

**ANALISIS KEPUASAN DAN LOYALITAS KONSUMEN TERHADAP
SAYURAN ORGANIK DI SUPER INDO YOGYAKARTA**
*The Analysis of Consumer Satisfaction and Loyalty towards The Organic
Vegetables in Super Indo Yogyakarta*

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INTISARI

ANALISIS KEPUASAN DAN LOYALITAS KONSUMEN TERHADAP SAYURAN ORGANIK DI SUPER INDO YOGYAKARTA. 2017. PURWATI. (Skripsi dibimbing oleh WIDODO & DIAH RINA KAMARDIANI). Penelitian ini bertujuan untuk mengetahui tingkat kepuasan konsumen, faktor-faktor yang berhubungan dengan kepuasan konsumen, serta tingkat loyalitas konsumen terhadap sayuran organik di Super Indo Yogyakarta. Metode dasar dalam penelitian ini adalah metode deskriptif. Pengambilan sampel sebanyak 85 responden dilakukan secara *accidental sampling*. Data dikumpulkan dengan teknik wawancara dan penyebaran kuesioner, kemudian dianalisis menggunakan analisis deskriptif dan korelasi *Rank Spearman*. Hasil penelitian menunjukkan bahwa konsumen merasa puas dengan perolehan skor sebesar 3,79. Sayuran daun dan sayuran buah lebih banyak dibeli konsumen daripada sayuran umbi, akar, dan bunga. Faktor yang berhubungan secara signifikan adalah *service quality* pada α 1%, biaya dan kemudahan pada α 1%, kualitas produk pada α 5%, serta *emotional factor* pada α 10%. Sementara itu, harga tidak berhubungan secara signifikan karena konsumen sudah yakin dengan kualitas dari sayuran organik yang ada di Super Indo. Tingkat loyalitas pada konsumen sayuran organik yang *Committed buyer* sebanyak 24,71%, *Likes the brand* sebanyak 20,00%, *Satisfied buyer* sebanyak 29,41%, *Habitual buyer* sebanyak 20,00%, dan *Switcher* sebanyak 5,88%.

Kata kunci: kepuasan konsumen, loyalitas konsumen, sayuran organik

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ABSTRACT

The aim of this research is to determine the level of customer satisfaction, the factors that related to the consumer satisfaction, as well as the level of consumer loyalty to organic vegetables in Super Indo Yogyakarta. The basic method in this research is descriptive method. Sampling of 85 respondents was conducted by accidental sampling. Data were collected by questioner dispersion technique, then analyzed using descriptive analysis and Rank Spearman correlation. The results showed that consumers were satisfied with the score of 3.79. Leaf vegetables and fruit vegetables are the most purchased by the consumers rather than the vegetables of tubers, roots and fruits. Factors that related significantly were service quality with α 1%, cost and convenience with α 1%, product quality with α 5%, and emotional factor with α 10%. Meanwhile, prices are not significantly correlated because consumers are convinced of the quality of the organic vegetables present in Super Indo. The loyalty level of the consumer of organic vegetables are 24.71% as the Committed buyer, 20.00% as Likes the brand, 29.41% as the Satisfied buyer, 20.00% as the Habitual buyer and 5.88% as the Switcher.

Keywords: consumer satisfaction, consumer loyalty, organic vegetables