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## THE INFLUENCE OF PRODUCT EXPERIENCE AND FOOD COOKING HABIT ON COVID-19 TOWARDS REPURCHASE READY-MADE FROZEN FOOD

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### **ABSTRACT:**

*The Covid-19 is forced the worker to work from home, self-isolation, or any other condition that makes them should be at their home, however, they need to eat, and workers usually purchases a meal from a restaurant, canteen, or any other ready to eat suppliers. This research focuses on repurchase ready-made frozen food based on product experience, that contains the aesthetic experience, experience meaning, and emotional experience, and food cooking habit on Covid-19 pandemic. The research aim is to see the need from customers and the result is for ready-made frozen food from homemade suppliers to giving a business strategy. This research using SPSS ver. 20 and the result from 350 respondents, is the aesthetic experience is not giving a significant to repurchase ready-made frozen food, however, the food cooking habit on Covid-19 in increasing, and the experience meaning is giving the highest contribution in repurchase ready-made frozen food. The strategy of supplier ready-made frozen food is to have inline products and giving a nutrition value to the customers.*

**Keywords:** Product Experience, Food Cooking Habit, Ready-Made Frozen Food, Small Medium Enterprise

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### **Introduction**

Covid-19 (coronavirus disease 2019) is a disease caused by a new type of coronavirus, Sars-CoV-2, which was first reported in Wuhan China on December 31, 2019. Spreading to Indonesia on 2nd March 2020, with 2 positive infected by Corona Virus. Pandu Riono mention about there was a possibility that the virus SARS-CoV-2 was in Indonesia. From 2 person that infected, now the number is 39,294 person that infected, 15,123 people that cured, and 2,198 that died from Covid-19 (Pranita and Nursastri, 2020).

The Indonesian Government makes rules that it is called large scale social restriction, and it is hoping to reduce the spreading of Covid-19. The impact of this rules is decreasing in the hospitality and tourism business, for example, in Tanjung Benoa, Bali, in normal condition, the business will achieve a gross profit around 10 to 15 million rupiahs, and since February

2020, it is only 1,5 million Rupiah (Goenadhi, 2020). One of the rules is to WFH (Work From Home), close down the shopping mall, school, traditional market, and any other place that people can gather and socialize. According to US seafood, in 2020, there is a decreasing demand for seafood. However, the seafood delivery has increased, and sushi takes out also increasing during the COVID-19 pandemic (White, Froehlich, Gephart, Cottrell, Branch, and Baum, 2020). During Covid-19, customers of the restaurant are staying at home and the cooking habit becomes increase because the customers do not leave the house. This situation caused due to confinement, some consumers could have behaved differently than usual, emphasizing their behavior related to emotional or restrictive attitudes and cooking food is also increase (Romeo-Arroyo, Mora, & Vázquez-Araújo, 2020). The food and beverage industry in decreasing, around 60%, it is because the rules, and people are afraid to dine-in in a restaurant (Cindy, 2020). To increase restaurant sales, the restaurant is making ready-made frozen food. For example, Boga Kitchen makes frozen food that ready to cook at home and the customers can modify itself (Ramadian, 2020). Therefore, nowadays, in Small Medium Enterprise is going to have frozen food products especially in this pandemic (JIBI, 2020).

Ready-made frozen food is a food that already in one pack and customers just doing reheating or heating using a microwave, or other cooking appliance in a short time (Sen, Antara, & Sen, 2019). The example of ready-made frozen food is nuggets, chicken wings, sausage, and any other processed based white or red meat with sauce or other ingredients (Utami & Chaldun, 2019).

Customers who tried the ready-made frozen food tend to try again another menu items that restaurant or home-made ready-made frozen food (Sen, Antara, & Sen, 2019). Repurchase of frozen food because of the product experience. Product experience contains aesthetic experience, the experience of meaning, and emotional experience. The result of this research, the highest in the experience of meaning, with the highest indicator is product freshness (Utami & Chaldun, 2019). However, this research is not mentioned about food cooking habits on Covid-19.

The empirical research specific in product experience and repurchase, and food cooking habit in Spain. There are a few studies about repurchase ready-made frozen food based on product experience and food cooking habits on the worker who works from home or self-isolation. This research is to aim about product experience and food cooking habits on the Covid-19 pandemic towards repurchase ready-made frozen food. Purpose of this research for the restaurant or another ready-made frozen food homemade to make a strategy of selling by the result of this research.

## **Literature Review**

### **Product Experience**

Product experience is contained of aesthetic experience, the experience of meaning, and emotional experience (Utami & Chaldun, 2019). Aesthetic experience is a total sensory immersion of the appreciator within the object of appreciation (Adam, 2018). The dimensions of it from the perspective of edible products would be ranging from sensory properties, emotions, emotional and functional conceptualization, and contextual appropriateness (Spinelli, Dinnella, Ares, Abbà, Zoboli, & Monteleone, 2019).

There are three types of product experiences. First is an aesthetic experience, which is an experience as a response result of the human sensory system that receives from a particular

stimulus. Second is the customers understanding about operate a product, function, and meaning that then state as the experience of meaning. The last one is the way a product could influence the customer's process of achieving their goal, whether as a support or even a constraint. This component then could raise several emotions towards the product; therefore, it is called emotional experience (Utami & Chaldun, 2019).

Item measurement in product experience smell, taste, texture, appearance, packaging design (aesthetic experience); price, nutrition, ease to cooking, one package, able to last longer, quantity (experience of the meaning); enthusiastic, happy, nostalgic, satisfied (emotional experience).

### **Food Cooking Habit on Covid-19**

Food cooking is a type of person who prefers cooking they are on food, rather than buying ready to eat food or dine-in in the restaurant. Obtaining an indication of their intake of healthy and unhealthy foods, a home-cooked meal was defined as a warm meal where at least one or more fresh ingredients were processed into cooked food. However, by adding the statement that one or more ingredients must be fresh, participants will not score heating a convenience meal as home cooking. Ready-made meals are meals that require minimal preparation for consumption, for example, ready-made frozen food (De Backer & Hudders, 2016). Food cooking habit is increasing on Covid-19. In this research the item measurement is about to spend more time in cooking, cooking in individual or group, sharing food in social media, nutrition concern, enjoyable, increasing spending in frozen food, eating more than usual, delivery service, often of cooking frozen food (Romeo-Arroyo, Mora, & Vázquez-Araújo, 2020).

### **Repurchase of Ready-Made Frozen Food**

Ready-made frozen food is snacks are a pre-packaged, fresh, or frozen meal that only requires heating before being served. Ready-made Frozen Food as a specialized food that can be prepared & serve quickly by customer (Sen, Antara, & Sen, 2019). These types of nutrition are designed for Ready availability, use, or consumption and with little consideration given to quality or significance. This type of food is stored at a cold temperature. Ready-made Frozen Food is the sustenance that is sold in a properly packaged and prepared for utilization. This type of food is unique concerning advantageous eatery nourishments. It must be covered by a security cover. The manufacture date and expiry date must have appeared on the packet. Frozen Foods are one kind of made-up or partially made-up dishes that have been frozen to 20 °C and can be stored for at least 1.5 months. Frozen foods have generally been partially cooked for use before freezing, then packaged and rapidly frozen (Ahuja, 2011).

Park, Kim, & Choi (2019), state that repurchase is a loyalty of the product, and the result of this research are most of the repurchase frozen food is women with family, however, the limitation on that research is not specific about effect of Covid-19. Repurchase ready-made has frozen food because time-saving, easy to cook, buying other inline products, safety, and hygiene, quantity and quality, packaging, and appearance of the product (Sen, Antara, & Sen, 2019).

### **Product experience toward repurchase of ready-mode frozen food**

Utami & Chaldun (2019) mention about the relation about product experience, in this

term is food quality, towards loyalty to purchase ready-made frozen food, and the result is all dimension of product experience is significant toward loyalty. One of the loyalty dimension is doing repurchase ready-made frozen food, and in repurchase is need to be detail about buying interline products or services, however, in this research is using ready-made frozen food. However, the limitation of this research is age range, and situation is different, not on COVID-19

Hypothesis 1: There are significant influence from product experience toward repurchase of ready-mode frozen food

### **Food cooking habit during COVID-19 towards repurchase of ready-made frozen food**

Cooking habit during COVID-19 is increasing and from this research is found that social interaction while cooking ready-made frozen food was cooked properly (Romeo-Arroyo, Mora, & Vázquez-Araújo, 2020). Ready-made frozen food from SME is giving a positive and negative attitude, however, in SME industry, Adams (2018), mention that different taste in same product but different suppliers. Customer will find the local food in SME according to their preference. Food cooking habit in ready-made frozen food from Sen, Antara, & Sen (2019), mention about time saving, safety, easy to cook, and so on based on local uniqueness from food suppliers. The limitation from Romeo-Arroyo, Mora, & Vázquez-Araújo (2020), and Sen, Antara, & Sen (2019) researches are focused of food cooking habit not in ready-made frozen food, and in purchase intention, not a repurchase intention

Hypothesis 2: There are significant influence from Food cooking habit during COVID-19 toward repurchase of ready-mode frozen food.

### **Research Method**

In this research, the methodology is using a quantitative method and using google form using five Likert scales from strongly disagree to strongly agree. The researcher also instructing respondent how to fill in and there is a screening question about living in Greater Jakarta, repurchase ready-made frozen food, and people who are working from home, forced to not work, or was required to do self-isolation or other conditions that made me have to stay at home.

The researcher reach the respondent, researcher send the link to family and friends, and ask them to fill in and asking them to give to other person or social media groups, therefore, in this research using mix sampling method, snowball and purposive sampling method, and gather 350 respondents.

This research will use SPSS ver. 20 to do multiple regression between two variables independent and one variable dependent. Independent variables in this research are Product Experience and Food Cooking Habit, and dependent variable is Repurchase of Ready-Made Frozen Food.

### **Results and Discussion**

Socio-demographic of the respondent is female (64.9%), male (35.1%), for age, 17 – 21 years old is 12.9%, 22 – 40 years old is 39.7%, 41 – 60 years old is 34.6%, and more than 60 years old is 12.9%. For job occupation is student is 15.1%, entrepreneur is 13.4%, civil servant is 27.7%, and private employees is 43.7%, income per month is less than Rp. 3.000.000 is 11.1%, Rp. 3.000.001 - Rp. 5.000.000 is 14.6%, Rp. 5.000.001 - Rp. 10.000.000 is 5.1%, and more than Rp. 10.000.001 is 69.1% (table 1).

Table 1. Respondent Socio-Demographic

| Variables        | Categories                     | Frequency | Percentage |
|------------------|--------------------------------|-----------|------------|
| Gender           | Male                           | 123       | 35,1%      |
|                  | Female                         | 227       | 64,9%      |
| Age              | 17 - 21 years old              | 45        | 12,9%      |
|                  | 22 - 40 years old              | 139       | 39,7%      |
|                  | 41 - 60 years old              | 121       | 34,6%      |
|                  | > 60 years old                 | 45        | 12,9%      |
| Job Occupation   | Students                       | 53        | 15,1%      |
|                  | Entrepreneur                   | 47        | 13,4%      |
|                  | Civil Servant                  | 97        | 27,7%      |
|                  | Private employees              | 153       | 43,7%      |
| Income per month | < Rp. 3.000.000                | 39        | 11,1%      |
|                  | Rp. 3.000.001 - Rp. 5.000.000  | 51        | 14,6%      |
|                  | Rp. 5.000.001 - Rp. 10.000.000 | 18        | 5,1%       |
|                  | > Rp. 10.000.001               | 242       | 69,1%      |

Source: Statistical Software used by researcher

Multiple regression has a few criteria that should be meet. First is validity and reliability, second is normality, third is heteroscedasticity, and the last one is multiple regression. Validity and reliability in this research is using Pearson Correlation and Cronbach Alpha. The criteria for correlation in need to meet the significant level with the \*\* and Cronbach Alpha is above 0.6 (table 2).

Table 2. Descriptive analysis, validity and reliability

| Variables                                 | Item           | Mean | Mean Variables | Pearson Correlation | Cronbach's Alpha |
|---|----------------|------|----------------|---------------------|------------------|
| Product Experience (Aesthetic Experience) | Smell          |      | 2,763,72       | 0.469**             | 0.601            |
|   | Taste          | 4,29 |                | 0.568**             |                  |
|   | Texture        | 3,63 |                | 0.743**             |                  |
|   | Appearance     |      | 4,22           | 0.471**             |                  |
| Product Experience (Experience Meaning)   | Package Design |      | 3,70           | 0.641**             | 0.827            |
|   | Price          |      | 3,833,93       | 0.733**             |                  |
|   | Nutrition      | 3,81 |                | 0.755**             |                  |
|   | Easy to cook   | 4,16 |                | 0.677**             |                  |
|   | Safety         |      | 4,32           | 0.623**             |                  |
|   | One Package    |      | 3,40           | 0.471**             |                  |
|   | Long life time |      | 3,88           | 0.459**             |                  |
|   | Freshness      |      | 4,02           | 0.705**             |                  |
|   | Hygiene        |      | 4,31           | 0.796**             |                  |
|   | Quantity       |      | 3,63           | 0.673**             |                  |

|  |                              |          |              |
|--|------------------------------|----------|--------------|
| Product Experience<br>(Emotional<br>Meaning) | Happy                        | 3,573,54 | 0.824**0.852 |
|  | Enthusiastic                 | 3,39     | 0.877**      |
|  | Nostalgic                    | 3,41     | 0.828**      |
|  | Satisfy                      | 3,77     | 0.819**      |
| Food Cooking<br>Habit on Covid-<br>19        | Spend more time in cooking   | 3,643,37 | 0.538**0.690 |
|  | Cooking in individual        | 2,45     | 0.348**      |
|  | Cooking in group             | 3,22     | 0.759**      |
|  | Sharing food in social media | 2,90     | 0.502**      |
|  | Nutrition concern            | 3,59     | 0.477**      |
|  | Enjoyable                    | 3,94     | 0.437**      |
|  | Increasing spending          | 3,78     | 0.533**      |
|  | Eating more                  | 3,44     | 0.724**      |
|  | Delivery service             | 3,43     | 0.269**      |
| Often of cooking frozen food                 | 3,29                         | 0.549**  |              |
| Repurchase<br>Ready-Made<br>Frozen Food      | Time saving                  | 3,863,83 | 0.820**0.872 |
|  | Easy to cook                 | 3,59     | 0.742**      |
|  | Buying other inline products | 4,10     | 0.782**      |
|  | Safety and hygiene           | 3,76     | 0.790**      |
|  | Quantity and quality         | 4,04     | 0.732**      |
|  | Packaging                    | 3,85     | 0.733**      |
| Appearance                                   | 3,65                         | 0.689**  |              |

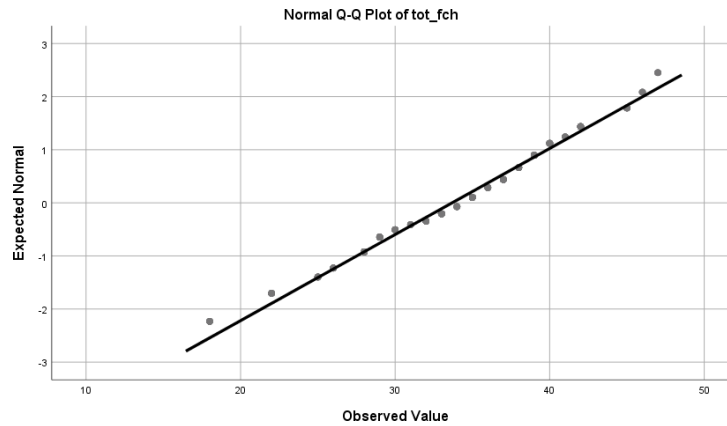
Source: Statistical Software used by researcher

From table 2, in product experience (Aesthetic Experience), taste get the highest mean, however, smell get the lowest mean, because it is frozen food, so hard to customer to smell the product. In product experience (Experience Meaning), safety get the highest score follow by hygiene, therefore, the small and medium enterprise need to make sure about the food safety, and hygiene, maybe put halal or ISO or any other food grade that indicate the product is safe to eat. The lowest one is one package, the meaning is small medium enterprise do not need put much effort about packaging. The last dimension of product experience is emotional meaning, satisfy get the highest mean, meanwhile, nostalgic get the lowest mean, that is indicate that food that make them nostalgic about their hometown will not sell much as a product that will give satisfy to customer.

Highest in variable food cooking habit, enjoyable get the highest score, so the ready-made frozen food need to make cooking become more enjoyable, it is include the cooking instruction, and easiness to cook ready- made frozen food. In repurchase ready-made frozen food, the customers give the highest mean to buy inline product, that giving indicate that the customer will repurchase the similar product or other product from same supplier. The lowest from repurchase ready-made frozen food is easy to cook, that giving indicate that is ready-made frozen food have to have a easiness to cook, and using the raw material that easy to get. Normality in this research is also accepted, it is showed that all item is near normality line (graphic 1).



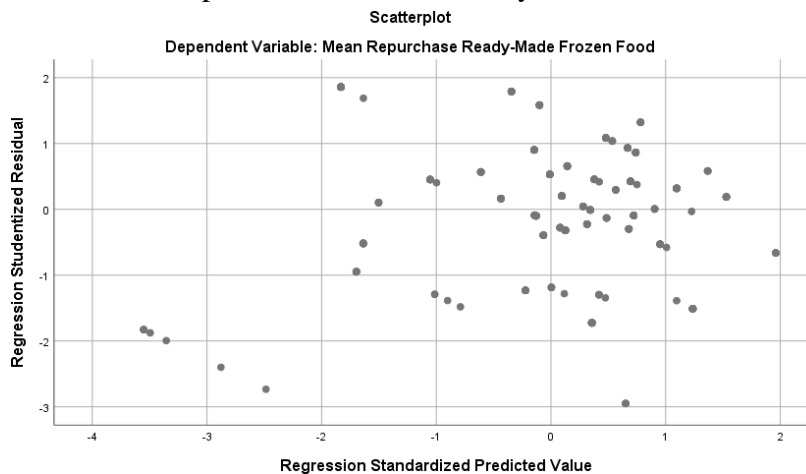
Graphic 1. Normality Test



Source: Statistical Software used by researcher

Heteroscedasticity test in this research is also accepted because the sample distribution in scatterplot is also in variety, not swirling in the middle, and not make a pattern, (graphic 2).

Graphic 2. Heteroscedasticity test



Source: Statistical Software used by researcher

All condition above is all accepted, therefore, multiple regression is able to be done.

Table 3. Multiple Regression

| Model Summary <sup>a</sup>                     |                             |            |                           |        |      |
|--|-----------------------------|------------|---------------------------|--------|------|
| Model  | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|  | B                           | Std. Error | Beta                      |        |      |
| 1 (Constant)                                   | 75.701                      | 22.128     |                           | 3.421  | .001 |
| Mean Product Experience (Aesthetic Experience) | -.104                       | .055       | -.084                     | -1.891 | .059 |
| Mean Product Experience (Experience Meaning)   | .424                        | .061       | .391                      | 6.964  | .000 |
| Mean Product (Emotional Experience)            | .342                        | .050       | .332                      | 6.818  | .000 |
| Mean Food Cooking Habit                        | .174                        | .060       | .139                      | 2.914  | .004 |

a. Dependent Variable: Mean Repurchase Ready-Made Frozen Food

Source: Statistical Software used by researcher

According to table 3, most of the item is significant, only one item is not significant is an aesthetic experience. In this multiple regression found out that aesthetic experience to repurchase ready-made frozen food is not important. However, the experience meaning is the most important because the number is high (0.424), and emotional experience is also high (0.342). Repurchase of ready-made frozen food is already high with 75.701, therefore, all customers want to repurchase ready-made frozen food, and with experience meaning is high.

Discussion in this paper are, ready-made frozen food is a good business nowadays, because of the Covid- 19, most of the customer is doing repurchase ready-made frozen food, however, there are several aspects that need to be considered, the first one is the repurchase of ready-made frozen food, the highest mean is need inline products, therefor, home-made ready-made frozen food supplier or restaurant, need to give information to the customers who bought their products, it also in line with the result of Utami & Chaldun, 2019. However, the result from Utami & Chaldun, 2019, mention about the aesthetic experience plays essential roles in eliciting positive experiences when a customer interacts with a product, in this research that's showed that aesthetic experience is not giving a huge role, the giant roles come from product experience and the highest is safety.

Food cooking habit is also given a significant result, the highest mean in food cooking habit in the customer who works from home or self-isolation in Covid-19 is enjoyable, therefore, the ready-made frozen food need to find out about the customers want of type of food. There is research from Adam, 2018, that local food is still a huge demand, however, the supplier needs concern about environmentally friendly, price, and nutrition.

The food cooking habit on Covid-19 is also increasing, it is shown that spend more time in cooking is also giving a great number following the nutrition concerns who get the highest score in mode or the frequency of giving answers strongly agree. This result also similar to Romeo-Arroyo, Mora, & Vázquez-Araújo, 2020, that mention that food cooking habit is also increasing, despite doing sport.

### **Conclusion and Implications**

This research aims to find out the factors about the repurchase of ready-made frozen food from product experience and food cooking habits. Based on the descriptive analysis, product experience is giving a sign- in experience meaning and emotional meaning, however, the aesthetic experience is not giving a significant result, therefore, and the ready-made frozen food suppliers need to address this to their customers. Food cooking habit in Covid-19 is also increasing, and the need for nutrition values is higher than before.

The strategy for ready-made frozen food homemade suppliers is to concern about health, hygiene, price, inline product, and also quality and quantity of their products.

The implication of this research is to giving insight to small-medium enterprises that ready-made frozen food to make more products that in line with the popular products, which they already sell.

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