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# Identification of socioeconomic profile of Kembang Joyo Honey consumers in Batu City

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**Abstract.** This research aimed to identify the socioeconomic profile of consumers of Kembang Joyo Honey. The research was conducted from October to November 2019 at several Kembang Joyo outlets in Batu City. The selected respondents were consumers who visited sales outlets in Batu city using the *accidental sampling* method. The data analysis used was descriptive statistics. The results showed that based on age, 41% of respondents were dominated by aged 31–40 years. Respondents were dominated by female (52%). Respondents who visited sales outlets, 37% worked as employees, with their education level mostly from Senior High School (45%) and they came from the East Java area.

## 1. Introduction

Honey is an ingredient that contains high antioxidants. The antioxidant in honey is caused by the various components in honey, including flavonoids, phenolics, vitamin C, amino acids, enzymes, catalase, and others. The demand for honey tends to continue to increase, although there are any fluctuations between time and region. Data from the Central Bureau of Statistics BPS [1], Indonesian honey imported amounted to 946,450 kg in 2013, then in 2014 it was 2,243,474 kg and in 2015 it was 1,870,977 kg. These fluctuations are the result of global changes and national dynamics, especially climate change. The increasing need for honey due to demand is in line with population growth and national economic development, making the beekeeping agribusiness in Indonesia a very big prospect.

Most of the honey consumers in Indonesia are a society that lives in urban areas, especially those are who relatively high income levels. On the other hand, the low level income people, rarely consume honey unless they are in poor health condition. This is one of the reasons that the income elasticity of demand for livestock products, especially honey, is relatively high. Honey is not considered as a basic need of the majority of Indonesians.

The consumer's decision to buy honey is inseparable from the quality of the honey product that becomes a consideration for consumers in buying and consuming honey. These qualities include the origin of the honey, the color of the honey, the thickness of the honey, the cleanliness, the distinctive smell of honey, the form of the package, and the contents of the honey in a package. The decision process of consumers to buy or consume products and services is influenced by three main factors, these are: (a) marketing activities carried out by producers and other institutions, (b) the differences in individual consumer factors and (c) consumers' environmental factors. Competition for goods and services from



various companies are getting tougher every day to reach as many consumers as possible so that they are willing to buy products. The right marketing strategy is needed to make the company can win the competition. Based on this background, research was conducted on the consumer profile of Kembang Joyo Honey in Batu City, East Java.

## 2. Research method

The selected outlets are placed in Batu City, which were in Eco Green Park, Batu Night Spectacular (BNS), Kusuma Agrowisata, Jawa Timur Park 1, and the Angkut Museum. The data used in this research consisted of primary and secondary data. Primary data was collected by submitting a questionnaire in the form of question items directly to the respondents. Secondary data were obtained from the Central Bureau of Statistics (BPS), Department of Industry and Trade and Government Tourism Office at Batu City. The determination of the sample used an accidental sampling method amounted 180 respondents. The respondents were consisted of tourists or consumers who visited honey sales. Measurement of respondents' answers used a Likert scale.

## 3. Results and discussion

### 3.1. Profile of Batu City

Batu City which is located 800 meters above sea level, is blessed with alluring natural beauty. This potential is reflected in the wealth of agricultural production, fruits, and vegetables, and also panoramic views of the mountains and hills. Batu City has three well-known mountains nationally, which are Panderman Mount, Welirang Mount, and Arjuno Mount. With these topographical conditions of the mountains and hills, Batu City is known as a cold area and called the real tourism city of Indonesia.

### 3.2. Profile of respondent

#### 3.2.1. Age

Table 1 showed that based on age, 41% of respondents were dominated by aged 31–40 years. The second-highest percentage were respondents aged 21–30 years (27%). This age was classified as a very productive and productive age. The Indonesian Central Bureau of Statistics defines that the very productive age group is those who in the age range from 15 to 49 years and 50 to 64 years are of productive age. The data showed that honey buyers aged over 21 years were very productive working age, who have busy routines and work activities also sufficient purchasing power, so they need honey as an addition to maintain their physical condition. Sumarwan (2003), stated that consumers aged 31 years and over were permanent in choosing food [2].

**Table 1.** Respondent characteristic based on age.

Respondent age (years)	Percentage (%)
<20	11
21–30	27
31–40	41
41–50	18
>50	3

#### 3.2.2. Gender

Table 2 showed that based on gender, respondents were dominated by female rather than male: 52% and 48% respectively. Female respondents visited more often to honey sales outlets than men respondents. Women play an important role in managing finances and family food security. Putra et al (2017) stated that the role of women in household food security was very central. In many regions and community groups, women act as actors in fulfilling financial needs or household income. Women usually give the

responsibility to manage family finances [3]. Batt and Liu (2012), added that women prefer shopping than men [4].

**Table 2.** Respondent characteristic based on gender.

Gender	Percentage (%)
Male	48
Female	52

### 3.2.3. Profession

Table 3 showed that based on respondents' profession, majority respondents were employee (37%). The second-highest percentage housewives (20%). Profession has a relationship with someone's consumption power, the more feasible the job, so the income earned higher, so that someone purchasing power will also be higher. A person's profession or occupation will affect the income and purchasing power of the individual. The individual's economic situation is influenced by the profession and will affect the decision to purchase products/ services [5]. The interesting thing from table 3, eventhough housewives they did not produce financially, this position played a central role in determining food needs for the family.

**Table 3.** Respondent characteristic based on profession.

Profession	Percentage (%)
Student	4
Civil Servants	15
Employee	37
Entrepreneur	19
Housewife	20
Others	5

### 3.2.4. Education level

Table 4. showed that based on education level, majority of respondents (45%) graduated from Senior High School, and the smallest percentage was from Elementary School (6%). Education level influenced a person in choosing a product, the higher the knowledge a person has, the more selective a person in choosing a product. Consumers who bought honey were dominated by individuals with education levels above Senior High School, this showed that education level influenced consumers in choosing products and services. Yokoyama and Ali (2006) stated that someone with higher education was more selective in choosing products and services [6].

**Table 4.** Respondent characteristic based on education.

Education Level	Percentage (%)
Elementary	6
Junior High School	7
Senior High School	45
Bachelor	42

### 3.2.5. Place of origin

Table 5 showed that 59% of the respondents who visited the honey sales outlets came from outside Batu City/East Java. The second-highest percentage (27%) were respondents who came from other areas outside of East Java province. Only 14% of respondents came from Batu City, so most of the respondents were migrants who purposely took a vacation in Batu City. This showed that Batu City is one of the most popular tourist destinations for tourists. BPS data showed that 3.6 million domestic tourists visited Batu City in 2016.

**Table 5.** Respondent characteristic based on place of origin.

Place of Origin	Percentage
Batu City	14
Outside Batu City/East Java	59
Outside East Java	27

## 4. Conclusion

Based on the results of the discussion it can be concluded that the social characteristics of consumers purchasing Kembang Joyo honey are dominated by women with an age range of 31-40 years, having the status of employees with high school education levels who come from cities in the province of East Java.

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