

Analysis of Customer Satisfaction with Seller of Aglaonema Flower Plants

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Article history: submitted: February 10, 2023; accepted: November 28, 2023; available online: November 30, 2023

Abstract. Ornamental plants are a type of plant that provides additional aesthetic value. One of the ornamental plants that is currently trending and popular with consumers is the aglaonema flower. Humans always need the aglaonema flower ornamental plant to fulfill consumer satisfaction. The research aims to determine the level of consumer satisfaction with the seller of aglaonema ornamental plants in Tulus Rejo Village, Pekalongan District, East Lampung Regency. The research location is in Rejo Ikhlas Village, Pekalongan District, East Lampung Regency with the consideration that this area is a production center for sales of aglaonema flower ornamental plants. The research respondents were 30 consumers who bought Aglaonema flowers from within and outside the Pekalongan area, determined by the census method. The sampling technique was accidental sampling technique. The analysis used is *Customer Satisfaction Index* (CSI) and *Importance Performance Analysis* (IPA). The results of the research on the sale of decorative aglaonema flower plants in Tulus Rejo Village, Pekalongan District, East Lampung Regency are in the "satisfied" category, this can be seen from the calculation CSI of 71.20 percent, which means consumers are satisfied with the seller of aglaonema ornamental plants on the attributes of aglaonema ornamental plants having good quality and quality so that they succeed in satisfying consumers of aglaonema ornamental plants.

Keywords: aglaonema; consumers; flowers; ornamental plants; satisfaction

INTRODUCTION

Indonesia's agricultural sector is faced with global challenges that change the orientation of traditional agriculture which focuses on the farm sector orientation *off farm* with an agribusiness approach (Far & Rezaei-moghaddam, 2019). The agricultural sector that uses an agribusiness approach is the horticulture sub-sector. Ornamental plant producers must be able to create farming patterns that are simply used as a hobby to become a promising commercial enterprise (Purnamawati *et al.*, 2017). Cultivation of ornamental plants is one of the farming activities in the field of horticultural agriculture. Minister of Agriculture Regulation No. 73/Permentan/OT.140/7/2013 which states that floriculture plants are types of horticultural plants that are used for beauty, beauty and comfort in both closed and/or open spaces

Ornamental plants are types of plants that are cultivated to provide additional aesthetic value (Verdonk *et al.*, 2022). Ornamental plants are one of the agricultural commodities that will always be needed by humans and

play an important role in trading agricultural commodities (Bulgari *et al.*, 2021). Consumers buy ornamental plants usually because of hobbies and inner satisfaction which have the function of beauty and fanaticism (Setyawan, 2022). In order to attract the attention of consumers, ornamental plant sellers try to produce quality products (Mauida *et al.*, 2017). One of the medium ornamental plants *trend* and popular with consumers is the aglaonema flower ornamental plant. Various varieties of aglaonema flower ornamental plants are offered with their respective advantages in the form of attributes inherent in a product such as shape, color, various types, prices, and so on, causing differences between other ornamental plant products. Flower of aglaonema is a type of ornamental plant that does not flower (Apriansi & Suryani, 2019).

Sales of aglaonema flower ornamental plants have many competitors, so producers must be able to compete with other producers. Sellers must pay attention to consumer desires by studying every consumer who comes to the seller's stall. People who have a hobby with flowers, especially aglaonema flowers, will definitely return to the seller's place, this is the

seller's evaluation to retain consumers. One of the innovations made by aglaonema flower ornamental plant sellers in Tulus Rejo Village is by producing good quality aglaonema flower ornamental plants. Producers need to know about the quality of their ornamental plant products from consumers who buy aglaonema ornamental plants so that sellers know the level of consumer satisfaction with the aglaonema plants being sold.

In addition, the selling price of aglaonema flowers is starting to become unstable because some sellers think the trend of aglaonema flowers have started to fade so that the planting of aglaonema flowers is not as serious as when the aglaonema flowers were still good trends. Even if it's not trend again, there are still consumers who are looking for aglaonema flowers to beautify rooms and yards at home, where consumers think that aglaonema flowers have their own aesthetic value so that sellers of aglaonema flower ornamental plants continue to give their best to meet consumer satisfaction.

This is what makes the formula for researchers to conduct research on consumer satisfaction with sellers of aglaonema ornamental plants. Based on the description of the problem, the aim of the research is to determine the level of consumer satisfaction with sellers of aglaonema flower ornamental plants in Rejo Ikhlas Village, Pekalongan District, East Lampung Regency.

METHODS

The research was conducted in Tulus Rejo Village, Pekalongan District, East Lampung Regency with the consideration that the area is one of the production centers for the sale of aglaonema flower ornamental plants in Pekalongan District (BPP Pekalongan-East Lampung, 2022). According to Arikunto (2012) if the total population is less than 100 people, then the total sample is taken as a whole, but if the population is greater than 100 people, then 10-15% or 20-25% of the total population can be taken. The research was limited by time and costs, therefore the sampling time was only 1 month. The population in the study was 200 per month, so the sample of consumers of aglaonema flower ornamental plants in Tulus Rejo Village, Pekalongan District, East Lampung Regency was 30 samples. The sampling technique was accidental sampling technique (Sugiyono, 2014). The research was conducted in November 2022.

Data analysis used is validity test, reliability test, analysis CSI and IPA. To measure the level of consumer satisfaction with the sale of aglaonema flowers in Tulus Rejo Village, Pekalongan District, East Lampung Regency, namely using CSI Method (Sari *et al.*, 2020). The level of measurement used in measuring variables is the Likert scale, which is a scale used to measure attitudes, opinions and perceptions of a person or group about events or social phenomena (Sugiyono, 2014).

Table 1. Likert Scale and score of respondents answers

Respondents Answer	Score
Very important, very agree, very like, very good, very satisfied	5
Important, agree, like, good, satisfied	4
Important enough, agree enough, like enough, good enough, satisfied enough	3
Less important, less agree, less like, less good, less satisfied	2
Not important, disagree, don't like, not good, not satisfied	1

Source: Sugiyono, 2014.

Validity Test

The instrument is said to be valid if it is able to measure what is desired and can reveal data from the variables studied appropriately. The validity test is considered valid if the sig. ≥ 0.300 (Serli *et al.*, 2023).

Reliability Test

The instrument is said to be reliable if in several measurements of the same group the results are relatively the same. Reliability test can be done through the value alpha *cronbach* ≥ 0.60 then the variable reliable (Serli *et al.*, 2023).

Consumer Satisfaction Index (CSI)

CSI needed to determine the overall level of customer satisfaction by looking at the level of importance of the product/service attributes. CSI Calculation Steps:

1. Determine *Mean Importance Score* (MIS) and *Mean Satisfaction Score* (MSS). The value comes from the average value of interest and the average value of service for each sample.

$$MIS = \frac{\sum_{i=1}^n Y_i}{n}, MSS = \frac{\sum_{i=1}^n X_i}{n} \dots (1)$$

Information:

- n = Number of respondents
- Y_i = The value of the importance of the attribute Y to-i
- X_i = Service value of the attribute X to-i

2. Make *Weight Factor* (WF). The weight is the percentage of the *Mean Importance Score* (MIS) value attribute to the total MIS of all attributes.

$$WF = \frac{MIS_i}{\sum_{i=1}^P MIS_i} \times 100\% \dots (2)$$

Information:

- P = Number of interest variables
- i = The attribute to-i

3. Make a *Weight Score* (WS). Its weight is a multiplication between *Weight Factor* (WF) with an average level of satisfaction (*Mean Satisfaction Score* = MSS)

$$WS_i = Wf_i \times MS \dots (3)$$

4. Define *Consumer Satisfaction Index* (CSI) is a function *Weight Score* (WS) divided *Highest Scale* (HS)

$$CSI = \frac{\sum_{i=1}^P WS_i}{HS} \times 100\% \dots (4)$$

Information:

- P = Importance attribute
- HS = Maximum scale

The satisfaction index criteria use a range of 0.00 to 1.00 (not satisfied to very satisfied) which can be seen in Table 2. Then an assessment of the seller's performance is carried out based on Kotler's theory (2009) including *Tangible*, *Reliability*, *Responsiveness*, *Assurance* and *Empathy*.

Table 2. Satisfaction index criteria.

CSI value	CSI criteria
0,81 - 1,00	Very satisfied
0,66 - 0,80	Satisfied
0,51 - 0,65	Quite satisfied
0,35 - 0,50	Less satisfied
0,00 - 0,34	Not satisfied

Source:Rangkuti,2006

Importance Performance Analysis (IPA). According to Suharyati et al. (2023), IPA is the basis for management in making decisions about what actions should be taken to improve company performance in order to increase customer satisfaction. IPAs used as a way to obtain information about the level of

consumer satisfaction with a product by measuring the level of importance. IPA method is an application technique for managing attributes from the level of importance to the level of implementation (Rangkuti, 2006)

Table 3. Attribute assessment

Interest Level		Performance Level	
Interval	Criteria	Interval	Criteria
100-179	Not important	100-179	Not good
180-259	Less important	180-259	Less good
260-339	Quite important	260-339	Quite good
340-419	Important	340-419	Good
420-499	Very important	420-499	Very good

Source: Rangkuti, 2006

Each attribute is positioned in the diagram, the horizontal axis (X_i) is filled with the average value of the i -th attribute performance level, and the vertical axis (Y_i) is filled with the average value of the

importance level of the i -th attribute, with the formula IPA_i which is described and divided into four quadrants into a Cartesian diagram (Rangkuti, 2006).

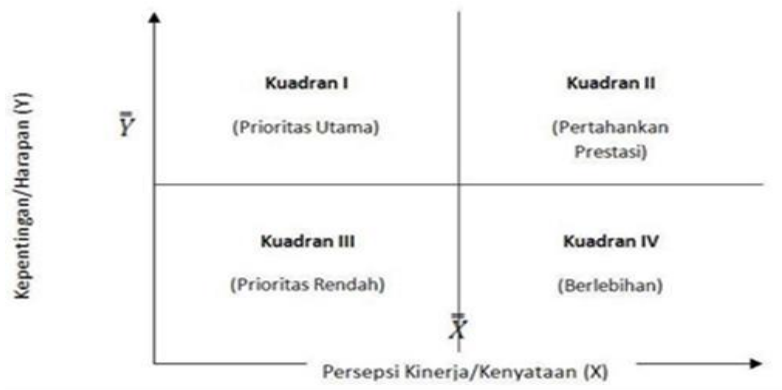


Figure 1. Importance performance matrix

Information:

1. Quadrant I (Top Priority): Attributes that are considered important by consumers but in reality the performance of these attributes is not in accordance with what consumers expect.
2. Quadrant II (Maintain Achievement): Attributes that are considered important by consumers and attribute performance is in accordance with what consumers expect.
3. Quadrant III (Low Priority): Attributes that are considered less important by

- consumers and in fact their performance is not too special.
4. Quadrant IV (Excessive): Attributes that are considered less important by consumers, but are felt to be too excessive in their performance.

RESULTS AND DISCUSSION

Validity Test

The results of the analysis on each variable are valid, and can be used to conduct research or test research hypotheses, because the value of the variable is above a significant value greater than 0.30 (Serli *et al.*, 2023). The results of the validity test are presented in Table 4.

Table 4. Validation test results

No	Service attribute	Satisfaction Level	Interest Level	Information
		Consumer Item 1	Consumer Item 2	
1	Compatibility of price and quality	0,823	0,698	Valid
2	Price affordability	0,867	0,741	Valid
3	Varietal advantages	0,852	0,756	Valid
4	Type compatibility	0,902	0,884	Valid
5	Produced color match	0,899	0,871	Valid
6	The superiority of the colors produced	0,882	0,856	Valid
7	Product resistance to plant pests	0,927	0,729	Valid
8	Environmental resistance	0,925	0,769	Valid
9	Conformity of the form produced	0,959	0,394	Valid
10	Manufactured size suitability	0,96	0,885	Valid
11	Sales friendliness	0,959	0,834	Valid
12	Ability to interact with customers	0,96	0,819	Valid
13	Handling customer inquiries	0,827	0,796	Valid
14	Speed in interacting with customers	0,897	0,886	Valid

Source: Primary data (processed), 2022

Table 4 shows that the results of the validity test of all variables selling aglaonema ornamental plants at the level of consumer satisfaction and the level of interest of aglaonema ornamental plant sellers are said to be valid because the value corrected *item-total correlation* of each variable is above the value

significant on table r product moment that is more than 0.30.

Reliability Test

Reliability test is done through value *alpha cronbach* if it is greater than 0.60 then the attribute is reliable (Serli *et al.*, 2023). Test result reliability can be seen in Table 5.

Table 5. Reliability test results

No	service attribute	Cronbach Level of	Cronbach Level of	Information
		consumer satisfaction	consumer interest	
		item 1	item 2	
1	Price	0,725	0,889	Rehabilitate
2	Variety	0,695	0,755	Rehabilitate
3	Color	0,739	0,667	Rehabilitate
4	Resilience	0,883	0,791	Rehabilitate
5	Form	0,797	0,875	Rehabilitate
6	Guarantee	0,914	0,735	Rehabilitate
7	Responsiveness	0,677	0,611	Rehabilitate

Source: Primary data (Processed), 2022

Table 5 shows that value *alpha cronbach* on all variables greater than 0.60, which means the level of consumer satisfaction with the sale of ornamental aglaonema plants in Tulus Rejo Village, Pekalongan District, East Lampung Regency is said to be *reliable*.

Analysis Results of Customer Satisfaction Index (CSI)

Customer Satisfaction Index (CSI) is a method for measuring customer satisfaction based on certain attributes. The level of consumer satisfaction with the sale of aglaonema flower ornamental plants can be seen from CSI value obtained from the value *weight score total* divided by the maximum scale of 100%. The consumer satisfaction index for selling aglaonema ornamental plants can be seen in Table 6.

Table 6 shows that consumer satisfaction with aglaonema flower ornamental plant sellers gives an average value mean *satisfaction score (MSS)*, which is at most 4.13, which is owned by the suitability of price and quality attributes, because consumers attach importance to the suitability of price and product suitability. Then for value Mean *Satisfaction Score (MSS)* is at least 3.40 which has the attribute of environmental resistance, because consumers think that for aglaonema

ornamental plant products, the resistance to environmental resistance does not match what consumers expect. The performance assessment of the seller of the aglaonema ornamental plant includes *Tangible, Reliability, Responsiveness, Assurance* and *Empathy*.

Tangible

Conformity is the hope of the seller to achieve consumer satisfaction. Appropriateness of the sellers of aglaonema flower ornamental plants in the form of suitability of price with quality, suitability of price affordability, type suitability, and color suitability produced.

Matching price with quality goes hand in hand with the characteristics of the product. Price is one of the determinants of the success of a seller of aglaonema flower ornamental plants because the price determines how much profit the seller will gain from sales. Aglaonema flower ornamental plant sellers will be successful if they can retain consumers or customers. Therefore, sellers must continue to innovate to improve the quality of aglaonema flower ornamental plants so that they have advantages in terms of color, shape and size which can influence the price. Sellers of aglaonema flower ornamental plants offer several types of aglaonema flower ornamental plants by

offering prices, each type of aglaonema type of aglaonema flower. flower has a different price depending on the

Table 6. Calculations of *Customer Satisfaction Index (CSI)*

No	Item	Mean Importance Score (MIS)	Mean Satisfaction Sekore (MSS)	Weight Factors (WF)	Weight Score (WS)
Tangible					
1	Compatibility of price with quality	4,33	4,13	0,07	0,29
2	Price affordability	4,07	3,73	0,07	0,26
3	Varietal advantages	4,07	3,80	0,07	0,27
4	Type compatibility	3,77	3,63	0,06	0,22
5	Produced color match	4,23	3,90	0,07	0,27
Reliability					
6	The superiority of the colors produced	4,13	3,67	0,07	0,26
7	Product resistance to plant-disturbing organisms	3,83	3,57	0,06	0,21
8	Environmental resistance	3,40	3,40	0,05	0,17
Responsiveness					
9	Ability to interact with customers	4,07	4,03	0,07	0,28
10	Handling customer inquiries	4,27	4,10	0,07	0,29
Assurance					
11	Conformity of the form produced	4,40	3,93	0,07	0,28
12	Manufactured size suitability	3,97	3,93	0,07	0,28
Empathy					
13	Sales friendliness	4,37	3,93	0,07	0,28
14	Speed in interacting with customers	3,77	3,63	0,06	0,22
TOTAL		56,67	Weight Score Total (WT)		3,56
CSI:(Weight Score Total:5) x 100 %					71,2

Source: Primary data (Processed), 2022

Affordable prices are a concern for sellers to keep consumers visiting places selling aglaonema ornamental plants. Price acts as one of the most important elements that determines market share and producer profits. Aglaonema flower ornamental plants have varying prices depending on the type of aglaonema flower, so the rarer the type of aglaonema flower ornamental plant, the more expensive it will be. For consumers who come

to the location of the aglaonema flower seller, they definitely have a hobby of collecting aglaonema flower ornamental plants, price is not that much of a problem because the aglaonema flower has provided consumer satisfaction.

Suitable types of aglaonema ornamental plants that consumers expect are already available for sale. Aglaonema ornamental plants have become very popular and are most

sought after by the public in the era of the Covid-19 pandemic. For sellers of aglaonema flower ornamental plants, consumers who visit the sales location will see various types of aglaonema flowers and consumers make aglaonema flower ornamental plants into collections because of the beauty of their leaves which have various patterns and colors.

Several types of aglaonema flowers that are sold are aglaonema angel, aglaonema pride of Sumatra, aglaonema moonlight, aglaonema adelia, aglaonema legacy, aglaonema claudia, aglaonema siam aurora, aglaonema thistle, aglaonema love, aglaonema red kochin, aglaonema tiara, and aglaonema red ruby. At this time, sellers of ornamental aglaonema flower plants stated that red aglaonema flowers were increasingly popular with consumers, even the price of red aglaonema flowers had become very expensive, even though most aglaonema leaves were a mixture of green with white or gray.

Reliability

Reliability in sellers of aglaonema flower plants at the sales location is in the form of superior colors produced, product resistance to plant pest organisms, resistance to the environment. Reliability is the ability to provide services accurately, reliably and on time. The color of the aglaonema flower has an attraction for consumers who buy it. The color of the aglaonema flowers sold varies, the dominant color being red because the aglaonema flower provides beauty. Apart from that, the aglaonema flower ornamental plant has patterned leaves and striking colors with the dominant color being red.

The aglaonema flower ornamental plants that are sold are resistant to pest organisms, so many consumers buy these plants. Information from the seller, plant pest organisms that often disturb ornamental aglaonema flower plants are in the form of stem rot or root rot. Aglaonema ornamental

plants that have been attacked by plant pests will find it difficult to return to normal, and most plants will even die. To prevent ornamental plants from being attacked by plant pest organisms, sellers of aglaonema flower ornamental plants must carry out intensive care such as controlling watering, appropriate plant media, providing balanced plant nutrition, and the plants must be exposed to sufficient sunlight. The seller stated that an environment that is too humid, lots of rain, too much watering, plants that are too close together, poor air circulation can cause the growth of diseases in the form of fungi, bacteria or viruses.

Resistance to the environment is a determining factor in the growth of aglaonema flower ornamental plants. Aglaonema flower ornamental plants are very sensitive to the environment, this can be seen from plants that are affected by disease, then the surrounding plants will also be affected by the disease. For sellers, aglaonema flower ornamental plants need a good and beautiful environment to grow. Aglaonema flowers can grow well in any environment, depending on the care of the plant.

Responsiveness

The alacrity of Aglaonema ornamental plant sellers in providing services according to customer needs quickly and accurately. The seller at the location has good communication skills with consumers, this can be seen from the seller's knowledge of ornamental plants, especially aglaonema flowers, so that the goals of the seller and consumer are achieved.

The seller already knows the characteristics of each consumer, this is known to the seller every time a consumer comes to the sales location, whether it is just looking around or buying ornamental plants. Sellers who often meet with consumers make sellers aware of market demand so that it can become the basis for sellers to increase and develop production with various types of

aglaonema flowers that consumers are looking for.

Consumers often ask to find aglaonema flowers that are unique or trendy in society. The questions asked to the seller are general, such as type, color, shape, size, price and quantity. The seller answered well, because the seller mastered the characteristics and conditions of the aglaonema flower.

Assurance

Certainty is the clarity of the products offered in terms of shape and size. Sellers offer aglaonema flower ornamental plants in varying shapes and sizes. The aglaonema ornamental plants available at the seller's premises have wide and small leaves, making it easier for consumers to choose and look for attractive aglaonema ornamental plants. The aglaonema ornamental plants owned by sellers are small, medium and large in size which suit the interests of consumers who love aglaonema flower ornamental plants.

The suitability of the form produced is the seller's hope so that consumer desires can be fulfilled. When consumers come to ornamental plant sellers, consumers look for plants that have an attractive shape, such as wide or small leaves or even many branches. Consumers look for ornamental plants according to the conditions of the house/where the ornamental plants will be installed. Most of the consumers who come to the seller are women or mothers. The purpose of mothers buying ornamental plants is to beautify the garden or the room around the house. The suitability of the sizes produced by sellers varies. The size of the aglaonema ornamental plant can determine where the flowers are displayed, making it easier for sellers

Empathy

Empathy is the attention given by sellers to consumers such as the convenience of consumers in communicating with sellers, and

the ability of sellers to understand consumers' wants or needs. Attributes of empathy on customer satisfaction, then on this attribute there are several assessments including the friendliness of the salesperson, and speed in interacting with customers.

Friendliness can help sellers/producers build positive relationships with consumers that make consumers come back. The seller's appearance increases the seller's trust with regard to cleanliness, tidiness and comfort. Hospitality can greet each other and be polite to consumers. Therefore, hospitality can make it easier to communicate which is a success factor in sales. Every consumer who comes to an aglaonema florist's place, the seller immediately approaches by offering the types of aglaonema flowers according to the tastes of the consumer. The seller explains the types of aglaonema flowers by showing them and inviting them to where the aglaonema flowers are placed. This is what makes consumers feel happy and at home at a place selling Aglaonema flower ornamental plants.

Speed in interacting with customers is an important point in selling a product/service, this is what the seller of the aglaonema flower ornamental plant does by asking the ornamental plant he is looking for and explaining the type of flower to the consumer immediately. Interaction is a relationship that meets each other to gain benefits and achieve goals from both parties. Therefore, interaction between sellers and consumers of ornamental plants can be built, if the goals of both parties are achieved, such as price and type of flower.

CSI score is obtained from the value weight score total divided by the maximum scale used in this study (maximum scale of 5) then multiplied by 100%. CSI value of 71.20 lies in the range of 0.66-0.80 which indicates that the level of consumer satisfaction with the seller of the aglaonema ornamental plant flower is "Satisfied". In an effort to increase consumer satisfaction, sellers of Aglaonema ornamental plants improve

performance/services that are considered lacking, such as environmental resistance, product resistance to plant disease organisms, superior colors produced and type suitability.

Analysis Results of Importance Performance Analysis (IPA)

Analysis of the importance level and performance level of Aglaonema ornamental plant attributes was processed using IPA

method, this analysis is included to determine the state of each attribute and satisfaction factors in terms of the importance of attribute performance. The results of the analysis of the tools in the form of Aglaonema ornamental plant attributes that affect consumer satisfaction. The following is the average value of the importance and performance of sellers of ornamental aglaonema plants, which can be seen in Table 7.

Table 7. Calculation of the average value of performance appraisal and importance

No.	Attribute	Interest (Y)	Kiner (X)
A. Price			
1	Price match with product quality	4,330	4,133
2	price affordability of the product	4,066	3,733
B. Type of variety			
1	superiority of the varieties produced	4,066	3,800
2	suitability of the type being produced	3,766	3,366
C. Plant color			
1	production color matching	4,233	3,900
2	superior color in production	4,133	3,666
D. Plant resistance			
1	product resistance to plant pests	3,833	3,566
2	resistance to environmental stress	3,400	3,400
E. Shape and size			
1	suitability of the shape in production	4,400	3,933
2	suitability of the size in production	3,966	3,933
F. Guarantee			
1	friendliness of the seller	4,366	4,100
2	employee interaction skills	4,066	4,033
G. Responsiveness			
1	handling complaints against consumers	4,266	4,100
2	how the speed in the interaction	3,766	5,000
Total Average		4,050	3,900

Source: Primary data (processed), 2022

Table 7 shows that the average value of the level of consumer interest is greater than the performance level of producers of aglaonema ornamental plants, which means that consumers expect producers to improve their capabilities in terms of quality and quality aspects to increase producer performance levels(Purnamawati *et al.*, 2017). The Cartesian diagram itself is divided into

four quadrants with the center line dividing based on the total value of the average level of importance (Y) which is equal to 4.05 and the average value of the level of performance (X) of 3.90. Based on the picture, it can be seen that each attribute of Aglaonema ornamental plants occupies a position according to their respective quadra.

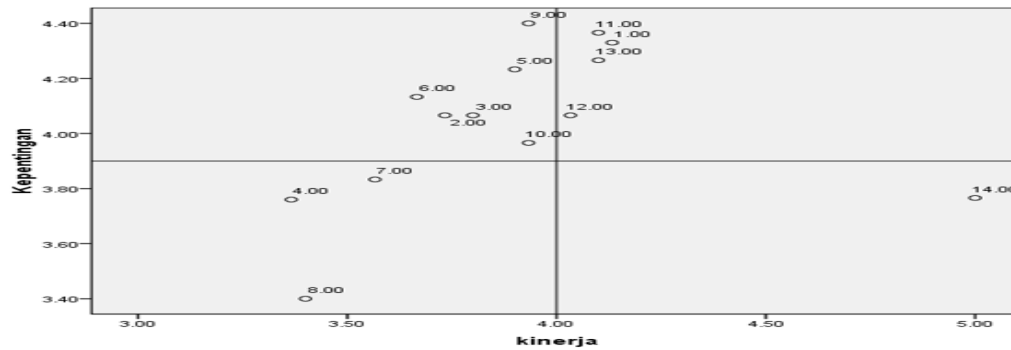


Figure 2. Cartesian quadrant
Source: Primary data (Processed), 2022

Quadrant 1 (top priority)

Quadrant 1 shows the attributes that are considered influential, in this case the producers of aglaonema ornamental plants in Tulus Rejo Village, Pekalongan District, East Lampung have carried out according to the wishes of consumers so that consumers feel satisfied there are several attributes of aglaonema ornamental plants which are at quadrant 1 which indicates that the performance of ornamental plants Aglaonema has a low level of performance, therefore the performance of the attributes included in this quadrant must be further improved and can be a top priority.

Quadrant II (maintain achievement)

Quadrant II shows that the attributes that are considered very important affect consumers and producers of aglaonema ornamental plants that have succeeded in implementing them according to what consumers want. In this quadrant there are factors that are considered important and are expected to be supporting factors for consumer satisfaction so that producers of aglaonema ornamental plants are required to maintain these performance achievements.

In quadrant II of the Cartesian diagram, there are attributes of price compatibility with product quality that are more suitable for consumer satisfaction. These attributes are the

mainstay of Aglaonema ornamental plant producers located in Tulus Rejo Village, Pekalongan District, East Lampung. Therefore, these attributes must be continuously maintained by producers so that consumer satisfaction is maintained so that high loyalty is formed.

Quadrant III (low priority)

Quadrant III shows several attributes that are less important for consumers. The implementation of this attribute by the seller of Aglaonema ornamental plants is mediocre. The suitability of the types of Aglaonema plants that are produced should be considered again by the sellers of ornamental aglaonema flowers so that consumers are interested in visiting them because according to (Sari *et al.*, 2021) the importance of species suitability for consumers, some respondents who often do not get the type of aglaonema ornamental plants that are desirable because the availability of the type in production is incomplete. Therefore, the performance of the suitability attribute for Aglaonema ornamental plants must be further improved.

The resistance of the product to plant pests should be considered again by aglaonema flower ornamental plant producers because consumers still often encounter products that have an impact on plant pests such as still seeing damaged leaves due to

being eaten by caterpillars. This of course will make consumers less satisfied with this attribute. Therefore the performance in the attribute of product resistance to plant pests must be improved again.

The resistance of *Aglaonema* plants to the environment should be considered again, because consumers in this attribute are still many who are not satisfied, many ornamental plants are damaged due to the environment, such as many plants that are exposed to dust which is caused by the many passing vehicles so that many flowers are dusty, reducing the beauty *aglaonema* plant. Therefore, the performance of *Aglaonema* ornamental plant producers in this attribute must be increased again, so that consumers get the desired suitability.

Quadrant IV (excessive)

Quadrant IV shows the attributes that are less important for consumers but the implementation is very satisfying. In this quadrant there are factors that are considered not too important and are not highly expected by consumers but have a good level of performance. In quadrant IV of the Cartesian diagram there is an attribute of speed in transactions. This attribute is indeed less important for consumers but its implementation is very satisfying. According to (Ramadhani & Anindita, 2017) producers always pay attention to the importance of interacting with consumers which will have an impact on increasing sales.

CONCLUSION

Based on the discussion above, it can be concluded that the level of consumer satisfaction with the sale of *Aglaonema* ornamental plants in Tulus Rejo Village, Pekalongan District, East Lampung Regency is classified as satisfied. This can be seen in the calculations Customer Satisfaction Index (CSI) that the value of consumer satisfaction is 71.2. Based on calculations, Importance

Performance Analysis (IPA) shows that the value of the total performance level averages 3.90 and the value of the total importance level averages 4.05, which means that the attribute level of performance is slightly greater than the importance level attribute. This shows that the company's performance level has not met the expectations desired by consumers on several attributes such as the suitability of the types produced, product resistance to plant pests and product resistance to environmental stress.

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