

RINGKASAN

Tanaman hortikultura, khususnya tanaman hias, memiliki prospek menjanjikan karena memberikan nilai ekonomi tinggi, mendukung kesejahteraan petani, serta permintaannya terus meningkat baik di dalam negeri maupun ekspor. Tanaman hias memiliki peluang usaha yang potensial dalam pengembangan ekonomi kreatif. Upaya untuk mengoptimalkan usaha ini diperlukan pengelolaan agribisnis dari hulu hingga hilir, inovasi budidaya, serta pemilihan media tanam yang tepat, karena media tanam berperan penting dalam menunjang pertumbuhan, kesuburan, dan kualitas estetika tanaman hias. Penelitian ini bertujuan untuk : 1) mengidentifikasi karakteristik pelanggan media tanam di BMS Shafana Nursery Kabupaten Banyumas, 2) menganalisis faktor-faktor yang memengaruhi loyalitas pelanggan media tanam di BMS Shafana Nursery Kabupaten Banyumas.

Penelitian ini dilaksanakan di BMS Shafana Nursery dan rumah-rumah pelanggan yang berada di wilayah Kabupaten Banyumas pada bulan Mei hingga Juni 2025. Metode penelitian yang digunakan adalah metode survey dengan menggunakan teknik sensus pada pengambilan sampel. Sampel yang digunakan sebanyak 60 yang kemudian di analisis dengan metode analisis deskriptif, analisis regresi linier berganda dan uji hipotesis.

Hasil penelitian menunjukkan bahwa Karakteristik konsumen yang dimiliki oleh BMS Shafana Nursery didominasi oleh konsumen dengan jenis kelamin laki-laki, berumur pada kisaran 25 sampai 35 tahun, berdomisili di Kecamatan Baturraden, berpendidikan terakhir SMA, memiliki pekerjaan wiraswasta/wirausaha, dan pendapatan atau uang saku per bulannya antara Rp1.000.000 sampai Rp3.000.000. Hasil penelitian juga secara simultan variabel kualitas produk, harga, kualitas pelayanan, lokasi, promosi, dan tren berpengaruh signifikan terhadap loyalitas pelanggan. Secara parsial variabel yang berpengaruh terhadap loyalitas pelanggan adalah kualitas produk, kualitas pelayanan, dan tren. Sedangkan variabel harga, lokasi, dan promosi tidak berpengaruh signifikan secara parsial terhadap loyalitas pelanggan.

SUMMARY

Horticultural crops, especially ornamental plants, have promising prospects because they provide high economic value, support farmers' welfare, and demand for them continues to increase both domestically and for export. Data from the Ministry of Agriculture for 2024 shows that ornamental plant production reached 811.72 million stems in 2023, making it a potential business opportunity in the development of the creative economy. Efforts to optimize this business require agribusiness management from upstream to downstream, cultivation innovations, and the selection of appropriate planting media, as planting media play an important role in supporting the growth, fertility, and aesthetic quality of ornamental plants. This study aims to: 1) identify the characteristics of growing medium customers at BMS Shafana Nursery in Banyumas Regency, 2) analyze the factors that influence the loyalty of growing medium customers at BMS Shafana Nursery in Banyumas Regency.

This research was conducted at BMS Shafana Nursery and customers' homes in Banyumas Regency from May to June 2025. The research method used was a survey method using a census technique for sampling. A sample of 60 was used and analyzed using descriptive analysis, multiple linear regression analysis, and hypothesis testing.

The results of the study show that the consumer characteristics of BMS Shafana Nursery are dominated by male consumers, aged between 25 and 35 years old, residing in Baturraden District, with a high school education, self-employed/entrepreneurs, and have a monthly income or allowance between IDR 1,000,000 and IDR 3,000,000. The results also show that the variables of product quality, price, service quality, location, promotion, and trends simultaneously have a significant effect on customer loyalty. Partially, the variables that influence customer loyalty are product quality, service quality, and trends. Meanwhile, the variables of price, location, and promotion do not have a significant partial effect on customer loyalty.