

## ABSTRAK

Pandemi Covid-19 membuat masyarakat memilih metode *online* dalam memenuhi kebutuhan sehari-hari seperti dalam hal membeli sayur. Pada pembelian sayur secara langsung, pembeli dapat memilih kualitas sayur yang diinginkan, namun pada pembelian *online*, seluruh kepercayaan diberikan kepada pihak sayur. Selain itu, banyaknya sayur *online* yang bermunculan di D.I. Yogyakarta membuat persaingan semakin ketat. Penelitian ini bertujuan mengetahui karakteristik konsumen sayur *online* di D.I. Yogyakarta, mengetahui tingkat kepuasan konsumen sayur *online* di D.I. Yogyakarta, dan menyusun prioritas perbaikan berdasarkan atribut yang dianggap penting oleh konsumen. Terdapat empat sayur *online* yang menjadi objek penelitian ini. Pengambilan sampel responden menggunakan teknik *purposive sampling* dengan total responden yaitu 120 orang dengan penyebaran kuesioner secara *online*. Hasil pada penelitian ini menunjukkan bahwa karakteristik responden sayur *online* di D.I. Yogyakarta secara umum 81,67% berjenis kelamin wanita; 51,67% berusia 25-40 tahun; 64,17% berdomisili di Kabupaten Sleman; 51,67% berpendidikan terakhir S1/S2/S3; berprofesi sebagai pelajar/mahasiswa (27,50%), pegawai swasta (23,33%) dan sebagai ibu rumah tangga (22,50%); dengan pendapatan <Rp1.800.000 (29,17%), Rp3.000.001,- - Rp4.500.000,- (23,33%), dan Rp1.800.000,- - Rp3.000.000,- (22,50%); berstatus sudah menikah (52,50%) dan belum menikah (47,50%); dan dengan jumlah anggota keluarga >4 orang (30,00%), 4 orang (29,17%), dan 3 orang (25,83%). Tingkat kepuasan konsumen terhadap kinerja sayur *online* di D.I. Yogyakarta berdasarkan perhitungan metode *Customer Satisfaction Index* (CSI) yaitu sebesar 88,72% sehingga dapat dikategorikan sangat puas terhadap kinerja sayur *online* di DI Yogyakarta. Terdapat 15 atribut yang membutuhkan perbaikan pada kuadran I berdasarkan analisis *Importance Performance Analysis* (IPA). Urutan prioritas perbaikan pada 15 atribut kuadran I IPA berdasarkan metode *Potential Gain in Customer Value* (PGCV) yaitu promosi harga; kesesuaian produk dengan gambar; harga terjangkau; kecepatan pengantaran pesanan; ketersediaan produk; konten informasi pada media sosial relevan, sangat membantu, dan selalu *update*; banyak opsi pembayaran; harga produk kompetitif; bentuk sayuran (tidak rusak, berlubang, terkelupas, robek, dll); harga sesuai dengan kualitas; ukuran produk sesuai dengan harapan konsumen; ketanggapan kurir dan admin, kesesuaian warna produk/sayuran dengan kriteria yang ditentukan atau sesuai dengan warna aslinya; keramahan dan kesopanan kurir dan admin; dan jenis produk yang ditawarkan beragam.

Kata kunci: sayur *online*, kepuasan konsumen, *customer satisfaction index* (CSI), *importance performance analysis* (IPA), *potential gain in customer value* (PGCV).

## ABSTRACT

Covid-19 pandemic has made people choose online methods to fulfill their daily needs, such as buying vegetables. Buyers can select the quality of vegetables they want directly, but all trust sellers on online purchases. Other than that, many online vegetable shops that have sprung up in D.I. Yogyakarta make high competition. This study aims to determine the characteristics of online vegetable consumers in D.I. Yogyakarta, determine the level of satisfaction of online vegetable consumers in D.I. Yogyakarta, and arrange improvement priorities based on attributes considered necessary by consumers. Four online vegetable shops are the object of this research. The sampling of respondents using the purposive sampling technique with 120 respondents by distributing questionnaires online. The results of this study indicate that the characteristics of online vegetable respondents in D.I. Yogyakarta are generally 81.67% female; 51.67% aged 25-40 years; 64.17% domiciled in Sleman Regency; 51.67% last educated S1/S2/S3; work as students (27.50%), private employees 23.33% and as housewives (22.50%); with income <Rp1,800,000 (29.17), Rp3,000,001,- - Rp4,500,000,- (23.33%), and Rp1,800,000,- - Rp3,000,000 (22.50%); married (52.50%) and unmarried (47.50%); and with the number of family members >4 people (30.00%), 4 people (29.17%), and 3 people (25.83%). The consumer satisfaction level toward online vegetable shops in D.I. Yogyakarta based on CSI calculations was 88,72% and categorized as very satisfied. There are 15 attributes that needs improvement in quadrant I on Importance Performance Analysis (IPA). The order of priority for improvement in the 15 attributes of quadrant I IPA based on the Potential Gain in Customer Value (PGCV) method, namely price promotion; product suitability with images; affordable prices; the speed of order delivery; product availability; information content on social media is relevant, helpful, and updates; lots of payment options; competitive product prices; the shape of vegetables (not damaged, holes, peeling, torn, etc.); prices according to quality; product sizes according to consumer expectations; the responsiveness of couriers and admins; color suitability of products/vegetables with specified criteria determined or by following the original color; the friendliness and courtesy of the courier and admin; and the types of products offered vary.

**Keywords:** online vegetable shops, consumer satisfaction, customer satisfaction index (CSI), importance-performance analysis (IPA), potential gain in customer value (PGCV).