to-eat food (Fitriani et al., 2020). The right portion size is considered quite satisfying and in line with their expectations by consumers. This reinforces the finding that the balance between quality, quantity, and price is a crucial element in creating consumer satisfaction (Purwanto & Subroto, 2020).

In addition, the aspect of ease in ordering also received positive feedback. Consumers like that D'kriuk Chicken can be ordered through delivery services like GoFood and GrabFood. This digital accessibility is considered to facilitate consumers with high mobility, and is in line with current consumer trends that prioritize time efficiency and service convenience (Rizki & Isnaini, 2021).

However, there are several things that some consumers do not like. One of them is the condition of the dining table in an unstable location, which makes dining in less comfortable. The comfort of the dining facilities also affects the overall impression of the product, especially for consumers who prefer dine-in (Handayani & Prasetyo 2017).

Some consumers also expressed that the types of promotions offered are still limited, such as purchase discounts or product bundling. Although digital promotion strategies have been well-executed through social media, the absence of attractive promotions such as discounts or bundled packages is still seen as an opportunity that can be maximized. At the initial stage of opening an outlet, the variation of promotional forms often becomes an important factor in attracting new customers (Nurhalimah & Suharto, 2020).

In general, these findings indicate that consumer preferences for D'kriuk Chicken in Bungah are largely positive, particularly in terms of taste, variety of sambal, price, and ease of service. Meanwhile, minor aspects such as dining facilities and promotional variations can still be improved to strengthen customer satisfaction and loyalty in the future.

4. Conclusions

This research shows that the market segmentation strategy implemented by D'kriuk Chicken in Bungah is effective in reaching and meeting the preferences of local consumers. Demographic, geographic, psychographic, and behavioral segmentation successfully identified key consumer characteristics, such as productive age, strategic location, practical lifestyle, and digital purchasing behavior. Consumer preferences are generally positive towards taste, price, portion size, and ease of ordering, although there are

shortcomings in terms of facility comfort and promotional variety. These findings indicate that success in understanding consumer segmentation and preferences is a key factor in maintaining the competitiveness of culinary SMEs amidst increasingly competitive market conditions.

The novelty of this research lies in its focus on the relationship between market segmentation and consumer preferences in semi-urban areas based on SMEs. Meanwhile, the strength of this research lies in its qualitative approach, which can deeply depict the local context, while its limitation is the scope that only covers one outlet. The recommendation for future research is to expand the scope of locations and combine a quantitative approach so that the research results are more general and applicable.

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