

RINGKASAN

Kojama Shop merupakan sebuah usaha dibidang pertanian yang memasarkan buah-buahan berkualitas kepada konsumen melalui *platform online*. Buah-buahan yang menjadi produk unggulan Kojama Shop adalah alpukat mentega, selain alpukat mentega Kojama Shop juga memasarkan produk buah-buahan lain seperti durian dan mangga alpukat. Banyaknya pesaing dengan jenis usaha yang sama mengharuskan Kojama Shop untuk memberikan produk yang sesuai dengan harapan konsumen. Semakin terpenuhi harapan-harapan konsumen akan atribut produk maka tingkat kepuasan akan meningkat. Untuk meraih keberhasilan dalam bisnis ini produsen harus dapat memberikan kepuasan terhadap konsumen dengan cara menerapkan strategi yang dapat meningkatkan kinerja dari atribut produk. Penelitian ini bertujuan untuk: (1) Mengetahui tingkat kepuasan konsumen terhadap seluruh atribut produk buah di Kojama Shop; (2) Mengetahui kinerja masing-masing atribut produk Kojama Shop dalam upaya memberikan kepuasan bagi konsumen; (3) Menentukan strategi yang dapat diambil untuk meningkatkan kepuasan konsumen terhadap atribut produk buah di Kojama Shop.

Penelitian ini dilaksanakan pada bulan Januari-Februari 2019 di Kojama Shop yang berlokasi di Cakung, Jakarta Timur. Pemilihan tempat penelitian dilakukan secara sengaja (*purposive*) dengan pertimbangan Kojama Shop merupakan yang paling besar dibanding pesaing dengan jenis usaha yang sama. Sasaran penelitian adalah konsumen yang pernah membeli produk Kojama Shop. Pengambilan data menggunakan metode survei melalui pengisian kuesioner secara *online* menggunakan *google form*. Penentuan sampel menggunakan pendugaan proporsi dimana sampel keyakinan $(1-\alpha)$ dan besar error tidak melebihi suatu harga tertentu sehingga diperoleh sebanyak 100 responden. Metode analisis data yang digunakan adalah analisis deskriptif, *Customer Satisfaction Index* dan *Importance Performance Analysis*.

Hasil penelitian menunjukkan konsumen sangat puas terhadap kinerja atribut produk buah Kojama Shop dengan nilai 85,655%, tingkat kepuasan konsumen ini terbentuk dari kinerja atribut produk Kojama Shop yang sudah sesuai dengan

harapan (kepentingan) konsumen dengan nilai kesesuaian rata-rata sebesar 0,922. Atribut ketepatan waktu pengiriman adalah atribut Kojama Shop yang memberikan kepuasan paling besar bagi konsumen dengan skor 4,618, sedangkan atribut variasi buah memberikan kepuasan paling rendah bagi konsumen dengan skor 3,725. Strategi yang dapat diterapkan dalam rangka meningkatkan kepuasan konsumen adalah dengan mengoptimalkan atribut-atribut yang penting bagi konsumen namun memiliki tingkat kinerja yang rendah rendah seperti kedekatan Kojama Shop dengan petani dan harga produk yang terjangkau. Selain itu Kojama Shop harus memepertahankan kinerja atribut-atribut yang penting bagi konsumen dan selama ini sudah memberikan kinerja yang baik seperti kualitas produk, kemampuan kemasan menjaga kualitas buah, keamanan transaksi *online*, pelayanan yang tanggap, ketepatan waktu pengiriman, penanganan keluhan konsumen, kelengkapan informasi media sosial, dan harga produk yang sesuai dengan kualitas.

Kata kunci: Atribut produk, buah, kinerja, kepuasan konsumen, pemasaran *online*.

SUMMARY

Kojama Shop is a business in agriculture that markets quality fruits to consumers through online platforms. The fruits that are the main products of Kojama Shop are avocado, Kojama Shop also markets other fruit products such as durian and mango. The number of competitors with the same type of business requires Kojama Shop to provide products that meet consumer expectations. The more fulfilled consumer expectations of product attributes, the satisfaction level will increase. To achieve success in this business, producers must be able to provide satisfaction to consumers by implementing strategies that can improve the performance of product attributes. The purpose of this study is to: (1) Know the level of customer satisfaction with all fruit product attributes at Kojama Shop; (2) Knowing the performance of each product attribute of Kojama Shop in an effort to provide satisfaction to consumers; (3) Determine strategies that can be taken to increase consumer satisfaction with fruit product attributes at Kojama Shop.

This research was conducted in January-February 2019 at the Kojama Shop, located in Cakung, East Jakarta. The choice of place of study was conducted purposively by considering that Kojama Shop was the biggest compared to competitors with the same type of business. The research target is consumers who have purchased Kojama Shop products. Retrieval of data using the survey method through filling out questionnaires online using google form. Determination of the sample uses estimation of proportions where the sample of confidence $(1-\alpha)$ and the amount of error does not exceed a certain price so as to obtain as many as 100 respondents. Data analysis methods used are descriptive analysis, Customer Satisfaction Index and Importance Performance Analysis.

The results showed that consumers were very satisfied with the performance of Kojama Shop's fruit product attributes with a value of 85,655%, this level of customer satisfaction was formed from the performance of Kojama Shop's product attributes that were in line with the expectations of consumers with an average suitability of 0.922. The attribute of timeliness of delivery is the Kojama Shop attribute which provides the greatest satisfaction for consumers with a score of

4.618, while the attribute of fruit variation provides the lowest satisfaction for consumers with a score of 3.725. The strategy that can be applied in order to increase customer satisfaction is to optimize the attributes that are important to consumers but have a low low performance level such as the proximity of Kojama Shop with farmers and affordable product prices. In addition, Kojama Shop must maintain the performance of attributes that are important to consumers and so far have provided good performance such as product quality, packaging capability to maintain fruit quality, online transaction security, responsive service, on time delivery, handling consumer complaints, complete information social media, and the price of products that match quality.

Keyword: *Product attribute, fruit, performance, customer satisfaction, online marketing*