

Analysis of Consumer Behavior to Purchase Decisions of ornamental Plants at The Kayoon Surabaya Flower Market



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ABSTRACT: The growing ornamental plant business in Surabaya makes consumers increasingly consider their best choices when deciding to buy, therefore business operators must be able to understand consumer behavior well. This study aims to find out the characteristics of consumers, purchase decision-making processes, and factor factors influencing ornamental plant purchase decision-making at the Kayoon Surabaya Flower Market. This study was conducted at the Kayoon Flower Market in Surabaya. The method of sampling incidentally sampling with 100 respondents. Collection of primary data by a assisted interview using questionnaires. The analysis methods used for the first and second purposes are descriptive, and the third purpose with SEM- PLS analysis. The results of the study showed that cultural factors, personal factors, and psychological factors had a positive and significant effect on purchasing decisions, while social factors did not have a positive effect on purchasing ornamental plants in the Kayoon Surabaya Flower Market

KEYWORDS- Ornamental Plant, Consumer Behavior, Purchasing Decisions, flower market, SEM-PLS.

I. INTRODUCTION

Ornamental plants are plants that can be planted outdoors or indoors to create attraction and beauty in an object. Various types of ornamental plant forms have their charm so they are worthy of collection ranging from flowering ornamental plants, leafy to unique shapes. One of the functions of ornamental plants besides being seen in terms of beauty, can also be as a soul cooler and environmental conservationist. The people of East Java have now made ornamental plants or floriculture as a trend or lifestyle. Based on data from the Central Statistics Agency (BPS), ornamental plant production in East Java in 2022 reached 335,774,911 pcs (BPS, 2022). Various ornamental plants are produced in East Java such as orchids, Japanese frangipani, herbs, roses, jasmine, sedap malam, chrysanthemums, bougainvillea, etc. East Java itself became the province with the most rose producers in Indonesia in 2015 amounting to 140 million stalks (BPS, 2015).

Surabaya is one of the cities in East Java that has many ornamental plant business actors to date. Kayoon Flower Market Surabaya is one of the most visited ornamental plant markets in Surabaya. Its strategic location makes this flower market the main choice of florist lovers in Surabaya to take a walk to spoil the eyes, see the colorful flowers along Jalan Kayoon Surabaya. There are so many shops that sell various flowers, ornamental plants, as well as various accessories and tools such as flower vases, fertilizers, typical pebbles, plant sprayers, screws and so on. Along with its uniqueness, Kayoon Flower Market is one of the flower markets that is also a tourist destination.

Every business actor involved in selling ornamental plants at Kayoon Flower Market is required to have knowledge about consumer behavior. This is due to the development of the ornamental plant industry which is full of competition. Producers and marketers of ornamental plants must provide ornamental plants in accordance with the needs and desires of consumers. The characteristics of ornamental plants desired by consumers and the characteristics of plants produced by producers are not exactly the same. Everyone who wants to buy something will usually consider the best option and the one that suits his wishes before deciding to buy. They choose based on their character and personal satisfaction they expect, in this case consumer behavior the same, so producers need to pay attention to consumer behavior in making purchases (Noviana et al., 2015).

includes the thoughts and feelings they experience, as well as the actions taken. Of course, consumers need careful consideration in making purchasing decisions by comparing products that suit their needs and desires (Saputri, 2016).

The important thing that must be understood in purchasing decisions is how the decision-making process is used by consumers when buying, besides that the market as a party that provides various products must be able to analyze the factors that influence consumers in making purchase decisions (Hasanah, 2017). Knowing how consumers make decisions and the factors

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that affect them is very important for producers to understand what consumers are interested in or need according to existing situations and conditions. This allows producers to predict the number of goods to be produced to match demand in the market and avoid losses so that the marketing strategy applied can be more targeted (Razak, 2016)

Kotler and Keller (2016) explain that 4 factors influence purchasing decisions based on consumer behavior, namely first cultural factors (culture, subculture, social class), second social factors (reference groups, family, roles, and status), third individual factors (age, occupation, economic circumstances, lifestyle, personality), and four psychological factors (motivation, perception, learning process, beliefs, and attitudes). Based on the existing study, it can be said that it is very important to know consumer behavior toward purchasing decisions and what factors influence these consumers when making decisions.

II. LITERATURE REVIEW

A. Consumer Behavior

Setiadi (2019), suggests that consumer behavior is defined as a series of actions that involve the purchase, use, and use of products or services, including thoughts and actions that lead to decision-making before and after the action is carried out. Consumer behavior is also defined as the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in the preparation and determination of these activities (Dharmesta & Handoko, 2016). The purpose of marketing activities is to attract the attention of consumers and influence them to be interested in buying the products or services offered. Marketing methods are now more modern, where consumers are the main target for scrutiny, especially in terms of their behavior. Business actors and authorities need to understand consumer behavior as a basis for designing marketing strategies and sales operations, including consumer segmentation based on gender, age, education, and occupation (Damiati et al., 2017).

Learning about consumer behavior is very useful for marketers to support the company's success in selling products to consumers. Some important factors that influence consumer behavior that must be known by companies according to Kotler and Keller (2016) are cultural factors, social factors, personal factors, and psychological factors.

1. Culture

Cultural factors play a significant role in influencing consumer purchasing decisions, although in the current era of globalization, a person's culture can be influenced by the culture of other countries (Isnan, 2020). Culture is a combination of beliefs, values, and habits that are accepted by members of a particular society or group and influence consumer behavior. This means that knowledge, values, and beliefs are an essential part of a culture that influences consumer behavior as members of society living in a certain environment (Firmansyah, 2019).

2. Social Factors

Social factors are the influence of a group of people who influence individuals to follow their habits (Bahari and Ashoer, 2018). Added by Isnan (2020) that social factors are a collection of individuals who have the same status or recognition in a community, both formally and informally. Social factors can be found through relationships with groups, families, or even one's role and status.

3. Personal Factors

Personal factors are decisions to choose goods or services that are influenced by a person's personality. The selection of the selected product is directly influenced by the factors and lifestyle of each individual. A person can make decisions according to his wishes without any pressure from other parties (Hudani, 2020). Personal factors are a way for individuals to collect and group the suitability of their responses to situations that are happening (Setiadi, 2019).

4. Psychological factors

Psychological factors can be seen from the influence of the environment in which individuals live and live today, along with the influence of past and future expectations (Setiadi, 2019). Significant psychological factors and adequate needs encourage a person to consider the option of goods to be purchased and satisfy their needs (Suprihati and Utami, 2015).

B. Purchasing Decision

Purchasing decision is a process that is passed in the stages of searching, purchasing, using, evaluating, and acting after consumption of products, services, or ideas that are expected to meet the needs of a consumer (Rossanty et al., 2018). Added by Firmansyah (2019) that purchasing decisions are the process of choosing an alternative from several existing options to solve problems or choosing and liking one brand over another. It can be said that purchasing decisions are actions taken by individuals or groups to overcome problems by deciding on the best alternative.

Some consumers assume that the decision-making process will consider many aspects (Adnan, 2018). The process of

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purchasing a product by consumers begins with an awareness of needs and wants. Awareness that has been achieved then consumers will look for information about the desired product. The process of searching for information is carried out by collecting all information related to the product. The consumer has the right to sort out the available product alternatives, which is called the information evaluation stage. Based on various criteria, consumers will choose one brand of product to buy.

C. Hypothesis

The hypothesis in this study is as follows:

H1: Cultural factors influence the purchase decision of ornamental plants. H2: Social factors influence the purchase decision of ornamental plants. H3: Personal factors influence the purchase decision of houseplants.

H4: Psychological factors influence the purchase decision of ornamental plants.

H5: Cultural factors, social factors, personal factors, and psychological factors influence the purchase decision of ornamental plants.

III. RESEARCH METHODOLOGY

This research was conducted at Kayoon Flower Market Surabaya. The sampling method in this study is using a nonprobability sampling method where not all elements or members of the population have the same chance to be selected as part of the sample, while the sampling technique uses accidental sampling, which is a sampling technique by chance, namely anyone who meets the researcher directly at the research location and is considered suitable as a data source (Sugiyono, 2018). Because the population is unknown, the respondents were taken as many as 100 respondents determined using the Lemeshow formula.

The data analysis methods used to answer the research objectives are as follows:

The Analysis Model used to answer the first objective regarding the consumer characteristics of ornamental plants in the Surabaya Kayoon Flower Market is to use descriptive analysis by describing the characteristics of respondents based on gender, age, recent education, occupation, and income.

The Analysis Model to answer the second goal regarding the purchase decision making process by consumers is to use descriptive analysis by describing the stages of the consumer process when making product purchase decisions starting from the introduction of information / problems, information search, alternative evaluation, purchase decisions, and post-purchase behavior which will be analyzed through the percentage of respondents' answers to the questionnaire. Post-purchase behavior is measured using 5 indicators of satisfaction level according to Kotler and Keller (2016), namely product suitability, product price, service, product quality, and recommendations to others analyzed using the Likert Scale.

The analysis model used to answer the third objective regarding factors that influence consumer purchase decision making is using structural equation modeling or commonly called Structural Equation Modeling (SEM) using Partial Least Square (PLS) software. The processing and presentation of data in this study is by using the SmartPLS application. Analysis in PLS is carried out in 3 stages, namely Outer Model Analysis (Measurement Model), Inner Model Analysis (Structural Model), and Hypothesis Testing.

1. Outer Model Analysis (Measurement Model)

Measurement Models in PLS tests are performed to test internal validity and reliability. This outer model analysis will specify the relationship between latent variables and indicators, or it can be tied that the outer model defines how each indicator relates to its latent variables (Hussein, 2015)

2. Inner Model Analysis (Structural Model)

The inner model is a specification of relationships between latent variables (structural model) that describes relationships between latent variables based on the substantive theory of research. The structural model was evaluated using the R-square for the dependent construct, the Stone-Geisser Q-square test for predictive relevance, and the t-test as well as the significance of the coefficients of 51 structural path parameters

3. Test the hypothesis

A hypothesis test is a presumptive provisional answer to a research problem. In conducting a hypothesis test, the decisions taken have uncertainty and risk because the answer can be right or wrong. The purpose of the hypothesis test is to determine the significant relationship and influence between the independent variable and the dependent variable

IV. RESULT AND DISCUSSION

A. Consumer Characteristics of Ornamental Plants in Kayoon Flower Market Surabaya

1. Gender

The characteristics of respondents categorized based on the gender of ornamental plant consumers in Surabaya Flower Market can be seen in the following table:

Table 1. Consumers by Gender

Gender	Number	Percentages
Women	61	61%
Male	39	39%

Source: Primary data processing, 2023

This research shows that more respondents are female than male. This is in line with Kamila and Trimo's (2022) research that ornamental plant consumers are more women than men because women tend to have a greater interest in aesthetics and beauty.

2. Age

The characteristics of respondents categorized based on the age of ornamental plant consumers in Surabaya Flower Market can be seen in the following table:

Table 2. Consumer characteristics by age

Age (Years)	Number	Percentages
≤20	8	8%
21 – 35	48	48%
36 – 50	30	30%
≥ 51	14	14%

Source: Primary data processing, 2023

Research shows that more respondents are aged 21-35 years than other ages. This shows that millennials dominate the purchase of ornamental plants. In line with research by Sari et al (2022) which explains that millennials tend to like activities that can improve their quality of life, including caring for ornamental plants

3. Recent Education

The characteristics of respondents are categorized based on the latest education of ornamental plant consumers in Surabaya Flower Market can be seen in the following table:

Table 3. Consumer characteristics based on recent education

Education	Number	Percentages
SMP SMA/SMK	8	8%
S1	67	67%
	25	25%

Source: Primary data processing, 2023

This research shows that more respondents have a high school / vocational education background than others. This is in line with research by Noviana et al (2014) which shows that the majority of ornamental plant consumers have the last high school / vocational education because consumers who have completed high school / vocational education may have sufficient income and free time to develop interests and hobbies, including ornamental plant hobbies.

4. Work

The characteristics of respondents categorized based on the work of ornamental plant consumers in the Surabaya FlowerMarket can be seen in the following table:

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Table 4. Consumer Characteristics by Occupation

Job	Number	Percentages
IRT	15	15%
Pegawai SwastaWiraswasta PNS	26	26%
Pelajar	18	18%
Mahasiswa	1	1%
	7	7%
	33	33%

Source: Primary data processing, 2023

More respondents were students than others. Houseplants generally have affordable prices, especially for plants that are common and easy to care for. This is in line with Kamila and Trimo's (2022) research which states that students usually have a limited budget/income, so ornamental plants are a more economical choice compared to hobbies or other activities that may require higher costs.

5. Income

The characteristics of respondents categorized based on consumer income of ornamental plants in Surabaya Flower Market can be seen in the following table:

Table 5. Consumer characteristics by income

Income (million)	Number	Percentages
< 1	30	30%
1 – 3	40	40%
3 – 5	21	21%
> 5	9	9%

Source: Primary data processing, 2023

More respondents have an income of 1-3 million a month than others. Consumer income of ornamental plants of 1-3 million is still classified as income below the Regional Minimum Wage (UMR). This is in line with Kamila and Trimo's (2022) research that ornamental plants have various price levels. Some types of houseplants may be more financially affordable, while others can be quite expensive

B. Decision-Making Process for Purchasing Ornamental Plants at Kayoon Flower Market Surabaya

1. Problem/Need Recognition

The process of introducing problems/needs of ornamental plants in Kayoon Flower Market Surabaya can be seen in the following table:

Table 6. Problem/Need Recognition

Questions	Frequency	Percentage
Buying ornamental plants for your needs...		
Beautify the room/outside the house	78	78%
Increase oxygen	10	10%
Getting rid of toxins	1	1%
Medicinal plants	11	11%

Source: Primary data processing, 2023

Based on the table above, buying ornamental plants for the needs of beautifying the room or outside the home has the largest percentage, which is 78% or as many as 78 out of 100 people. That is, consumers simply recognize the problem to beautify the room / outside to meet their needs for the purchase of ornamental plants. This is because the main function of the ornamental plant itself is as a decorator or beautifier.

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2. Information Search

The process of searching for ornamental plant information in Kayoon Flower Market Surabaya can be seen in the following table:

Table 7. Information Search

Questions	Frequency	Percentage
Resources for buying houseplants at kayoon flower market...		
Family	37	37%
Friends	24	24%
Internet	10	10%
A. Experience	29	29%

Source: Primary data processing, 2023

Sources of information from families have the largest percentage at 37% or as many as 37 out of 100 people. This means that information from family is faster and easier and plays an important role in getting information about ornamental plants needed at Kayoon Flower Market Surabaya. This is because information from family is more reliable than information from others. In addition, the experience of buying and caring for ornamental plants from relatives/relatives triggers the provision of indirect information that makes consumers more aware of the information needed related to ornamental plants at Kayoon Flower Market Surabaya

3. Evaluate Alternatives

The evaluation process of alternative ornamental plants in Kayoon Flower Market Surabaya can be seen in the following table:

Table 8. Evaluation of Alternatives

Questions	Frequency	Percentage
Attributes considered for buying houseplants...		
Price	18	18%
Ease of maintenance	34	34%
Beauty	40	40%
Quality	8	8%

Source: Primary data processing, 2023

Beauty attributes as a consideration for buying ornamental plants have the largest percentage, which is 40% or as many as 40 out of 100 people. This means that the beauty of certain ornamental plants is a benchmark for consumers to buy ornamental plants at Kayoon Flower Market.

4. Purchase Decision

The decision process of purchasing ornamental plants at Kayoon Flower Market Surabaya can be seen in the following table:

Table 9. Purchasing Decision

Questions	Frequency	Percentage
The decision to purchase ornamental plants at the Surabaya kayoon flower market is based on...		
Convenience	69	69%
Lifestyle	11	11%
Services	20	20%
Security	-	-

Source: Primary data processing, 2023

The decision to purchase ornamental plants at Kayoon Flower Market Surabaya which is based on convenience has the largest percentage of 69% or as many as 69 out of 100 people. This means that consumers decide to buy ornamental plants at

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Kayoon Flower Market Surabaya because of the ease of getting ornamental plants at Kayoon Flower Market Surabaya. This is because the distance of the house is not too far from the Surabaya Kayoon Flower Market. In addition, Kayoon Surabaya Flower Market is in a strategic place, namely in the middle of the city, so access to it is very easy to reach.

5. Post-purchase Behavior

Post-purchase behavior process ornamental plants in Kayoon Flower Market Surabaya can be seen in the following table:

Table 10. Post-purchase Behavior

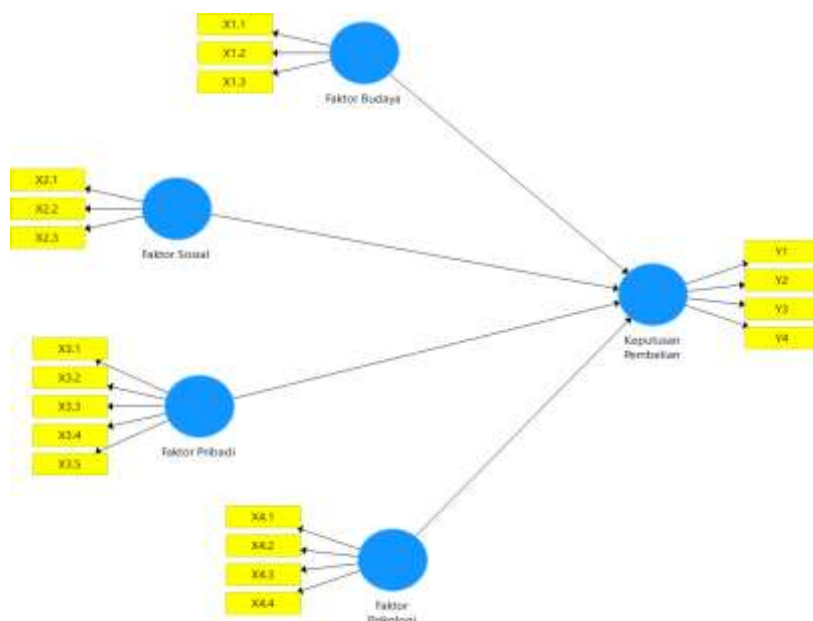
Statement	Total Score
1. The ornamental plant products I bought are by myneeds	416
2. The price of the ornamental plants that I bought was inline with my expectations	410
3. The seller of ornamental plants has provided goodservice during the purchase process	415
4. The quality of the ornamental plants I bought was to myliking	411
5. I would recommend to others to buy ornamental plants at Kayoon Flower Market Surabaya	423
TOTAL SCORE	2.075
VALUE	20,75 (Satisfied)

Source: Primary data processing, 2023

The satisfaction level value obtained in this study is 20.75, meaning that consumers are satisfied after buying ornamental plants at Kayoon Flower Market Surabaya. This is because ornamental plant products purchased by consumers are in accordance with their needs. The price of ornamental plants is also in line with consumer expectations, which is relatively affordable for all circles and negotiable. Sellers of ornamental plants at Kayoon Flower Market Surabaya have also provided good service during the purchase process such as providing good information related to ornamental plants and how to care for them, always providing answers when consumers ask, and friendly and polite sellers.

C. Factors Influencing Purchasing Decision-Making of Ornamental Plants at Kayoon Flower Market Surabaya

1. Model Partial Least Square Scheme



Picture 1. Model Partial Least Square Scheme

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Based on figure 4.1, it can be seen that the variables measured reflectively are Cultural factors (X1), Social Factors (X2), Personal Factors (X3), and Psychological Factors (X4), while the variables measured formatively are Purchase Decisions (Y).

2. Evaluate the Outer Model

a. Convergent Validity

To test convergent validity use the value of outer loading. An indicator is declared to meet convergent validity in the good category if the outer loading value on each indicator > 0.7 . Each of the research variable indicators has an outer loading value of > 0.7 . So it can be concluded that all indicators are valid to proceed to the next test. Indicators of Cultural factors (X1), Social Factors (X2), Personal Factors (X3), and Psychological Factors (X4) have a very high relationship with Purchase Decision variables (Y)

b. Discriminant Validity

The discriminant validity test is used to assess Average Variant Extracted (AVE). each indicator expressed in the model is good if the value of Average Variant Extracted > 0.5 . Each research variable has an Average Variant Extracted value of > 0.5 . So it can be concluded that all variables contained in the research model are qualified.

c. Composite Reability

Variables can be said to be reliable or credible if the composite reliability value of each variable is more than 0.7. Each research variable has a composite reliability value of > 0.7 . So it can be concluded that all variables contained in the research model have good reliability..

d. Cronbachs Alpha

The criteria in this study if the value of cronbachs alpha on each variable has a value greater than 0.7, then the variable is declared reliable. Based on the results of the cronbachs alpha table above, it can be seen that each research variable has a cronbachs alpha value of > 0.7 . So it can be concluded that all variables have satisfied alpha cronbachs.

3. Inner Model Evaluation

a. Test Coefficient of Determination

The following are the results of the R-Square test study.

Table 11. Output R-Square

	R Square
Keputusan Pembelian	0,879

Source: Primary data processing, 2023

Based on the results of the R-Square table above, it can be seen that the research model has an R-Square value of 0.879 > 0.67 . So it can be concluded that this research model has a strong model. A value of 0.879 or 87.9% shows that variables X1, X2, X3, and X4 can explain variable Y by 87.9% and the remaining 12.1% is explained by other variables outside this study

b. Uji F

he F-Square value of Cultural Factors is 0.102, this shows that the ability of Cultural Factors to explain endogenous variables of Purchasing Decisions is low. In the Social Factor variable is 0.060, this shows that the ability of Social Factors to explain endogenous variables of Purchasing Decisions is low. In the Personal Factor variable is 0.243, this shows that the ability of Personal Factors in explaining endogenous variables of Purchase Decisions is moderate. In the Psychological Factor variable is 0.158, this shows that the ability of Psychological Factors in explaining endogenous variables of Purchase Decisions is moderate.

c. Uji t

Table 12. Hypothesis Test Output

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Cultural Factors -> Purchasing Decision	0,202	0,197	0,101	1,998	0,046
Social Factors -> Purchase Decision	0,135	0,138	0,081	1,659	0,098
Personal Factors -> Purchase Decision	0,375	0,371	0,096	3,913	0,000
Psychological Factors -> Purchase Decision	0,305	0,314	0,099	3,084	0,002

Source: Primary data processing, 2023

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- Cultural Factors

The relationship between Cultural Factors and Purchasing Decisions has a P value of 0.046 where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between Cultural Factors and Purchasing Decisions. The value of 1.998 indicates a positive value so it can be said that Cultural Factors have a significant positive relationship, hence the first hypothesis is accepted.

- Social Factors

The relationship between Social Factors and Purchasing Decisions has a P value of 0.098 where this value is significant because it is greater than 0.05, so it can be said that there is no significant relationship between Social Factors and Purchasing Decisions. The value of 1.659 indicates a positive value so it can be said that social factors do not have a significant positive relationship, then the fourth hypothesis is rejected

- Personal Factors

The relationship between Personal Factors and Purchasing Decisions has a P value of 0.000 which is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between Personal Factors and Purchase Decisions. The value of 3.913 indicates a positive value so it can be said that Personal Factors have a significant positive relationship, hence the second hypothesis is accepted.

- Psychological Factors

The relationship between Psychological Factors and Purchasing Decisions has a P value of 0.002 where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between Psychological Factors and Purchasing Decisions. The value of 3.084 indicates a positive value so that it can be said that Psychological Factors have a significant positive relationship, then the third hypothesis is accepted

V. CONCLUSIONS

Based on the results and discussion, the conclusions of this study are as follows:

1. The majority of ornamental plant consumers at Kayoon Flower Market Surabaya are female students aged 21 – 35 years with the last education of high school / vocational school and an income of 1 – 3 million per month.
2. The decision-making process of purchasing ornamental plants at Kayoon Flower Market Surabaya goes through several stages, namely the introduction of problems/needs to beautify the room / outside the home, the search for information that mostly comes from the family, evaluation of alternatives with beauty attributes considered, purchasing decisions based on convenience, post-purchase behavior where consumers are satisfied after buying ornamental plants.
3. Cultural factors, personal factors, and psychological factors have a positive and significant influence on the decision to purchase ornamental plants at Kayoon Flower Market Surabaya while social factors do not have a positive and significant effect on the decision to purchase ornamental plants at Kayoon Flower Market Surabaya.

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