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SWOT ANALYSIS AND CONSUMER SATISFACTION OF BROILER MARKETING IN PRINGSEWU UTARA VILLAGE, PRINGSEWU DISTRICT, LAMPUNG

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ABSTRACT

Broilers are a vital livestock species in Indonesia, providing essential food for the population's nutritional needs. Their rapid production cycle, direct marketability, high productivity, low costs, and yearly increase in demand make them popular among diverse demographics. Benefits include accelerated growth, feed efficiency, and superior meat quality. Broilers are also affordable and offer numerous business prospects. Marketing is a critical aspect of operating and advancing a firm, aiming to provide products or services to the right consumers at the right location, at the optimal time, and in a manner that benefits both producers and consumers. A marketing strategy is a set of goals, objectives, policies, and processes that guide marketing efforts across time and locations. Common issues in the broiler sector include high competition and pricing adjustments, driven by seasonal volatility in livestock commodity production. Seasonal uncertainty results in price fluctuations when supply is low but demand is steady, and when supply grows while demand is steady or low, prices fall. SWOT analysis is a method used to evaluate problems, projects, or business concepts based on internal elements (strengths and weaknesses) and external factors (opportunities and threats). Consumer satisfaction is a crucial component in generating loyalty and sustaining market share. Factors determining consumer satisfaction include courteous service, rapid delivery, and fresh broiler items. To achieve customer satisfaction, a comprehensive strategic approach is needed, considering factors such as product quality, pricing, availability, service, and the relationship between producers and consumers. The study purpose was analyze the internal factors (strengths and weaknesses) of broiler marketing in Pringsewu Utara Village, identifying external factors (opportunities and threats) that influence broiler marketing in Pringsewu Utara Village, assessing consumer satisfaction with broiler products in North Pringsewu Village, determine the right marketing strategy based on SWOT analysis. The research was conducted in April–May 2025 using purposive sampling, involving broiler business owners and consumers. Data were collected through observation, interviews, documentation, and literature studies. Analysis methods included Matrix Internal Factor Evaluation (IFE), Matrix External Factor Evaluation (EFE), Customer Satisfaction Index (CSI) and Matrix Strengths, Weaknesses, Opportunities, Threats (SWOT). The results of the study show that the total internal factor score is 3.33, with a subtotal of strengths of 2.49 and weaknesses of 0.84. The total external factor score is 2.93, with a subtotal of opportunities of 2.12 and threats of 0.81. The marketing position of broiler chickens based on internal and external conditions indicates that broiler chicken marketing is in a highly advantageous situation, as it possesses strengths and opportunities that can support an aggressive growth strategy. CSI value of 79.28% indicates that consumers are generally satisfied with the marketing attributes of broiler chickens in North Pringsewu. There are eight alternative broiler marketing strategies in this study to enhance competitiveness, including increasing production capacity, establishing an online shop to expand broiler marketing, expanding broiler meat marketing to (hotels, restaurants, catering), conducting promotions on online media, improving standard operating procedures and employee roles and functions, providing training to workers, installing banners at sales locations, and implementing product differentiation.

Keywords: Broiler, customer satisfaction, marketing, SWOT analysis

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INTRODUCTION

The broiler industry in Indonesia has experienced significant growth in recent years, with increasing demand for poultry products driving production expansion. According to Statistics Indonesia (2024) the broiler population in Indonesia reached 3.14 billion heads, with Lampung Province recording 86 million heads. Pringsewu District Agriculture Office (2023) Pringsewu District became one of the centers with a total broiler population in 2023 of 4,917,323 heads. Pringsewu sub-district has a share of the total broiler population to Pringsewu district of 281,900, about 5.73% of the total population, and still has a very large opportunity to increase growth and be able to compete with other sub-districts in Pringsewu district. Although specific data on the broiler industry in North Pringsewu is limited, demand in this area is relatively high and growing. This reflects the market potential that can be utilized by local farmers to increase broiler production and distribution. North Pringsewu faces challenges such as fluctuating market prices, disease outbreaks, and limited access to resources. According to Suryani et al., (2023), the broiler industry has an important role in meeting the animal protein needs of the community. The marketing process also involves various stages, from distribution to sales to consumers. Factors that can affect broiler marketing include market conditions, government regulations, and the level of competition. Broilers are a very important livestock species to fulfill food needs. Broiler marketing in Indonesia contributes significantly in fulfilling people's nutritional needs through animal protein. As a result, the demand for broilers has consistently increased over time. The advantages that broilers have are a relatively fast production period of about 32-35 days and can be directly marketed, high productivity, relatively low prices, and increasing demand every year (Ratnasari et al., 2015). In addition, broilers are generally accepted across a wide range of demographics. The main advantages of broilers lie in their rapid growth, feed efficiency, and high quality meat content. In addition, broilers are also relatively easy to obtain, in terms of cost and taste. This is in line with the statement (Alex, 2014) which says that the business opportunities for broiler cultivation are very broad and worth developing. Broilers are one of the farm animals that are cultivated for meat. characterized by large body size, full, and fatty, slow movement, and rapid body growth with smooth, tender, and soft meat. The chicken used is the broiler type (Oktavia, 2019). It has a faster production period compared to other livestock, including poultry that produce animal protein. According to Pratama et al., (2021) broilers are characterized by white feather color, and there is no black color on the carcass, and they usually have a uniform body size.

Marketing is one of the most important aspects of running and developing a business. Marketing is an effort to deliver products or services to the right consumers, in the right place, at the right time, in a way that is profitable for both producers and consumers. In marketing, of course, there is a strategy that must be carried out which is called a marketing strategy. Marketing strategy is a set of goals and objectives, policies and procedures that provide direction for marketing efforts over time at each level or location (Garside et al., 2020). Broiler marketing in North Pringsewu Village has various strengths, including a significant network of suppliers and demand for poultry products in the local market, but there are also problems such as irregular pricing and lack of a branding strategy. Successful marketing is one of the supporting components of a successful broiler farming business. According to Sudarmo (2008) marketing can be considered as an activity that aims to make marketed products acceptable and valued by the market and can match market needs. With strategic planning and strong marketing tactics, broiler marketing in Pringsewu Utara Village has the potential to grow. By focusing on quality control procedures and guaranteeing consistent product standards, traders can develop trust and loyalty among consumers, leading to repeat business and favorable word-of-mouth recommendations. In addition, making agreements with local restaurants and businesses can help improve distribution channels and expand reach in the market, with devotion and invention, according to Sardiana et al., (2015) managerial and marketing skills are essential in the growth of groups of cultivation business actors in the field of animal husbandry to build independent businesses.

Common challenges that often occur in the broiler sector are intense competition and price changes. Volatile price changes and market competition between wholesalers involving inter-city wholesalers have resulted in price relationships between broiler prices between cities and between producers and retailers (Saptana and Ilham, 2020). These changes are caused by seasonal uncertainty in the production of livestock commodities and are also prone to deterioration. The essence of

seasonal uncertainty is that when supply is low but demand is steady, prices tend to rise, and when supply increases while demand is steady or even low, it causes prices to fall.

SWOT analysis is a method to develop conditions and evaluate a problem, project or business concept based on internal factors, namely strengths and weaknesses, and external factors, namely opportunities and threats. This method is most commonly used in evaluation methods in the business world to find strategies to be implemented. SWOT analysis only describes what is happening and does not just solve a problem (Rangkuti, 2015). SWOT analysis has a huge impact on the design of a successful strategy and analysis of the business environment that provides the information needed to identify opportunities and threats within the business. SWOT analysis has a huge impact on the design of a successful strategy and analysis of the business environment that provides the information needed to identify opportunities and threats within the business. According to Phadermrod et al., (2019) SWOT analysis is used in business and management to understand an organization's position and competitive advantage by analyzing strengths, weaknesses, opportunities, and threats. According to (Jogiyanto, 2005), SWOT analysis consists of four components as follows: strengths are resources, capabilities, or advantages related to business competitors and market demands that are anticipated to be met. Strengths are distinct competencies that give an organization a competitive advantage in the marketplace. Weaknesses are restrictions or deficiencies in resources, talents, and competencies that significantly hinder business performance. These constraints may include buildings, financial resources, managerial competencies, and marketing expertise, which can constitute organizational vulnerabilities. Opportunities are significant favorable circumstances in the business environment. Significant trends, such technological advancements and evolving relationships between organizations and their buyers or suppliers, and create opportunities for organizations. Threats, are important unfavorable situations in the business environment. Threats are major disruptors to the current or undesirable position of the organization. These components explain that strategic decision-making is consistently related to the establishment of missions, strategic goals, and organizational policies of entities, groups, and businesses. Therefore, strategic planners must evaluate strategic factors in the form of strengths, weaknesses, opportunities, and threats (Hindarti and Rohmatul, 2020).

The SWOT matrix is a tool used to evaluate the strategic factors of a business. The SWOT matrix shows how external opportunities and threats are addressed by internal strengths and weaknesses. The SWOT matrix will assist in the development of various strategies. This SWOT matrix will produce four categories of alternative strategies called SO strategies, ST strategies, WO strategies, and WT strategies. Through the SWOT matrix, the right marketing strategy can be determined. This can be explained that SO is creating strategies that use all strengths to capitalize on opportunities, WO is creating strategies that minimize weaknesses to capitalize on opportunities, ST is creating strategies that leverage strengths to overcome threats, and WT is creating strategies that minimize weaknesses and avoid threats.

Customer satisfaction is the response of consumers after comparing the performance of the product or service they receive with their pre-existing expectations. Customer satisfaction is the main key in creating loyalty and maintaining market share. Sutanto (2018) explains that friendly service, fast delivery, and fresh broiler products are the main factors that influence consumer satisfaction in this industry. Consumer satisfaction is influenced by various aspects, such as product quality, price, availability, service, and the relationship between producers and consumers. Therefore, a comprehensive strategic approach is needed to understand consumer needs and create value that is not offered by competitors. Simamora (2015) argues that consumer satisfaction is assessed based on the extent to which the product or service meets or exceeds consumer expectations.

Based on the description above, further research is needed on the application of good marketing strategies is one of the keys to success in maintaining competitiveness, one way that can be used to evaluate broiler marketing is through a combination of SWOT analysis and customer satisfaction, it is hoped that this research can provide a complete picture of the position of the broiler business in North Pringsewu Village, and recommend effective and consumer-oriented marketing strategies.

METHOD

Study participants

The population in this study uses purposive sampling. The sample in this study consists of respondents who are broiler marketing owners and consumer respondents.

Study organization

This research has been conducted in the broiler marketing located in Pringsewu Utara Village, Pringsewu District, Pringsewu Regency, Lampung. This research started in April to May 2025.

Statistical analysis

The data analysis method used is qualitative descriptive analysis, which aims to thoroughly and detailedly describe field events and specific actions. Qualitative descriptive analysis is a form of data analysis that does not use numerical data but consists of a collection of information obtained from research results, which mainly consists of verbal data or descriptions only. Moleong (2010) states that using this method involves the researcher analyzing the obtained data, which can consist of words, images, not numerical values. This data can come from interviews, observations, and documentation. The data analysis used in this research includes Internal Factor Evaluation (IFE) Matrix analysis, External Factor Evaluation (EFE), Customer Satisfaction Index (CSI), and Matrix Strengths Weaknesses Opportunities Threats (SWOT). The initial step in this research is the collection of accurate and relevant data through interviews, observations, and documentation methods. Interviews are conducted with key stakeholders, including employees or owners of broiler marketing and consumers. Observations are made to understand market conditions, consumer behavior, and the operational processes in the field. Meanwhile, documentation that includes reports and other historical records is used to analyze product and business performance from various perspectives.

1) SWOT Analysis

In a SWOT analysis for broiler chicken marketing strategies, the IFE Matrix (Internal Factor Evaluation) can be used to analyze internal factors that may affect the business, including strengths and weaknesses, understanding internal resources and capabilities, and areas that need improvement. The EFE (External Factor Evaluation) Matrix is used to analyze external factors that affect the business, including opportunities and threats arising from the external environment. By analyzing EFE, it is possible to identify opportunities that can be exploited and threats that need to be anticipated. The definitions of the IFE and EFE matrices are as follows:

a) The Internal Factor Evaluation (IFE) Matrix relates to the internal business environment by evaluating existing strengths and weaknesses. IFE is a strategic formulation tool used to assess the strengths and weaknesses of a business (David, 2017). These aspects relate to conditions within the business, including marketing management, finance, operations, human resources, research, development, management information systems, and business culture. The IFE matrix is used to evaluate internal factors that align with business realities, thereby facilitating more measurable assessments for strategic formulation.

b) The External Factor Evaluation Matrix (EFE) is a strategic development tool used to evaluate business opportunities and threats influenced by the external environment, namely opportunity and threat variables. This analysis focuses on examining conditions and trends beyond control. The purpose of external analysis is to generate a list of opportunities that can benefit the business and identify threats that must be avoided. By studying the EFE matrix, it is hoped that businesses can understand conditions that cannot be controlled (Zulfa and Rachmawati, 2021).

The IFE and EFE Matrix are used to evaluate the internal and external strategic position of a business. In the IFE matrix, the first step is to identify internal factors, including strengths and weaknesses. Each factor is assigned a weight between 0.0 and 1.0 (with a total weight of 1.00), and a rating between 1 and 4, where 1 indicates a significant weakness and 4 indicates a significant strength. The final score is obtained by multiplying the weight and rating, then summing the results. A total

score above 2.5 indicates a strong internal position, while a score below 2.5 indicates internal weaknesses. Meanwhile, the EFE Matrix is used to evaluate external factors consisting of opportunities and threats. Each factor is also assigned a weight (total weight = 1.00) and a rating between 1 and 4, where 4 reflects a very good response to opportunities or threats, and 1 reflects a poor response. The total score is obtained by multiplying the weight and rating, then summing them. A total score close to 4 indicates that the business responds very well to external opportunities and can overcome threats, while a score close to 1 indicates a weak response. By using the IFE and EFE matrices, companies can assess internal strengths and weaknesses as well as external opportunities and threats to determine the appropriate strategic position.

2) Consumer satisfaction

Customer satisfaction is a measurement in the form of an index used to determine the overall satisfaction of consumers by considering the level of importance of the attributes of the products or services measured. The level of consumer satisfaction can be assessed using the Customer Satisfaction Index (CSI) approach. According to Paramita and Waluyo (2021), consumers can experience one of three levels of satisfaction; generally, if performance is below consumer expectations, they will feel disappointed. If performance meets consumer expectations, they will be satisfied, and if performance exceeds expectations, they will be very satisfied. This method has advantages such as efficiency that covers satisfaction levels and insights into attributes that need improvement, as well as being easy to use and simple since it employs a scale that has high sensitivity and reliability. Businesses can monitor service improvements and motivate employees to provide satisfaction for consumers (Syukri, 2014). There are four steps in the CSI calculation as follows:

a) The first step is to determine the Mean Importance Score (MIS) and Mean Satisfaction Score (MSS). These values are obtained from the average score of importance levels and the average performance score of each respondent.

$$MIS = \frac{\sum_{i=1}^{n} Yi}{n} \quad \text{dan} \quad MSS = \frac{\sum_{i=1}^{n} Xi}{n}$$

Explanation:
n = Number of respondents
Yi = Importance value of attribute i
Xi = Performance value of attribute i

b) The second step is to create Weight Factors (WF). This weight is the percentage of the MIS value per attribute against the total MIS of all attributes. Where p = the importance attribute of p and i = the attribute of i.

$$WFi = \frac{MISi}{\sum_{i=1}^{p} MISi} \times 100\,\%$$

c) The third step is to create the Weight Score (WS), which is the multiplication of the WF with the average Mean Satisfaction Score (MSS).

$$\mathrm{WSi} = \mathrm{WFi} \times \mathrm{MSSi}$$

d) The fourth step is to determine the Customer Satisfaction Index (CSI).

$$CSI = \frac{\sum_{i=1}^{p} WSi}{HS} \times 100\,\%$$

Explanation:
p: The p-th importance attribute
HS: The maximum scale used

The CSI calculation is performed by dividing the total Weight Score (WS) by the maximum scale used in the study, which is generally a maximum scale of 5 (Anggraini et al., 2015). The criteria for the level of customer satisfaction are presented in Table 1 as follows:

Table 1. Criteria for Customer Satisfaction Level

Value CSI (%)	Criteria CSI
0 < CSI ≤ 34	Not Satisfied
35 < CSI ≤ 50	Somewhat dissatisfied
51 < CSI ≤ 65	Somewhat satisfied
66 < CSI ≤ 80	Satisfied
81 < CSI ≤ 100	Very satisfied

Source: Wicaksana et al., (2013).

Based on the table above, it can be explained that the higher the CSI value, the higher the level of consumer satisfaction. This value can also help identify areas that need improvement and focus on the attributes that are most important to consumers.

3) Matrix Strengths Weaknesses Opportunities Threats (SWOT)

After obtaining the scores from the IFE and EFE matrix formulation, the main points in both matrices are then re-formulated into the SWOT matrix. The SWOT matrix is a tool used to measure the appropriate strategic factors. This matrix can provide a clear picture of the strengths, weaknesses, opportunities, and external threats present in the broiler marketing business.

Table 2. Matrix SWOT

	(Strengths-S)	(Weaknesses-W)
(Opportunities-O)	Strategy SO	Strategy WO
(Threats-T)	Strategy ST	Strategy WT

Source: Wasistiono et al., (2007).

With the information obtained from the analysis of internal and external factors and consumer satisfaction levels, the marketing strategy was then formulated using the SWOT approach. The strategy can be formulated by maximizing strengths to pursue existing opportunities, overcoming weaknesses to mitigate threats, and innovating to improve weaknesses and exploit opportunities. Thus, the resulting marketing strategy will be more effective in enhancing competitiveness.

FINDING AND DISCUSSION

Matrix Internal Factor Evaluation (IFE)

It can be seen in Table 3 that from the responses of 15 broiler marketing owner respondents, there are several factors that are the main strengths in broiler marketing in Pringsewu Utara Village. The major strengths with a score of 0.49 and a rating of 4 are that the broiler meat sold has good quality and is always fresh. In addition, good service to consumers, with a score of 0.38 and a rating of 4. This reflects a positive relationship between broiler marketing and consumers, as well as honesty in the weighing process, which is reflected in a score of 0.42 and a rating of 4. Furthermore, minor strengths include free shipping costs, with a score of 0.34, loyal workforce, with a score of 0.27, having loyal regular consumers, with a score of 0.29, and having skilled workers, with a score of 0.30. Minor strengths are proven with a rating of 3. The highest attribute in the internal strength factors is that the meat has good quality and is always fresh, which is the most consistent. The workforce has good loyalty classified as a minor strength, scoring 0.27. The subtotal of these strengths results in 0.73 with a weight of 2.49, indicating that internal strengths are quite significant, but there are still some managerial aspects that need improvement. The main weakness is that the duties and functions of employees are not clear, with a score of 0.34, the absence of standard operating procedures (SOP) in

consumer services, scoring 0.31, and both rated at 3. Marketing management has not been well managed, with a score of 0.19 and a rating of only 2. The subtotal of these weaknesses results in a total score of 0.84 with a weight of 0.27, indicating that although internal strengths are quite significant, there are still some managerial aspects that need improvement. The results of the IFE value calculation are presented in Table 3.

Table 3. Results of Internal Factor Evaluation (IFE) Calculation

INTERNAL FACTORS	WEIGHT	RATING	SCORE
STRENGTHS			
1. The broiler chicken sold has good quality and is always fresh	0,12	4	0,49
2. Good service to consumers	0,11	4	0,38
3. Honesty in the weighing process	0,11	4	0,42
4. Availability of free shipping	0,10	3	0,34
5. Workforce has good loyalty	0,09	3	0,27
6. Has loyal regular customers	0,09	3	0,29
7. Has skilled workforce	0,10	3	0,30
SUB TOTAL	0,73		2,49
WEAKNESSES			
1. There is no SOP in consumer services	0,10	3	0,31
2. The main tasks and functions of employees are not clear	0,10	3	0,34
3. Marketing management is not being managed well	0,08	2	0,19
SUB TOTAL	0,27		0,84
TOTAL	1,00		3,33

The results of data processing show a total internal factor score of 3.33, with a strength subtotal of 2.49 and a weakness of 0.84. This indicates that broiler marketing in Pringsewu Utara Village has a relatively high internal strength, thus capable of competing and maintaining its advantages. The marketing strength is more dominant than the weaknesses, indicating that the internal strategies applied are still effective. However, aspects of weakness such as service SOPs and duties and functions still need improvement to maintain competitiveness. The marketing management system also requires rectification. According to Umar in Made and Bramanto (2017), a total score based on the IFE matrix is at least 2.5; if the total score is below 2.5, it indicates that internally it cannot anticipate internal weaknesses. This finding is also consistent with the research by Saroba (2016), shows that the IFE score 3.39 in the broiler marketing of Rambah District reflects the ability to utilize internal strengths and establish cooperation with the industry to meet market demands.

Matrix External Factor Evaluation (EFE)

The EFE matrix is expected to provide information on how far broiler chicken businesses can maximize opportunities or minimize threats. The results of the EFE value calculation are presented in Table 4.

Table 4. Results of the External Factor Evaluation (EFE) Calculation

EXTERNAL FACTORS	WEIGHT	RATING	SCORE
OPPORTUNITIES			
1. The broiler chicken sold has good quality and is always fresh	0,19	4	0,71
2. Good service to consumers	0,13	3	0,34
3. Honest in the weighing process	0,15	3	0,46
4. There is free shipping cost	0,18	3	0,61
SUB TOTAL	0,65		2,12
THREATS			
1. There is no SOP in customer service	0,12	2	0,29
2. The main duties and functions of employees are not clear	0,13	2	0,31
3. Marketing management has not been managed well	0,10	2	0,20
SUB TOTAL	0,35		0,81
TOTAL	1,00		2.93

Based on the results of data processing that has been carried out, the value of the subtotal opportunities is 2.12 and the subtotal threats is 0.81. The total external factor amounts to 2.93, indicating that broiler marketing can sufficiently address existing threats by utilizing available opportunities. This is consistent with the research of Akbar and Purnomo (2025), which analyzes opportunities and threats resulting in a total external factor score of 2.98, stating that to better adapt to changing conditions and leverage growth potential. This is also supported by Rangkuti (2015) SWOT theory that successful marketing strategies can be achieved by deeply understanding the internal and external factors that affect marketing. Strengths and opportunities can be maximized to overcome weaknesses and face threats, thus generating effective strategies.

Characteristics of Broiler Marketing Consumers

Consumer characteristics are personal traits that influence individual attitudes and serve as indicators of values and decision-making. Consumer attributes include consumer expertise and familiarity. This research categorizes consumer characteristics based on gender, occupation, age, and purchasing frequency. Consumer characteristics will influence individuals in making purchasing decisions. This information was obtained from 35 broiler marketing consumers in Pringsewu Utara Village as follows:

Gender of Respondents of Broiler Marketing Consumers

The following data relates to the characteristics of respondents or consumers collected from broiler marketing in Pringsewu Utara Village categorized by gender, as shown in Table 5 below:

Table 5. Gender of Respondents of Broiler Marketing Consumers

Gender	Number (People)	Percengase (%)
Male	7	20%
Fermale	28	80%
Total	35	100%

Based on the data above, it reveals the author's research data that when viewed from the perspective of gender, the respondents who most often visit to buy broilers are female respondents. According to the data results, women with a percentage of 80% shop for food needs more regularly due to their role as housewives, and women also have a better understanding of market prices, such as whether the price of broilers has increased or not. Meanwhile, men only account for 20% and have less understanding of the daily food needs, and are also less aware of food prices in the market. Men will have different needs compared to female consumers, especially regarding preferences for broiler products. Women tend to be more dominant in making purchasing decisions for household food needs because they have the role of managing the daily needs of the family.

Consumer Respondent Jobs in Broiler Marketing

Data related to respondents who have purchased from broiler marketing based on job status can be seen in Table 6 as follows:

Table 6. Jobs of Consumer Respondents in Broiler Marketing

Jobs	Number (People)	Percentage (%)
Housewife	18	51%
Entrepreneur	10	29%
Self-employed	7	20%
Total	35	100%

Based on the employment status of the respondents, the majority of the total 35 respondents in the broiler marketing segment from Pringsewu Utara Village are housewives, totaling 18 people, which accounts for 51%. This is followed by entrepreneurs, numbering 10 people with a percentage of 29%, and also self-employed persons amounting to 7 people with a percentage of 20%. Based on the overall results of the data obtained regarding the employment status of respondents or consumers, the majority of respondents based on the jobs included in this study are consumers who work as housewives. This is because generally the marketing locations for broiler chicken are located in areas that are easily accessible to consumers, particularly housewives, and there is an increasing demand for broiler meat for daily needs that are practical, nutritious, and in line with the purchasing power of the community. so that they can continue to buy meat because the price of broiler chicken is relatively cheap compared to the price of other animal meats.

Respondent Age of Broiler Marketing Consumers

Data from the respondents classified into various age groups is attached in Table 7 as follows:

Table 7. Age of Broiler Marketing Consumer Respondents

Age (Years)	Number (People)	Percentage (%)
< 20 Years	1	3%
21-30 Years	5	14%
31-40 Years	11	31%
>41 Years	18	51%
Total	35	100%

As can be seen in Table 7 above, the majority of broiler marketing respondents in the North Pringsewu Village are aged over 41 years, with a figure of 51%. Thus, it can be concluded that the first-order consumers or consumers who consume broiler marketing products in the North Pringsewu Village generally come from the elderly demographic. This occurs because the respondents are housewives who shop for daily food needs and also choose to buy broiler meat due to its quick processing time and easy availability, as well as being affordable for all social classes.

Frequency of Purchase of Broiler Products

Based on the research that has been conducted, the frequency of purchase of broiler products in Pringsewu Utara Village can be seen in Table 8 as follows:

Table 8 Frequency of Purchase of Broiler Products

Purchase Frequency	Number (People)	Percentage (%)
Daily	10	29%
Weekly	24	69%
Monthly	1	3%
Total	35	100%

Based on Table 8 above, it can be seen that the majority of respondents, 69% or 24 people, consume broiler products weekly, indicating a significant and regular demand for broiler meat

products. Meanwhile, 29% of respondents or 10 people make daily purchases, suggesting a daily routine need, especially from culinary business operators, and only 3% purchase monthly. This indicates that broiler is a relatively routine necessity consumed by the residents of Pringsewu Utara. Based on the frequency of broiler purchases, it has a significant impact on broiler marketing in Pringsewu Utara. This is because the larger the purchase quantity, the more interested parties in marketing prioritize quality. The high frequency of broiler purchases, both weekly and daily, indicates that distribution and availability should be checked regularly. The high frequency of purchases also serves as an indicator that the quality of the broiler products provided is well received by consumers. Therefore, maintaining quality and service becomes a priority in maintaining consumer loyalty.

Customer Satisfaction Index (CSI)

The Customer Satisfaction Index (CSI) is used to determine the overall level of consumer satisfaction by employing an approach that evaluates the importance and performance levels of criteria. Aritonang (2005) revealed that the CSI value is directly related to the average values of importance and performance, so if the average values of importance and performance are increased, it will affect the CSI value. The weighted factor is used to produce a weighted score, where the weighted score is obtained from the multiplication of the weighted factor with MSS or the average value of the performance scores of each attribute. The measurement of consumer satisfaction towards broiler products based on ten assessment attributes including quality, service, cleanliness, price, and product availability. The method used is the Customer Satisfaction Index (CSI). The results of the data processing can be seen in Table 9 as follows:

Table 9. Results of Customer Satisfaction Index (CSI) Calculation

No	Atribut	MSI	WF	MSP	TWS
1	Broilers have good meat quality (not too tough and not too soft)	4,46	0,11	3,97	0,42
2	The color of fresh broiler meat is not pale	4,06	0,10	3,86	0,37
3	The process of cutting broilers is carried out in a halal, hygienic, and safe manner	4,37	0,10	3,94	0,41
4	Feeling satisfied with the cleanliness at the broiler marketing place	4,29	0,10	4,17	0,42
5	The service from the broiler seller is friendly and responsive	4,06	0,10	3,91	0,38
6	The price of broiler chickens offered is in accordance with the quality of the product	4,00	0,9	3,71	0,35
7	The broilers sold are of the size that is expected	4,49	0,11	4,20	0,45
8	Feeling confident that this broiler is free from harmful preservatives	4,03	0,10	3,97	0,38
9	Broiler products are always available according to demand	4,40	0,10	4,00	0,42
10	Overall, I am satisfied with the quality	4,11	0,10	3,86	0,38
	TOTAL	42,26	1,0	39,60	3,96
	AVERAGE	4,23		3,96	
	CSI = (3,96/5) x 100% = 79,28%				

According to Table 9 above, it is known that the CSI value of 79.28% indicates being in the scale range of 60 < CSI < 80%, classified as satisfied. This shows that in general consumers are satisfied with the marketing attributes of broilers such as product quality, price, service, and product availability. However, this value is still below the very satisfied category, so adjustments need to be made especially in the aspects of service and promotion to encourage the CSI value to a higher level. When compared to the research of Saefullah (2023), the calculated CSI shows 77.66%, which is in the range of 70%–80%, included in the satisfied category, but has not yet reached the very satisfied category. According to Aritonang in Salsabila (2016), if the CSI value ranges from 61% to 80%, it indicates that consumers are satisfied. This can be said that the customer satisfaction index for attributes in broiler marketing is in the satisfied criteria, although consumers feel satisfied and have not yet reached the very satisfied category. Therefore, broiler marketing in Pringsewu Utara District

must continue to improve its performance so that consumer satisfaction with broiler products can develop further.

The highest average performance score is for broilers sold with the expected size of 4.20. This is because the broilers have the appropriate size, making them very suitable for daily cooking needs at home, as their size is just right, not too big or too small, making them practical to prepare as family meals and facilitating the preparation of recipes at home. Meanwhile, the lowest average performance score is for the price of the broilers offered in accordance with the product quality, which is 3.71. This is because the society is very sensitive to the balance between price and quality. If the offered price is considered too high for the quality received, then the perception becomes negative, even though other aspects such as taste, size, or service are good. Attributes such as meat quality, size, and product availability score high, indicating that most consumers are satisfied with these aspects. According to Putri (2020), attributes that have the highest average performance value often relate to aspects that consumers feel benefit them directly, such as appropriate product size, which supports ease of processing and consumption at the household level. High performance value on these attributes shows that consumers feel that the product meets their needs very well. However, the aspects of expectations and perceptions are still considered unsatisfactory. Therefore, broiler marketers are advised to evaluate their strategies and adjust to quality in order to increase consumer satisfaction to the category of very satisfied. In the context of consumer satisfaction, according to Kotler and Keller (2016), satisfaction is the result of the comparison between consumer expectations and the actual performance of the product. Data from the field shows that the majority of consumers feel satisfied with the quality of broiler products, the service, and the prices offered.

Matrix SWOT

Based on the results of the internal and external factor analysis, the results of the strategy can be formulated in the SWOT matrix as shown in Table 10 below:

Table 10. SWOT Matrix Results

	STRENGTHS (S)	**WEAKNESSES (W)**
	1. The broiler chicken sold has good quality and is always fresh 2. Good service to consumers 3. Honesty in the weighing process 4. Availability of free shipping 5. Workforce has good loyalty 6. Has loyal regular customers 7. Has skilled workforce	1. There is no SOP in consumer services 2. The main tasks and functions of employees are not clear 3. Marketing management is not being managed well
OPPORTUNITIES (O) 1. The broiler chicken sold has good quality and is always fresh 2. Good service to consumers 3. Honest in the weighing process 4. There is free shipping cost	Strategy (SO) 1. Increasing production and distribution capacity (S1, O1). 2. Creating an online shop to expand marketing (S2, O2). 3. Expanding the marketing of broilers to hotels, restaurants, catering (S3, O3).	Strategy (WO) 1. Make improvements to the SOP and clear Employee Job Descriptions. (W1, W2, O2). 2. Providing training to the workforce (W3, O1, O3). 3. Conducting promotions on online media (W3. O2, O3).
THREATS (T) 1. There is no SOP in customer service 2. The main duties and functions of employees are not clear 3. Marketing management has not been managed well	Strategy (ST) 1. Installation of banners at sales locations (S1, S6, T1).	Strategy (WT) 1. Performing product differentiation (W3, T1, T2, T3).

Based on the results of the SWOT analysis that has been conducted, it can identify an appropriate marketing plan based on the SWOT analysis to improve competitiveness and increase consumer loyalty that can expand market share in the Pringsewu Utara sub-district. This is in line with Misyaida et al., (2022) Marketing Strategy Analysis Using the SWOT Matrix, where each strategy corresponds to matching critical success factors. The SO strategy results from matching strengths and

opportunities, the WO strategy is the matching of weaknesses and opportunities, the ST strategy matches strengths and threats, while the WT strategy matches weaknesses with threats.

Alternative Marketing Strategies Based on SWOT Analysis

From the results of the SWOT analysis that has been conducted, several appropriate strategic alternatives have been identified based on the SWOT analysis, which can be used to enhance the effectiveness of broiler marketing in Pringsewu Utara Village and expand market reach. Based on the SWOT analysis results, there are eight alternative marketing strategies for broilers as follows:

1) S-O Strategy, the S-O strategy (Strengths-Opportunities) is a strategy that utilizes internal strengths to leverage external opportunities. The alternative S-O strategies that can be formulated are:
   a) Increase production capacity to add revenue from broiler marketing and also meet the high demand by leveraging consumer loyalty through member card programs or special discounts.
   b) Create an online shop to expand broiler marketing, this is done to broaden marketing based on WhatsApp or Instagram with the goal of gaining more recognition and allowing for more organized online marketing after establishing the online shop.
   c) Expand the sale of broiler meat to hotels, restaurants, catering, broiler marketing in Pringsewu Utara has the potential to establish relationships with the HORECA industry as a marketing development strategy. By improving product quality, distribution professionalism, and maintaining active communication with stakeholders, broiler marketing can shift from traditional markets to more profitable modern markets, experiencing significant growth, which will also impact the demand for broilers. If the business can work with these places, it can increase production capacity and enhance profitability in broiler marketing.
2) W-O Strategy, W-O (Weaknesses-Opportunities) or weakness-opportunity strategy is a strategy to minimize existing weaknesses to take advantage of external opportunities. The alternative W-O strategies that can be formulated are:
   a) Improving Standard Operating Procedures and employee job descriptions, to minimize complaints from consumers regarding chicken cuts that do not match the cuts made by the owner, it is necessary to improve SOP such as providing instructions to employees on how to cut properly according to consumer requests. For employee job descriptions, restructuring can be carried out so that all employees can work according to their tasks.
   b) Providing training to the workforce, the purpose of the training is so that workers can understand what needs to be done in the business, such as how to properly cut chickens, how to promote. This aims to enhance the insight and knowledge of the workforce so that there are no more mistakes made by the workforce.
   c) Promoting on online media, this is done so that the business has consumers not only in the surrounding area but can also be recognized by many other people.
3) S-T Strategy, the S-T Strategy (Strengths-Threats) or strength-threatening strategy is a strategy to optimize existing internal strengths to avoid threats. Alternative S-T strategy that can be formulated is:
   a) Installation of banners at the sales location, this is done so that consumers can see the difference in the sales location of the business. Because around the sales location there are several similar broiler vendors.
4) W-T Strategy, the W-T (Weaknesses-Threats) is a strategy to minimize internal weaknesses and avoid external threats. The W-T strategy alternatives that can be formulated are:
   a) Implementing product differentiation, this is done in the form of adding commercial cut packages, fillets, so that it can attract consumer attention, because consumers prefer to buy products in package form as it suits their needs.

Therefore, the presence of this SWOT analysis can enhance marketing strategies and also boost entrepreneurial spirit so that individuals are willing and brave enough to seize opportunities and face the risks established as priority strategies in business development in the broiler sector (Putri et al., 2016). Based on the alternative strategies derived from the SWOT analysis conducted, it can be concluded that the broiler marketing business in Pringsewu Utara Village has significant potential for development through the utilization of internal strengths and external opportunities available. Strategies such as increasing production capacity, utilizing online media, and establishing partnerships in the hotels, restaurants, catering sector can be effective steps in expanding market reach. On the other hand, improving internal management and enhancing workforce quality are key to facing threats and minimizing existing weaknesses. Therefore, the strategies that have been formulated can serve as an important reference in improving the effectiveness of marketing and the sustainability of broiler marketing in the future.

CONCLUSIONS

Based on the results and discussions in this study, it can be concluded that the marketing position of broilers is very advantageous due to the favorable internal and external conditions. This is evident from the strengths and opportunities that can be effectively utilized through aggressive growth strategies. The Customer Satisfaction Index (CSI) value of 79.28% indicates that consumers overall feel satisfied with the marketing attributes of broilers in the Pringsewu Utara district.

There are recommended strategies suggested in this study to enhance competitiveness, including increasing production capacity, creating an online shop to expand the marketing of broilers, expanding the marketing of broiler meat to HORECA, conducting promotions on online media, improving SOP and employee job descriptions, providing training to the workforce, installing banners at sales locations, and performing product differentiation.

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