

ANALISIS PENGARUH KUALITAS PELAYANAN SERTA
LABEL SERTIFIKASI ORGANIK TERHADAP KEPUASAN
DAN LOYALITAS KONSUMEN SAYUR ORGANIK
DI YOGYAKARTA

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ABSTRAK

Pertanian organik di Indonesia berkembang cukup pesat, di Yogyakarta perkembangan tersebut terlihat dengan semakin banyaknya *supermarket* dan berbagai komunitas yang menjual sayuran organik. Kualitas pelayanan yang ada pada level penjual sayuran organik menjadi satu sisi yang dianggap penting untuk memenuhi kepuasan dan loyalitas konsumen. Di samping itu isu keamanan pangan mengenai sayur organik mulai ditemukan. Sehingga muncul solusi yang salah satunya yaitu dengan adanya label sertifikasi organik.

Salah satu upaya untuk mengidentifikasi permasalahan tersebut yaitu dengan melakukan penelitian terkait analisis pengaruh kualitas pelayanan serta label sertifikasi organik terhadap kepuasan dan loyalitas konsumen sayur organik di Yogyakarta. Penelitian ini menggunakan kuesioner yang disebarakan kepada responden. Kemudian data dianalisis dengan menggunakan metode *Structural Equation Modeling* (SEM) sehingga dapat diketahui pengaruh kualitas pelayanan serta label sertifikasi organik terhadap kepuasan dan loyalitas konsumen pada dua tipe pasar yang berbeda yaitu ritel modern dan pasar komunitas.

Hasil yang diperoleh yaitu pada ritel modern *tangibles*, *assurance*, *empathy* dan label sertifikasi organik berpengaruh signifikan terhadap kepuasan konsumen, sedangkan *reliability* dan *responsiveness* tidak berpengaruh signifikan terhadap kepuasan konsumen. Selain itu kepuasan konsumen berpengaruh signifikan terhadap loyalitas konsumen. Pada pasar komunitas *reliability*, *responsiveness*, *empathy* dan label sertifikasi organik berpengaruh signifikan terhadap kepuasan konsumen, sedangkan *tangibles* dan *assurance* tidak berpengaruh signifikan terhadap kepuasan konsumen. Selain itu kepuasan konsumen berpengaruh signifikan terhadap loyalitas konsumen.

Kata Kunci : *Kepuasan dan Loyalitas, Kualitas Pelayanan, Sayuran Organik, SEM*

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ANALYSIS OF THE EFFECT OF SERVICE QUALITY AND
ORGANIC CERTIFICATION LABEL ON SATISFACTION
AND LOYALTY OF ORGANIC VEGETABLE CUSTOMER
IN YOGYAKARTA

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ABSTRACT

Organic farming is growing rapidly in Indonesia. Specifically in Yogyakarta, this development is seen by the increasing number of supermarkets and communities that sell organic vegetables. The quality of existing service at the level of organic vegetable sellers is considered essential to meet customer satisfaction and loyalty. In addition, food safety issues concerning organic vegetables began to be found. So that a solution emerges, which is the presence of an organic certification label.

One attempt to identify the problem is by conducting a research related to analysis of the influence of service quality and organic certification label on satisfaction and loyalty of organic vegetable customer in Yogyakarta. This research was done by distributing questionnaires to respondents. Then the data obtained from the respondents was analyzed using Structural Equation Modeling (SEM), in order to know the influence of service quality and organic certification label on satisfaction and loyalty of customers at two different types of markets, modern retails and community markets.

The results obtained from this research are at modern retails; tangibles, assurance, empathy and organic certification label have a significant effect on customer satisfaction, while reliability and responsiveness have no significant effect. Moreover, customer satisfaction significantly influence customer loyalty. At the community market; responsiveness, empathy, and organic certification label have a significant effect on customer satisfaction, while tangibles and assurance do not. Moreover, customer satisfaction significantly influence customer loyalty.

Keywords : Satisfaction and Loyalty, Service Quality, Organic Vegetable, SEM

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