ABSTRAK

**KAJIAN PERILAKU KONSUMEN SAYUR DAN ATAU BUAH
SEBELUM DAN SAAT PANDEMI COVID-19**

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Pandemi Covid-19 telah banyak membuat perubahan. Perubahan yang terjadi begitu cepat membuat konsumen mengubah perilakunya dalam memperoleh produk yang diinginkan. Penelitian ini bertujuan untuk mendeskripsikan perilaku konsumen sayur dan atau buah sebelum dan saat pandemi covid-19, serta menganalisis perbedaan perilaku konsumen sayur dan atau buah sebelum dan saat pandemi covid-19. Data yang digunakan adalah data primer dan sekunder. Metode penelitian yang digunakan dalam penelitian ini adalah survey dan pengambilan sampel dilakukan dengan *accidental sampling* sebanyak 40 orang. Penelitian ini dilaksanakan di pasar tradisional yang berlokasi di Kecamatan banjar, Kota Banjar. Alat analisis yang digunakan adalah Wilcoxon. Hasil penelitian ini menunjukkan bahwa perilaku konsumen sayur dan atau buah sebelum pandemi pada variabel mencari meliputi indikator informasi tempat penjualan, cara pembayaran, jenis, harga dan variabel membeli meliputi indikator cara pembelian, motivasi pembelian, intensitas pembelian, tujuan pembelian termasuk kategori "rendah" variabel mengonsumsi meliputi indikator intensitas konsumsi, kebersihan, manfaat, tujuan konsumsi termasuk kategori "sedang" dan variabel mengevaluasi meliputi indikator harga, kualitas, pengetahuan, kelengkapan tergolong pada kategori "tinggi", lalu perilaku konsumen sayur dan atau buah saat pandemi pada variabel mencari dan membeli termasuk kategori "sedang" dan pada variabel mengonsumsi serta mengevaluasi termasuk kategori "tinggi". Terdapat perbedaan perilaku konsumen sayur dan atau buah pada variabel mencari, variabel membeli, variabel mengonsumsi dan variabel mengevaluasi.

Kata kunci: perilaku konsumen, sayur, buah, pandemi covid-19

ABSTRACT

STUDY OF CONSUMER BEHAVIOR OF VEGETABLES AND OR FRUIT BEFORE AND DURING THE COVID-19 PANDEMI

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The Covid-19 pandemi has changed a lot. Changes that occur so quickly make consumers change their behavior in obtaining the desired product. This study aims to describe consumer behavior of vegetables and or fruit before and during the covid-19 pandemi, as well as analyze differences in consumer behavior of vegetables and or fruit before and during the covid-19 pandemi. The data used are primary and secondary data. The research method used in this study was a survey and sampling was carried out by accidental sampling of 40 people. This research was conducted in a traditional market located in Banjar District, Banjar City. The analytical tool used is Wilcoxon to see the difference between two different events with the same sample, namely the behavior of consumers of vegetables and or fruit before and during the covid-19 pandemi. The results of this study indicate that the behavior of consumers of vegetables and or fruit before the pandemi on the looking for variables includes indicators of place of sale information, payment methods, types, prices and buying variables including indicators of purchasing methods, purchase motivation, purchase intensity, purchase objectives belonging to the "low" category. consuming variables include indicators of consumption intensity, cleanliness, benefits, consumption goals are in the "medium" category and evaluating variables include indicators of price, quality, knowledge, completeness belonging to the "high" category, then consumer behavior of vegetables and or fruit during a pandemi on the variable looking for and buying are in the "medium" category and the consuming and evaluating variables are in the "high" category. There are differences in consumer behavior of vegetables and/or fruit on the looking variable, the buying variable, the consuming variable and the evaluating variable.

Keywords: consumer behavior, vegetables, fruits, covid-19 pandemi