INTISARI

KEPUTUSAN PEMBELIAN SAYUR SEGAR MELALUI *E-COMMERCE* DI WILAYAH AGLOMERASI SURABAYA RAYA

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Perkembangan teknologi mendorong terbukanya peluang pemasaran sayur melalui *e-commerce,* termasuk di Aglomerasi Surabaya Raya. Salah satu strategi yang dapat digunakan untuk meningkatkan penjualan sayur secara *online* adalah mengetahui faktor yang memengaruhi keputusan pembelian sayur melalui *e-commerce*. Tujuan dari penelitian ini adalah untuk 1) mengidentifikasi karakteristik konsumen; 2) mengetahui faktor yang memengaruhi keputusan pembelian sayur segar melalui *e-commerce*; 3) mengetahui faktor yang paling dipertimbangkan oleh konsumen dalam pembelian sayur segar secara *online*. Penelitian dilakukan berdasarkan data yang diperoleh dari 123 orang konsumen yang diperoleh melalui metode *purposive sampling* dengan kriteria telah melakukan pembelian sayur secara *online* di Aglomerasi Surabaya Raya dan bersedia mengisi *google form* penelitian. Data dianalisis menggunakan metode deskriptif analisis dan regresi linier berganda. Hasil penelitian menunjukkan bahwa karakteristik konsumen didominasi konsumen perempuan, berusia 18-27 tahun (Gen Z), berstatus sebagai mahasiswa, memiliki tingkat pendapatan pada rentang Rp1.000.000 hingga Rp4.999.999. *Platform e-commerce* yang paling banyak digunakan adalah Sayurbox. Persepsi terhadap harga, kualitas produk, dan kualitas pelayanan berpengaruh secara positif terhadap keputusan pembelian sayur melalui *e-commerce* di Aglomerasi Surabaya Raya. Promosi tidak berpengaruh terhadap keputusan pembelian sayur melalui *e-commerce* di Aglomerasi Surabaya Raya. Harga merupakan faktor yang memiliki kontribusi tertinggi terhadap keputusan pembelian sayur segar melalui *e-commerce* di Aglomerasi Surabaya Raya.

Kata Kunci: Keputusan Pembelian, Sayur, *e-Commerce*, Regresi Linier Berganda

ABSTRACT

PURCHASING DECISIONS ON FRESH VEGETABLES THROUGH E-COMMERCE IN SURABAYA RAYA AGGLOMERATION AREA

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The development of technology has opened up opportunities for vegetable marketing through e-commerce, including in the Surabaya Raya Agglomeration. One strategy that can be used to increase vegetable sales online is to understand the factors that influence the decision to purchase vegetables through e-commerce. The objectives of this research are to 1) identify consumer characteristics; 2) determine the factors that influence the decision to purchase fresh vegetables through e-commerce; 3) identify the factors that are most considered by consumers in purchasing fresh vegetables online. The research was conducted based on data obtained from 123 consumers who were selected through purposive sampling method, with the criteria of having made vegetable purchases online in the Surabaya Raya Agglomeration and willing to fill out the research google form. The data were analyzed using descriptive analysis and multiple linear regression methods. The results of the study showed that consumer characteristics were dominated by female consumers, aged 18-27 years (Gen Z), students, with income levels ranging from Rp1,000,000 to Rp4,999,999. The most widely used e-commerce platform was Sayurbox. Perceptions of price, product quality, and service quality have a positive influence on the decision to purchase vegetables through e-commerce in the Surabaya Raya Agglomeration. Promotion does not have an influence on the decision to purchase vegetables through e-commerce in the Surabaya Raya Agglomeration. Price is the factor that has the highest contribution to the decision to purchase fresh vegetables through e-commerce in the Surabaya Raya Agglomeration.

Keywords: Purchase Decision, Vegetables, *e-Commerce*, Multiple Linear Regression