

Consumer Characteristics Of Micro, Small And Medium Enterprises (Msmes) Buah Baru Online

Rahmawati Setiyani^{1*}, Sugeng Edi Waluyo², Istining Rahmadhani³

Agribusiness Program Study, Sains and Technology Faculty, Universitas Duta Bangsa Surakarta ^{1,2,3}

*Correspondence Email : @rahmawati_setiyani@udb.ac.id

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) Buah Baru Online is one of the MSMEs that focuses on marketing fruits online. Marketing is carried out by MSMEs Buah Baru Online through website and social media such as Tiktik and WhatsApp. The aim of this research is to determine the characteristics of MSMEs Buah Baru Online consumers. The population in this research is all consumers of MSMEs Buah Baru Online. The sample in this research was consumers of MSMEs Buah Baru Online who had shopped at MSMEs Buah Baru online and were at least 18 years old. The basic method used in this research is to use descriptive analysis obtained from diagram analysis. Consumer characteristics of MSMEs Buah Baru Online are dominated by female consumers, age range 35-44 years old, with employee work and income of more than IDR 3.000.001 per month.

KEYWORDS

Consumer, Fruit, MSMEs



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INTRODUCTION

Indonesia is an agricultural country. One type of plant that is widely cultivated in Indonesia is fruit producing plants. Fruit producing plants are plants that deliberately planted to produce fruit that can be consumed fresh, contain a source of vitamins and protein, and are used as food and to complement other needs (Ziraluo & Duha, 2020). Fruit is an agricultural commodity that has an important role for body health.

Technological developments have touched all aspects of life. Digital transformation and innovation have always been an important part in the development of all aspect of life and business (Younus, Nurmandi, Suswanta, & Shah, 2023). One sector that has had a positive impact on technological developments is the agribusiness sector. Through the development of digital technology, marketing of agribusiness commodities can be done online. The presence of an online market can help entrepreneurs market their product while making it easier for consumers to fulfill their needs by carrying out transactions online. One of the agribusiness commodities that can be marketed online is fruits. Fruits has the advantage of high selling value, various types and consumption which continues to increase along with population growth and people's awareness of the importance of maintaining body health (Marinda, Harisudin, & Antriyandarti, 2022).

Micro, Small and Medium Enterprises (MSMEs) Buah Baru Online is one of the MSMEs that focuses on marketing fruits online. Marketing is carried out by MSMEs buah Baru Online through website, and social media such as Tiktok and WhatsApp. It is hoped

that the business run by MSMEs Buah Baru Online can connect companies with consumers online so that they can meet consumer needs optimally. However, there are marketing problems that are not yet optimal because the MSMEs Buah Baru Online is still relatively new. The aim of this research is to determine the characteristics of MSMEs Buah Baru Online consumers.

RESEARCH METHOD

Research was conducted on the MSMEs Buah Baru Online. MSMEs Buah Baru Online is an MSMEs that operates in the service sector which provides online fruit orders. The types of data used in this research are primary data and secondary data. Primary data was obtained by filling out a questionnaire. Secondary data was obtained from related agency sources, books and previous research journals.

The population in this research is all consumers of MSMEs Buah Baru Online. The sample in this research was consumers of MSMEs Buah Baru Online who had shopped at MSMEs Buah Baru online and were at least 18 years old. The sampling technique used is non probability sampling with the consideration that the sample taken is the most appropriate and is considered to represent the population. The exact population in this study is not known, so the sample size was calculated using the unknown population formula and the results obtained were 100 consumers as the research sample.

The basic method used in this research is to use descriptive analysis obtained from diagram analysis. The data used is a questionnaire resulting from interviews with consumer respondents. The data that has been obtained is transformed into a diagram to make it easier to understand. The transformed data is then used for analysis.

RESULT AND DISCUSSION

MSMEs Buah Baru Online is an MSMEs that operates in the service sector which provides online fruits orders. MSMEs Buah Baru Online conduct their business through digital platforms such as website, Tiktok and also WhatsApp. MSMEs buah Baru Online has a mission that consumers can buy fruit easily, with a guarantee, ready to be delivered to their doorstep. Apart from that, MSMEs Buah Baru Online also provide fresh fruit every day and delivery is free. MSMEs Buah Baru online logo is presented in Figure 1.



Figure 1. MSMEs Buah Baru Online Logo

The MSMEs Buah Baru Online website is located at <https://www.buahbaruonline.com/> the display on the MSMEs Buah Baru Online website is presented in Figure 2.



We are now available on






ORDER DISINI	
CS BBO Jogja	
CS BBO Solo	
CS BBO Magelang	
INSTAGRAM	

Figure 2. MSMEs Buah Baru Online Website

Products are an important part of the marketing process. MSMEs Buah Baru Online has several product categories, one of which is fresh fruit. The fruit product offered are always available every day. Fruits is a product that has high economic value and has an important role in agricultural development (Marinda et al., 2022). Figure 3 presents a display of several fresh fruit products offered by MSMEs Buah Baru Online on the website.



Figure 3. Products of MSMEs Buah Baru Online

Price is an important factor in consumer consideration before making a purchasing decision. MSMEs Buah Baru Online has set the best prices that can attract consumer attention. Fruit prices set by MSMEs Buah Baru Online are presented in Table 1.

Table 1. Table Title

Name	Netto (Grams)	Price (IDR)
Red China Grape	500	32.000
Apple Fuji China	900-1.000	38.000
Apple Premium Tree	850-950	55.000
Sunkist Valencia	850-950	32.000
Local Baby Orange	950-1.050	14.000
Malang Orange	950-1.050	23.000
China Lemon	900-1.000	26.000
Longan	500	27.000
Honi Sunpride Pinapple	1 Pc	16.000
Harum Manis Manggo	1 Pc	16.000
Century China Pear	950-1.050	25.000
Packam Core Pear	900-1.000	38.000
Cavendish Sunpride Banana	900-1.000	24.000
Red Watermelon	2.300-3.200	28.000

Respondents in this research were MSMEs Buah Baru Online consumers who had shopping experience and were at least 18 years old. Based on the results, the characteristics of MSMEs Buah Baru Online consumers are grouped based on gender, age, occupation and income.

The following is data on consumer characteristics of MSMEs Buah Baru Online based on gender. Based on the results, it was found that the characteristics of respondents in the MSMEs Buah Baru Online based on gender were dominated by 81 female or 81 %. There were 19 male consumers or 19%. Data on respondent characteristics based on gender are presented in Figure 4.

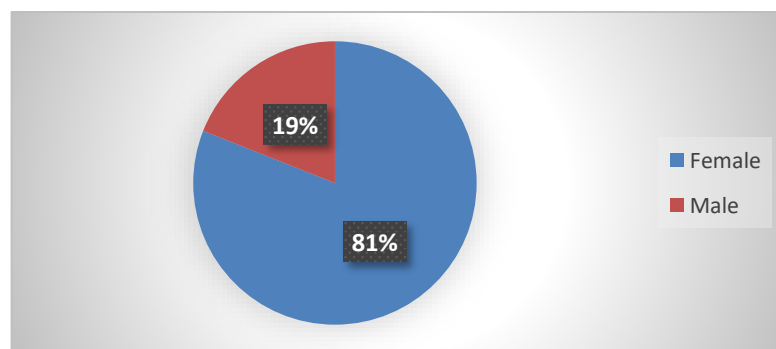


Figure 4. Respondent Characteristics Based on Gender

This means that more consumers who shop at MSMEs Buah Baru Online are female. This can happen because in general women have a role in shopping for household needs (Setiyani, Lestari, & Saputri, 2023). Women have a role in care work in the family environment and are the main key to maintaining the health of family members (Chairani, 2020).

The following is data on the characteristics of MSMEs Buah Baru Online consumers based on age. Age is the respondent's identity which can describe the respondent's experiences so that there is a diversity of behavior based on age. Data on the characteristics of respondents based on gender is preseted in Figure 5.

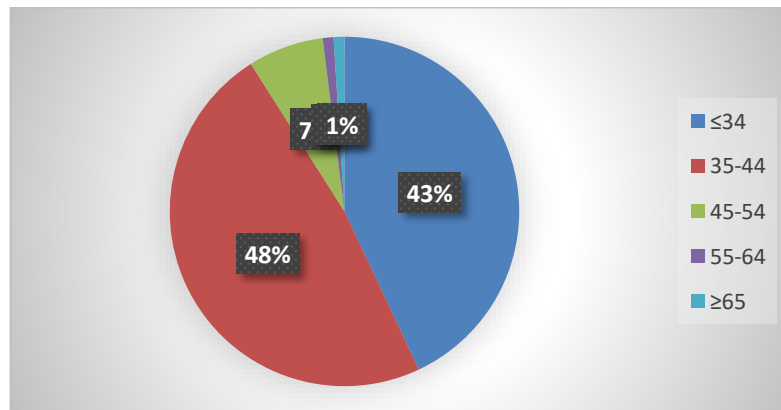


Figure 5. Respondent Characteristics Based on Age

Based on Figure 5, it can be seen that the age of MSMEs consumers is dominated by those aged 35 years to 44 years with 48%. This age is included in the mature and productive age group. The mature and productive age group has good abilities in thinking and making wise decisions. In adulthood and productive age, a person can consider consuming healthy food to stay healthy and minimize the risk of various diseases.

The following is data on consumer characteristics of MSMEs Buah Baru Online based on occupation. The research results show that consumer characteristics based on occupation are dominated by 49% employees. Furthermore, consumers characteristics based on occupation are 30% housewives. Data on respondent characteristics based on occupation is presented in Figure 6.

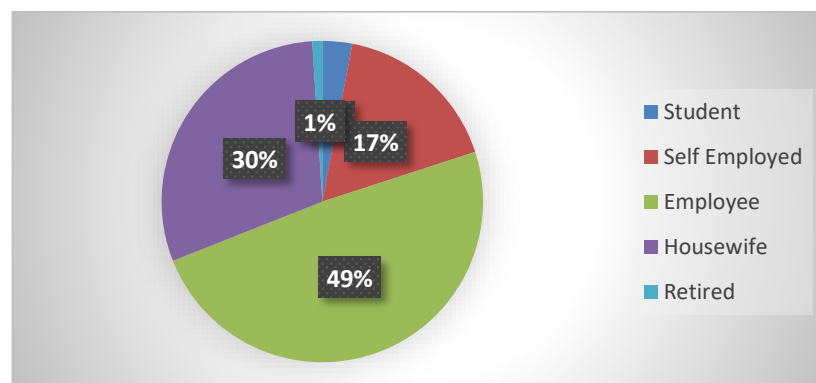


Figure 6. Respondent Characteristics Based on Occupation

This can be caused by employees who work according to office hours having limited time to shop so they choose to shop for fruits online at MSMEs Buah Baru Online. Housewives are also quite a large number of consumers at MSMEs Buah Baru Online because based on data, 37,04% of Indonesian women have household care activities (Chairani, 2020). Housewives who like practicality can make online purchases to meet household needs, including purchasing fruits.

The following is data on consumer characteristics of MSMEs Buah Baru Online based on income. Income is the total income received by workers, laborers and households, both physical and non physical, while carrying out work at a company (Mappigau, 2023). Based on the research results, consumers characteristics based on monthly income are

dominated by consumers with income of more than IDR 3.000.001 as many as 69%. Data on respondent characteristics based on income is presented in Figure 7.

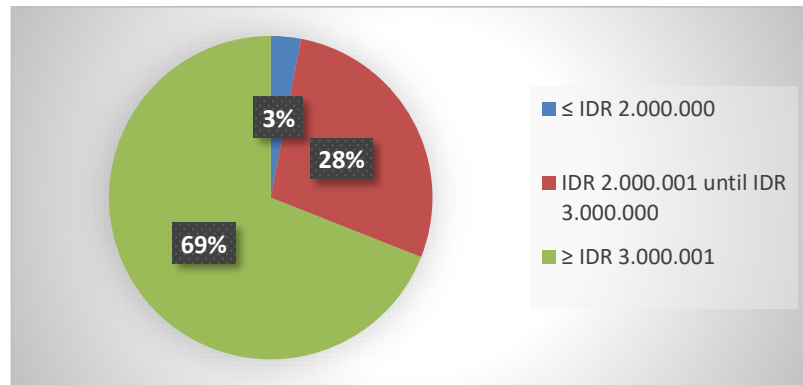


Figure 7. Respondent Characteristics Based on Income

Based on the Decree of the Governor of Central Java Number 561/57 of 2023 dated 30 November 2023, the Regency Minimum Wage in Central Java Province is in the highest range of IDR 3.243.969 and the lowest is IDR 2.038.005 (Pemerintah Provinsi Jawa Tengah, 2023). The research results show that MSMEs Buah Baru Online consumers have a high incomes range namely more than IDR 3.000.001. Consumers who have high incomes can fulfill their daily needs, including fulfilling the need for fruits to supports health. Every working person wants to get maimum income in order to meet their living needs (Mappigau, 2023).

CONCLUSION

MSMEs Buah Baru Online is an MSMEs that operates in the service sector which provides online fruits orders. MSMEs Buah Baru Online conduct their business through digital platforms such as website, Tiktok and also WhatsApp. Consumer charateristics of MSMEs Buah Baru Online are dominated by female consumers, age range 35-44 years old, with employee work and income of more than IDR 3.000.001 per month.

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