ABSTRAK

HUBUNGAN ANTARA PROMOSI DIGITAL DAN KEPERCAYAAN KONSUMEN DENGAN KEPUTUSAN PEMBELIAN SAYURAN SIAP MASAK
(Kasus di Rumah Sayur Tasikmalaya)

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Penelitian ini dilatarbelakangi oleh rendahnya konsumsi sayuran di Indonesia, meningkatnya pertumbuhan e-commerce, serta pentingnya promosi digital dan kepercayaan konsumen dalam memasarkan produk secara online. Penelitian ini bertujuan untuk menganalisis tingkat kategori promosi digital dan kepercayaan konsumen, menganalisis tingkat kategori keputusan pembelian, dan menganalisis hubungan antara promosi digital dan kepercayaan konsumen dengan keputusan pembelian sayuran siap masak baik secara simultan maupun parsial. Penelitian menggunakan metode survei dengan teknik purposive sampling terhadap 40 konsumen Rumah Sayur Tasikmalaya yang memenuhi kriteria pernah melihat promosi digital melalui TikTok dan telah melakukan pembelian, minimal satu kali. Waktu penelitian mulai dari bulan Desember 2024-Oktober 2025. Pengumpulan data dilakukan dengan penyebaran kuesioner melalui google form. Analisis data dilakukan secara deskriptif untuk mengetahui tingkat kategori setiap variabel, serta analisis korelasi Kendall W dan Rank Spearman untuk menguji hubungan antara variabel secara simultan maupun parsial. Hasil penelitian menunjukkan bahwa promosi digital, kepercayaan konsumen, dan keputusan pembelian pada pembelian sayuran siap masak di Rumah Sayur Tasikmalaya berada pada kategori baik. Secara simultan dan parsial promosi digital dan kepercayaan konsumen memiliki hubungan yang sangat kuat dan signifikan dengan keputusan pembelian.

Kata Kunci: Promosi Digital; Kepercayaan Konsumen; Keputusan Pembelian; Sayuran Siap Masak; "Rumah Sayur"

ABSTRACT

THE RELATIONSHIP BETWEEN DIGITAL PROMOTION AND CONSUMER TRUST WITH PURCHASING DECISIONS OF READY-TO-COOK VEGETABLES
(Case at Rumah Sayur Tasikmalaya)

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This research is motivated by the low vegetable consumption in Indonesia, the growing development of e-commerce, and the importance of digital promotion and consumer trust in marketing products online. This study aims to analyze the categorical levels of digital promotion and consumer trust, analyze the categorical level of purchase decisions, and examine the relationship between digital promotion and consumer trust with the purchase decisions of ready-to-cook vegetables, both simultaneously and partially. The research uses a survey method with a purposive sampling technique involving 40 consumers of Rumah Sayur Tasikmalaya who meet the criteria of having seen digital promotions on TikTok and having made at least one purchase. The research was conducted from December 2024 to October 2025. Data were collected through questionnaires distributed via Google Forms. Data analysis was conducted descriptively to determine the categorical level of each variable, as well as using Kendall's W and Spearman Rank correlation analyses to examine the relationship between variables both simultaneously and partially. The results show that digital promotion, consumer trust, and purchase decisions regarding ready-to-cook vegetable products at Rumah Sayur Tasikmalaya fall into the "good" category. Both simultaneously and partially, digital promotion and consumer trust have a very strong and significant relationship with purchase decisions.

Keywords: Digital Promotion; Consumer Trust; Purchasing Decision; Ready-to-Cook Vegetables; "Rumah Sayur."