

Demand elasticity of fish processed products in mall 23 Paskal Bandung city (Case study of Genki Sushi Mall 23 Paskal Bandung city)

Shanty Ayu Afrhani¹, Achmad Rizal², Rosidah³, Asep Agus Handaka⁴

¹⁻⁴ Fisheries Study Program, Faculty of Fisheries and Marine Sciences, Padjadjaran University, Jl. Raya Bandung, Sumedang Km 21, Jatinangor, Indonesia

Abstract

This study aims to determine the elasticity of demand and analyze the factors that influence the elasticity of demand for processed fish products at Genki Sushi 23 Mall Paskal, Bandung. This research was conducted on June 1 to October 30, 2018. The method used was a quantitative descriptive method using primary data and secondary data. The sampling technique used in this research is accidental sampling. Accidental sampling technique is by taking samples of respondents based on coincidence, that is, anyone who accidentally met with the researcher and could be used as a sample if the person who happened to be found was suitable as a data source. The results showed that the demand for processed fish products at Genki Sushi Mall 23 Paskal, Bandung City is elastic and shows that the factors that influence demand for processed fish or sushi products are prices of sushi, prices of beef products, prices of chicken products, prices of products vegetable or vegetable, income, gender, age and education.

Keywords: demand elasticity, processed fish products, sushi

Introduction

The level of fish consumption among the people of West Java has reached 30 kg per capita per year. Based on data from the West Java Central Statistics Agency, the level of fish consumption in West Java has increased every year. According to Rizal *et al.*, 2018 states that the level of fish consumption in the community is divided into two sides, namely the demand side and the supply side. Culture and social factors are factors that influence decision making to buy fish in the demand side, while supply and availability of production and distribution are still obstacles.

According to Rizal and Nurruhwati 2019 fish is a food that contains high protein which is needed by humans because this fish is not only easy to digest, it also contains amino acids with a pattern similar to the amino acids found in the human body. As for the types of fish that are commonly marketed to the public, there are 2 groups including fish or fishery products in fresh conditions and fish with the results or forms of processing. There are several elements of chemical composition in fish including 18-30% protein, 0.1 - 2.2% fat and 60-84% water while the rest contain vitamins and minerals (Afrianto and Liviaty 1989).

To find out the size of the change in volume of demand for processed fish products at Genki Sushi Mall 23 Paskal, Bandung City as a result of changes in the factors that influence it, the concept of elasticity is used. According to Hartono 2002 elasticity is a tool to measure the reactions of buyers and sellers to changes in prices, to what extent the buyer or seller reacts to changes in prices. When knowing the elasticity of demand for processed fish products at Genki Sushi Mall 23 Paskal, Bandung City, it can be seen the buyer's reaction when sushi prices go up or down and can be known factors that influence demand for processed fish products at Genki Sushi Mall 23 Paskal

Research Methods

Research and data processing is conducted from June 1 to December 30, 2018. The basic method used in this study is

descriptive quantitative with the type of research used is the study now is ASUS. The sampling technique used in the study is an accrual sampling, which is the sampling of respondents based on coincidence, that is, who accidentally met with the researcher and could be used as a sample if the person who happened to be found was suitable as a source of data (Sugiyono 2004). There are no specific criteria in retrieving data, because the sampling technique uses Accidental sampling. While the data used is primary and secondary data. The data processing method used in this study used the correlation test, f test and t test with the help of SPSS 20 software. Analysis of the data obtained using multiple linear regression

Results and Discussion

Overview of Research Sites

According to the official website Genki Sushi is a Japanese sushi restaurant that uses high technology. In December 1968, Fumio Saito, a 24-year-old Japanese sushi chef, founded a modern sushi restaurant with a feature called kaiten (kaiten = revolving = spinning). Fumio Saito is a Kaiten sushi or sushi pioneer served on a rotating conveyor belt. Genki Sushi was founded in 1990 and currently there are around 140 Genki Sushi restaurants in Japan. Genki Sushi first opened in Indonesia in December 2013 at Plaza Senayan. Genki Sushi at Mall 23 Paskal Kota Bandung opened in November 2017. Technological advances in Genki Sushi are one of them using tablets as a substitute for menu books. In the tablet there are around 50 menus, ranging from various nigiri, use, sashimi etc. Genki Sushi in Indonesia no longer uses conveyor belts. Currently Genki Sushi uses a two-level track called Kousuku Lane. Kousuku Lane has twice the speed of a conveyor belt. Another interesting thing is the menu that was ordered and then delivered using the Sinkansen train miniature replica and F1 racing car.

Genki Sushi uses quality ingredients to process fish. The fish meat used is also very fresh. To maintain quality, some ingredients such as rice, seaweed, vinegar and soy sauce are

imported directly from Japan. In fact, to maintain hygiene, Genki Sushi prints sushi rice using a tool to minimize the reduced quality of Sushi rice besides being cleaner, the process of making sushi in Genki Sushi is faster.

Consumer Characteristics

Based on the research that has been carried out, as for the number of frequency of purchases on a plate scale of 1,570 plates with many samples of consumers 65 people. While the number of visitors averaged over 1 month over 1000 visitors. Based on the results of research from respondents' answers regarding the frequency of Sushi purchases within 1 month in Genki Sushi, 16 respondents (53.33%) stated twice a month. This shows that visitors are satisfied enough to consume Sushi in Genki Sushi. Consumers can decide to visit a place to eat to meet their needs. Consumers who are satisfied with an item and service, then their behavior is that they will not hesitate to buy and consume these goods and services in the future (Rangkuti 2008) [4].

The characteristics of respondents based on sex who buy processed fish products in Genki Sushi can be seen in Table 1 below

Table 1: Characteristics of Gender Consumers

| Gender | Frequency | Percen % |
|--------|-----------|----------|
| Male | 35 | 53,84615 |
| Female | 30 | 46,15385 |
| Total | 65 | 100 |

From Table 1 above, of the 65 respondents who are consumers of Genki Sushi Mall 23 Paskal, Bandung City, 35 people (53.84%) were male and 30 (46.15%) were female. Men need more energy and protein than women. This is because men do more physical activity than women (Brown 2005). Therefore, men need to consume more processed fish products than women, so that men consume more processed fish products.

Characteristics of the age of the respondents consisted of 5 age groups. Characteristics of respondents based on age can be seen in Table 2

Table 2: Characteristics of Age Consumers

| Age | Frequency | Percen % |
|-------|-----------|----------|
| 17-24 | 40 | 62 |
| 25-32 | 19 | 29 |
| 33-40 | 3 | 5 |
| 41-48 | 2 | 3 |
| 49-56 | 1 | 2 |
| Total | 65 | 100 |

Based on Table 2, the majority of consumers who buy processed fish products at Genki Sushi Mall 23 Paskal in Bandung are in the 17-24 age group of 40 people (62%). Young age or productive age is an active age in carrying out activities especially activities outside the home because it requires good nutritional intake and consumer behavior is also formed by the stages of the family life cycle (Kotler 2004) [3]. It can be assumed that respondents at the age of 17-24 choose to consume processed fish products to meet their nutritional needs to maintain stamina so that their daily activities run smoothly.

Characteristics of respondents based on education level consisted of junior high school, high school, vocational school and university. Consumer characteristics based on the

latest level of education can be seen in Table 3.

Table 3: Consumer Characteristics Based on Education

| Last Education | Frequency | Percen % |
|------------------|-----------|----------|
| SMA | 36 | 55,38462 |
| Higher Education | 25 | 38,46154 |
| SMP | 2 | 3,076923 |
| SMK | 2 | 3,076923 |
| Total | 65 | 100 |

Based on data in Table 3, Consumers who buy processed fish products in Genki Sushi Mall 23 Paskal, Bandung City are dominated by high school education levels. The level of high school education is 36 respondents (55.38%). The last level of education for tertiary institutions is 25 respondents (38.46). The number of respondents at the Education level of Vocational and Junior High Schools is the same amounting to 2 respondents (3.07%) out of a total of 65 respondents. It can be assumed that the consumer background will affect the type of work which in turn will affect the thinking patterns in the demand for processed fish products at Genki Sushi Mall 23 Paskal, Bandung City.

The characteristics of the work-based consumer consist of 4 groups. Characteristics of consumers based on work can be seen in Table 4.

Table 4: Characteristics of Job-Based Consumers

| Job | Frequency | Percen (%) |
|--------------|-----------|------------|
| BUMN | 10 | 15,38462 |
| Employee | 15 | 23,07692 |
| Student | 15 | 23,07692 |
| Entrepreneur | 25 | 38,46154 |
| Total | 65 | 100 |

Based on the data in Table 4, it is known that consumers who buy processed fish products in Genki Sushi are dominated by entrepreneurs with a total of 25 respondents (38.46%). This is done to determine the extent to which respondents have jobs that can determine their monthly income. A person's perspective on consuming goods and services can be influenced by the type of work that the person has (Irawan 2003) [2]. It can be assumed the respondent with an established job will buy the product according to his ability. Entrepreneurs have a good economic situation, have a consumption pattern with high purchasing power and unrestricted time of activity such as the majority of other jobs. Consumer characteristics based on income consist of 5 groups. Consumer characteristics based on income can be seen in Table 5.

Table 5: Characteristics of Income-Based Consumers

| Income | Frequency | Percen (%) |
|-------------------------|-----------|------------|
| < 1million | 2 | 3,07 |
| 1 s.d 2 million | 10 | 15,38 |
| 2 million s.d 3 million | 15 | 23,07 |
| 3 s.d 4 million | 16 | 24,61 |
| > 4 million | 22 | 33,84 |
| Total | 65 | 100 |

Based on Table 5, consumers who buy processed fish products in Genki Sushi Mall 23 Paskal, Bandung City are dominated by income of more than Rp. 4,000,000 as many as 22 people (33.84%). The high income of consumers is based on the type of work that influences the mindset of the demand

for processed fish products. The amount of income will illustrate the amount of purchasing power of a consumer (Sumarwan 2003) [9].

The results of filling out questionnaires by Genki Sushi consumers regarding information on the nutritional content of fish in Table 6 are as follows

Table 6: Information about the Nutritional Content of Fish

| Statement | Frequency | Percen (%) |
|-------------------------------------|-----------|------------|
| Government Extension | 11 | 16,92 |
| Family | 8 | 12,30 |
| Friends and Surrounding Environment | 2 | 3,07 |
| Electronic Media | 44 | 67,67 |
| Total | 65 | 100 |

Based on the results of the research from the respondents' answers regarding the sources of information on nutrient content in fish, Table 6 as many as 44 respondents (67.67%) stated from electronic media. This shows that the knowledge provided by the media at this time can influence consumer interest in the demand for processed fish products, for example consumers who know good nutrition in fish will buy fish to meet the nutritional needs of consumers. Each respondent has a favorite type of Sushi to be consumed. The results of filling out questionnaires by Genki Sushi consumers regarding information on choices like to consume fish processed products in Table 7 as follows.

Table 7: Choices like to consume Fish Processed Products

| Statement | Frequency | Percen (%) |
|-------------|-----------|-------------|
| Like | 39 | 60 |
| Very Like | 15 | 23,07692308 |
| Indifferent | 11 | 16,92307692 |
| Dislike | 0 | 0 |
| Total | 65 | 100 |

Based on the results of the research from the respondents' answers regarding the question of choice, like consuming processed fish products, Table 7, as many as 39 respondents (60.00%) stated that they liked, 15 respondents (23.07%) stated they were very fond and 11 respondents (16.92%) stated ordinary. It can be assumed that processed fish products are favored by respondents to meet food needs is a good habit, not only in sales but because processed fish products have good nutritional content for health and the task of business managers of processed fish products, especially Genki Sushi, to make innovations in processing processed products so that enthusiasts of processed fish products are increasing.

As for there are factors that influence consumers choosing to buy processed fish products at Genki Sushi Mall 23 Paskal Kota Bandung can be seen in Table 8 below.

Table 8: Factors that influence Consumers choose Genki Sushi

| Statement | Frequency | Percen % |
|---------------------------------------|-----------|----------|
| Location and Situation of Restaurants | 38 | 58,46154 |
| Varied Fish Processed Products | 8 | 12,30769 |
| Good Product Quality | 15 | 23,07692 |
| Affordable Price | 4 | 6,153846 |
| Total | 65 | 100 |

Based on the results of the study in table 8, it is known from the consumer's answer regarding the factors that influence consumers choosing Genki Sushi Mall 23 Paskal, which is 38

respondents (58.46%) stated because of the location and condition of the restaurant. This shows that the Genki Sushi Restaurant in Mall 23 Paskal, Bandung City has managed to get consumer appeal by providing high-tech Sushi serving facilities from the menu presentation of the processed fish products.

The results of the questionnaire for consumers regarding the choice of the type of fish products that are preferred in Genki Sushi Mall 23 Paskal Kota Bandung can be seen in table 9.

Table 9: The most preferred choice of types of processed fish products

| Type of Sushi | Frequency | Percen% |
|---------------|-----------|-------------|
| Gunkan | 9 | 13,84615385 |
| Makimono | 6 | 9,230769231 |
| Nigiri | 11 | 16,92307692 |
| Sashimi | 39 | 60 |
| Total | 65 | 100 |

Based on Table 9 above is the result of research from consumers' answers regarding the types of processed / often consumed fish products, as many as 39 respondents (60%) stated that they liked Sashimi. This shows that many consumers who come to Genki Sushi Mall 23 Paskal, Bandung City want to consume processed fish products with the type of sashimi. Consumers who are financially capable will prefer healthy products, even though the prices tend to be more expensive (Rangkuti 2008) [4].

Even though processed fish products are one of the needs, consumers have alternatives to consuming processed fish products, while the questionnaire results for consumers regarding alternative choices other than fish processed products can be seen in Table 10.

Table 10: Alternative Options Other than Fish Processed Products

| Substitution | Frequency | Percen % |
|-------------------------------|-----------|-------------|
| Chicken Meat | 28 | 43,07692308 |
| Beef | 26 | 40,000000 |
| Vegetable Products | 9 | 13,84615385 |
| Others (Ramen, Ice Cream etc) | 2 | 3,076923077 |
| Total | 65 | 100 |

Based on the results of the research in Table 10, it is known from consumer responses about alternatives other than buying processed fish products as many as 28 respondents (43.07%) stated chicken meat. This shows that chicken meat is an alternative when consumers do not get the desired processed fish products, also chicken is more easily obtained by consumers and a more affordable price of beef.

The results of filling out questionnaires by Genki Sushi consumers regarding alternatives when they run out of desired fish stocks Table 11 as follows.

Table 11: Alternatives when you want to run out of desired fish stocks

| Statement | Frequency | Percen % |
|--------------------------------------|-----------|-------------|
| Buying Other Fish Processed Products | 39 | 60 |
| Buy Other Products | 19 | 29,23076923 |
| Not Buying | 7 | 10,76923077 |
| Buy elsewhere | 0 | 0 |
| Total | 65 | 100 |

Based on the results of the study in table 11, it is known from the consumer's answer on how to respond if there is a vacancy

in the desired type of processed fish product, namely 39 respondents (60.00%) said they would buy other types of processed fish products. This shows that the respondents who visited were quite loyal to Genki Sushi. Several factors that influence consumer loyalty, according to Dharmamesta (1999) are product quality and promotion. Consumers who get satisfaction with the products they buy tend to come back again and re-purchase the same product.

Loyal consumers will come back again to buy the same product. In addition to prices, there are things that are considered separately when wanting to buy processed fish products. As for the results of the questionnaire for consumers regarding the things considered when buying processed fish products in Genki Sushi can be seen in Table 12.

Table 12: Things to Consider When Buying Processed Fish Products

| Statement | Frequency | Percen % |
|----------------------------------|-----------|----------|
| Price | 19 | 29,23077 |
| Sense | 40 | 61,53846 |
| Types of Processed Fish Products | 6 | 9,230769 |
| Total | 65 | 100 |

Based on the results of the research in table 12, it is known from the questionnaire for consumers about the things considered when buying processed fish products in Genki Sushi Mall 23 Paskal, Bandung, as many as 40 respondents (61.53%) expressed their taste. This shows consumers who come are not too concerned with prices, but are more concerned with the taste that is liked by consumers.

Data Analysis

The results of data analysis using SPSS 20 Software.. In order to obtain the best regression results, it must meet the statistical criteria as follows:

Correlation Test

Correlation test is used to determine the degree of relationship and contribution of independent variables to the dependent variable. The results of the correlation test analysis of the value of $r = 0.899$ means that the value is close to 1, the correlation between all independent variables (sushi prices, chicken prices, beef prices, vegetable prices, income, sex, age and education) is said to be positive and very strong. The relationship between all independent variables (sushi prices, chicken prices, beef prices, vegetable prices, adaptation, gender, age and education) is directly proportional to the dependent variable (Demand for processed fish products).

Test F

The F test is used to find out whether the independent variables examined together have a significant effect on the variation in demand for processed fish products at Genki Sushi Mall 23 Paskal, Bandung City. Results of the F test analysis in Table 13 below.

Table 13: Results of Analysis of Demand for Processed Fish Products in Genki Sushi

| Source of Variation | Df | Mean Square | F | Significance |
|---------------------|----|-------------|--------|--------------|
| Regression | 8 | 2.36393E+11 | 29.456 | 0.000 |
| Residual | 56 | 8025256168 | | |
| Total | | 64 | | |

Based on Table 13, it can be seen that the significance value is 0,000 and smaller than $\alpha = 0.05$. Thus H_a is accepted and H_o is rejected, which means that the independent variables examined together have a significant effect on the demand for processed fish products at Genki Sushi Mall 23 Paskal Kota Bandung at a 95% confidence level. It means that the variable price of sushi, price of chicken meat, price of beef, vegetable prices, income, type of family, age and education together have a significant effect on the demand for processed fish products at Genki Sushi Mall 23 Paskal, Bandung City.

t Test

The t test is a test conducted to determine the effect of individually examined independent variables on the demand for processed fish products at Genki Sushi Mall 23 Paskal, Bandung. The results of the t test analysis in Table 14 are below

Table 14: Results of Analysis of Tests for Each Free Variable

| Variable | Coefficient Regression | t-hit | Significance |
|---|------------------------|--------|---------------------|
| Sushi Price | -0.211 | -2.645 | 0.011* |
| Price of Chicken Meat Harga Daging Ayam | 0.418 | 0.920 | 0.362 ^{ns} |
| Beef Prices | 4.126 | 3.114 | 0.003* |
| Vegetable Prices | 0.659 | 0.524 | 0.602 ^{ns} |
| Revenue | 0.025 | 3.531 | 0.001* |
| Gender | 24043.458 | 1.023 | 0.311 ^{ns} |
| Age | 5743.560 | 3.346 | 0.001* |
| Education | 180794.686 | 5.692 | 0.000* |

Information: *: significance up to a 95% confidence level ns: not significant

Based on Table 14, it can be seen that the variable prices of sushi, beef prices, income, age and education have a significant effect on the demand for processed fish products in Genki Sushi Mall 23 Paskal Kota Bandung up to a confidence level of 95%. This is indicated by the significance of the price of sushi, the price of beef, income, age and education which is smaller than the value of $\alpha = 0.05$, when using t-table the value is 2,003, calculate the price of sushi, the price of beef, income, age and education have a value greater than 2,003 so that the variable price of sushi, beef prices, income, age and education have a significant effect.

Variable prices of chicken meat, vegetable prices and gender on demand for processed fish products at Genki Sushi Mall 23 Paskal, Bandung City have no significant effect. This is indicated by the significance value of the three variables which is greater than the value of $\alpha = 0.05$

Determination Coefficient Test

The coefficient of determination test measures how far the model's ability to explain the dependent variable (demand for Processed fish products). The following are the test results of the coefficient of determination using the SPSS program in table 15 below.

Table 15: Determination coefficient test results model summary

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .899 ^a | .808 | .781 | 89583.79411 |

a. Predictors: (Constant), Education, Vegetable Prices, Age, Beef Prices, Gender, Income, Chicken Prices, Sushi Prices

Based on the table above, it is known that the correlation between the variation of the dependent variable (demand for processed fish products) of R 0.899 means the relationship between the variable price of sushi, the price of chicken, the price of beef, vegetable prices, income, gender, age, education and product demand processed fish in good categories. Whereas for the determination coefficient (R Square) of 0.808 which means the demand variable for processed fish products can be explained by independent variables (variable price of sushi, price of chicken, price of beef, vegetable prices, adaptation, gender, age and education) is 80, 8%, while the rest (100% - 80.8% = 19.2%) is explained by other factors not included in the regression model.

Demand for Fish Processed Products at Genki Sushi Mall 23 Paskal Kota Bandung

The degree of sensitivity of the request function to price changes can be seen by looking at each of the independent variables. The results of the analysis of the elasticity of demand for processed fish products at Genki Sushi Mall 23 Paskal Kota Bandung in Table 16.

Table 16: Value for Demand for Processed Fish Products

| Variable | Value Elasticity | Value Elasticity | |
|--|------------------|------------------|-------|
| Product | Price | Cross | |
| Price of Sushi (Fish Processed Products) | -(2,2) | | |
| Beef Prices 2,166 | | 2,166 | |
| Price of Chicken Meat | | 1,38 | |
| Price of Vegetable Products | | 0,562 | |
| Revenue | | | 2,765 |

Source: Data Analysis Results Primary

The value of the elasticity of the request can be explained below:

a) Price elasticity

Based on the results of the analysis it is known that the elasticity is -2.2. The value of elasticity with a negative sign indicates that the variable price of sushi (Processed Fish Products) has an inverse relationship with the demand for processed fish products. This means that if the price of sushi rises 1%, the demand for processed fish products will decrease by 2.2%, and vice versa if the price of sushi fish drops 1% then the demand for sushi will increase by 2.2%. Negative signs only explain the relationship that is the opposite of the price of goods with the number of requests. A value of more than one price elasticity indicates that the demand for catfish is elastic, which means the percentage change in the requested amount is greater than the price change.

b) Cross Elasticity

The value of cross elasticity of the price of beef products is 2,166. This means that if the price of beef products rises by 1%, the demand for sushi will increase by 2.166%, and vice versa. A positive sign on the value of elasticity indicates that beef is a substitute for sushi. While the results of the analysis of cross elasticity of chicken meat powder are 0.562. This means that if the price of red tilapia increases 1%, the demand for catfish will increase by 0.562%, and vice versa. A positive sign on the value of elasticity shows that chicken meat is a substitute for sushi.

The amount of cross elasticity of vegetable products is 1.38. This means that if vegetable products rise by 1% then the demand for sushi will increase by 1.38%, and vice versa. A

positive sign on the value of elasticity shows that vegetable products are not a complementary item of sushi

c) Income Elasticity

Based on the results of the analysis it is known that the amount of income elasticity is 2.765, which means that if there is an increase in income of 1% it will result in an increase in the demand for catfish by 2.765%, and vice versa. Positive income elasticity figures indicate that sushi is a normal item, meaning that if the income of the population rises, the demand for sushi will increase. The coefficient value of more than one explains that changes in the number of requests have a proportion greater than the proportion of increase in income.

In Table 16 shows that sushi is a normal item. The demand and price of sushi have little to do with the price of chicken meat products and vegetable products which are indicated by the elasticity value of each commodity smaller than the value of sushi elasticity, but the value of income elasticity is greater than the price elasticity of sushi. So sushi in Genki Sushi Mall 23 Paskal, Bandung City is less responsive to changes in economic determinants.

Conclusions and suggestions

Conclusion

Based on the results of the research that has been carried out, the price elasticity value for sushi or processed fish products is -2.2, which means that sushi prices are elastic because they have more than 1 value. While for cross elasticity, the variable used is the price of beef products, product prices chicken meat and the price of vegetable or vegetable products. At the price of beef obtained an elasticity value of 2.166 while the price of chicken meat obtained an elasticity value of 1.38, which means that both variables are elastic because it has an elastic value of more than 1. Whereas the price of vegetable products or vegetables the elasticity value is 0.562 which means the price vegetable or vegetable products are inelastic because they have an elasticity value of less than 1. These three variables are substitutes for sushi or processed fish products. The value of income elasticity of consumers of Genki Sushi Mall 23 Paskal, Bandung City is 2,765, which means elastic. The value of income elasticity is greater than the elasticity value of sushi prices, so the price of sushi is less responsive to changes in economic determinants.

Factors that influence the demand for sushi or processed fish products at Genki Sushi Mall 23 Paskal, Bandung are prices of sushi, prices of beef products, prices of chicken products, prices of vegetable or vegetable products, income, gender, age and education. Based on the t test when using t-table the t table value is 2,003 while for t-count sushi prices, beef prices, income, age and education have a value greater than 2,003 (thit> ttab) so that the variable price of sushi, beef prices, income, age and education significantly influence. Whereas in the variable price of chicken meat, vegetable and gender prices on the demand for processed fish products in Genki Sushi Mall 23 Paskal, Bandung, there was no significant effect. The value of determination coefficient (R Square) is 0.808, which means the demand variable for processed fish products can be explained by independent variables (variable price of sushi, price of chicken, price of beef, vegetable prices, adaptation, gender, age and education) is 80, 8%, while the rest (100% - 80.8% = 19.2%) is explained by other factors not included in the regression model.

Suggestion

Based on the results of research on the elasticity of demand for processed fish products in Genki Sushi Mall 23 Paskal, Bandung City, suggestions that can be given to Genki Sushi are menu variations should be improved so as to increase consumer appeal to Genki Sushi at Mall 23 Paskal, Bandung. And it is hoped that the next researcher will examine the elasticity of offers in order to complement previous research studies.

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