

Analysis of Consumer Satisfaction Factors for Purchasing Online Fresh Fruits Through the Marketplace Shopee

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ABSTRACT

Most people are now starting to switch to buying products *online*. The trend *online* that continues to increase is still not matched by consumer satisfaction. Fruits include products that have a higher risk when compared to other products when purchased *online*. The purpose of this study was to analyze the factors of consumer satisfaction with the purchase of fresh fruits *online* through the *marketplace* Shopee. The study was conducted in East Java Province on fruit producers and consumers at Shopee. Sampling using *accidental sampling method*. Data analysis was performed using descriptive analysis, analysis of the *Customers Satisfaction Index*, and *Spearman's Rank Correlation*. The results of the analysis show that the level of consumer satisfaction with purchasing fresh fruits *online* through Shopee is 77.61% and belongs to the satisfied category. The variables of product quality, packaging quality, service quality, price affordability, cost affordability, product information, promotions, and ease of transactions are positively correlated to the level of consumer satisfaction.

Keywords : Fresh Fruits; Consumer Satisfaction; Correlation; Marketplace

1. INTRODUCTION

Fruits are included in horticultural commodities that contribute to food diversity and nutritional adequacy for the community. Fruits in Indonesia have good prospects, this can be seen from the increasing consumption of fruits. Fruit consumption in Indonesia in 2018 reached 36.5 kg/capita/year, which increased by 6.4 kg from 2017, which only reached 30.1 kg/capita/year. Consumption of fruits that continues to increase is still not in balance with the provisions of the World Health Organization (WHO), so it is necessary to increase consumption. The World Health Organization (WHO) generally recommends consuming fruits of 54.75 kg/capita/year (Ministry of Health of the Republic of Indonesia, 2017).

The trend of a healthy lifestyle by consuming fruits is now starting to develop in the digital world along with the increasing number of internet users among the public. Internet users in 2019 reached 197.71 million people, where this number increased by 8.9% from 2018. The increase in internet use has led to changes in people's behavior who want instant everything by prioritizing aspects of convenience and practicality. The ease of accessing the internet has an impact on the consumer purchasing decision process. Most consumers are now starting to switch to purchasing products *onlineonline* by using *platform shoppingonline* as *inmarketplace*. Data from the Association of Indonesian Internet Service Providers (2020), states that *shoppingonline* accessed by 1.3% in 2019-2020. Shop through *marketplace* will provide convenience, speed, practicality, and security for its users (Yustiani & Yunanto, 2020).

Shopee is one of them *marketplace* which offers a variety of products with a strong logistics and payment system, making it easier for consumers to make transactions. Convenience is what makes shopping trends *online* growing and in demand by the public. Development of shopping trends *online* it is still not balanced with consumer satisfaction. According to Shopback research, consumer satisfaction declines amid increasing shopping trends *online*. The level of consumer satisfaction in 2017 reached 86%, which decreased by 12% from 2016 which reached 98%. Factors that cause consumer dissatisfaction in *shoppingonline* is the product received does not match the product offered on the digital platform, conformity to product appearance, product quality, authenticity *review*, transaction security, delivery time, and additional costs. These things make consumers feel hesitant to buy *onlineonline* (Fauziah *et al.*, 2021).

Characteristics of fruits that are not durable, easily damaged, *bulky*, and not uniform makes the purchase of these agricultural products have a higher risk compared to other products when purchased separately *online*. Consumers of agricultural products who buy *onlineonline* have limitations in choosing a product. This is because the product cannot be seen and tried directly by consumers. This limitation makes consumers need to consider the attributes that exist when buying fresh fruit *onlineonline*, so that transactions are carried out safely and consumers get the highest quality products according to the information (Masruri and Creativity, 2015).

Research related to consumer satisfaction in online shopping shows that the consumer characteristics of Shopee users are dominated by female students, the majority are dominated by the 17-25 year age group, and the average monthly income is less than IDR 1,500,000/month (Rahman , 2019). Sudyartoet al.(2021) in his research revealed that consumers were satisfied with the performance of the attributes of vegetable products *online* given with a scale range of 0.51 – 0.75. Rohmaet al.(2021) revealed that product, price, and service quality variables have a significant influence on consumer satisfaction.

The purpose of this research is to analyze the characteristics of consumers who buy fresh fruit regularly *online* through *marketplace* Shopee, the level of consumer satisfaction with the purchase of fresh fruit on a regular basis *online* through *marketplace* Shopee, and what factors correlate with the level of consumer satisfaction in buying fresh fruit *online* through *marketplace* Shopee.

2. METHOD

This research uses descriptive method and analytic method. Descriptive method is used to determine the characteristics of fresh fruit consumers *online* on Shopee. Analytical methods are used to analyze the level of consumer satisfaction and factors that correlate with the level of satisfaction of fresh fruit consumers at Shopee.

The determination of the research sample was determined using a technique *Accidental Sampling*. According to Agusinta (2020), *accidental sampling* is a sampling technique by chance with the condition that the sample taken can be used as a data source. Respondents who will be the research sample are consumers who have purchased fresh fruit on a regular basis *online* through *marketplace* Shopee with predefined criteria. The number of samples using 50 people who fit the criteria. This research uses primary data and secondary data. The data collection method in this study was carried out using questionnaires and literature study as instruments.

Methods of data analysis using descriptive analysis method, method *customer satisfaction index* (CSI), and the correlation method *rank spearman*. Descriptive analysis in this study is used to describe the characteristics of consumers who buy fresh fruit at Shopee. The variables used to describe consumer characteristics are gender, age, domicile, last education, occupation, marital status, and income. Analysis *Customer Satisfaction Index* (CSI) used to measure the level of consumer satisfaction with the attributes of fresh fruit products. Mark *Customer Satisfaction Index* (CSI) is based on data tabulation calculations using a scoring or weighting analysis with a Likert scale. The following is the value calculation stage *Customer Satisfaction Index* (CSI) :

- a. Define value *Mean Importance Score* (MIS) and *Mean Satisfaction Score* (MSS) on each attribute using the formula:

$$MIS = \frac{\sum_{i=1}^n Y_i}{n} \quad \text{and} \quad MSS = \frac{\sum_{i=1}^n X_i}{n}$$

Where:

n = the number of respondents who bought fresh fruits *online*

Do = importance value of fresh fruit attributes

Xi = attribute satisfaction value of fresh fruits

- b. Count *Weighted Factor* (WF) per attribute. *Weighted Factor* (WF) is the percentage of the MIS value per attribute to the total MIS as a whole which can be calculated by the formula:

$$WF_i = \frac{MIS_i}{\sum_{i=1}^p MIS_i} \times 100 \%$$

Where :

p = total importance attribute of fresh fruit

i = the i-th attribute

- c. Count *Weighting Score* (WS). *Weighting Score* (WS) is the multiplication value between the average value of the level of satisfaction with the value *weighting factor* which can be calculated using the formula:

$$WS_i = WF_i \times MSS_i$$

- d. Count *Weight Total* (WT). *Weight Total* (WT) is the amount *weight score* of all possible attributes calculated using the formula:

$$WAT = WS_1 + WS_2 + WS_3 + \dots + WS_n$$

- e. Determine *Customer Satisfaction Index* (CSI) with the formula:

$$CSI = \frac{\sum_{i=1}^p WT}{5} \times 100 \%$$

Correlation analysis *rank spearman* useful to see the relationship between product quality variables (X_1), packaging quality (X_2), service quality (X_3), affordability (X_4), cost affordability (X_5), product information (X_6), promotions (X_7), and transaction facilities (X_8) with the level of consumer satisfaction (Y). The value of the level of customer satisfaction is obtained from the accumulated value of all the attributes in the previous problem formulation. The following is a correlation calculation formula *rank spearman* :

$$r_s = 1 - \frac{6 \sum d_{1,2}^2}{n(n^2-1)}$$

Where :

r_s = Correlation coefficient *rank spearman*

d_1 = Difference in ranking of each data

n = Number of respondents who bought

3. RESULTS AND DISCUSSION

3.1 Characteristics of Consumers Who Buy Fresh Fruits Regularly *Online* Through *Marketplace* Shopee

Characteristics of fresh fruit consumers include gender, age, marital status, domicile, last education, occupation and income. The following is an explanation of each of the results of a description of the characteristics of consumers who buy fresh fruit on a regular basis *online* through *marketplace* Shopee which can be seen in table 1.

Table 1. Characteristics of Consumers Who Buy Fresh Fruits Regularly *Online* Through *Marketplace* Shopee

No	Variable	Indicator	Number of (people)	Percentage (%)
1	Gender	Man	11	22
		Woman	39	78
2	Age	17 – 25 years	34	68
		26 – 35 years	9	18
		36 – 45 years	6	12
		46 – 55 years	1	2
3	Marital status	Married	36	72
		Not married yet	14	28
4	domicile	Surabaya	19	38
		Sidoarjo	11	22
		Poor	6	12
		Other	14	28
5	Last education	SD/Equivalent	0	0
		Middle School/Equivalent	0	0
		SMA/Equivalent	25	50
		Diploma	5	10
		Bachelor	18	36
6	Work	Postgraduate	2	4
		Student / Student	27	54
		Housewife	5	10
		civil servant	5	10
		Trader	3	6
7	Income	Other	10	20
		Rp < 1.000.000	10	20
		Rp 1.000.000 – Rp 2.000.000	14	28
		Rp 3.000.000 – Rp 4.000.000	13	26
		Rp > 5.000.000	13	26

Source: Processed by Researchers, (2022)

The results of the answers of 50 respondents found that respondents with the female sex bought fresh fruit on a regular basis *online* through *marketplace* Shopee consisted of 39 people (78%) and the remaining 11 people (22%)

were male. Women are more dominant because women have an important role as decision makers to meet the food needs of the family in the household.

Based on age, the highest number of respondents was in the age range of 17-25 years, namely 34 people (68%). Most of the respondents' marital status was dominated by respondents who had unmarried marital status, namely as many as 36 people (72%). Respondents with unmarried marital status are on average still classified as productive age and have status as students.

Respondents based on domicile mostly came from Surabaya, namely as many as 19 people (38%). Respondents who live in big cities buy more online because it is considered more practical and saves more time, especially for respondents who have busy activities.

Based on the last level of education, the highest number of respondents with high school/equivalent education background was 25 people (50%). Someone with a high level of education tends to be open to technological and information developments, especially in the use of the internet, so that it is easier for them to get used to making purchases online.

Most of the respondents' jobs are still unemployed or still have status as students, namely 27 people (54%). Based on the income side of the respondents, 14 people (28%) earn IDR 1,000,000 – IDR 2,000,000 per month. Higher income will affect purchasing power and the more diverse needs that need to be met by these consumers.

3.2 The Level Of Consumer Satisfaction With The Purchasing Of Fresh Fruits Online Through Marketplace Shopee

Data calculation of the value of the level of consumer satisfaction is done using software Microsoft Excel computer can be seen in table 2.

Table 2. Results of Analysis of Fresh Fruit Consumer Satisfaction Levels at Shopee using Customers Satisfaction Index (CSI)

No	Attribute	Indicator	MIS	WF	MSS	WS
1	Product Quality (X ₁)	The suitability of the physical fruit with the image offered (X1.1)	4,30	7,71	3,96	30,54
		Ordered fruit quality (X1.2)	4,58	8,21	3,98	32,69
		Fruit maturity level (X1.3)	4,28	7,68	3,54	27,17
2	Packaging Quality (X ₂)	Appearance of fruit packaging (X2.1)	4,24	7,60	4,28	32,55
3	Service Quality (X ₃)	Speed in responding to orders (X3.1)	4,24	7,60	3,84	29,20
		Speed in handling complaints (X3.2)	4,46	8,00	3,70	29,59
		Timeliness of delivery (X3.3)	4,34	7,78	3,78	29,42
4	Price Affordability (X ₄)	Affordability of fruit prices (X4.1)	4,18	7,50	3,62	27,14
5	Cost Affordability (X ₅)	Conformity of shipping costs (X5.1)	4,20	7,53	3,80	28,62
6	Product Information (X ₆)	Product description information on the marketplace (X6.1)	4,40	7,89	4,18	32,98
7	Promotion (X ₇)	Advertising/promotion (X7.1)	3,78	6,78	3,66	24,81
		Discount/rebate (X7.2)	4,30	7,71	3,46	26,68
8	Ease of Transaction (X ₈)	Payment mechanism (X8.1)	4,46	8,00	4,58	36,63
Total			55,76	100,00	50,38	
WAT						388,03
Customers Satisfaction Index (CSI)						77,61

Source: Data by Researchers, (2022)

The results of the CSI analysis show that the attribute of the payment mechanism has value *Weight Score* (WS) is the highest, which is equal to 36.63. This value indicates that the payment mechanism provides the satisfaction that is highly expected by the respondents, because the ease of payment can determine the decision to buy fresh

fruitonline. Product description onmarketplace be the second attribute that has a valueWeight Score (WS) is the highest, which is equal to 32.98. This value indicates that the product description information is onmarketplace provide the satisfaction expected by the respondents, because the product description information included is complete and easy to understand by buyers such as information on the name and weight of the fruit, the price of the fruit, the location of the producer or seller, the stock of the fruit, the packaging used, and so on. The third attribute has a valueWeight Score (WS) is the highest, namely the quality of the fruit ordered with a value of 32.69. This value indicates that the quality of the fruit ordered gives the satisfaction expected by the respondent, because good quality fruit can attract respondents to repurchase the product on a regular basis.online.

The level of consumer satisfaction according to the results of the analysisCustomers Satisfaction Index (CSI) in table 2 is 77.61%. This value is in the scale range of 61% - 80% which means consumers are satisfied with the performance of fresh fruit attributes at Shopee. Based on the results of the analysis it can also be seen that 22.39% of the level of customer satisfaction is still not fulfilled, so it is necessary to improve the performance of the attributes that are still lacking in order to increase the percentage of the level of customer satisfaction. Attributes that consumers feel are lacking include advertising/promotions, discounts/discounts, and the affordability of fruit prices. Consumer dissatisfaction in buying onlineonline can be one of the factors causing consumers to decide not to repurchase onlineonline and prefer to buy onlineoffline.

Indrasari (2019), states that indicators of consumer satisfaction can be identified based on the consumer's interest in returning, the willingness of consumers to recommend shops or sellers of products that have been purchased to others, as well as the conformity of expectations with the reality that consumers have obtained. Consumer satisfaction is a factor that requires special attention from producers or sellers so that the business being run can survive in the long term and be able to compete with other producers or sellers who sell similar products. The biggest challenge for every producer or seller in running a business is to consistently achieve customer satisfaction by seeking new breakthroughs.

Harimurtiet al. (2016) in their research stated that consumer satisfaction can be increased by implementing several strategies including maintaining product quality attributes, responsiveness and alertness of service in handling orders, speed in handling complaints, price compatibility with product quality, timely delivery, and security in transactions. . The implementation of these strategies can have an impact on increasing consumer satisfaction in a sustainable manner.

3.3 Factors Correlating to the Level of Consumer Satisfaction of Fresh Fruits Online Through the Shopee Marketplace

Calculation of correlationrank spearman in this study were analyzed with assistancesoftware SPSS. The results of the calculations that have been obtained will then be tested by using the criteria to accept and reject the hypothesis. The following is the result of correlation testingrank spearman relationship between each variable with the level of consumer satisfaction through fresh fruitmarketplace Shopee which can be seen in table 3.

Table 3. Correlation Analysis ResultsRank Spearman for Each Variable on the Level of Consumer Satisfaction

No	Independent Variable	N	Correlation coefficient	Sig.(2-tailed)	Information
1	Product Quality (X1)	50	0,684	0,000	correlated
2	Packaging Quality (X2)	50	0,551	0,000	correlated
3	Service Quality (X3)	50	0,795	0,000	correlated
4	Price Affordability (X4)	50	0,286	0,044	correlated
5	Cost Affordability (X5)	50	0,493	0,000	correlated
6	Product Information (X6)	50	0,514	0,000	correlated
7	Promotion (X7)	50	0,837	0,000	correlated
8	Ease of Transaction (X8)	50	0,474	0,001	correlated

Source: Data By Researchers, (2022)

3.3.1 Relationship between Product Quality (X₁) with the Level of Consumer Satisfaction

Product quality in buying fresh fruits on a basisonline through Shopee in this study it can be seen from the aspect of the physical suitability of the fruit with the image offered, the quality of the fruit ordered, and the level of ripeness of the fruit. The probability test in this study was carried out with a significance level of 5% and db: 48, then the t value was obtainedtable of 1.677. The results of the analysis show that the value of t_{count} 6,496 > t_{table} 1.677 with a significance of 0.000 < 0.05. This means that there is a significant relationship between product quality and the level of customer satisfaction. The product quality correlation coefficient has a value of 0.684, so that based on the decision-making criteria, the strength of the relationship between product quality and consumer satisfaction is in the strong category. The resulting correlation coefficient value is positive (+) or in the same direction, which means that product quality is increasingly being improved, so the level of consumer satisfaction will increase.

These results are in line with the research of Sakoikoi and Priyanto (2019), namely product quality and consumer satisfaction are two things that are interrelated, so that product quality increases, the level of customer satisfaction felt by buyers will increase. Product quality plays an important role in determining consumer satisfaction, this is because good product quality can increase the purchasing power of the product being offered. Manufacturers or sellers must also be able to maintain and maintain the quality of the products being sold, so that the information provided *onmarketplace* according to actual conditions (Khoirunnisa, 2019).

3.3.2 Relationship between Packaging Quality (X₂) with the Level of Consumer Satisfaction

Packaging quality in buying fresh fruits for *freeonline* through Shopee in this study can be seen from the aspect of the appearance of the fruit packaging. The results of the analysis show that the value of $t_{\text{count}} 4,574 > t_{\text{table}} 1.677$ with a significance of $0.000 < 0.05$. This means that there is a significant relationship between the quality of packaging and the level of customer satisfaction. The correlation coefficient for packaging quality has a value of 0.551, so based on decision-making criteria, the strength of the relationship between packaging quality and consumer satisfaction is in the medium category. The resulting correlation coefficient value is positive (+) or in the same direction, which means that the appearance of fruit packaging is further improved, so the level of consumer satisfaction will increase.

Packaging includes factors that can lure a buyer to buy a product offered by a manufacturer or seller. Attractive packaging can give the impression that the quality of the product is good in the eyes of consumers. Packaging can be said to be good if the packaging can wrap and protect the product from impact and friction, is practical, economical, attractive, easy to open and close, has an ideal size, easy to carry anywhere and store (Intyas and Abidin, 2018).

3.3.3 Relationship between Service Quality (X₃) with the Level of Consumer Satisfaction

Quality of service in buying fresh fruit on a regular basis *online* through Shopee in this study can be seen from the aspect of speed in responding to orders, speed in handling complaints, and timely delivery. The results of the analysis show that the value of $t_{\text{count}} 9,080 > t_{\text{table}} 1.677$ with a significance of $0.000 < 0.05$. This means that there is a significant relationship between the quality of service and the level of customer satisfaction. The correlation coefficient of service quality has a value of 0.795, so that based on decision-making criteria, the strength of the relationship between service quality and customer satisfaction is in the strong category. The resulting correlation coefficient value is positive (+) or in the same direction, which means that the quality of service is increasingly being improved, so the level of customer satisfaction will increase.

According to Commerce (2020), satisfying customer service is when a manufacturer or seller is able to provide answers to questions posed by customers effectively and efficiently, both in terms of *featureschat orlive chat*. Producers or sellers must also be able to resolve problems with complaints given by customers quickly and accurately and ensure that consumers are satisfied with the services provided. Service quality must be a focus that needs to be considered by producers or sellers, so that consumer satisfaction is created in a sustainable manner (Sa'adah and Munir, 2020).

3.3.4 The relationship between Price Affordability (X₄) with the Level of Consumer Satisfaction

The price of buying fresh fruit *online* through Shopee in this study can be seen from the aspect of affordability. The results of the analysis show that the value of $t_{\text{count}} 2,068 > t_{\text{table}} 1.677$ with a significance of $0.044 < 0.05$. This means that there is a significant relationship between price and the level of customer satisfaction. The price correlation coefficient has a value of 0.286, so that based on the decision-making criteria, the strength of the relationship between price and consumer satisfaction is in the weak category. The resulting correlation coefficient value is positive (+) or in the same direction, which means that the more affordable the price, the level of consumer satisfaction will increase.

The results of this analysis are in line with Rohmah's research *et al.* (2021), namely the price variable has a significant influence on consumer satisfaction. Consumers will be satisfied if the price offered is affordable. Price is a factor that influences consumer demand for a product at a certain price level. The right pricing strategy is a way for producers or sellers to create consumer satisfaction (Kaihatu *et al.*, 2015).

3.3.5 The relationship between Affordability (X₅) with the Level of Consumer Satisfaction

The affordability of buying fresh fruit for *freeonline* through Shopee in this study can be seen from the suitability aspect of shipping costs. The results of the analysis show that the value of $t_{\text{count}} 3,926 > t_{\text{table}} 1.677$ with a significance of $0.000 < 0.05$. This means that there is a significant relationship between costs and the level of customer satisfaction. The cost correlation coefficient has a value of 0.493, so that based on decision-making criteria, the level of strength of the relationship between costs and the level of customer satisfaction is in the medium category. The resulting correlation coefficient value is positive (+) or in the same direction, which means that the more affordable the shipping cost, the higher the level of customer satisfaction. Shop *onlineonline* requires consumers to incur additional costs for shipping costs, this is because the products purchased will be delivered by the manufacturer or seller via expeditionary services.

Consumers will discourage to buy *onlineonline* if the shipping costs that must be incurred are too expensive compared to the price of the product purchased. Cheap shipping costs are felt by consumers to be able to save more

expenses, especially when there are promos *free* shipping cost. Consumers will tend to be satisfied with the products purchased, if consumers do not have to pay additional costs and these products can be obtained easily (Indrasari, 2019).

3.3.5 Relationship between Product Information (X_6) with the Level of Consumer Satisfaction

Product information on buying fresh fruits *online* through Shopee in this study can be seen from the aspect of the completeness of the product description information on *marketplace*. The results of the analysis show that the value of $t_{count} 4,151 > t_{table} 1.677$ with a significance of $0.000 < 0.05$. This means that there is a significant relationship between information and the level of customer satisfaction. The information correlation coefficient has a value of 0.514, so that based on decision-making criteria, the level of strength of the relationship between information and the level of customer satisfaction is in the medium category. The resulting correlation coefficient value is positive (+) or unidirectional, which means that the more complete the product description information provided, the level of consumer satisfaction will increase.

According to Amarin and Wijaksana (2021), information is very important in the buying process by consumers, especially for product purchases *online*. This is because consumers will see the information provided whether it is still old information or has been updated, so that it can affect the level of consumer satisfaction and compliance with consumer expectations. Information that is not in accordance with what consumers expect can have a major effect on satisfaction and can even cause disappointment.

3.3.7 Relationship between Promotions (X_7) with the Level of Consumer Satisfaction

Promotion in buying fresh fruits *online* through Shopee in this study can be seen from the aspect of advertising/promotions and discounts/discounts. The results of the analysis show that the value of $t_{count} 10,597 > t_{table} 1.677$ with a significance of $0.000 < 0.05$. This means that there is a significant relationship between promotions and the level of customer satisfaction. The promotion correlation coefficient has a value of 0.837, so that based on the decision-making criteria, the level of strength of the relationship between promotion and the level of customer satisfaction is in the very strong category. The resulting correlation coefficient value is positive (+) or in the same direction, which means that the promotion is increasing, the level of consumer satisfaction will increase.

The results of the analysis are in line with Kartini's research *et al.* (2021) which states that promotion has a positive influence on shopping satisfaction *online*. Promotion can be one way to increase sales. Consumer satisfaction in shopping *online* obtained when there are promotions carried out by producers or sellers, both promotions in the form of advertisements or in the form of discounts that can attract consumers to buy.

3.3.8 The relationship between Transaction Facilities (X_8) with the Level of Consumer Satisfaction

Ease of transaction in buying fresh fruits *online* through Shopee in this study can be seen from the aspect of the payment mechanism. The results of the analysis show that the value of $t_{count} 3,730 > t_{table} 1.677$ with a significance of $0.001 < 0.05$. This means that there is a significant relationship between the ease of transactions and the level of customer satisfaction. The correlation coefficient of ease of transaction has a value of 0.474, so that based on decision-making criteria, the strength of the relationship between ease of transaction and customer satisfaction is in the medium category. The resulting correlation coefficient value is positive (+) or unidirectional, which means that the easier the payment mechanism is, the level of consumer satisfaction will increase.

According to Rumondan *et al.* (2020), online transactions *online* With an easy and simple payment mechanism, it will provide convenience for consumers to add products to their shopping cart and pay for them. Shopping site payment mechanism *online* currently has a variety of methods offered, ranging from payment via bank transfer, payment (internet banking), credit cards, and through minimarkets. The payment mechanism when buying fresh fruit at Shopee is considered by consumers to be quite easy.

4. CONCLUSION

1. Characteristics of consumers who buy fresh fruit on a regular basis *online* through *marketplace* Shopee is dominated by female consumers (78%), with an age range of 17-25 years (68%), has unmarried marital status (72%), lives in Surabaya (38%), has the last high school education/equivalent (50 %), have not worked or are still students (54%), and have a monthly income of IDR 1,000,000-IDR 2,000,000 (28%).
2. The level of consumer satisfaction with the purchase of fresh fruit on a regular basis *online* through *marketplace* Shopee based on calculations *Customer Satisfaction Index* (CSI) is 77.61%, where the value is classified in the satisfied category and the remaining 22.39% consumer satisfaction is still not fulfilled.
3. Factors that have a positive correlation with the level of customer satisfaction based on the results of correlation calculations *rank spearman* is the product quality variable (X_1), packaging quality (X_2), service quality (X_3), affordability (X_4), cost affordability (X_5), product information (X_6), promotions (X_7), and transaction facilities (X_8).

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