

ABSTRAK

Subsektor pertanian yang potensial dan mampu berkembang pesat di negara Indonesia, subsektor hortikultura, salah satu Subsektor hortikultura adalah buah naga organik. Penelitian ini bertujuan untuk menganalisis: (1) mendeskripsikan karakteristik perilaku konsumen terhadap buah naga organik di Naura Farm Jember; (2) menganalisis tingkat kepuasan konsumen buah naga organik di Naura Farm Jember; (3) merumuskan alternatif pembauran pemasaran berdasarkan perilaku konsumen buah naga organik di Naura Farm Jember. Penelitian ini dilaksanakan CV. Naura Farm Agrowisata. Pemilihan lokasi ini dilakukan secara sengaja (*purposive*). Jenis metode penelitian yang dipilih adalah deskriptif analitis. Metode Pengambilan Sampel menggunakan Total sampling, yaitu seluruh pengunjung di Naura Farm pada hari Sabtu dan Minggu. Penentuan ukuran sampel dihitung dengan jumlah responden sebanyak 33 orang. *Customer Satisfaction Index* (CSI), dan *Importance Performance Analysis* (IPA). Hasil penelitian menunjukkan bahwa : (1) Konsumen buah naga organik berjenis kelamin laki-laki (61,61%) dan rentang usia 18 – 24 tahun (30,30%), berdomisili di Jember (100%), Universitas atau Mahasiswa (36,36%), tingkat pendidikan terakhir yang dimiliki adalah Sekolah Menengah Atas (SMA) (30,30%); (2) Indeks kepuasan konsumen yang diukur dengan *Customer Satisfaction Index* (CSI) yaitu 75,42%, artinya mayoritas konsumen sudah merasa puas terhadap kinerja buah naga organik secara keseluruhan; (3) Bauran pemasaran yang perlu ditinjau kembali berupa bauran pemasaran yang berkaitan dengan 4P, yaitu *product* (produk), *price* (harga), *place* (tempat), *promotion* (promosi).

Kata Kunci: bauran pemasaran, buah naga, perilaku, kepuasan, konsumen.

ABSTRACT

The agricultural sub-sector that has the potential and is able to grow rapidly in Indonesia is the horticulture sub-sector, one of the horticulture sub-sectors is organic dragon fruit. This study aims to analyze: (1) Describe the characteristics of consumer behavior towards organic dragon fruit at Naura Farm Jember; (2) Analyzing the satisfaction level of organic dragon fruit consumers at Naura Farm Jember; (3) Formulate marketing mix alternatives based on consumer behavior of organic dragon fruit at Naura Farm Jember. This research was carried out by CV. Naura Farm Agrotourism. The selection of this location was done purposively. The type of research method chosen is analytical descriptive. The sampling method uses total sampling, namely all visitors at Naura Farm on Saturdays and Sundays. Determination of sample size is calculated by the number of respondents as many as 33 people. Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA). The results of the study show that: (1) Consumers of organic dragon fruit are male (61.61%) and age range 18-24 years (30.30%), domiciled in Jember (100%), University or Student (36.36%), the last level of education held is Senior High School (SMA) (30.30%); (2) The consumer satisfaction index as measured by the Customer Satisfaction Index (CSI) is 75.42%, meaning that the majority of consumers are satisfied with the overall performance of organic dragon fruit; (3) The marketing mix that needs to be reviewed is in the form of a marketing mix related to the 4Ps, namely product, price, place, promotion.

Keywords: *behavioral characteristics, consumers, marketing mix, organic dragon fruit, satisfaction.*