Developing New Product Using Diary Study and Concept Testing Analysis Based on The Customer Needs for Pasta Product (Case: Très)

Indyra Rahmadina and Nila Armelia

ABSTRACT

Très is one of the businesses engaged in the food and beverage industry. Très introduced itself as a Pasta specialists that have a signature product called Fusion Pasta Brûlée. This product is a combination of products originating from Italy, namely pasta, and made into a pasta product that is presented with innovative combinations with Indonesian flavors.

As one of the newbies in the business sector, the experience of fusion and original taste is a core value for Très business. The food and beverage industry has an important role to play in the Indonesian economy but the problem is, food and beverage business is not a sustainable business especially with the times and technological advances. The food business can last a long time if it is able to balance growth, development and innovation in every product presented. The research aims to searching the customer needs for developing new product so that this business can continue to move sustainably and follow developments.

Knowing the needs of the customers, it makes Très and teams plan products in accordance with the needs of the market. Previously, Très and team made an analysis of a diary study to determine the customer’s eating activities and experiences by the food. The customer actually understands the importance of nutrition in the body that affects their activities. Très also finds out about future suggestions that customer needs for healthy food. Most of the results of diary studies, customers want food that is healthy but also tastes good and is time efficient when consumed. Then the result synchronized with their desire to feel fulfilled by the food. After that the result by the diary study, Très through the concept testing analysis, from here it is known whether the product is able to be accepted by the community as a product that is in accordance with the needs of the customer. Can be applied with open innovation and collaborating products to maintain the sustainability of the product while continuing to analyze consumer desires.

Keywords: Concept testing, Customer needs, Diary study, Food and Bevergae, Open innovation.

I. INTRODUCTION

Businesses in the Food & Beverage industry are now growing rapidly over time. This business is very promising for the community, especially because of the many innovations that can be found in it. Another factor that supported the growing Food & Beverage industry in Indonesia has contribute to more than 7% of total GDP as well of the total industrial manufacturing output. The Food & Beverage industry. The players are dominated by the presence of large companies, but also international and foreign companies (EIBN, 2015).

Small and medium enterprises (SMEs) have an important role in the Indonesian economy (Iriyanti and Aziz, 2012; Pawitan, 2012; Setyaningsih, 2012). In Indonesia, small and medium sized enterprises (SMEs) represent 90% of all medium sized business (1%). A significant number of small and medium scale food processing operations are regionally based (Tambunan, 2011).

The food and beverage industry is one of important sectors industry in Indonesia. This industry improve every positive developmen. In 2019, the sector growing 7.78%. This level was bigger than the increase of the overall non-oil and gas sector which was only 4.34%. The food and beverage contribution to GDP in the first quarter of 2020 increasing. The first is the requirement to enter markets which related to SME’s regulations such as food safety, market access, production, on-time delivery, and sustainability. The local industry is also expected by adopting innovative production technology and improve the logistic chain (Directorate General of National Export Development, 2020).

A. Social Entrepreneurship

Social entrepreneurship is a business oriented field of the purpose is to efficiently provide every basic human needs. Where the customers or existing markets and institutions have failed to fulfill. The food & beverage industry is the main topic of the business industry right now for helping the

DOI: http://dx.doi.org/10.24018/ejbmr.2022.7.4.1569
community and country. The main problem is the food & beverage product is usually not very long in terms of the business or the product. Especially on the hype food that enters society a lot but doesn't last too long in survival and development. The words of “Social Entrepreneurship” refers to actions that combine the economic and social approaches to produce something new. Social entrepreneurship focuses on the creation of social impact, social change and social transformation (Nicholls, 2006; Mair and Noboa, 2006). The key elements such as innovation in entrepreneurship, and tension towards specific goals through the product with some major changes and innovations in the way to get the social entrepreneur.

The concept of social entrepreneurship as a process of creating value by combining resources in new ways and new things. Social entrepreneurship is still a reference to determine the value of a company. These resource combinations are intended primarily to explore and exploit opportunities to create social value by stimulating social change or meeting social needs. When the product is viewed as a process, social entrepreneurship involves the offering of service and products but can also refer to the creation of a new company.

Très' company focuses on developing and expanding a product. What this business does is make food innovations that are sustainable in the future and enter the layers of society in Indonesia. In the process of its journey, Très has developed many products from outside Indonesia which can finally enter the taste of the tongue of the Indonesian people. Several products have been produced and while developing these products, Très continues to implement the vision and mission that was built to survive in the Food & Beverage industry.

Très really applies quality to its products which makes this company run and move well and have customers throughout all over Indonesia. This product is also supported by packaging specifically designed to follow and support the movement to protect the environment. Not only that, this business also helps SMEs making reusable packaging which is ultimately used by this company as permanent packaging.

B. Food and Beverage Market

Food and Beverage market was adjusted by considering the condition of business in Indonesia. Covid-19 in every country, the food and beverage industry has the many challenge. The pandemic of Covid-19 is starting to recover, Indonesia keeps continuing the development of national food and beverage products kind of import and export activity (Ministry of Trade, 2020). Indonesia’s food and beverage sector managed to grow by 3% in 2020 (TheInsiderStories, 2020). The food industry trend expected to reach USD 2.517 million with an annual growth rate of 10.8% from 2021 to 2026. Food and beverage market got increasing with evidence and illustration projected to reach a market volume of USD 3,724 million by 2025 (Statista, 2021).

Food and Beverage sector offers huge investment opportunities. In the market of food and beverage sector during this situation, Food and Beverage is currently one of the highest income sector and help the other industry in Indonesia, as it recorded increasing in a positive growth during the pandemic. Based on the data released by Bank Indonesia, the F&B industry grew by 0.2% year-on-year (YoY) in 2020, well below that of 7.8% YoY in 2019; yet, higher than Indonesia’s gross domestic product, which contracted by 2.1% YoY in 2020.

C. Food and Beverage Development

The Covid-19 pandemic has changed consumer behavior through all things and activities. Consumers are shifting from grocery shopping to focusing on cooking at home through online platforms out of fear of this virus. In particular, encourage innovation in the food and beverage industry to increase focus on immune health and greater demand for supply chain transparency. The growth and development of this sector is real. From the results of the data mentioned in several previous journals, it also stated that the growth of this sector occurred most significantly during the Covid-19 pandemic.

As the evidence by the health and immunity is one of the company's top five global food and beverage trends for 2021, with approximately 31% of consumers saying they buy more products that help stabilize and boost their immunity to health and 50% prefer food and drink products. drink, which naturally contain ingredients that are beneficial to their health and body. Indonesia is one of the largest producers of raw materials for such products, such as palm oil, fish, cocoa and coffee, exporting its surplus production abroad. On the other hand, Indonesia imports products that cannot be produced (either at all or in sufficient quantities) locally, such as wheat, milk, or processed food products. The Indonesian economy has taken good policies to reduce the country’s dependence on imports which also benefits the F&B sector (Hendriadi, 2016). The food service segment in Indonesia is very diverse. Indonesia's food service market is expected to grow by 5% in the three years following Covid-19. Strong growth driven by continued urbanization, rising incomes and tourism. The thriving e-commerce sector is also driving the food service market. Gojek and Grab are the leading players expanding home delivery services.

D. Food and Beverage Growth

The food and beverages industry in Indonesia increased in 2010 is 89.16% that means it shows that the food and beverages industry is gaining until 2022. This shows that the food and beverages industry in Indonesia in 2015 is a very strict industry which is getting more concentrated and getting less competitive. The result of Minimum Efficiency of Scale (MES) in the food and beverages industry in Indonesia in 2010 is 65.23% which means the central restriction of the
food and beverages industry in Indonesia is quite big. This shows a decrease in enter restriction of the food and beverages industry in Indonesia.

This food and beverage sector also introduces differentiation strategy, new product development, and product innovation which results it will be increasing the profit of the producer's ability to widen its market segments through the advantages of their products. But, if the business plan and the strategies not merge anymore, then the industry risks itself towards loss. It should be the sustainability plan which is done based on the timeline that was created. In the food and beverages industry, producers act as the price taker, that means the price they set for their products will be heavily influenced by the price. If one competitor decreases their product’s price, it’s almost guaranteed that other companies will follow so they can remain competitive in the market.

This study is only focused on the next step for how Trés can be in a long term and sustainable food & beverage business strategy following the customer behavior & customer wellbeing. However, other problems like finance, human resource management, operational management are not discussed in depth in this study.

II. LITERATURE REVIEW
A. Open Innovation

As already indicated, open innovation was explained by Henry Chesbrough and has much attention by academics and practitioners. The explain is opposite with the traditional and closed innovation system. Chesbrough (2006), himself defines open innovation is for use in and out flow of knowledge to get the new innovation, and expand the markets. Innovation can be for new products or for the future of the company. The open innovation made the company should make something that beneficial of external as well as internal resources when trying to advance. This approach has been known as the fast-growing for the company, technology-intensive industries. Evidence of an application within more mature industries remains scarce (Sarkar & Costa, 2008, p. 574).

Open innovation is the exchange of knowledge through the inflow and outflow of insights and knowledge within a company (Chesbrough, 2003). In particular small and medium-sized enterprises (SMEs) benefit from implementing an open innovation strategy and participating in networks to achieve access to a wide range of new knowledge created beyond the boundaries of their company, but which is necessary to successfully innovate (Gellynck et al., 2007; Omta, 2002). Open innovation has been found to be applicable in the food sector (Sarkar & Costa, 2008). However, studies focusing on SME networks are still limited and are particularly concerned with the role of networks in knowledge exchange and innovation. Therefore, for example, Sarkar and Costa (2008) conclude that case studies and more focused empirical research are needed.

Open innovation if merge together is neglected in the F&B industry and in the manufacturing sector in general. Open Innovation in the F&B industry especially during the collaboration of large companies and their value chain partners i.e. suppliers and clients, but seldom discuss interactions with other potential innovations. actors (Bigliardi & Galati, 2013). First and more clearly, is the idea that in real life consumers and society are driving many of the innovations that take place in the Food & Beverage industry, e.g. demands for a healthy lifestyle (Bigliardi & Galati, 2013b). Second, to continue to strengthen open innovation can also be one of the stages to get new product development. Open innovation really helps business owners to open their minds about how to sustain their business. On the other hand, open innovation also helps business owners to show the character of each product that will be used as innovation in the future.

There are other relevant trends that have the potential to shape the way companies innovate in this and other industries. First, there are megatrends, which are considered to be transformative global forces that define the world of tomorrow with far-reaching impacts on business, society, economy, culture and personal life (Naisbitt, 1982). Francisco et al. (2014) provides a comprehensive report on the future of food manufacturing through the convergent trend of food technology with industrial technology. For example, they mention that there are eight general trends affecting the Food & Beverage industry; urbanization, aging population, increasing costs or consumption, energy and environment, food safety and security, big data and analytics, smart cities, and taste preferences.

III. RESEARCH METHODOLOGY

Qualitative research was conducted in this study. Qualitative research methods can be used to gather insight into a problem or generate new ideas for research. By using qualitative research methods, researchers can collect more information and gain a more detailed understanding of business problems and opportunities (Arora & Stoner, 2009: 275). This research conducts qualitative research methods through diary studies of customers, root cause analysis and concept testing tests. Diary study is an exploratory research step undertaken to derive customer needs from their stories. Tres need to know their activities and eating habits. After that, the researchers found out the problem and included it in the root cause analysis using fish bones. After researchers find the problem from the root cause of the fishbone problem, from here a concept test can be carried out to customers which will then be developed together with open innovation and ensure whether the product is accepted by the customer or not.

Primary data were collected directly from respondents through diary studies and concept tests. The primary data
needed in this research is to test customer needs through open innovation and new product development. This research is expected to be a stepping stone for this business in developing innovative products that are in accordance with the wishes of customers.

A. Research Flow

Research flow is used as reference to determine the concept of strategy and the solution to the problem faced by Très. Research Flow also used as a literature study and observation to analyze a method what factors are related, and also the right strategy to solve the problem. In this research, a research flow is utilized as a guideline for analyzing thoroughly the problem statement based on observation and analysis methods to develop initiative solutions. The company always conducts product surveys when selling to customers. Herewith on beneath the research flow of this research:

![Research Flow Diagram](image)

Fig. 3. Research Flow Diagram.

B. Internal Analysis

1) 7P Marketing Mix

In the 7P marketing mix, it is divided into 7 marketing dividers. There are products, prices, promotions, places, people, processes and the last is physical evidence. Très as mentioned in Table 1 that the products that have been prepared by are products that follow the needs of consumers by distributing questionnaires to the food sold. Next is prices. In this business case, the focus on the price marketing mix is brand value. the value contained in this business is highly raised. Such as taste, packaging and sustainability. From that, this business can go to other activities such as collaborating with other products or other business to make bundling packages. For promotion, what this business and the owner do is social media strategies. Some activities such as advertising, this business uses Instagram ads, Tiktok ads and makes questionnaires about our products to adjust the marketing segment. Très distributes a questionnaire in the form of a barcode for one month at every product purchase. From these activities, consumers can get an assessment of the products we sell. This is the promotional activity carried out.

For the place section in marketing mix, this business is still focused on market research. owners and employees, once a month always conduct market research to find out what new products are currently popular and enter the community. On the other hand, the market research conducted is only related to the product, not to the consumer. This business is still selling on online platforms (Instagram and Whatsapp) which in the future will develop through an offline store. People in the marketing mix in this business are carried out by brand personality and CRM. Brand personality here is by introducing the public and customers to the products we sell through the brand that is presented.

In the process of the marketing mix, in this business there are several process activities that are in it. Especially on flow activities from producers to consumers through several things, from the process from the scratch to the shipping stage, including the part of the process in the marketing mix. As long as this business is built, owners and employees try their best to keep it stable. In the physical evidence section, this business prioritizes the part on how the company presents to customers through its products. In this business, the focus is on packaging as physical evidence that can be superior. Basically, the process of making the packaging used for this product includes physical evidence. The packaging used is an eco-friendly product made from materials that are easily biodegradable from paper. The packaging can also be reused because it looks like a box, so it can be used again for other items.

After conducting an internal analysis using the 7P marketing mix, later after going through several analyzes, the 7P Marketing mix will be re-implemented on the new product development.

<table>
<thead>
<tr>
<th>TABLE I: 7P MARKETING MIX TRÈS COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>7P</strong></td>
</tr>
<tr>
<td>Product</td>
</tr>
<tr>
<td>Price</td>
</tr>
<tr>
<td>Promotion</td>
</tr>
<tr>
<td>Place</td>
</tr>
<tr>
<td>People</td>
</tr>
<tr>
<td>Process</td>
</tr>
<tr>
<td>Physical</td>
</tr>
<tr>
<td>Efficience</td>
</tr>
</tbody>
</table>

2) Effectiveness, Efficiency, Experience

Effectiveness is talking about doing the right things. Très design the effectiveness of our product with the value of our product by the comment of our customer. The comments and opinions from products that are traded to customers to increase the effectiveness of our products. Efficiency means ensuring that the work flows in a good way, preventing delays and cost caused by delays or preventing the products and services reaching the customer. Très efficiency is when the customer has already finished the payment, Très will send the product on the same day to all over Indonesia with a special delivery courier.

Experience is how to connect efficiency and effectiveness to the customer's needs. Consumers definitely want an experience that will make them believe according to their experience. From there, the customer will have a desire to buy.
the product as the reason the company already has experience. In this business, experience is generated from the way of cooking, packaging and shipping systems.

C. External Analysis

1) Diary Studies Analysis

Diary study is a research method used to collect qualitative data about consumers behaviors, activities, and experiences over time. In a diary study, data is self-reported by participants longitudinally. In this analysis, researcher used the longitudinal in 7 Days but must be filled within two weeks. Freed to the respondent to fill in at any time. That is, over an extended period of time that can range from a few days to even a week or a month. During the defined reporting period, study participants are asked to keep a diary and specific information about activities being studied. To help participants remember to fill in their diary, sometimes they are periodically prompted.

The intended respondents to this analysis are respondents who have busy activities in their daily activities. On average, they have sufficient income to fulfill their eating activities. After knowing 10 respondents who wanted to talk about their usual daily activities, especially with regard to food, several related questions were presented as follows:

- Day 1: Their Activity and Eating Habit.
- Day 2: Nutrition and experience about food.
- Day 3: Influential food and food suggestions.
- Day 4: Why choose the food.
- Day 5: Food Preference.
- Day 6: Health and nutrition factor.
- Day 7: Willing to buy.

The results of the diary study show that everyone has different activities and desires for food. From these results, that customers have their own needs, both in terms of taste, shape or health. From these results, we can also know that customers are also concerned about the after effects of a food. Arguably the future investment for health. The results also show that there are customers who really choose what to eat, but some are not too picky. Many have congenital diseases such as cholesterol and allergies which greatly affect their daily activities. After knowing the customer's wishes and knowing the reason, from here it can be summarized in one root cause analysis. The personas of the 10 respondents are below:

![Respondents Persona](image)

### TABLE II: DIARY STUDIES RESULT

<table>
<thead>
<tr>
<th>Conclusion Diary Studies</th>
<th>Respondents Persona</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>P1</strong></td>
<td>“Always skip dinner, need no flour and dairy product, always happy about food, fast and hassle free, will choose healthy but the taste still good.”</td>
</tr>
<tr>
<td><strong>P2</strong></td>
<td>“Always skip breakfast, patients with gerd and cholesterol, need a clean food, prefer delicious but less healthy, easy and makes activities easier.”</td>
</tr>
<tr>
<td><strong>P3</strong></td>
<td>“Love dessert, need food high in fiber, allergies with goat and clams, really interested with healthy food concept, no matter how busy I still eat.”</td>
</tr>
<tr>
<td><strong>P4</strong></td>
<td>“Prefer anything that easy to digest, very aware with health and nutrition, need food that rich of nutrition but still taste good.”</td>
</tr>
<tr>
<td><strong>P5</strong></td>
<td>“Reduce carbo in night, balance every food because I do like workout, food will taste better when I watch movie, time efficient and clean I am too lazy to cook.”</td>
</tr>
<tr>
<td><strong>P6</strong></td>
<td>“Always skip breakfast, really love spicy food but had a seafood allergies, must consume veggies every day, good food but healthy too, knows what the ingredients inside food”</td>
</tr>
<tr>
<td><strong>P7</strong></td>
<td>“I have a hard time eating, love strong taste, need food contains vitamins, I prefer to eat processed food, the content of milk it will be good for the body.”</td>
</tr>
<tr>
<td><strong>P8</strong></td>
<td>“Full of work activities, have too much carbo will be lazy and sleepy, I have been cooking everything, I have lactose intolerant.”</td>
</tr>
<tr>
<td><strong>P9</strong></td>
<td>“I like eating when I am stressed, I love food that more savory and spicy, important that the food is filling, I am flexible about the healthy products.”</td>
</tr>
<tr>
<td><strong>P10</strong></td>
<td>“I eat regularly, Participated in catering healthy food the taste is good but not blend, must be delicious according to taste and nutrition.”</td>
</tr>
</tbody>
</table>

The diary study made is expected to help to find out the customer's wishes related to product development. In the diary study, the results are very diverse and respondents have different activities, they want healthy food but still don't make them fuss at the same times because they have quite a solid activity. In addition, some of these respondents also made a narrowing regarding the food they wanted for example, there are those who really like spicy food but can't eat seafood because of allergies. So the respondents who did the analytical diary study also hoped that the researchers would be able to make an effective product for their consumption.

Customers need products that have great potential for future value. According to the results of the diary study in Table 2, customers have busy activities from morning to night so that their eating activities are not regular. The customer really hopes that from the results of the diary study, there will be food that can overcome some of the problems mentioned in the table. Indonesia's economy is largely driven by rising

DOI: http://dx.doi.org/10.24018/ejbmbr.2022.7.4.1569
household consumption, and one industry that thrives on this like no other is that of food and beverages. Sales growth is fuelled by rising personal incomes and increased spending on food and drink, especially from the growing number of middle class consumers.

2) Root Cause Analysis

Root cause analysis using the fishbone method is about to scale up the business and resolve the problems. After getting the result from the diary study analysis, the root cause will be defined. The study is to help in seeing whether there are customer needs and the innovation soon to be for the development products.

From the root cause, it can be seen through several important aspects in food and beverage products such as taste, ingredients, health & nutrition, eating activity, behavior when buying food, and price. After that, the activity to find new products to support innovation following the customer's needs from the root cause. It turns out, the customer is very selective in determining the food to be purchased. Customers are also very concerned about the food in terms of taste and content. From the results of this study, that many customers are now looking for healthy food that is still time efficient in its preparation. Moreover, customers are very focused on their health in the future, because some respondents have diseases such as gerd, cholesterol and lactose intolerance. Customers always need something simple and useful while deciding to buy a product which in the future will be one of their permanent choices in deciding to buy a product.

IV. RESULT AND DISCUSSION

After conducting a diary study analysis, followed by getting the root cause from several respondents, a new product development was made that follows the needs of consumers. Developing new products are in a better position to survive, grow, and prosper in the business for sustainability (Bhuiyan, 2013; Mu et al., 2009). The importance of new products to the success of company has resulted in dramatic increases in the number of new products being introduced in the last few decades (Bhuiyan, 2013). In addition, company will look for the future market opportunities to make new development product as a strategic, to make the company will long-term in a competitive advantages (Kahn et al., 2012). Definition of innovation by (Schumpeter, 1939) defines innovation as the setting up of a new production function where production means combining product and services.

A new product development can mean a new commodity, a new form of organization such as a merger, or opening up of a new market. More recently, however, the Organization for Economic Co-operation and Development (OECD, 2005) has given a much broader definition for innovation to reflect the many roles innovation plays in modern day business. It defines innovation as the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization or external relations.

There are 3 new products that will be produced following the results of the diary study and root cause analysis. The products are:

- Tuna Veggies Aglio O-Lio with Gluten Pasta.
- Tuna Creamy Spinach Pasta with Gluten Free Pasta & Non Dairy Products.
- Creamy Mushroom Pasta with Gluten Free Pasta & Dairy Products.

In order to be accepted by customers, then the three new products will then go through concept testing analysis.

A. Concept Testing Analysis

Concept testing is defined as a research method that involves asking customers questions about company concepts and ideas for a product or service before actually launching it. Thus, the customers’ acceptance and their willingness to buy and therefore make critical decisions before the launch. The benefits and different methods of concept testing also learn how to decide which method will be best suited for your research. Crawford and Di Benedetto (2010) propose a simple New Product Process: according to the authors, if this combination of activities is performed well, it will churn out the new products the company needs.

Analysis of concept testing and developing new products used following Ulrich and Eppinger. Here are the concept test that used in this research:

1) Comparison Testing

Comparison testing is two or more products are presented to the respondents. The respondents compare these concepts by using rating questions or asking to select the best concept displayed. Comparison tests give clear and easily understandable results. It’s easy to determine which concept is the winner. The results lack context. There is no way to tell why the respondents choose one concept over others. It is essential and easy to understand these details before successfully launching a product because their rating and comments. Researchers develop three new products that are in accordance with consumer needs in the diary study results table (Table II). These three products can be used as benchmarks for researchers to create new products when in this concept test a comparison will be made between the three products.

2) Sequential Monadic Testing

Sequential monadic tests, the target audience is split into multiple groups. However, instead of showing one concept in isolation, each group is presented with all the concepts. The
order in the concepts is randomized to avoid bias. The respondents are asked the same set of follow-up questions for each of the concepts to get further insights. Since each group of respondents sees all concepts, this concept testing method makes it ideal for research with budget constraints or when only a small target audience is available. In this concept test research, consumers are divided into two groups who will try the same three products. With the same amount and taste too. Researchers will present the same product to two different groups and have different activities. From here, a more variance and more diversity assessment can be made regarding the three products.

**B. Concept Testing Implementation**

The three products are new innovation products which later when concept testing will be carried out will be sorted according to which product should be tried first. After the distribution of the product that will be tried by the respondent, then the respondent is divided into two groups. The group is divided based on occupation and income. In group 1, the average respondent has a permanent job and full activity. The monthly income also follows their activities because on average are company owners and students. In group 2, the average respondent is someone who has a fixed monthly income, such as housewives and office workers. Their activities are scheduled activities.

Researchers will present the same product to two different groups and have different activities. From here, a more variance and more diversity assessment can be made regarding the three products.

![Fig. 6. Concept Testing Group Division.](image)

The questions and descriptions that will be carried out in concept testing analysis are as follows:

- Background The Respondent;
- Impression to each products;
- Taste to each products;
- Feeling to each products;
- Impression of the packaging;
- About the pasta products;
- About the healthy pasta products;
- About the sauce and the herbs;
- Rating the products in each product;
- Willing to buy with the range of the price overview;
- Willing to buy if the product is focus on the healthy and nutrition;
- Reason in general why they want to buy this products;
- Rating the products in general.

Respondents for the concept testing are as follows:

As explained in Fig. 6 before, that the concept testing used there are two methods, namely comparing test and sequential monadic testing. that the 8 respondents were divided into two groups to reduce the results that would be biased later. The two groups are distinguished by occupation and monthly income. Respondents to do this concept test are some people who have high activity and understand food. The community who will be the respondents of this concept test is expected to be a benchmark for researchers to determine whether the product development meets the customer’s needs as expected.

Respondents criteria for the concept test are people who have a high activity. These respondents are workers and housewives who have problems in the food preparation process. Not only that, the respondent has a high activity, so there is no time to think about healthy and beneficial foods for the body. Moreover, the activities of the respondents are very diverse. The average respondent persona is someone who is very busy. The average age of the respondents was around 23-55 years. Most of the respondents are married and have a fixed monthly income with an average of around Rp. 1,500,000 – Rp. 10,000,000. The respondents are domiciled in the Jabodetabek and Bandung areas. The researcher looks for these respondents, following the place where this business will be run and opened, also seeing the activities and income of each respondent.

The concept testing analysis process was carried out on different days and times. In the first group, three new and fresh development products were presented. prepared according to the appropriate development criteria so that the taste and quality that will be tried by the respondents are balanced. in group 2, the same thing was done with group 1. the respondents gave comments for each new development product that was presented. The comments are made by answering the questions presented which aim to get product validation results from consumers.

Respondents will later answer these questions honestly and according to their expectations. In Table IV, the results of comments from consumers on the development of new products are presented. According to these results, some of the consumers accept the existence of the derivative product, which means that the product is suitable and will be accepted by the community. But consumers expect an improvement in taste and physical appearance that will be presented to consumers such as packaging.

From the results of the concept testing that has been done, the assessment of the product is very diverse based on what the respondents feel and what they see. The responses from these respondents regarding the innovation of healthy pasta products were well received. Although, even so, researchers must continue to improve and execute some important points on the product. The results of the concept testing were not biased because they were divided into two groups of respondents, each group having different activities and occupations. Consumers focus on the taste and ingredients.

![Table III: Concept Testing Respondents](image)

<table>
<thead>
<tr>
<th>No</th>
<th>Age</th>
<th>Gender</th>
<th>Occupation</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>23</td>
<td>Male</td>
<td>Investor</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>25</td>
<td>Female</td>
<td>Students</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>27</td>
<td>Male</td>
<td>Tutoring Owner</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>26</td>
<td>Female</td>
<td>Entrepreneur</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>54</td>
<td>Female</td>
<td>Housewife</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>54</td>
<td>Female</td>
<td>Employee</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>22</td>
<td>Female</td>
<td>Employee</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>28</td>
<td>Female</td>
<td>Doctor</td>
<td>1</td>
</tr>
</tbody>
</table>

DOI: http://dx.doi.org/10.24018/ ejbmr.2022.7.4.1569
TABLE IV: CONCEPT TESTING RESULT FROM RESPONDENTS

<table>
<thead>
<tr>
<th>Questions</th>
<th>C1</th>
<th>C2</th>
<th>C3</th>
<th>C4</th>
<th>C5</th>
<th>C6</th>
<th>C7</th>
<th>C8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Impression</td>
<td>&quot;Impressed but the gluten free pasta is a bit broken.&quot;</td>
<td>&quot;It feels new and not mainstream.&quot;</td>
<td>&quot;Looks good, but a bit dry like less oil.&quot;</td>
<td>&quot;Unique. The gluten free pasta looks messy.&quot;</td>
<td>&quot;It was definitely going to be fresh.&quot;</td>
<td>&quot;Which must be rich in fiber.&quot;</td>
<td>&quot;Tempting &amp; Healthy Looks.&quot;</td>
<td>&quot;Quite Interesting.&quot;</td>
</tr>
<tr>
<td>Taste Impression</td>
<td>&quot;The sauce and herbs are really good&quot;</td>
<td>&quot;Taste ok but needs to be improved.&quot;</td>
<td>&quot;Taste great and delicious. Texture need to be improved.&quot;</td>
<td>&quot;Taste good but too dominant paper and garlic.&quot;</td>
<td>&quot;Taste good and creamy. It will be good if it is more spicy.&quot;</td>
<td>&quot;Taste and smells full of herbs.&quot;</td>
<td>&quot;Full of spice and herbs and a little bit smoky.there's not the close &quot;similar&quot; taste out there.&quot;</td>
<td>&quot;The taste is good but it is further developed and lower than 500 calories.&quot;</td>
</tr>
<tr>
<td>Physical Impression</td>
<td>&quot;The packaging is so normal and eco-friendly.&quot;</td>
<td>&quot;The packaging is just standart.&quot;</td>
<td>&quot;The packaging is very standard, but good eco-friendly.&quot;</td>
<td>&quot;The packaging is really good, cute white color inside. The pasta innovation is just a matter of execution.&quot;</td>
<td>&quot;The packaging looks normal and standard. So this is one of the good innovations.&quot;</td>
<td>&quot;Satisfied and happy.&quot;</td>
<td>&quot;Happy and surprised.&quot;</td>
<td>&quot;The pasta container is just fine.&quot;</td>
</tr>
<tr>
<td>Feelings Impression</td>
<td>&quot;Happy because it is delicious.&quot;</td>
<td>&quot;Happy but do not like something creamy.&quot;</td>
<td>&quot;Full but Happy.&quot;</td>
<td>&quot;Really good to make you happy.&quot;</td>
<td>&quot;Willing and worth buying. Healthy and vegan are really expensive.&quot;</td>
<td>&quot;For healthy food, it's okay with that price range.&quot;</td>
<td>&quot;Willing to buy, especially if you put it on the platform, and we can use the free shipping promo.&quot;</td>
<td>&quot;It's okay at that price. It's because of the healthy pasta, although the calories are not very low.&quot;</td>
</tr>
<tr>
<td>Willingness to Buy the Product</td>
<td>&quot;Yes, the price offered and the resulting product is very worth it.&quot;</td>
<td>&quot;Yes, for the price is ok. it is a healthy product.&quot;</td>
<td>&quot;Yes. For healthy food, the price is reasonable. I will buy this product once or twice a month.&quot;</td>
<td>&quot;Willing and worth buying. Healthy and vegan are really expensive.&quot;</td>
<td>&quot;For healthy food, it's okay with that price range.&quot;</td>
<td>&quot;Willing to buy, especially if you put it on the platform, and we can use the free shipping promo.&quot;</td>
<td>&quot;Will buy all three of these products. Worth the price. The ingredients are healthy too.&quot;</td>
<td>&quot;It's okay at that price. It's because of the healthy pasta, although the calories are not very low.&quot;</td>
</tr>
</tbody>
</table>

served. especially in the texture of pasta whose ingredients are gluten free. consumers are very happy with the innovation of healthy pasta, because not many businesses have realized this derivative product.

Various things were done by people, for example adjusting the customized diet that the body with a mix of carbohydrates, protein, and other elements require a certain technique that can be digested by the balance of the composition there in. Food Combining is one way to achieve a healthy lifestyle through a healthy diet. Where the core of food combining is fresh and natural foods, consuming a combination of food by following the cycle of metabolism, maintaining acid-base balance of the body, and does not need to measure the consumption of food. Thus increasing the knowledge and attitudes about the vulnerability and the efficacy of the treatment can affect a person's decision on health behavior.

The concept testing result, if it is implemented in the 7P marketing mix for internal analysis, the previous analysis is very supportive of the innovation that will be made. The marketing mix of product, price, promotion, place, people, process and physical evidence have been stated in the results of the concept test. On the product, after knowing what the customer wants and also the activities he undertakes, the assessment is that this product is quite interesting. With a product like this, the price is very reasonable because the ingredients used are of the best quality. The promotion to be carried out is stated in the conclusion, the plan for the next year. by penetrating this new product to the public that this product is a healthy product through the online platform Instagram with interesting content.

Très will continue to sell on the online platform first, and will register with Gojek and Grab Food for partner collaboration. For people, Très will continue to use the Customer Relationship Management (CRM) method which will make it easier to penetrate the community regarding new product development. In the process, especially within the company's operations, Très will continue to use its former suppliers and producers as a place to buy raw materials for its products. Physical evidence keeps on using environmentally friendly packaging which will be improved.

TABLE IV: NEW 7P MARKETING MIX

<table>
<thead>
<tr>
<th>7P</th>
<th>New Marketing Mix</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>Product innovation accepted by the consumers, Unique, Healthy and Quite interesting.</td>
</tr>
<tr>
<td>Price</td>
<td>The result that price around RP. 45.000 – Rp. 55.000 accepted by the consumers.</td>
</tr>
<tr>
<td>Promotion</td>
<td>Will be carried out to raise the value of developing the new products.</td>
</tr>
<tr>
<td>Place</td>
<td>Will remain on the online platform and prepare to the service application.</td>
</tr>
<tr>
<td>People</td>
<td>Will take seriously with the brand personality. Still using Customer Relationship Management (CRM).</td>
</tr>
<tr>
<td>Process</td>
<td>The new raw materials for new develop product still using the same producer.</td>
</tr>
<tr>
<td>Physical Evidence</td>
<td>The packaging of the product was accepted by the customers. Need more info about the nutrition.</td>
</tr>
</tbody>
</table>

V. CONCLUSION

The researcher discovered that the customers are is a person who has a full and solid activity. Many of the customers forget to eat breakfast and dinner because of their busy schedule. Customers also want healthy products that can help them to live healthy even though they are busy because of their activities. There are several things that become a reference point for researchers in this problem for the future
A. Focus on Customer Satisfaction

Très always seeks to find out what the community wants regarding the consumer's desire for the product they want. During the analysis, Très focused on customer wellbeing for a food product. From here, researchers understand how customers go about their daily activities. The researcher needs not only their activities, but also customer experience on food. Eating activities should also be explained by the customer. The customer's desire when conducting diary studies analysis is a time efficient and healthy product. products that can fulfill the eating activities of customers without having to take a lot of time, but the product is healthy because the lifestyle of today's society is not very supportive of the health aspect.

B. Available to Reach Customer

Customers really want food that is healthy but still delicious in terms of taste. The product development carried out by Très is a derivative product of the previous brulee pasta. namely healthy pasta products with the addition of non-dairy products and using gluten free pasta. This innovation of the new product is a food product that still prioritizes the taste that has become the company's value, but is still healthy. customers so they don't feel too guilty when consuming it. This innovative product has gone through the concept testing stage through 8 customer respondents who were divided into 2 groups with different activities and problems.

C. How Très presents The Products to The Customer

Customers want a product that still supports all their activities. From the results of the diary study analysis, customers really want food products that are easy to carry. The product must be clean so that the packaging presented to the customer must also be attractive. There are some customers who really like to eat food while watching or working. There are some customers who are very busy with their activities, so they need food product innovation that is time efficient but still delicious and healthy. Très always focused on eco-friendly and sustainable product packaging.

VI. RECOMMENDATION AND IMPLEMENTATION PLAN

The researcher is going to explain the stage and steps of the implementation plan. The implementation plan consists of the action plan with the time plan used in the monthly plan (Gantt chart). The implementation includes activities and KPI of new develop products. The Objective Key for action plan consists of: 1) Searching The Customer Need & Activity, 2) New product Development, 3) Concept Testing Analysis to The Customer, 4) Launching The New Product Development, 5) Direct Marketing and Sales Promotion, 6) Promotion Through Instagram and TikTok, 7) Sign Up for GoFood and Grab Food. This action plan will be held for one year from August 2022 to May 2023.Conflict of Interest.

Authors declare that author does not have any conflict of interest in doing this research of diary study and concept testing for Très.

REFERENCES


Bui, Tat Dat, and Hania Aminah. (2022). Developing a Food and Beverage Corporate Sustainability Performance Structure in Indonesia: Enhancing the Leadership Role and Tenet Value from an Ethical Perspective. MDPI Sustainability, 14, 3658.


Fidnillah, Mujahid. Alpha JWC: Indonesia Dominansi Pendanaan Startup F&B di ASEAN. Tech in Asia [Jakarta], 9 Februari 2022.


