

RINGKASAN

Masyarakat saat ini dalam berbelanja sayur mulai beralih dari metode konvensional ke metode digital, yaitu dengan berbelanja sayur melalui platform e-commerce. E-Commerce yang digunakan antara lain aplikasi, media sosial dan website. Salah satu platform e-commerce yang menjual sayur adalah sayurbox, tanihub, tukangsayur.co, kecipir, segari, brambang, happy fresh, rego pantes, carisayur, dll.

Penelitian ini termasuk ke dalam kategori penelitian kuantitatif yang bertujuan untuk menganalisis variabel harga sayur di e-commerce, harga sayur non e-commerce (membeli sayur secara langsung), pendapatan, fasilitas, keamanan, jenis kelamin, pekerjaan dan status perkawinan terhadap preferensi konsumen dalam berbelanja sayur pada platform e-commerce di Kota Tangerang. Variabel dependen dalam penelitian ini yaitu preferensi konsumen, sedangkan variabel independen dalam penelitian ini yaitu harga sayur di e-commerce, harga sayur non e-commerce, pendapatan, fasilitas, keamanan, jenis kelamin, pekerjaan dan status perkawinan.

Penelitian ini dilakukan terhadap pengunjung Pasar Anyar, Pasar Tanah Tinggi, Hypermart dan Lulu di Kota Tangerang dengan menggunakan kuisioner kepada 100 responden. Teknik analisis data yang digunakan dalam penelitian ini yaitu analisis regresi logistik untuk menganalisis preferensi konsumen dalam pembelian sayur pada platform e-commerce.

Berdasarkan analisis yang telah dilakukan, diperoleh hasil penelitian bahwa variabel harga sayur di e-commerce, pendapatan, jenis kelamin dan pekerjaan tidak berpengaruh signifikan terhadap preferensi konsumen dalam berbelanja di e-commerce. Sedangkan variabel harga sayur non e-commerce, fasilitas, keamanan berpengaruh positif signifikan terhadap preferensi konsumen dalam berbelanja di e-commerce, dan status perkawinan berpengaruh signifikan terhadap preferensi konsumen dalam berbelanja di e-commerce.

Kata Kunci: *Preferensi Konsumen, Belanja Sayur Online, E-Commerce*

SUMMARY

People today in shopping for vegetables are starting to switch from conventional methods to digital methods, namely by shopping for vegetables through e-commerce platforms. E-Commerce used includes applications, social media and websites. One of the e-commerce platforms that sell vegetables is sayurbox, tanihub, tukangsayur.co, kecipir, segari, brambang, happy fresh, rego pantes, carisayur, etc.

This research is included in the quantitative research category which aims to analyze the variables of vegetable prices in e-commerce, non-e-commerce vegetable prices (buying vegetables directly), income, facilities, security, gender, occupation and marital status towards consumer preferences in shopping for vegetables on e-commerce platforms in Tangerang City. The dependent variables in this study are consumer preferences, while the independent variables in this study are vegetable prices in e-commerce, non-e-commerce vegetable prices, income, facilities, security, gender, occupation and marital status.

This research was conducted on visitors to Pasar Anyar, Pasar Tanah Tinggi, Hypermart and Lulu in Tangerang City using a questionnaire to 100 respondents. The data analysis technique used in this study is logistic regression analysis to analyze consumer preferences in vegetable purchases on e-commerce platforms.

Based on the analysis that has been carried out, the results of the study obtained that the variables of vegetable prices in e-commerce, income, gender and work do not have a significant effect on consumer preferences in shopping in e-commerce. Meanwhile, the variables of non-e-commerce vegetable prices, facilities, security have a significant positive effect on consumer preferences in shopping in e-commerce, and marital status has a significant effect on consumer preferences in shopping in e-commerce.

Keywords: Consumer Preferences, Online Vegetable Shopping, E-Commerce