

ABSTRACT

OPTIMIZATION OF SERVICE QUALITY DIMENSIONS IN INCREASING SALES OF AGRICULTURAL PRODUCTS USING BLOCKCHAIN TECHNOLOGY IN THE ERA OF MODERN CAPITALISM

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The era of modern capitalism has brought significant changes in the agricultural context that affect farmers' access to markets, income and overall quality of life. This research aims to examine the impact of optimizing service quality indicators in increasing product sales by considering the dimensions of consumer satisfaction (Tangible, Empathy, Reliability, Responsiveness, and Assurance) as well as the adoption of blockchain technology in the agricultural sector in the era of modern capitalism. This research uses three main variables, namely Variable X (Service Quality Dimensions), Variable M (Blockchain Technology), and Variable Y (Product Sales). The method used is a quantitative method with a path analysis approach. Data was collected through a structured survey from respondents who were consumers or business people in the agricultural sector. Measurements were carried out using a Likert scale to evaluate consumer perceptions of the dimensions of satisfaction (Variable X), adoption of blockchain technology (Variable M), and level of product sales (Variable Y).

This research contributes to practical and theoretical understanding regarding the implementation of more effective marketing strategies in the context of blockchain technology in the agricultural sector. The implications of the research results can provide guidance for business people to improve the quality of their services by considering aspects of consumer satisfaction and the use of blockchain technology to achieve an optimal increase in consumer product sales.

Keywords: Service Quality Dimensions, Blockchain Technology and Product Sales

