

ABSTRAK

POLA PEMBELIAN PRODUK HASIL PERTANIAN MELALUI MEDIA SOSIAL FACEBOOK OLEH IBU RUMAH TANGGA DI KECAMATAN MARGA PUNDUH

Oleh

Irma Iryantina

Penelitian ini bertujuan menganalisis pola pembelian dan faktor-faktor yang memengaruhi frekuensi pembelian produk pertanian melalui Facebook oleh ibu rumah tangga di Kecamatan Marga Punduh. Penelitian menggunakan metode survei dengan pendekatan kuantitatif pada 45 konsumen terpilih, serta dianalisis menggunakan statistik deskriptif dan regresi linier berganda. Data dikumpulkan pada bulan September-Oktober 2024. Hasil penelitian menunjukkan bahwa frekuensi umumnya dilakukan 2–6 kali per bulan, dengan kecenderungan membeli satu jenis produk dan menggunakan metode pembayaran COD. Secara simultan, variabel budaya, motivasi dan keterlibatan, kelompok acuan, keluarga, serta karakteristik individu berpengaruh signifikan terhadap frekuensi pembelian, sementara jarak tidak signifikan secara parsial. Penelitian menyimpulkan bahwa faktor lingkungan, individu, dan psikologis berperan penting dalam membentuk pola serta frekuensi pembelian.

Kata kunci: pola pembelian, frekuensi pembelian, produk pertanian, Facebook.

ABSTRACT

PURCHASING PATTERNS OF AGRICULTURAL PRODUCTS THROUGH FACEBOOK BY HOUSEWIVES IN MARGA PUNDUH DISTRICT

By

Irma Iryantina

This study aims to analyze purchasing patterns and the factors influencing the frequency of purchasing agricultural products through Facebook by housewives in Marga Punduh District. The research employed a survey method with a quantitative approach involving 45 purposively selected consumers, and the data were analyzed using descriptive statistics and multiple linear regression. Data were collected in September–October 2024. The results indicate that frequency are generally carried out 2–6 times per month, with a tendency to buy a single type of product and to use the cash on delivery (COD) payment method. Simultaneously, cultural factors, motivation and involvement, reference groups, family influence, and individual characteristics significantly affect purchasing frequency, while distance is not significant partially. The study concludes that environmental, individual, and psychological factors play an important role in shaping purchasing patterns and purchasing frequency.

Keywords: purchasing patterns, purchasing frequency, agricultural products, Facebook.