

ABSTRACT

Consumer awareness of the importance of maintaining health in terms of consuming organic vegetables is increasing and many factors play a role in determining the level of purchase. This study aims to determine the description of consumer characteristics and their relationship to the level of satisfaction in purchasing organic vegetables in the city of Medan. The design of this study was conducted with a quantitative descriptive method approach using a sample of 90 respondents. The analytical method used for the analysis of consumer characteristics is descriptive statistics and the analysis of the relationship between characteristics and the level of satisfaction is the crosstab and chi-square test. The results showed that the description of consumer characteristics based on gender was dominated by women, aged 31 to 40 years, earning between 2,000,001 to 3,000,000 rupiah, length of education 16 years or equivalent to S1 and having a total family of 2 people. Meanwhile, the results of the analysis show that there is a significant relationship between the length of education variables and the level of consumer satisfaction in purchasing organic vegetables in the city of Medan. Whereas for the other characteristic variables there was no significant relationship with satisfaction level.

Keywords: Characteristics, customer satisfaction, organic vegetables