

## **ABSTRACT**

### **CONSUMER BEHAVIOR IN PURCHASING VEGETABLES ONLINE IN THE NEW NORMAL ERA (A CASE AT BEJANA.ID IN BANDAR LAMPUNG CITY)**

**By**

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*This study aims to analyze (1) the decision-making process, (2) purchasing patterns, (3) consumer satisfaction with products and services and (4) consumer loyalty to products and services in purchasing vegetables online at Bejana.id. The research location in Bandar Lampung City was purposively selected using the survey method. Sample determination is done by non-probability method with quota sampling technique. The number of research samples was 45 samples consisting of 40 B2C consumers (individuals / households) and 5 B2B consumers (hotels / restaurants / cafes). Data collection was carried out in January-February 2023. The data were analyzed descriptively qualitative and quantitative with statistics, Customer Satisfaciton Index (CSI) analysis, Importance Performance Analysis (IPA) and loyalty pyramid. The results showed that (1) consumers buy vegetables online using the Whatsapp platform through the stages of problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior, (2) purchases by B2C consumers form a pattern with an amount of 2.1 bunches or 2.8 packs each week in leaf vegetables with one purchase reaching Rp50,000.00-Rp100,000.00 with a frequency of once a week, while B2B consumers buy mostly leaf vegetables, fruit vegetables, and root vegetables which are bought regularly 3-4 times each week with one purchase reaching Rp1,000,000.00-Rp3,499,999.00, (3) Bejana.id vegetable consumers are very satisfied with a CSI value of 84% with the top priority attributes in quadrant A according to IPA analysis, namely price compatibility with quality, good physical appearance, bright colors, and on time delivery and (4) Bejana.id consumers have good loyalty by forming an inverted loyalty pyramid with the level of switcher buyer (36%), habitual buyer (40%), satisfied buyer (76%), liking the brand (78%) and committed buyer (82%).*

*Keywords: decision making, loyalty, purchasing patterns, satisfaction, vegetables.*

## ABSTRAK

### PERILAKU KONSUMEN DALAM PEMBELIAN SAYUR SECARA ONLINE DI ERA *NEW NORMAL* (KASUS DI BEJANA.ID DI KOTA BANDAR LAMPUNG)

Oleh

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Penelitian ini bertujuan untuk menganalisis (1) proses pengambilan keputusan, (2) pola pembelian, (3) kepuasan konsumen atas produk dan layanan serta (4) loyalitas konsumen dalam pembelian sayuran secara *online* di Bejana.id. Lokasi penelitian di Kota Bandar Lampung yang dipilih secara sengaja dengan menggunakan metode survei. Penentuan sampel dilakukan dengan metode non-probabilitas dengan teknik pengambilan sampel kuota. Jumlah sampel penelitian sebanyak 45 sampel yang terdiri dari 40 konsumen B2C (individu/rumah tangga) dan 5 konsumen B2B (hotel/restoran/kafe). Pengumpulan data dilakukan pada bulan Januari-Februari 2023. Data dianalisis secara deskriptif kualitatif dan kuantitatif dengan statistik, analisis *Customer Satisfaciton Index* (CSI), *Importance Performance Analysis* (IPA) dan piramida loyalitas. Hasil penelitian menunjukkan bahwa (1) konsumen membeli sayuran secara *online* melalui *platform Whatsapp* melalui tahap pengenalan masalah, pencarian informasi, evaluasi alternatif, keputusan pembelian, dan perilaku pasca pembelian, (2) pembelian oleh konsumen B2C membentuk pola dengan jumlah sebanyak 2,1 ikat atau 2,8 *pack* per minggu pada jenis sayuran daun dengan sekali pembelian mencapai Rp50.000,00-Rp100.000,00 dengan frekuensi sekali seminggu, sedangkan konsumen B2B paling banyak membeli sayuran daun, sayuran buah, dan sayuran umbi-umbian secara rutin 3-4 kali per minggu dengan sekali pembelian mencapai Rp1.000.000,00-Rp3.499.999,00, (3) konsumen sayuran Bejana.id sangat puas dengan nilai CSI sebesar 84% dengan atribut prioritas utama menurut analisis IPA yakni kesesuaian harga dengan kualitas, penampilan fisik yang baik, warna yang cerah, dan ketepatan waktu pengiriman, (4) konsumen Bejana.id memiliki loyalitas yang baik dengan membentuk piramida loyalitas terbalik dengan tingkat *switcher buyer* (36%), *habitual buyer* (40%), *satisfied buyer* (76%), *liking the brand* (78%) dan *committed buyer* (82%).

Kata kunci: kepuasan, loyalitas, pengambilan keputusan, pola pembelian, sayur.