ANALYSIS OF CUSTOMER SATISFACTION IN PURCHASING ONLINE VEGETABLE PRODUCTS IN SURABAYA

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ABSTRACT

The purpose of this study is, (1) To analyze the level of consumer satisfaction of online vegetable products at Mracang Market Surabaya by using Customer Satisfaction Index (CSI) data analysis, (2) Analyzing the performance of online vegetable product attributes at Mracang Market Surabaya using data analysis Importance Performance Analysis (IPA). The sampling technique used was accidental sampling with a total sample of 50 people. The results showed that the level of consumer satisfaction was CSI was 74.68%, the value was between 51% - 75%, meaning consumers were satisfied with the performance of the attributes of vegetable products online at the Surabaya mracang market. The results of the level of performance analysis with IPA show that the performance variable of vegetable product attributes that must be prioritized in improving the performance of product attributes are transaction security, service accuracy, ease of contacting the seller, price according to quality, vegetable prices according to the account.

Keywords: Product attributes, Performance, Customer Satisfaction, online marketing.

INTRODUCTION

Changes in consumer attitudes from conventional to online have greatly increased with the number of consumers accessing the internet for various things ranging from buying goods, sending messages, buying tickets, searching for information and buying food and drinks using the internet. The rapid development of information and communication technology or what is known as Information and Communication Technology (ICT) and the internet has penetrated various fields of life, including business and trade, one of which is in marketing (Jauhari, 2010),(Gnambs, 2021)(Stute et al., 2020). The internet provides opportunities for business actors to promote their business with a wide market, not only in the vicinity of where they live or their area but also reaching all of Indonesia. With the development of the era, namely industrialization 4.0, many business people are promoting their products via the internet.

The use of the internet in Indonesian society is increasing every year and with the development of the modern era with industrialization 4.0. The internet, especially social media, provides good opportunities for businesses to promote their products and market their products. Social media has helped small and medium enterprises in building stronger brand relationships with consumers and various other stakeholders through two-way communication (Rahmana,2009) (Paramita,2011). Online shopping is a new way of making transactions. Online shop or shopping via the internet is a process of purchasing goods or services from those who sell via the internet, or buying and selling services online without having to meet face to face with the seller or buyer directly (Sofia,2017). The internet offers various benefits and offers to consumers which encourage them more towards online shopping. Online shopping offers / web-based fast and quick access to a variety of product-related information in turn saves the consumer time, effort and money the purchasing experience and provides the best quality of products at the best prices (Khedkar 2015). Several years ago, business organizations questioned the role of the internet in business performance (Sultan and Rohn, 2004). Today, they cannot live without it. Currently, the internet is more focused on managing online communication processes, on increasing transaction efficiency, providing value, and increasing customer engagement and satisfaction (Berton et al., 2003; Rao and Perry, 2003; Osmonbekov et al. al., 2002; Sharma, 2002; Burke, 2008).

Every agribusiness company must always try to provide satisfaction to consumers, because the goal of a business is to create consumer satisfaction (Novita,2014). Mracang Market is an online agricultural product seller which is located on Jalan Kalisari Timur, Surabaya. Mracang Market sells a variety of agricultural products such as chicken, fish, vegetables and fruit. Sales at Mracang Market can reach all Indonesian people, especially the people of Surabaya, with a wide selection of agricultural product packages and varying prices by ordering, you can contact Mracang Market at the contact listed and can be delivered to consumers' places. With the services provided by Mracang Market Surabaya will lead to consumer satisfaction or dissatisfaction. General satisfaction is the feeling of pleasure or disappointment of someone who arises because of comparing the company's perceived performance or performance against their expectations and consumer standards for achieving that performance (Kotler,2009). The objectives of this study are: 1) To analyze the level of consumer satisfaction of vegetable products in Mracang Market Surabaya and 2) To analyze the performance of the attributes of vegetable products in the Mracang Market Surabaya.

LITERATUR REVIEW

Marketing Mix Theory

Hurriyati (2010) states that marketing mix is marketing elements that are interrelated, blended, organized and used appropriately, so that companies can achieve effective marketing goals, as well as satisfy consumer needs and desires.

7P Concept in the Marketing Mix

Product (1) is anything that can be offered to the market in order to attract attention, acquisition, use or consumption that can satisfy a desire or need (Kotler and Amstrong, 2008). Price (2) is the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service. Saluan distribution (3) or a place that is attractive to consumers is the most strategic, pleasant, and efficient place. Regarding the marketing mix (Suryana, 2013). Promotion (4) is the activity of communicating a product and persuading target customers to buy it which consists of five promotional tools, namely: Advertising; Sales promotion; Personal selling; Public relations; Direct marketing. Classification of labor (5) is a division of work according to the need to make it easier to analyze jobs and qualification standards for a group of positions (Fastinus, 2003). A process strategy (6) or transformation is an organizational approach to converting resources into goods and services. The process chosen will have a long-term impact on efficiency and production (Jay Heizer, 2006). Physical evidence (7) is a state or condition which also includes atmosphere. What is meant by this situation is the geographic situation and conditions of the institution, the decoration, the room, the sound, the smell, the light, the weather, the placement and the layout that appear as objects. (Zeithaml, Bitner, and Gremler, 2006).

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Online Marketing

Kotler and Armstrong (2008) stated that, most of the businesses in the world today are carried out on digital networks that connect people and companies. The internet has provided marketers with a completely new way to create value for customers and build customer relationships and nearly all traditional companies have established their own online sales and communication channels.

E-commerce can involve electronic fund transfers, electronic data exchange, automated inventory systems, and automated data collection systems. So it can be said that e-commerce is a marketing of goods or services through an information system that utilizes information technology. (Kotler and Armstrong, 2008).

Engel, Blackwell, and Miniard (2006), define consumer behavior as we define consumer behavior as those activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions.

Consumer purchasing decisions are to buy the most preferred brand from various alternatives, but two factors can be between purchase intention and purchase decision, purchasing decisions go through five stages, namely Problem Introduction, Consumer Information Search, Alternative Evaluation. , Purchase Decisions, Post Purchase Behavior (Kotler and Armstrong, 2008).

The creation of customer satisfaction can provide several benefits, including a harmonious relationship between the company and its customers, providing a good basis for repurchasing and creating customer loyalty, and forming a word-of-mouth recommendation that is beneficial for the company.

RESEARCH METHOD

The location chosen for this research is Mracang Market which runs in the vegetable sales sector in Surabaya. The selection of Mracang Market as an object of research was carried out purposively with several considerations including: 1) Mracang Market uses social media and websites as promotional media in marketing its products both for delivering information related to products produced, ordering and media for interaction with consumers. 2) Social media and website users have been very active from the establishment of Mracang Market to the present.

This research was conducted from December 2018 to March 2019. The sampling method used in this study was non-probability sampling by following the accidental sampling procedure. According to Roscoe in (Sugiyono,2012), the appropriate sample size in the study is 30-500 if the sample is divided into categories, the number of members of the sample for each category, then the number of sample members for each category is at least 30.The first research objective. The analysis used is the Customer Satisfaction Index (CSI) analysis tool, the Customer Satisfaction Index (CSI) is a value that indicates the level of customer satisfaction with the overall attributes of the product. The index needs to be measured to determine future consumer targets and provide input for managerial parties in formulating strategies to increase customer satisfaction (Irawan, 2003) (Rukuni & Maziriri, 2020)(Nguyen, 2020).

Tabel 1. Consumer Satisfaction Index Criteria

Nilai CSI	Criteria CSI
0.76 – 1.00	Very satisfied
0.51 – 0.75	Satisfied
0.26 – 0.50	Not satisfied
0.00 – 0.25	Very Dissatisfied

Source : Mega Pertiwi (2014)

The second objective is to analyze the performance of the attributes of online vegetable marketing in Mracang Market Surabaya by using the Importance-Performance Analysis (IPA) analysis tool which is used to compare between consumer assessments of importance and service level. According to (Supranto,2006), the position of an attribute on the X-axis for performance is indicated by the average score for the assessment of the level of performance (X̄) and for the position of the attribute on the Y-axis for importance shown by the average score for the assessment of the level of importance (Ȳ). The description of each attribute will be done with a Cartesian diagram.

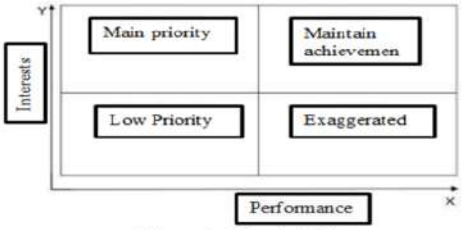

Figure 1. Matrix IPA

IPA shows different circumstances:

The explanation of the science diagram (Simamora, 2002) is:

Quadrant one, "Concentrate Here" (High Importance & Low Satisfaction)

The factors that are located in this quadrant are very important factors for consumers. Current conditions are not satisfactory, so the management is obliged to allocate adequate resources aimed at improving the performance of these various factors. The factors that are located in this quadrant are a priority for improvement.

Quadrant two, "Keep up the Good Work" (High Importance & High Satisfaction). The factors located in this quadrant are supporting factors for consumers, so that management is obliged to ensure the performance of the institutions it manages to maintain the achievements that have been achieved.

Quadrant three, "Low Priority" (Low Importance & Low Satisfaction). The factors that are located in this quadrant have a low level of satisfaction and are often not considered important by consumers, so that management does not pay much attention to, or prioritize these factors.

Quadrant four, "Possible Overkill" (Low Importance & High Satisfaction) Factors located in this quadrant are considered unnecessarily important to consumers, so management needs to allocate resources related to these factors to factors that require higher priority for handling and still need improvement.

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RESULTS AND DISCUSSION

Table 2. Calculation Results of the Customer Satisfaction Index (CSI)

No	Product attribute	Key to Performance	Level of Conformity (Tki)
1	Product	Quality vegetables	98,09
		Suitability of vegetables with Mracang advertisements	103.42
		Variety of Vegetables	108.39
		Vegetable Package	102.04
		Vegetable Package	104.26
2	Service	Transaction Security	92.50
		Service readiness	100.00
		Accuracy	96.05
		Ease of Contacting the Seller	96.13
		Speed of Handling Complaints	94.00
3	Price	Vegetable Package Price	98.67
		Price according to quality	97.35
		Vegetable prices according to the account	97.35
4	Information	Completeness of Information on Instagram	104.67
		Completeness of Information on the Website	100.65
		Complete information on Vegetable Packages on Instagram	100.00
		Vegetable Package Information on Complete Website	100.00
The average of the performance weights is			2.995
The average of the weight of importance is			3.018

Source: Primary Data, Processed (2019).

Based on the calculation results, the CSI value for Online Vegetable consumers at Mracang Market Surabaya is 74.68% (Table 3), the CSI score obtained is 74.68%, which means that the consumer satisfaction index with the consumer satisfaction value is 51% -75%, which means that consumers are satisfied with The performance provided by Mracang Market is due to the consumer satisfaction index value of 74.68% in the range of 51% to 75%. However, 25.32% of consumer satisfaction has not been fulfilled by the attributes of online vegetable products given to consumers, the satisfaction of other attributes is obtained from the maximum customer satisfaction minus the attribute customer satisfaction, namely 100% - 74.68% = 25.32%. The performance improvement of the online vegetable attributes needs to be improved because it is to increase the percentage of consumer satisfaction.

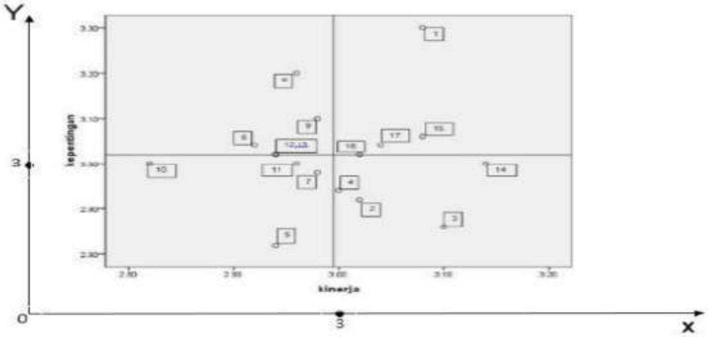
Table 3.The Calculation Results of the Importance Score - Performance Analysis (IPA)

No	Product Attribute	Key to Performance	MIS	WF	MSS	WS
1	Product	Vegetable Quality	**3.30**	6.14	3.08	**18.78**
		Suitability of vegetables with advertising Designing according to Market	2.92	5.71	3.02	17.24
		Variety of Vegetables	2.86	5.59	3.1	17.33
		Vegetable Package	2.94	5.75	3	17.24
		Package Size	2.84	5.51	2.94	16.21
2	Service	Transaction Security	3.2	6.25	2.96	18.51
		Service Readiness	2.98	5.82	2.98	17.36

		accuracy	3.04	5.94	2.92	17.35
		Ease of Contacting Seller	3.1	**6.06**	2.98	18.06
		Speed of Handling Complaints	3	5.86	2.82	16.54
3	Price	Price of Vegetable Package	3	5.86	2.96	17.36
		Price According to Quality	3.02	5.9	2.94	17.35
		Price of Vegetables According to account	3.02	5.9	2.94	17.35
4	Information	Completeness of Information on Instagram	3	5.86	**3.14**	18.41
		Completeness of Information on the Website	3.06	5.98	3.08	18.42
		Complete Information on Vegetable Packages on Instagram	3.02	5.9	3.02	17.83
		Vegetable Package Information on Complete Website	3.04	5.94	3.04	18.06
		Total	51.32	100	50.92	298.71

Source: Primary Data, Processed (2019).

Based on table 3, the level of suitability between the performance for some attributes is still below 100%, thus indicating that the performance is not in accordance with the interests. consumers so that they can improve performance even though the performance level is 90%, this will make online vegetable marketing in the city of Surabaya further improve performance to suit consumer interests. In the calculation using the IPA matrix, the results are obtained:



Source: Primary Data (Processed) (2019)

Figure 2. Importance-Performance Analysis (IPA) Mapping in a Cartesian Diagram

Quadrant I (Top Priority), based on Figure 2, the Importance-Performance Analysis mapping in the Cartesian Diagram, it is known that there are 5 attributes in quadrant I (Main priority) with the value of the importance level above the average weight of importance, namely the performance provided by the mracang market is lacking, in quadrant I there are 5 attributes, namely Transaction security is because consumers are still doubtful about transaction security even though consumers have bought vegetables online several times, this is what Mracang Market needs to improve its performance to convince consumers. Then the second attribute in the first quarter is accuracy in serving consumers, this shows Mracang Market is still not quite right in serving consumers properly. Then the third attribute in quadrant I is the ease of contacting the seller because when buying online vegetable products the seller needs to contact the online vegetable seller at Mracang Market, especially this needs to be improved by Mracang Market Surabaya. The fourth attribute in quadrant I is the price of vegetables according to quality, there are some vegetables that are not according to the price offered. The fifth attribute in quadrant I is the price according to the account, there are some vegetables whose prices are not in accordance with the account.

Quadrant II (Maintain Achievement), based on the Importance-Performance Analysis mapping table in the Cartesian Diagram In quadrant two (maintain performance) there are four attributes whose performance must be maintained because in quadrant two, namely the quality of vegetables, completeness of information on the website, completeness of information on vegetable packages on Instagram, completeness of information on vegetable packages in website. The quality of vegetables at Mracang Market is very good, this is shown by washing vegetables before selling and packing them so they are not contaminated with external hazards (disease). The second attribute in quadrant two is the completeness of information on the website, the completeness of the information on the website is very complete, starting from information on prices, places, images and the content in vegetables. The third attribute found in quadrant two is the completeness of information on vegetable packages on Instagram, Mracang Market offers vegetable packages on Instagram with complete information. The fourth attribute found in the second quadrant is the completeness of information on the vegetable packages on the website.

Quadrant III (Low Priority), based on the Importance-Performance Analysis mapping table in the Cartesian Diagram In quadrant three (low priority) there are four attributes, namely package size, service readiness, speed of handling complaints, and price of vegetable packages. The performance of Mracang Market on the attributes at Astas has a low performance because the package size of vegetables in Mracang Market sometimes changes and doesn't fit, the service's responsiveness is also lacking with the services that consumers need fast in shopping, and the price of vegetable packages at mracanag Market is not quite right.

Quadrant IV (Excessive), based on the Importance-Performance Analysis mapping table in the Cartesian Diagram In quadrant four (excessive) there are four attributes, namely the suitability of vegetables with advertisements on Mracang Market, variations in vegetables, vegetable packages, completeness of information on Instagram. The suitability of vegetables with advertisements on Mracang Market is very beneficial for consumers because with vegetables being sold according to advertisements, consumers will find it easy to shop and with a large variety of vegetables it will make consumers comfortable to shop, complete information on Instagram will be easy for consumers to see information before making a vegetable purchase.

STRATEGIES TO IMPROVE VEGETABLE ATTRIBUTE PERFORMANCE

Performance improvement priority can be made on the attributes of transaction security, accuracy in serving consumers, ease of contacting sellers, price of vegetables according to quality. Strategies that can be done are by providing the best service and sending packages quickly so that consumers do not wait long or worry that the goods will not arrive, the ease of contacting consumers also really needs to be improved by providing information services to consumers quickly and easily so that consumers have no difficulty in contacting Mracang Market, performance of vegetables also needs to be improved so that consumers believe in the quality of vegetables at Mracang Market Surabaya by improving the quality of vegetables and providing promos to consumers.

Another strategy that can be maintained is to maintain the attributes of online vegetables, namely the quality of vegetables, the completeness of information on the website, the completeness of information on vegetable packages on Instagram, the completeness of information on vegetable packages on the website. The quality of vegetables is good and needs to be maintained so that consumers can subscribe to Mracang Market Surabaya, the completeness of the information on the website and Instagram must also be maintained by uploading articles regularly and the information uploaded must be complete.

CONCLUSIONS AND SUGGESTIONS

Based on the consideration of the attribute value of online vegetable products which includes: Products, Services, Prices and Information, the Customer Satisfaction Index (CSI) value is 0.746 or 74.68%, which means that consumers are satisfied in buying online vegetable products at Mracang Market Surabaya. The strategy to improve attribute performance is carried out on the main priority, namely transaction security, accuracy in serving consumers, ease of contacting sellers, price of vegetables according to quality which will have an impact on consumer satisfaction which in the long run can create consumer loyalty and increase sales results from vegetable products sold by online.

The market design must pay attention to the level of consumer satisfaction regarding the attribute speed in handling complaints because the WS score is low from the analysis of the level of customer satisfaction, thus Mracang Market must improve it by increasing the speed of handling complaints. If there are consumers who experience complaints, the Mracang Market must respond immediately so that the sense of consumer satisfaction can be increased.

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