

ABSTRACT

THE ANALYSIS OF THE IMPORTANCE AND PERFORMANCE OF VEGETABLE ATTRIBUTES ON VARIOUS TYPES OF SELLERS FOR HOUSEHOLD CONSUMER IN KORPRI HOUSING COMPLEX BANDAR LAMPUNG

By

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The purpose of this study was to analyze the importance and performance of vegetable attributes in three vegetable sellers, namely Supermarkets, Traditional Markets, and Mobile Vegetable Vendors. Data collection was carried out from November to December 2020. Its location was at the Korpri Housing Complex, Bandar Lampung City. There are 15 attributes studied. The importance and performance of vegetable attributes were scored using a Likert scale. The data were collected by using a questionnaire. Before conducting the research, the questionnaire was tested for validity and reliability. The result is a valid and reliable questionnaire. The numbers of samples in this study were 60 respondents. Data were analyzed by Importance Performance Analysis (IPA). The results of this study indicate that the attributes that need to be improved in three consecutive sellers are, at in Supermarkets, vegetable prices, response suitability, product suitability, and seller friendliness; in Traditional Markets, freshness of vegetables, cleanliness of vegetables, suitability of response, seller's response, and accuracy of scales; and in Mobile Vegetable Vendors, the price of vegetables, freshness of vegetables, cleanliness of vegetables, suitability of products and accuracy of scales.

Keywords: vegetables, attributes, importance, and performance.

ABSTRAK

ANALISIS KEPENTINGAN DAN KINERJA ATRIBUT SAYURAN PADA BERBAGAI JENIS PENJUAL BAGI RUMAH TANGGA KONSUMEN DI KOMPLEKS PERUMAHAN KORPRI KOTA BANDAR LAMPUNG

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Tujuan penelitian ini adalah untuk menganalisis kepentingan dan kinerja atribut sayuran pada tiga penjual sayuran, yaitu Supermarket, Pasar Tradisional, dan Pedagang Keliling. Pengambilan data dilakukan pada November hingga Desember 2020. Lokasinya di Kompleks Perumahan Korpri, Kota Bandar Lampung. Ada 15 atribut sayuran yang diteliti. Kepentingan dan kinerja atribut sayuran diskor dengan menggunakan skala Likert. Pengumpulan datanya menggunakan kuesioner. Sebelum dilakukan penelitian, kuesioner diuji terlebih dahulu validitas dan reliabilitasnya. Hasilnya yaitu kuesioner valid dan reliabel. Jumlah sampel pada penelitian ini adalah sebanyak 60 responden. Data dianalisis dengan *Importance Performance Analysis* (IPA). Hasil penelitian ini menunjukkan bahwa atribut-atribut yang perlu ditingkatkan kinerjanya pada tiga penjual sayuran secara berturut-turut adalah pada Supermarket, harga sayuran, kesesuaian respon, kesesuaian produk, dan keramahan penjual; pada Pasar Tradisional, kesegaran sayuran, kebersihan sayuran, kesesuaian respon, respon penjual, dan keakuratan timbangan; dan pada Pedagang Keliling, harga sayuran, kesegaran sayuran, kebersihan sayuran, kesesuaian produk dan keakuratan timbangan.

Kata kunci : sayuran, atribut, kepentingan, dan kinerja.