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CONSUMER PERCEPTIONS OF THE QUALITY WEBSITE ONLINE MARKETING (CASE ONLINE MARKETING [WWW.GOODPLANT.CO.ID](http://www.goodplant.co.id))

Dita Wahyu Ningtyas T¹, Emi Widiyanti², Beki Wahyu Utami³

*Department of Agricultural Communication Counseling, Faculty of Agriculture,
Universitas Sebelas Maret*

Email : ditawahyutyas@yahoo.co.id

ABSTRAK

Online marketing becomes one of the current marketing strategies, also marketing of agricultural products use website. One of website which use of online marketing is www.goodplant.co.id, online shop that sells hydroponic products. Consumer perceptions in this study include age, education level, income, profession and online shopping experience. While the quality of the website includes system quality, information quality, service quality, display quality, user satisfaction and net benefits.

This research is intended analyze consumers' perception of goodplant.co.id quality as an online marketing media. This research applied a descriptive study through survey. The subject of this study was people who have accessed the website, or people who have done any transaction in the website. The subject was chosen using judgment sampling by Google Docs. The amount of the subject is decided using estimation of population proporsion and confident level which was done with 95% of 100 respondents. The data was analyzed using interval width to determine the level of perception.

The result of the research showed that (1) the age range of the respondents is 17 – 34 years old, (2) the education of the respondents are diploma/ undergraduate degree, (3) most of the respondents are employee or entrepreneur, and (4) having high revenue Rp2.500.000-Rp. 3.500.000 / month, (5) most of the also frequently do online shopping. The perception of system quality of the website, information quality, service quality, website's layout, and the consumers' satisfaction were stated as a good category. Meanwhile, the respondents defined their perception of the advantages in the website as a very good category.

Keywords : Consumers, Perception, Website