

ABSTRACT

People are generally more selective in choosing their consumption needs and are starting to switch to healthier organic products. Consumer interest in organic vegetable products is very dependent on the quality of organic vegetable products. If the quality of organic vegetables is good, consumers will feel satisfied and make repeat purchases (loyalty). This research aims to (1) determine the perception of the quality of organic vegetable products according to consumers, (2) determine the level of satisfaction of organic vegetable consumers, (3) determine the level of consumer loyalty of organic vegetables, (4) determine the effect of product quality on consumer satisfaction of organic vegetables, (5) determine the effect of product quality on consumer loyalty of organic vegetables, and (6) determine the effect of consumer satisfaction on consumer loyalty of organic vegetables. The research was conducted in the Special Region of Yogyakarta involving 105 respondents selected using the Accidental Sampling method. The data obtained was then analyzed using descriptive analysis and structural equation models based on partial Least Square. The results showed that consumer perceptions of the quality of organic vegetables, the level of satisfaction of organic vegetable consumers, and the level of loyalty of organic vegetable consumers were classified as very high at 86.36%, 86.53%, and 86.92%. Product quality and customer satisfaction positively and significantly influence customer loyalty. Furthermore, customer satisfaction has a positive and significant influence on customer loyalty. Based on the R-Square value, the percentage effect of organic vegetable quality on customer satisfaction is 40.6% and the percentage effect of organic vegetable quality on customer loyalty is 61.9%.

Keywords: *Consumer Satisfaction, Consumer Loyalty, Organic Vegetables, Product Quality*

INTISARI

Masyarakat pada umumnya semakin selektif dalam memilih kebutuhan konsumsinya dan mulai beralih ke produk organik yang lebih sehat. Minat konsumen terhadap produk sayuran organik sangat bergantung pada kualitas produk sayuran organik. Jika kualitas sayuran organik baik, maka konsumen akan merasa puas dan melakukan pembelian ulang (loyalitas). Penelitian ini bertujuan untuk (1) mengetahui persepsi kualitas produk sayuran organik menurut konsumen, (2) mengetahui tingkat kepuasan konsumen sayuran organik, (3) mengetahui tingkat loyalitas konsumen sayuran organik, (4) mengetahui pengaruh kualitas produk terhadap kepuasan konsumen sayuran organik, (5) mengetahui pengaruh kualitas produk terhadap loyalitas konsumen sayuran organik, dan (6) mengetahui pengaruh kepuasan konsumen terhadap loyalitas konsumen sayuran organik. Penelitian dilakukan di Daerah Istimewa Yogyakarta dengan melibatkan 105 responden yang dipilih dengan menggunakan metode *Accidental Sampling*. Data yang diperoleh kemudian dianalisis dengan menggunakan analisis deskriptif dan model persamaan struktural berbasis Partial Least Square. Hasil penelitian menunjukkan bahwa persepsi konsumen mengenai kualitas sayuran organik, tingkat kepuasan konsumen sayuran organik, dan tingkat loyalitas konsumen sayuran organik tergolong sangat tinggi sebesar 86,36%, 86,53%, dan 86,92%. Kualitas produk dan kepuasan konsumen memiliki pengaruh positif dan signifikan terhadap loyalitas konsumen. Selanjutnya, kepuasan konsumen memiliki pengaruh positif dan signifikan terhadap loyalitas konsumen. Berdasarkan nilai *R-Square* persentase pengaruh kualitas sayuran organik terhadap kepuasan konsumen sebesar 40,6 % dan persentase pengaruh kualitas sayuran organik terhadap loyalitas konsumen sebesar 61,9%.

Kata kunci: Kepuasan Konsumen, Loyalitas Konsumen, Sayuran Organik, Kualitas Produk