The Influence of Blue Ocean Strategy on Consumer Buying Interest (A Study On Richeese Factory Lhokseumawe City)

Nurrasyidah [*], Lisa Iryani, Maisyura, Nursakinah Ritonga, Nanda Ameliany
Prodi atau Jurusan Administrasi Bisnis, Fakultas Ilmu Sosial Ilmu Politik,
Universitas Malikussaleh
Jl. Kampus Unimal Bukit Indah, Blang Pulo, Kec. Muara Satu, Kota Lhokseumawe, Aceh 24355, Indonesia

Article Info

ABSTRACT

This study uses a quantitative approach which aims to determine Blue Ocean Strategy has a Positive and Significant influence on Consumer Purchase Interest. The population in this study were all Richeese Factory consumers in Lhokseumawe City and the determination of the sample using the "simple random sampling" method and the formula used in determining the number of respondents using the Lemesshow formula so that the number of respondents was 96 consumers. In proving and analyzing this, validity and reliability tests, classical assumption tests, simple linear regression tests and t tests (partial) are used. Statistically, this value gives the understanding that 51.4% of Blue Ocean Strategy variables affect consumer buying interest at Richeese Factory Lhokseumawe. This means that Richeese Factory Lhokseumawe's Consumer Purchase Interest will be influenced by the Blue Ocean Strategy in accordance with the equation $Y = 5.563 + 0.901x$.

Corresponding Author:

Nurrasyidah
Universitas Malikussaleh
Email: nurrasyidah.200270002@mhs.unimal.ac.id

INTRODUCTION

The current condition of society shows an increase in lifestyle and higher consumption tastes, which requires consumers to be more careful and careful in choosing products. With many new products and services offering various advantages and uniqueness, customers now have many alternative choices. This forces producers to create products that match customer desires.

Competition in the business world is also getting tougher, so company management must be able to adapt and implement the right strategy to survive and achieve success. Effective positioning, which is designing the company's offer and image to place itself distinctively in the minds of customers, is very important in marketing strategy. In the face of intense competition, companies must maximize their performance with a strong marketing strategy.

One approach is to be different, which is often the first step of Blue Ocean Strategy. Blue Ocean Strategy aims to create new markets that are untapped by competitors, instead of competing in existing markets (Red Ocean). This strategy involves four main actions: Eliminate, Reduce, Raise, and Create, to create a unique offering and avoid fierce competition.

Blue Ocean Strategy allows companies to avoid commoditization by creating significant product differentiation and low costs. By positioning themselves in markets where there are no competitors, companies can avoid direct competition and increase the attractiveness of their products (Muhammad Nur Ilham, 2016).

In Indonesia, the culinary industry, especially fast food, is showing rapid growth. Changes in lifestyle that prioritize time efficiency make people increasingly choose fast food. Richeese Factory, which offers fried chicken with cheese sauce as its main product, successfully entered a competitive market by implementing Blue Ocean Strategy. Richeese Factory opened its first outlet in Lhokseumawe City on November 9, 2022 and successfully competed with other fast food restaurants such as KFC and Pizza Hut.

Richeese Factory applies Blue Ocean Strategy by removing less desirable menus, reducing less valuable elements, increasing superior products, and creating new products such as Richeese Black. With product innovation and effective marketing, Richeese Factory is able to attract customers' buying interest and maintain their loyalty.

However, although this strategy has shown positive results, there are still many people who do not fully understand the concept of Blue Ocean Strategy in the fast food industry. Therefore, this study aims to evaluate how Blue Ocean Strategy affects consumer buying interest at Richeese Factory in Lhokseumawe City and how product innovation can increase customer attraction and loyalty.

Several studies that discuss Blue ocean strategy have been conducted, including Rifki Husen Alhasni (2021), Dinda Savira Amalia Dewi (2022), Ni Luh Ade Ayunda Dewi, I Wyn. Eka Dian Rahmanu and Nyoman Indah Kusuma Dewi (2022), Hossam Atef Abdel, et.al (2021) and Soni Hartono (2015). This study aims to determine and analyze how blue ocean strategy can influence consumer buying interest in Richeese Factory in Lhokseumawe city.

LITERATURE REVIEW
Blue Ocean Strategy

According to Kim W. Chan and Renee Mauborgne (2014), Blue Ocean Strategy is how to create unexplored market space, which can create demand and provide highly profitable growth opportunities.

According to Kim W. Chan and Renee Mauborgne (2014: 60) To realize the blue ocean through value innovation, an analysis framework indicator called the four-step framework indicator is needed, namely:
1. Eliminate
2. Reduce
3. Raise
4. Create

Consumer Purchase Interest

According to Kotler and Keller (2012) Consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product.

According to Kotler and Keller (2012: 503) the dimensions of buying interest are through the AIDA stimulation model which tries to describe the stages of stimulation that consumers may go through for a particular stimulus provided by marketers, namely as follows:
1. Attention
2. Interest
3. Desire
4. Action

RESEARCH METHODS
The research location chosen in this study is Richeese Factory Lhokseumawe Jl. Merdeka No. 15-16, Simpang Empat, Kec. Banda Sakti, Lhokseumawe City, Aceh. This location was chosen because one of the principles of Blue Ocean Strategy is to create a product or service that does not yet exist in the market. And I have done a pre-survey by visiting there, and this research location is in accordance with the character of the problem I raised.

By choosing Richeese Factory Lhokseumawe as a research location, the author can find out new products or services that can be created to create new markets. In addition, creating a new market by utilizing its uniqueness or privileges. The author can find out the uniqueness or privileges possessed by Richeese Factory and create products or services that can take advantage of these uniqueness.

The approach in this research uses quantitative methods. Quantitative research relies on data collection in the form of numbers from measurements, therefore in this study statistics play an important role as a tool for analyzing answers to problems. The type of quantitative research used in this research is descriptive research. Descriptive research is research intended to investigate circumstances, conditions or other things that have been mentioned, the results of which are presented in the form of a research report.

In this study using a sampling technique, namely the Cluster Random Sampling technique. Cluster Random Sampling can be used if the sample population cannot be known accurately, which allows for no design related to the sampling frame, and the existence of the population is randomly distributed or collected in different scopes. Then this technique can be calculated according to comparison, and can be used if the population has members or elements that are not homogeneous (similar) or are strata (gradual) proportionally.

To determine the research sample from the population, researchers used the Lemeshow formula which uses a standard error rate of 10% and 5%. Researchers use the Lemeshaw formula because the population is not known with certainty. The Lemeshaw formula (Slamet Riyanto, 2020: 13) will be used:

$$n = \frac{z^2 p(1-p)}{d^2}$$

By not knowing the total population visiting Richeese Factory Lhokseumawe, the number of samples is obtained by calculating using the Lemeshow formula (Slamet Riyanto, 2020: 13) as follows:

$$n = \frac{1,96^2 \, X \, 0,5 \, (1-0,5)}{0,10^2} = \frac{0,9604}{0.01} = 96,04$$

The technique used in this research is simple linear regression analysis in this study using the help of the SPSS Statistics 20.0 for windows program.

$$Y1 = a+bx$$

RESULTS AND DISCUSSION

This research was conducted at the Richeese Factory which is located on Jl. Merdeka No. 15-16, Simpang Empat, Kec. Banda Sakti, Lhokseumawe City, Aceh. Richeese Factory was first established in Lhokseumawe City on November 09, 2022. The first Richeese Factory fast food restaurant outlet in Lhokseumawe. For the quality of food and service is very good. The atmosphere of the place is very comfortable for eating and gathering or while relaxing with family, the place is quite spacious there are two floors and can accommodate approximately 100 people. Menu like other richeese factory outlets. parking lots are quite available on the edge of the main road in front of Islamic. The design of the place is very modern. Access to Richeese Factory is easy to reach and is on the main road of Lhokseumawe city. The first menu is Richeese factory's signature menu, Fire Chicken, crispy fried chicken wrapped in delicious BBQ sauce that has 6 levels of spiciness (0-5) served with Richeese Factory's signature cheese sauce. Fire Chicken is a favorite menu of Richeese Factory customers and is the menu most reviewed by consumers on all digital platforms through very interesting digital content. Fire Chicken can now be ordered in the form of a whole chicken with the Fire Chicken Whole menu.

Description of Respondents

In this study, the number of respondents of female gender is higher than male gender, this is because Richeese Factory visitors or consumers tend to be female rather than male and women are quickly influenced by marketing and branding carried out by Richeese Factory. Consumers aged 18-25 years tend to be more responsive to trends, styles, and look for innovations and variations in the food menu and are more active in promotions through social media. Consumers who work as students are the most dominant because Richeese Factory offers a friendlier and instagramable atmosphere. Based on the number of visits, consumers who visit 3 to 5 times are more dominant.

Simple Linear Regression Analysis

Before conducting simple linear regression analysis, instrument tests were carried out, namely validity and reliability tests. Based on the validity test, all instruments (question items / indicators) are declared valid, so they are suitable for use as research instruments. Meanwhile, based on the reliability test, the questionnaire used by each variable is declared reliable or reliable as a variable measuring instrument.

In addition to conducting instrument tests, classical assumption tests were also carried out, including normality and heteroscedasticity tests. Based on the classical assumption test, it is concluded that the data is normally distributed and there is no heteroscedasticity. The table below shows the results of simple linear regression:

<table>
<tr><th colspan="7">Coefficients^a</th></tr>
</table>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.563	1.128		4.931	.000
	Blue Ocean Strategy	.901	.089	.721	10.075	.000
a. Dependent Variable: Minat Beli Konsumen						

The table above shows a constant value of 5.563 (Unstandardized Coefficients column part B), which means that when X is 0, then Y is 5.563, meaning that if the Blue Ocean Strategy does not run, the Consumer Purchase Interest that will be achieved is 5.563. While the Blue Ocean Strategy coefficient value is 0.901. It means that for every increase in the value of X by 1, Y will increase by 0.901, meaning that if Richeese Factory implements Blue Ocean Strategy by one unit, Consumer Purchase Interest will increase by 0.901. Based on the information above, a regression equation model is obtained:

$$Y = a + b \, X \text{ or } 5.563 + 0.901X$$

The characteristics of the hypothesis in this study that will be tested for the significance of the simple correlation coefficient (T-test) with a significance level of a = 5% or 0.05 are as follows:
- Ho: There is no influence between blue ocean strategy on consumer buying interest at Richeese Factory Lhokseumawe City
- Ha: Influence between blue ocean strategy on consumer buying interest at Richeese Factory Lhokseumawe City

From the table above, it can be concluded that Blue Ocean Strategy has a significant effect on Consumer Purchase Interest which can be determined by t-count. The Blue Ocean Stratregy variable (X) has a value of 10.075 and the T-table value is 1.986 so that (10.075> 1.986) so it can be concluded that the Blue Ocean Strategy has a positive and significant effect (0.000 <0.05) on Consumer Purchase Interest at Richeese Factory Lhokseumawe. Blue Ocean Strategy aims to create new market space by offering something different from competitors. With a significant influence, consumers will feel a clear and interesting difference, consumers will be more interested in trying and buying the products offered because there is added value that is different from competitors.

Correlation Coefficient

<table>
<tr><th colspan="4">Correlations</th></tr>
</table>

		Blue Ocean Strategy	Minat Beli Konsumen
Blue Ocean Strategy	Pearson Correlation	1	.721^{**}
	Sig. (2-tailed)		.000
	N	96	96
Minat Beli Konsumen	Pearson Correlation	.721^{**}	1
	Sig. (2-tailed)	.000	
	N	96	96
**. Correlation is significant at the 0.01 level (2-tailed).			

The results of the correlation coefficient analysis obtained a correlation coefficient value of r = 0.721. This value gives the understanding that the relationship between Blue Ocean Strategy and Consumer Purchase Interest at Richeese Factory Lhokseumawe is very high and positive, meaning that the better the Blue Ocean Strategy applied at Richeese factory Lhokseumawe, the higher the Consumer Purchase Interest at Richeese Factory Lhokseumawe. Likewise, on the contrary, the worse the company's Blue Ocean Strategy is, the lower the Consumer Purchase Interest at Richeese Factory Lhokseumawe will be.

Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721ᵃ	.519	.514	1.584

a. Predictors: (Constant), Blue Ocean Strategy

Based on the table above, it can be concluded that:
1. R = 0.721 shows that the influence between Blue Ocean Strategy (X) on Consumer Purchase Interest (Y) is 72.1%. This shows that Blue Ocean Strategy (X) has a very high influence on Consumer Purchase Interest (Y) at Richeese Factory Lhokseumawe City. As a result, consumers will feel an increase in buying interest, satisfaction, and loyalty, and get a more satisfying experience. This will also strengthen positive perceptions of Richeese Factory Lhokseumawe City and increase competitiveness in the market.
2. The Adjusted R Square number of 0.514 indicates that the Blue Ocean Strategy (X) is 51.4%. While the remaining 48.6% can be explained by factors not examined in this study. Richeese Factory Lhokseumawe City needs to continue to develop and implement innovative strategies to maintain and increase this positive impact.

DISCUSSION

Based on respondents' answers to the Blue Ocean Strategy variable, there are interesting findings that the highest mean value lies in the statement "Combo Flying Chicken products that are different from competitors are able to increase consumer buying interest." This happens because consumers are always looking for variety and innovation in their food choices. Richeese Factory managed to attract attention by introducing something unique and exclusive, offering a dining experience that is not available anywhere else. This competitive advantage, supported by effective marketing strategies and product quality that meets or exceeds expectations, makes many consumers agree that the Flying Chicken Combo with two packages of chicken and rice studded with Richeese Factory's signature Volcano served with cheese sauce is the reason they choose to buy the package instead of buying a single package. This success reflects the importance of innovation and differentiation in attracting and retaining customers. While the lowest mean value lies in the statement "The unavailability of Richeese Factory menus such as Potato Pom Pom and Fire Wings 1 pcs does not reduce consumer interest." This result shows that some consumers feel that it is better to buy a combo package than to buy a 1 pcs package due to several factors such as the amount of chicken and rice contained in the package.

Overall, the mean value of the frequency of respondents' answers to the Blue Ocean Strategy variable received a value of 4.16, which means in the agree category. This identifies that the three indicators of Blue Ocean Strategy, whether eliminating, improving, or creating, are still in the agree category. This means that this strategy has succeeded in giving a positive impression among respondents, which shows that they agree that these three indicators generate buying interest in Richeese Factory products in Lhokseumawe City.

By implementing the Blue Ocean Strategy at Richeese Factory, companies can create new, unpolluted markets rather than competing in existing markets. Companies that implement this strategy have a great opportunity to avoid commodity problems because the product has distinctive characteristics. This is in accordance with the theory put forward by Kim & Mauborgne (2014) about creating unexplored market space, which can create demand and provide very profitable growth opportunities.

Previous research shows the effect of Blue Ocean Strategy on customer satisfaction and customer loyalty, such as research by Soni Hartono (2015) and Ayunda Dewi et al. (2022). The results of this study indicate that Blue Ocean Strategy has a positive effect on customer loyalty and customer satisfaction. By using Blue Ocean Strategy, companies can create strong buying interest among consumers by offering unique and differentiated value. This increased buying interest results in higher purchase decisions as consumers see the product as the best solution available. Increased purchase decisions will strengthen consumer loyalty and satisfaction as they get superior value and a satisfying experience from the product.

The Eliminate, Reduce, Raise, Create (ERRC) scheme is an analytical tool that completes a step of the four-step framework. The eliminated competition factor from Richeese Factory is in the form of removing the Potato Pom Pom and Fire Wings 1 pcs menus; the increased competition factor is in the form of increasing the Flying Chicken product to Combo Flying Chicken; and the created competition factor is in the form of creating Richeese Black products to attract consumers. Richeese Factory does not have a reduced factor.

Overall, the implementation of Blue Ocean Strategy at Richeese Factory had a positive impact in creating differentiation, attracting buying interest, and opening up new opportunities in the market, cementing their position as a key player in the food and beverage industry. Companies that successfully manage and capitalize on buying interest will enjoy long-term benefits in the form of a loyal and satisfied customer base.

CONCLUSION

Richeese Factory has succeeded in creating new products and innovations that suit consumer preferences and needs. Menu adjustments and flavor variations are also key factors in increasing buying interest. The implementation of Blue Ocean Strategy contributes to an increase in consumer buying interest. The innovations and new offers produced are able to provide significant added value, and trigger higher buying interest. Blue Ocean Strategy also helps Richeese Factory understand and reach new market segments that have not been served by competitors.

Suggestion

1. Richeese Factory Lhokseumawe City should provide a comparable replacement menu and communicate openly through digital platforms. Special promotion strategies, periodic menu innovations and community involvement can be additional steps to build consumer interest and increase customer loyalty.
2. It is recommended that consumers provide open feedback to the company about their preferences and experiences to help improve the menu according to customer expectations. By providing suggestions, consumers play an important role in creating a more interesting culinary experience and ensuring the success of the Blue ocean strategy at Richeese Factory Lhokseumawe City.
3. It is hoped that this research can be used as reference material or for the basis of further research and can provide additional information to researchers who are more in-depth about the effect of Blue Ocean Strategy on Consumer Purchase Interest.

REFERENCES

[1] Abzari, Mehdi, Reza A. Ghassemi, dan L N.V. 2014. Analysing The Effect of Social Media on Brand Attitude and Purchase Intention: The Case Oflran Khodro Company. Journal of Social and Behavior Sciences, Vol 143,822-826

[2] Agustin, R., & Hasyim, A (2019) Membangun Niat Beli Secara Online Melalui Kemudahan dan Kepercayaan Konsumen

[3] Alhasni, Rifki Husen. 2021. "Rancangan Blue Ocean Strategy Untuk Memenangkan Persaingan Bisnis di Bidang Perbankan Syariah Kc Ambarukmo." Skripsi. Universitas Islam Yogyakarta

[4] Apataguna dan Pitaloka, 2016. Pengaruh Kualitas Pelayan dan Harga terhadap Minat Beli Jasa Gojek. Jurnal Program Studi Manajemen Universitas Pembangunan Jaya, Vol 3.

[5] Arikunto, S. (2010). Prosedur Penelitian: Suatu Pendekatan Praktik. Jakarta: Rineka Cipta.

[6] C. Mowen, J., & Minor, M. (2002). Perilaku Konsumen. Jakarta: Erlangga.

[7] Diana Andirani. 2012. Pendekatan Blue Ocean Strategy Untuk Meningkatkan Strategi Pelayanan Obat di Apotek K-24

[8] Durianto, Darmadi (2013). Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek. Jakarta

[9] Ferdinand, A. (2016). Pengembangan Minat Beli Merek Ekstensi. Universitas Diponegoro.

[10] Ghozali, I. (2009). Aplikasi Analisis Multivariate dengan Program IBM SPSS25. Semarang : Badan Penerbit Universitas Diponegoro. https://www.richeesefactory.com

[11] Hunger, David K. dan Thomas L. Wheelen. 2003. Manajemen Strategis. Penerbit Andi. Yogyakarta

[12] Kartono, 2014. Pemimpin dan Kepemimpinan. PT. Raja Grafindo Persada. Jakarta

[13] Karya, Eka. 2013. Formulasi Blue Ocean Strategy pada PT Gudang Garam Tbk

[14] Kasmir. (2005). In Kasmir, Etika Costumer Service (p. 15). Jakarta: PT. Raja Grafindo

[15] Kho., Michael Christian Kosasih., dan Ratih Indiryani. 2014. Perumusan Blue Ocean Strategy Sebagai Strategi Bersaing Pada Perusahaan Keluarga CV. Gama Abadi. Jurnal Manajemen Vol. 2, No. 1, Universitas Kristen Petra

[16] Kim, W. C., & Mauborgne, R. (2014). Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant. Boston: Harvard Business Review Press.

[17] Kim, W. Chan dan Mauborgne, Renee. 2016. Blue Ocean Strategy : Ciptakan Ruang Pasar Tanpa Pesaing dan Biarkan Kompetisi Tak Lagi Relevan. Jakarta : Serambi.

[18] Kothler, P. (2001). In Erlangga, Analisis Perencanaan Dan Implementasi Dan Kontrol, Jilid 1 (p. 83). Jakarta

[19] Kotler, P. (2011). Prinsip-prinsip Pemasaran. Jakarta: Erlangga

[20] Kotler, P., & Keller, K. L. (2012). Manajemen Pemasaran (Kedua Belas). PT. Indeks.

[21] Ni Luh Ade ayunda ananta Dewi., I Wyn Eka Dian Rahmanu., dan Nyoman Indah Kusuma Dewi, 2022. Penerapan Blue Ocean strategy untuk Meningkatkan Pangsa Pasar Platform TaniHub Bali Branch. Jurnal Bisnis dan Kewirausahaan Vol 18, No 2, Politeknik Negeri Bali. https://ojs2.pnb.ac.id/index.php/JBK/article/download/455/338/5599

[22] Pramon0. 2012. Pertimbangan dalam Membeli Produk Barang maupun Jasa. Intidayu Press. Jakarta

[23] Rachman, S,Arief., Arto, Sugih. 2013. Pendekatan Blue Ocean Strategy Terhadap Strategi Pelayanan Rumah Sakit. Hal: 6-8

[24] Rofiatun, N. F. (2016). The impact of market share and banking sector indicators to the profitability of Islamic commercial banks in Indonesia. Journal of Islamic Economics Lariba, 2(1), 31–42.

[25]   Sari, M. K. (2016). Determinants of Islamic commercial banks financing risk in Indonesia. Journal of Islamic Economics Lariba, 2(2), 25–32. https://doi.org/10.20885/jielariba.vol2.iss2.art3

[26]   Sintha, S. M. L. (2013). Blue Ocean vs Red Ocean. Jurnal Keuangan Dan Perbankan, 46-66.

[27]   Yunus, M. (2021). A review on Blue Ocean Strategy effect on competitive advantage and firm performance. Academy of Strategic Management Journal, 20(1).