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Analysis Of Elpiji Gas User Consumer Perception

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Abstract:

This study aims to determine the perception of consumers of Liquefied Petroleum Gas (LPG) gas in Bima City. This type of research is quantitative descriptive. In this study the data used are primary data obtained from consumer LPG user questionnaires in the Bima City. Data were analyzed using univariable one-sample t-test analysis. The instrument was obtained from a questionnaire (questionnaire) that would be distributed and answered by LPG consumer users in the form of Likert scale questions. The population in this study is LPG consumer consumers in the City of Bima. The sample used is calculated using the formula Unknown Populations and the number of samples obtained is 96 consumers. As for the sampling technique using the accidental sampling method. After processing data using several statistical tools such as average values and descriptive analysis, the results of this study are the perceptions of LPG users who on average give good answers. LPG users state that the use of gas is more profitable than kerosene, in terms of cost being more economical, the cooking process is also faster and cleaner and there is no compulsion and receiving gas as a substitute for kerosene.

Keywords: Consumer Perception; LPG Gas

Liquefied Petroleum Gas (LPG) is a government program that aims to reduce fuel subsidies (BBM). The government's policy to convert kerosene to LPG as a fuel has a beneficial impact, among others, pollution-free and can help our daily lives in the modern era where equipment has become more sophisticated and practical. However, even though the existence of Liquefied Petroleum Gas (LPG) is very helpful for people's lives, it does not mean

that there is no danger or risk posed by the LPG gas.

Perception is a way how consumers give meaning to the series of stimuli and this is a process of cognition. When a consumer interprets an advertisement he sees, a cognition process occurs in the consumer's mind. Perception is not only important in the information processing stage but also plays a role in post-consumption of the product,

namely when consumers evaluate their purchasing decisions. Whether consumers feel satisfied or vice versa, even this assessment can not be separated from their perceptions (Taroreh et al, 2015). A process in which individuals organize and interpret their sensory impressions to give meaning to their environment. If someone already has motivation, then that person is ready to act (Subakti, et al. 2018). Meanwhile, according to (Schiffman & Kanuk, 2008: 137) perception is defined as the process carried out by individuals to choose, arrange, and interpret stimuli into meaningful and sensible images about the world.

Research on consumer perceptions of the use of LPG has been previously studied by Rosita and Rahmat Basuki (2013) conducting research on the Perception of Family Satisfaction Level Rt 03 RW 07, Makasar Urban Village, East Jakarta Against the Program of Kerosene Conversion to Liquefied Petroleum Gas (LPG). The results of the study that the majority of respondents were very satisfied with the implementation of the conversion program. (3) Respondents' perceptions; (a) 85.21% stated that the use of gas is more profitable, the cost is more economical, the cooking process is faster, cleaner, compared to kerosene (b) there is no compulsion and receiving gas as a substitute for kerosene and (Dey, 2013) conducts research on Community Perceptions of the Policy to Convert Kerosene to LPG 3 Kg in Sidodamai Village, Samarinda Ilir District. The conclusion of this research is the

implementation of the policy of converting kerosene to 3 kg LPG gas in the Sidodamai sub-district is running smoothly but a small number of people are constrained in terms of legal acceptance of the 3 kg LPG starter pack such as not having an Identity Card (KTP), a society that has not been recorded in the community permanent.

Facts on the field show that consumers have different views or perceptions of the use of LPG. Some consumers think that the use of LPG is very risky, one of which is a fire caused by an explosion originating from an LPG gas cylinder that has an average size of 3 kg due to leakage in the distribution of Liquefied Petroleum Gas (LPG) to the cylinder to be used or even from misuse of LPG that does not understand. Many consumers, especially people in the City of Bima who are not accustomed to using gas fuel are forced to use it, especially people who live in rural areas and elderly urban communities. However, some consumers give different perceptions on the use of LPG that the conversion of kerosene to LPG really helps accelerate the process of household needs, besides the use of Liquefied Petroleum Gas (LPG) is cheaper compared to kerosene.

One of the companies that markets LPG is PT. Bimatama Migas Bersinar address on Jl. Gajahmada, Karara Urban Village, West Rasanae District, Bima City, is an official company appointed by Pertamina to market LPG products. LPG agents PT. Bimatama Migas not only markets LPG Public Service Obligation

(PSO) products but also LPG non Public Service Obligation (PSO). With the limitation of LPG Public Service Obligation (PSO) quota from Pertamina, the LPG Bimatama Migas Agent must implement an appropriate marketing strategy in marketing LPG non Public Service Obligation (PSO).

Based on the description above, it is necessary to conduct a research on the analysis of consumer perception of Liquefied Petroleum Gas (LPG) users in the Bima City with the aim to find out and analyze how perceptions of Liquefied Petroleum Gas (LPG) consumers in Bima City

METHOD

This type of research is quantitative descriptive. Descriptive research is intended for careful measurement of certain social phenomena by developing concepts and gathering facts, but not testing hypotheses. While quantitative research is required to use numbers, ranging from data collection, interpretation of the data, as well as the appearance of the results. Likewise, an understanding of the research conclusions is accompanied by graphic tables, charts or other views (Arikunto, 2013). Quantitative research is required to use numbers. In this study the instrument was obtained from a questionnaire (questionnaire) which would be distributed and answered by consumers of LPG gas users in the form of Likert scale questions. In this study, the population is LPG user consumers in the

Bima City. The population size in this study is very large and cannot be known with certainty, therefore the sample size used is calculated using the formula Unknown Populations: (Frendy 2011: 53). the number of samples to be studied is 96 respondents / consumers.

The sampling technique uses the accidental sampling method. Where according to Sugiyono (2015) accidental sampling is taking respondents as a sample based on coincidence, that anyone who accidentally meets a researcher can be used as a sample if people who happen to be met are suitable as data sources.

This research was conducted on LPG users in the City of Bima with one month of research time, February 2020. In collecting the materials needed in this study collected through the methods of: Observation, Interview (interview) as well as distributing questionnaires aimed at consumers of gas users LPG in the City of Bima

The data source for this study was obtained from primary data, namely data obtained through direct observation of the perception of consumers of LPG gas users, both through observation, questionnaires and documentation. Data analysis is a process of simplifying data in a form that is easier to read and interpret. Data analysis of research results will be tested using validity and reliability tests and descriptive analysis of one variable (univariable), one sample t-test is used. Descriptive analysis aims to describe the characteristics of

respondents based on their hemography

RESULT AND DISCUSSION

Results of research and discussion about Community Perception of LPG gas users in the Bima City. Talking about the response and the community's response to the developing social problems, especially

(Kuncoro, 2011: 172).

the problem of the conversion of kerosene to LPG so that it gets a detailed picture in a perception. To test the descriptive hypothesis of one variable (univariable), one sample t-test was used. Hypothesis test results of the research variables are as follows:

Table 1. One-Sample Test

	Test Value					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Consumer Perception	60.442	95	.000	32.89375	31.8133	33.9742

Source: Output SPSS 22

Based on the results of data processing the perception variable of LPG gas consumer consumers in the Bima City in the output table 1 above shows that the t-test value is positive that is equal to 60.444. Thus, the overall perception of LPG gas users as much as 60.44% states that (a) the use of gas is more profitable than kerosene, (b) in terms of cost is more economical, (c) the cooking process also becomes faster and (d) cleaner, (e) there is no compulsion and receiving gas as a substitute for kerosene.

Statistical test results show that the t-value of the variable perception of LPG gas consumer consumers in the Bima City is positive that is equal to 60.444 with a significant level of 0.000 <0.05. When compared with the t-table value, the t-count is greater than the t-table value (60.444 > 1.985). Thus it can be concluded that the perception of consumers of LPG gas users in the Bima City is positive,

which is more than 60% of the expected or good criteria can be proven from the results of this study.

CONCLUSION

The perception of the public/consumers of LPG gas users in the City of Bima falls into the positive category because many people claim to support the replacement of kerosene to LPG, it can be seen from the average consumer giving an agreed answer to the use of LPG gas with an average of above 60% with good criteria. So from this test and the fact it can be concluded that consumer confidence in the use of LPG gas is due to a number of reasons, namely: Because LPG is the only

need in the household, LPG is cheaper than kerosene and LPG is everywhere.

SUGGESTION

The suggestions that can be given such as the Government or private sector in charge of LPG in the Bima City should provide security and comfort facilities for consumers that will cause a satisfaction in consumers to use LPG by means of periodic outreach and needs a more intensive approach so that eventually The public is interested and willing to use LPG, the Government needs to stabilize LPG prices at the community level and not increase LPG prices in the near future and improve the quality of products such as hoses and regulators. Resulting in the scarcity of LPG in the Bima City.

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