

ABSTRACT

These past few years, the amount of e-commerce in Indonesia is increasing including e-commerce that offers vegetables and fruits. Due to COVID-19 outbreak, transactions through e-commerce have also increased. During the outbreak, customers in Indonesia tend to allocate their income on essential needs such as vegetables and fruits. Therefore, this study aims to: (1) determine the purchasing frequencies of vegetables and fruits through e-commerce before the Omicron outbreak (October – December 2021) and during the Omicron outbreak (January – March 2022); (2) examine the relationship of demographic factors (age, income, and education) to repurchase decision of vegetables and fruit through e-Commerce; and (3) examine the determinant factors of customers repurchase decision to buy vegetables and fruits through e-commerce. The city of Surabaya was chosen because it is one of the cities with the highest number of e-commerce transactions. The research was conducted from March to April 2022 using questionnaire on 140 respondents that were selected based on age and experience of purchasing vegetables and fruits online. The frequency differences of purchasing vegetables and fruits through e-commerce before and during the Omicron outbreak were analyzed using the Wilcoxon test. Meanwhile, the relationship between demographic factors and repurchase decisions was analyzed using cross tabulation. The determinant factors of the decision to repurchase vegetables and fruits through e-commerce were analyzed using logistic regression. The results showed that there is no significant difference between purchasing frequencies before and during the Omicron outbreak. There are significant differences in repurchasing vegetables and fruit through e-commerce based on consumer education and income. Consumers who decide to repurchase mostly come from undergraduate degree and consumers with higher monthly income than the Minimum Wage. Education, products, price discounts, promotions, and COVID-19 pandemic are the determinant factors of repurchase decision for vegetables and fruits through e-commerce.

Keywords: demographic, e-commerce, marketing mix, omicron, repurchase

INTISARI

Jumlah *e-commerce* di Indonesia terus mengalami penambahan, tidak terkecuali *e-commerce* yang menawarkan sayur dan buah. Transaksi melalui *e-commerce* terus mengalami peningkatan salah satunya karena adanya pandemi COVID-19. Selama pandemi COVID-19, salah satu jenis pengeluaran terbesar konsumen di Indonesia adalah pada sektor bahan pangan seperti sayur dan buah segar serta makanan kemasan. Penelitian ini bertujuan untuk: (1) mengetahui frekuensi pembelian sayur dan buah sebelum gelombang Omicron (Oktober 2021 – Desember 2021) dan saat gelombang Omicron (Januari 2022 – Maret 2022); (2) mengetahui bagaimana hubungan faktor demografi (usia, pendapatan, dan pendidikan) terhadap keputusan pembelian kembali sayur dan buah melalui *e-Commerce*; dan (3) mengetahui faktor-faktor yang memengaruhi keputusan pembelian kembali sayur dan buah melalui *e-commerce*. Kota Surabaya dipilih karena merupakan salah satu kota dengan jumlah transaksi *e-commerce* tertinggi. Penelitian dilakukan dari bulan Maret – April 2022 dengan menggunakan alat bantu kuesioner yang disebarakan secara *online*. Responden dipilih dengan *convenient sampling* dan didapatkan sejumlah 140 responden. Perbedaan frekuensi pembelian sayur dan buah sebelum gelombang Omicron dan pada saat gelombang Omicron dianalisis dengan menggunakan uji Wilcoxon. Sementara, hubungan faktor demografi dengan keputusan pembelian kembali dianalisis dengan menggunakan tabulasi silang. Faktor-faktor yang memengaruhi keputusan pembelian kembali sayur dan buah melalui *e-commerce* dianalisis dengan menggunakan regresi logistik biner. Hasil penelitian menunjukkan bahwa tidak terdapat perbedaan signifikan antara frekuensi belanja sebelum terjadi gelombang varian Omicron dengan pada saat gelombang varian Omicron. Secara demografis, terdapat perbedaan nyata pembelian kembali sayur dan buah melalui *e-commerce* berdasarkan pendidikan dan pendapatan konsumen. Konsumen yang paling banyak melakukan pembelian kembali merupakan konsumen dari tingkat pendidikan Sarjana (S1) dan konsumen dengan pendapatan di atas UMK. Faktor-faktor yang memengaruhi keputusan pembelian kembali sayur dan buah melalui *e-commerce* adalah faktor tingkat pendidikan, produk, potongan harga, promosi, dan pandemi COVID-19.

Kata Kunci: Bauran Pemasaran, Demografi, E-commerce, Omicron, Pembelian Kembali