



The Effect of Orchid Plants Quality on Consumer Satisfaction Online Sales at CV. Asri Garden Kediri

Puji Astuti, Abu Talkah, and Ratna Dewi Mulyaningtyas^(✉)

Masters in Agribusiness, Kadiri Islamic University, Kediri, Indonesia
ratna_dm@yahoo.com

Abstract. This study has a purpose, namely to determine the characteristics of consumers selling online orchid plants at CV. ASRI GARDEN Kediri, to find out the obstacles in selling orchids online, to see the effect of the quality of orchids on consumer satisfaction online sales of orchids at CV. ASRI GARDEN Kediri. The analytical method used is descriptive qualitative analysis and linear regression. The results show that the characteristics of the respondents in this study are mostly women, work as civil servants, are in the age range of 40–50 years, earn more than Rp. 5,000,000/month, have the latest undergraduate education and the majority use 10% of their monthly income for buy orchids. Constraints faced by CV. ASRI GARDEN in selling orchids online includes: competition with other producers. irresponsible buyers, the market in the buying and selling group is saturated, the media drying process in the rainy season, packaging materials that are difficult to obtain, damaged orchids due to the shipping process, and volumetric measurements by the expedition. Variables of quality of orchids have a significant effect on consumer satisfaction at CV. ASRI GARDEN Kediri.

Keywords: Orchid Plant Quality · Consumer Satisfaction · Online Sales

1 Introduction

The Covid-19 pandemic has also affected business activities in the Kediri area, one of which is CV. ASRI GARDEN. Company CV. ASRI GARDEN is a company engaged in the cultivation of ornamental plants, especially orchids. Founded on April 1 2018, located in Sidomulyo Village, Kec. Puncu Kab. Kediri. The process of cultivating orchids is carried out inside and outside the green house according to cultivation standards. The orchids produced are of high quality and won 1st and 2nd place in an orchid contest at the 2019 Ornamental Plants and Horticulture Exhibition Expo held by the Indonesian Orchid Association in Kediri.

The marketing system carried out by CV. ASRI GARDEN online and offline. Online marketing is done by following community groups of orchid lovers on Facebook and the marketplace. While offline marketing is done by opening an orchid showroom by doing promotions. Of course, CV ASRI GARDEN has also experienced an impact from the sale of its orchids. Several offline consumers from CV. ASRI GARDEN postponed

buying orchids due to the possibility of being affected economically. With a situation like this, of course CV. ASRI GARDEN has implemented several strategies to deal with the Covid-19 pandemic situation, which until now has no known end.

CV. ASRI GARDEN is trying to deal with the co-19 pandemic by focusing on online sales. Online sales by CV. ASRI GARDEN certainly has various obstacles in its implementation. Some of the factors that become obstacles include; consumers do not see directly the orchid plants that will be purchased by consumers, packaging (packaging) is not easy, orchid plants are damaged when they arrive in the hands of consumers due to the shipping process, and others. This can affect consumers regarding their satisfaction in making online purchases at CV. ASRI GARDEN.

Customer satisfaction in the business world is very important, especially after increasing competition. Customer satisfaction plays an important role and is the basis for the company to set targets and position its products (product positioning) to be different from its competitors. Customer satisfaction is important for a company. The popular slogan in society is “Customer is king”.

Revealed that there are five factors in determining customer satisfaction that companies must pay attention to, namely [1]:

- a. Product quality, namely consumers will be satisfied if their results show that the products they use are of high quality.
- b. Quality of service or services, namely consumers will be satisfied if they get good service or as expected.
- c. Emotions, namely consumers will feel proud and gain confidence that other people will be amazed at him when using products with certain brands that tend to have a higher level of satisfaction.
- d. Price, namely products that have the same quality but set relatively low prices will provide higher value to consumers.
- e. Cost, namely consumers who do not need to pay additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

According to research conducted entitled Analysis of Consumer Satisfaction Against Interest in Buying Jasmine Flower Products (Case Study of Talkandang Village, Situbondo District, Situbondo Regency) that the variables in satisfaction are in the form of product quality, service quality, price, product innovation, Product availability and emotional connection affect purchase intention only simultaneously or together [2]. The six independent variables affect buying interest only simultaneously by 35.3%, while the remaining 64.7% is explained by other variables outside this study.

Based on the explanation above, it is necessary for researchers to conduct research on CV. ASRI GARDEN with the title The Influence of Orchid Plant Quality on Consumer Satisfaction Online Sales at CV. ASRI GARDEN Kediri. This research is expected to provide benefits to CV. ASRI GARDEN in making improvements in the variables that affect customer satisfaction in its online sales so that customer satisfaction increases so that the company's turnover also increases.

The objectives in this study are as follows:

1. To find out the characteristics of consumers selling orchids online at CV. ASRI GARDEN Kediri?
2. To find out the obstacles in selling orchids online at CV. ASRI GARDEN Kediri?
3. To see the effect of the quality of orchid plants on customer satisfaction online sales of orchid plants at CV. ASRI GARDEN Kediri?

2 Research Methods

This research was conducted at CV. ASRI GARDEN as a seller of orchid plants in the Kediri area. Respondents who will be interviewed are online consumers who have made purchases and received delivery of orchid plant products at CV. ASRI GARDEN Kediri.

Regression analysis method is used to determine whether there is influence of the independent variable: variable X (orchid quality), on the dependent variable Y (customer satisfaction).

2.1 Research Sampling Method

According to argues that the sample is part of the number and characteristics possessed by the population. The sample was taken because researchers have limitations in conducting research both in terms of time, energy, funds and a very large population [3]. So researchers must take samples that are truly representative (can represent). To determine the size of the sample taken from the research population, use the formula found by Slovin.

$$n = \frac{N}{1 + N.(e)^2}$$

n : Number of Samples

e : Error limit used (0.05)

N : Sample Size.

2.2 Data Collection Methods

In this study the authors used data collection techniques as follows:

1. Likert scale

The Likert Scale answer form consists of strongly agree, agree, undecided, disagree, and strongly disagree. Usually five scale options are provided with a format such as:

- Strongly disagree
- Disagree
- Simply agree
- Agree
- Strongly agree

Table 1. Validity Test Results

Variabel	Item	Koefisien korelasi	Information
Plant quality	Stem	0.591	Valid
	Leaf	0.607	Valid
	Root	0.434	Valid

Source: Primary data processed in 2022.

2. Field Studies (Field Research)

The author takes data directly on the research object using several procedures, namely:

- The questionnaire, is an efficient data collection technique if the researcher knows with whom the variable will be measured and knows what can be expected from the respondent.
- Interview is a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be studied, and also know things from respondents who are more in-depth and the number of respondents is small/small.
- Observation is a complex process, a process composed of various biological and psychological processes [3].

3. Library Studies (Library Research),

This research was conducted for theoretical data collection which was then used as supporting literature to support the research being conducted. This data is obtained from literature, company documents, journals, internet sources which can be used as references that are related to the problem under study.

2.3 Research Instrument Test

Validity Test. Validity test is used to measure whether something is valid or valid questionnaire. A questionnaire is said to be valid if the questions on the questionnaire able to express something that will be measured by the questionnaire. A valid instrument means that the measuring instrument used to obtain (measure) data is valid. The correlation coefficient is equal to 0.3 or more, so the instrument items are declared valid [3]. Validity test in consumer satisfaction research on orchids at CV. ASRI GARDEN was also tested using the SPSS application which obtained the results as shown in Table 1.

Reliability Test. Reliability Test is a tool to measure a questionnaire that is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if one's answers to statements are consistent or stable from time to time. Reliability measurement is carried out by means of one shot or measurement only once then the results are compared with other questions or measuring the correlation between the answers to questions. SPSS provides a facility to measure reliability with the Cronbach Alpha (α) statistical test. Shows that Cronbach Alpha can be accepted if >0.6 . The closer the Cronbach Alpha is to 1, the higher the consistent reliability [4].

Table 2. Characteristics of Respondents by Gender

Gender	Number of Respondents (people)
Male	17
Female	63
Total	80

Source: Primary data processed in 2022.

Based on the results of the reliability test using the SPSS application, the cronbach alpha result was 0.840. So it can be concluded that the instrument in this orchid consumer satisfaction research can be said to have high reliability because it is at 0.70–0.90. The criteria for the reliability test results are as follows; if $\alpha > 0.90$ then the reliability is perfect. If the alpha is between 0.70–0.90 then the reliability is high. If $\alpha 0.50 - 0.70$ then the reliability is moderate. If $\alpha < 0.50$ then low reliability. If alpha is low, it is likely that one or more items are unreliable.

3 Results and Discussion

3.1 Characteristics of Respondents CV. ASRI GARDEN

Characteristics of Respondents Based on Gender

Based on the distribution of gender, there were 17 male respondents, while 63 female respondents. Enthusiasts of orchid plants are indeed mostly women because the majority of women prefer beauty and are painstaking in caring for plants. Hybrid orchid flowers can also last 2–3 months to bloom so that their beauty can be enjoyed longer than other ornamental plants. This is in accordance with the research which stated that the characteristics of the respondents in the orchid study were the majority of women (Table 2).

Characteristics of Respondents Based on Occupation

The number of respondents who worked as civil servants were 31 people, 26 people who worked as entrepreneurs, 17 people as housewives, and 6 others. Most of the respondents who bought orchids at CV. ASRI GARDEN is a civil servant and entrepreneur. CV. ASRI GARDEN in selling online through several Facebook groups. PNS and self-employed consumers are also members of the group and actively view posts in the group so they are interested in making purchases. This is in accordance which stated that the characteristics of the respondents in the orchid study were mostly civil servants and private employees (Table 3).

Characteristics of Respondents Based on Age

Based on the results of the distribution of respondents in this study, the most buyers of orchids were in the age group of 41–50 years and >50 years. In the age group of

Table 3. Characteristics of Respondents by Occupation

Type of Occupation	Number of Respondents (people)
civil servant	31
Self-employed	26
Housewife	17
Other	6
Total	80

Source: Primary data processed in 2022.

Table 4. Characteristics of Respondents by Age

No.	Age Group	Number of Respondents
1.	<20 years	0
2.	20–30 years	1
3.	31–40 years	19
4.	41–50 years	26
5.	>50 years	24
	Total	80

Source: Primary data processed in 2022.

41–50 years, many households are already established and are starting to think about adding beauty to their homes. At the age of >50 years, especially the elderly who have retired, they tend to use more of their time to seek entertainment by channeling their hobby of planting and enjoying the beauty of orchids. Mothers at this age have high purchasing power for orchids, they are even very proud if they can have a collection of various orchid plants and manage to grow orchids until they flower. This is not in accordance which states that the majority of buyers are aged 30–40 years because in this study the respondents were offline buyers who came directly to the place while in this study the respondents were online buyers who simply chose orchids and transferred money for goods. directly sent to the buyer's address making it easier for respondents aged 40 years and over (Table 4).

Characteristics of Respondents Based on Education Level

Based on the results of the distribution of the characteristics of the respondents based on the level of education, it was found that the majority of the respondents had a bachelor's degree (S1). Enthusiasts of this orchid plant are indeed people who have quite a high education and the majority are working. One of their ways to relieve work fatigue is by growing orchids and enjoying the beauty of orchids. This is in accordance with the research which states that the characteristics of the respondents in the orchid research are the majority having a bachelor's degree (Table 5).

Table 5. Characteristics of Respondents by Education Level

Education	Level Number of Respondents
Elementary-Junior High School	0
SENIOR HIGH SCHOOL	13
Diploma / Academy	7
Bachelor	47
Postgraduate	13
Total	80

Source: Primary data processed in 2022.

Table 6. Characteristics of Respondents Based on Income Level

Income Level	Number of Respondents
<Rp. 2.000.000,-	18
Rp. 2.000.000,- - Rp. 3.000.000,-	0
Rp. 3.100.000,- - Rp. 4.000.000,-	15
Rp. 4.100.000,- - Rp. 5.000.000,-	7
>Rp. 5.100.000,-	39
Total	80

Source: Primary data processed in 2022.

Characteristics of Respondents Based on Income Level

Based on the results of the distribution of data in this study, it can be concluded that most of the respondents who bought orchids at CV. ASRI GARDEN has an income of >5,100,000.-. Consumers with high incomes are already able to meet their daily basic needs, so they use some of their money for hobbies that increase happiness, one of which is by buying and enjoying the beauty of orchids. This is in accordance with the research which stated that the characteristics of the respondents in the orchid study were the majority having an income of $\geq 5,000,000.-$ (Table 6).

Characteristics of Respondents Based on the Percentage of Income Per Month Used to Buy Orchids

Based on these data, most of the orchid respondents from CV. ASRI GARDEN uses 10% of its income per month to buy orchids. Orchid plants are tertiary needs whose fulfillment is carried out after basic needs are met. This is in accordance who concluded that fulfillment of tertiary products can be ruled out (Table 7).

3.2 Constraints to Online Sales CV. ASRI GARDEN Kediri

The constraints faced by CV. ASRI GARDEN include:

Table 7. Characteristics of Respondents Based on the Percentage of Income Per Month Used to Buy Orchids

% of income used to buy orchids	Number of Respondents
10%	63
20%	10
30%	7
Total	80

Source: Primary data processed in 2022.

Competition with other manufacturers. The condition of the Covid-19 pandemic, accompanied by the soaring need for ornamental plants to fill time at home and boost immunity, has also increased the number of online sellers. Competitors in selling orchids online are increasing so that the competition is also getting tougher.

Irresponsible buyer. Irresponsible buyers place orders for some orchid plants but do not make payments. Even though the plants were not sent because there was no evidence of transfer, they caused the plant stems to wrinkle because they had been drying for too long.

The market in the buy and sell group is saturated. The buying and selling group is saturated because what used to be a buyer in the group has changed to a seller so that the number of sellers in the group has increased without being accompanied by the addition of new members as buyers.

The process of drying the planting medium in the rainy season. Drying the planting medium in the process of shipping orchids is very important to prevent the risk of rotting on the road. The orchid plants are removed from the soft pot, then in a shady place, wait until the growing media is dry and exposed to fan blows. During the rainy season the condition of the place is damp and the cold air inhibits the drying process.

Hard-to-find packaging materials. Safe packaging materials using thick and strong used cardboard packaging for cigarettes. Only certain large wholesale cigarette shops have these used boxes.

Orchid plants are damaged due to the shipping process. Expedition treatment in each area is sometimes not the same. Even though they have used good packaging materials, the treatment was not good so that the plants were damaged to the consumers' place. Shipping outside the island should be via air 3–4 days until it becomes via ship so the plants can travel up to 2 weeks.

Volumetric measurements by expedition. Plants that are tall and weigh less than 1 kg must pay 2 kg shipping costs because they are measured volumetrically. This makes consumers outside the island hesitate to buy because the shipping costs are too expensive.

Table 8. Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.168	.527		2.215	.030
Stem	.070	.100	.097	.694	.020
Leaf	.275	.091	.379	3.009	.004
Root	.051	.075	.086	.685	.046

a. Dependent Variable: satisfaction.

Source: Primary data processed in 2022.

3.3 Regression Analysis of the Effect of Plant Quality on Orchid Consumer Satisfaction at CV. ASRI GARDEN

The quality of orchid plants based on Table 8 has a significant and positive influence on consumer satisfaction, the value of sig. stems of 0.020, leaves of 0.004 and roots of 0.046. CV. ASRI GARDEN Kediri always tries to maintain the quality of the plants (stems, roots and leaves) that are sold. The leaf item shows the highest coefficient value, which is 0.275, compared to the stem coefficient value, which is 0.07 and the root value, which is 0.051. Based on the coefficient value, the better the quality of the stems, leaves and roots of CV orchid plants. ASRI GARDEN Kediri, the higher the consumer satisfaction. This is because consumers are satisfied with the condition of the orchid plants which are received with healthy, fresh leaves, normal leaf shape and intact. For consumers, quality plant leaves are an indicator that the plant is healthy and will grow well. The results of this study are in accordance with the results of research conducted which states that the quality of orchid plants can increase consumer decisions in buying orchids [5].

4 Conclusions

Based on the results and discussion, it can be concluded that the quality of orchid plants (stems, leaves, roots) has a significant and positive effect on consumer satisfaction at CV. ASRI GARDEN Kediri. Besides that, the marketing system is considered not efficient but high demand increases consumer satisfaction because it provides benefits for the marketing agencies involved.

References

1. Lupiyoadi, Rambat: Manajemen Pemasaran Jasa, Edisi Pertama: Teori dan Praktik. Jakarta: Salemba Empat, (2001).
2. Wahid, Fahriss Abdurrahman, Puryantoro: Analisis Kepuasan Konsumen Terhadap Minat Beli Produk Bunga Melati (Studi Kasus Desa Talkandang, Kecamatan Situbondo, Kabupaten Situbondo). Jurnal Agribios Vol. 17 No.2, (2019).

3. Sugiyono: Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta, (2014)
4. Ghozali, Imam: Aplikasi Analisis Multivariat dengan Program SPSS. Semarang: Badan Penerbit Universitas Diponegoro, (2018).
5. Zulkarnain, R., Mahfudz, M., Khoiriyah, N.: Keputusan Konsumen dalam Pembelian Anggrek di DD Orchid Nursery Kecamatan Junrejo Kota Batu. Jurnal Sosial Ekonomi Pertanian dan Agribisnis, Vol. 9 No.3, (2021).

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

