

DEDE LABORA HIA. 2025. Analisis Pengaruh Bauran Pemasaran terhadap Kepuasan Konsumen Sayuran Organik di JavaQu Organic. Di bawah arahan Antik Suprihanti

ABSTRAK

Penelitian ini bertujuan untuk: (1) Mengetahui karakteristik konsumen sayuran organik di JavaQu Organic. (2) Menganalisis tingkat kepuasan konsumen sayuran organik di JavaQu Organic. (3) Menganalisis pengaruh bauran pemasaran (produk, harga, promosi, tempat, orang, proses, dan bukti fisik) terhadap kepuasan konsumen sayuran organik di JavaQu Organic. Penelitian ini menggunakan metode pendekatan deskriptif kuantitatif dengan jenis penelitian yaitu metode survei. Metode penentuan lokasi menggunakan metode *purposive*. Metode penentuan responden dengan *accidental sampling* untuk 80 responden konsumen sayuran JavaQu Organic. Data yang digunakan adalah data primer dan data sekunder. Teknik pengumpulan data dengan wawancara, kuesioner, dan dokumentasi. Teknik analisis *Customer Satisfaction Index* (CSI) dan regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) Karakteristik konsumen sayuran di JavaQu Organic didominasi oleh perempuan dengan rentang usia 36-45 tahun, menempuh Pendidikan terakhir Sarjana (S-1), bekerja sebagai wiraswasta atau ibu rumah tangga, pendapatan tinggi (> Rp5.000.000), dan frekuensi pembelian 1-3 kali per bulan. (2) Tingkat kepuasan konsumen sayuran organik di JavaQu Organic berada pada kategori sangat puas dengan skor sebesar 85. (3) Variabel bauran pemasaran (produk, harga, tempat, promosi, orang, proses, dan bukti fisik) berpengaruh signifikan terhadap kepuasan konsumen.

Kata kunci : bauran pemasaran, kepuasan konsumen, sayuran organik

DEDE LABORA HIA. 2025. *Analysis of the Effect of the Marketing Mix on Consumer Satisfaction of Organic Vegetables at JavaQu Organic.* Supervised by Antik Suprihanti

ABSTRACT

*This study aimed to: (1) Identify the characteristics of organic vegetable consumers at JavaQu Organic; (2) Analyze the level of consumer satisfaction with organic vegetables at JavaQu Organic; and (3) Analyze the effect of the marketing mix (product, price, promotion, place, people, process, and physical evidence) on consumer satisfaction. This study **used** a descriptive quantitative approach with a survey method. The research location was determined using purposive sampling, and the respondents were selected using accidental sampling, with 80 organic vegetable consumers from JavaQu Organic. The data used included both primary and secondary sources. Data were collected through interviews, questionnaires, and documentation. The data were analyzed using the Customer Satisfaction Index (CSI) and multiple linear regression. The results showed that: (1) Most organic vegetable consumers were female, aged 36–45 years, held a bachelor's degree, worked as entrepreneurs or housewives, had high income (> Rp5.000.000), and purchased vegetables 1–3 times per month. (2) The level of consumer satisfaction was categorized as very satisfied, with a CSI score of 85. (3) The variables of the marketing mix (product, price, place, promotion, people, process, and physical evidence) had a significant influence on consumer satisfaction.*

Keywords: marketing mix, consumer satisfaction, organic vegetables