

INTISARI

Sayuran organik termasuk produk hortikultura yang mulai banyak dikonsumsi masyarakat selama masa pandemi Covid-19 dengan tujuan menjaga daya tahan tubuh agar tetap sehat. Konsumen yang membeli sayuran organik akan memilih atribut sayuran organik sesuai dengan kesukaan dan keinginan mereka. Tujuan dari penelitian ini adalah: (1) Mengetahui karakteristik konsumen yang membeli sayuran organik melalui *e-commerce*; (2) Mengetahui preferensi konsumen berdasarkan atribut pada sayuran organik yang dibeli melalui *e-commerce*; (3) Mengetahui atribut yang paling dipertimbangkan konsumen saat membeli sayuran organik melalui *e-commerce*. Metode pada penelitian ini menggunakan analisis deskriptif dan multiatribut Fishbein. Penentuan lokasi penelitian dilakukan secara *purposive* di Kabupaten Tangerang dan pengambilan 50 sampel dilakukan dengan metode *judgement sampling*. Hasil dari penelitian diketahui bahwa (1) Karakteristik konsumen yang membeli sayuran organik melalui *e-commerce* beragam dengan mayoritas berjenis kelamin perempuan, berumur produktif (26 tahun - 35 tahun), berstatus sudah menikah, berpendidikan sarjana dengan tingkat S1, memiliki pekerjaan sebagai ibu rumah tangga, memiliki pendapatan rumah tangga lebih dari Rp3.000.000,00 dengan rata-rata pendapatan Rp4.000.000,00 - Rp6.500.000,00, dan memiliki jumlah anggota keluarga 3 orang (keluarga kecil). Jenis *e-commerce* yang banyak digunakan konsumen untuk membeli sayuran organik yaitu *Sayurbox*, frekuensi pembelian sayuran organik yang banyak dilakukan konsumen yaitu melakukan pembelian secara tidak tentu, dan jenis sayuran organik yang banyak dibeli konsumen yaitu bayam; (2) Preferensi konsumen yang membeli sayuran organik melalui *e-commerce* yaitu lebih menyukai kemasan yang mencantumkan logo organik Indonesia, memiliki rasa manis renyah, tampilan fisik daun berwarna cerah dan tidak berlubang, harga bervariasi sesuai kualitas, terdiri lebih dari 3 jenis sayur organik (beragam), dan kesegaran dapat bertahan lebih dari 3 hari; (3) Atribut yang paling dipertimbangkan ketika membeli sayuran organik melalui *e-commerce* berdasarkan sikap konsumen yaitu kesegaran. Secara berurutan atribut yang paling dipertimbangkan konsumen yaitu kesegaran, tampilan fisik, layanan *e-commerce*, variasi, kemasan, harga, dan rasa.

Kata kunci: sayuran organik, preferensi konsumen, karakteristik konsumen, atribut, multiatribut Fishbein, *e-commerce*.

ABSTRACT

Organic vegetables, including horticultural products, are widely consumed by the public during the Covid-19 pandemic with the aim of maintaining a healthy immune system. Consumers who buy organic vegetables will choose the attributes of organic vegetables according to their preferences and desires. The aims of this research are to know: (1) The characteristics of consumers who buy organic vegetables through e-commerce; (2) Consumer preferences based on attributes of organic vegetables purchased through e-commerce; (3) The attributes that consumers consider the most when buying organic vegetables through e-commerce. The method in this study uses descriptive analysis and Fishbein multi-attribute. The research location was determined purposively in Tangerang Regency and 50 samples were taken using the judgment sampling method. The results of the study show that (1) The characteristics of consumers who buy organic vegetables through e-commerce vary with the majority being female, productive age (26 years - 35 years), married status, undergraduate education with S1 level, having a job as a housewife household, has a household income of more than IDR 3,000,000.00 with an average income of IDR 4,000,000 - IDR 6,500,000.00, and has a family of 3 people (small family). The type of e-commerce that is widely used by consumers to buy organic vegetables is Sayurbox, the frequency of purchasing organic vegetables that is mostly done by consumers is making purchases indefinitely, and the types of organic vegetables that are mostly purchased by consumers are spinach; (2) The preference of consumers who bought organic vegetables through e-commerce is prefer packaging that includes the Indonesian organic logo, has a sweet and crunchy taste, the physical appearance of the leaves is brightly colored and not perforated, the price varies according to quality, consists of more than 3 types of organic vegetables (varied), and freshness can last more than 3 days; (3) The most considered attribute when buying organic vegetables through e-commerce based on consumer attitudes is freshness. Sequentially, the attributes that consumers consider the most are freshness, physical appearance, e-commerce services, variety, packaging, price, and taste.

Key words: *organic vegetables, consumer preferences, consumer characteristics, attributes, Fishbein multi-attributes, e-commerce.*