

Analysis of consumer decisions in purchasing potted decorative flowers in Batu City

Muhammad Imam¹, Wenny Mamilianti^{1*}, Nurul Aini Komarudin²

¹Yudharta Pasuruan University, Pasuruan, Indonesia

²Universiti Sultan Zainal Abidin, Terengganu, Malaysia

*Correspondent Author Email: wennymfp@yudharta.ac.id

Abstract. This study aims to identify consumer characteristics and examine the key factors influencing purchasing decisions for potted ornamental flowers in Bumiaji District, Batu City, Indonesia. As a region known for its floral tourism, Batu City offers a growing market for ornamental plants, especially with rising consumer income levels. While previous research has largely focused on personal, cultural, and psychological factors, less attention has been paid to the role of social marketing and shifting consumer preferences in fostering long-term purchase loyalty. Adopting a quantitative approach, this study surveyed 100 respondents and employed logit regression analysis to identify the most influential factors affecting buying behavior. The results indicate that personal, cultural, and psychological factors significantly shape consumer decisions, whereas social factors have no notable impact. This is likely because buying ornamental flowers is largely driven by individual preferences and needs rather than social influence. Variables under the social factor, such as buying based on friends' suggestions, the perceived social role of the flowers, or general interest due to quality, may not directly relate to peer pressure or social conformity, but instead overlap with personal or psychological motivations. Consumers may prioritize aesthetic appeal, emotional satisfaction, or functional use over social recommendations, which diminishes the relative importance of external social cues in the decision-making process. This suggests that in the context of ornamental plant purchases, decision-making is more introspective and self-directed, highlighting the need for marketing strategies that focus on personal experience, quality, and emotional connection rather than social trends or peer influence.

Keywords: Potted Decorative Flowers, Floriculture Market, Purchasing Decisions, Tourism, Batu City

INTRODUCTION

Household income in Indonesia has increased over time. Along with increasing this income and also an increasingly modern lifestyle, household needs for tourism also increase so that the demand for ornamental flowers also increases (Connell, 2004; Sandhya et al., 2024). The horticulture industry is one of the fastest-growing sectors in various countries, including Indonesia. In recent years, the purchase of potted ornamental flowers has become one of the beauty trends that is increasingly popular among the public. Potted flowers are not only used as decorations to beautify the house, but also as gifts or as part of the decoration of certain occasions such as weddings, birthdays, and so on (North, 2023). With the increasing public interest in purchasing ornamental flowers, a deep understanding of what factors influence consumer decisions in purchasing potted flowers is becoming increasingly important for business actors in this industry.

Potted ornamental flowers hold significant potential across multiple sectors due to their aesthetic appeal, economic value, and environmental benefits. First, they represent a promising industry, with growing demand from both individual consumers and commercial sectors. This creates diverse business opportunities, including seed production, plant cultivation, and retail of decorative houseplants. Second, many potted ornamental plants—particularly rare species and newly developed hybrids—possess high economic value. Ongoing research can support the development of new, visually appealing varieties with greater market potential.

From an environmental perspective, potted ornamental plants contribute to air purification by absorbing pollutants and releasing oxygen. Research can help identify which species are most effective for improving indoor air quality. Additionally, these plants play a role in biodiversity conservation, as

studying and preserving diverse species helps maintain ecological balance. They also offer health benefits, such as enhancing mood, reducing stress, and increasing productivity. In clinical settings, potted plants are often used in horticultural therapy to support patient recovery.

Beyond functionality, potted ornamental flowers also enrich aesthetic and cultural dimensions. Their visual appeal enhances interior spaces, and research can further explore design principles for creating attractive indoor gardens. Many ornamental species also carry cultural and symbolic meanings, making them valuable for preserving cultural heritage. Despite their benefits, the industry faces ongoing challenges such as adapting to climate change. Research is essential for developing plant varieties that are more resilient to extreme conditions. The integration of modern agricultural technologies—like tissue culture and hydroponics—can also boost production efficiency. Altogether, potted ornamental flowers present meaningful contributions to agriculture, horticulture, health, and interior design, offering both academic interest and wide-ranging practical implications.

Previous studies (Saifullah, 2023; Putri et al., 2024; Anggraeni et al., 2024) have highlighted a number of factors that have the potential to influence consumer purchasing decisions, both in the context of horticultural products and other products. Factors such as cultural, social, personal, and psychological have been identified as significant variables in influencing consumer purchasing behavior. However, in the context of purchasing potted flowers, there are peculiarities that need to be considered. Potted flowers are not only seen as a common consumer item, but also as part of the aesthetics of spaces and gardens. Therefore, factors such as the design or aesthetics of potted flowers and their compatibility with decorative or garden needs are also important factors in consumer purchasing decisions.

Batu City is one of the tourist cities or tourist destination cities both by local tourists, East Java and its surroundings as well as national and international tourists. The brand of this tourist city is used by the Batu city government by adding a spatial concept with ornamental flowers as its icon. According to BPS data (2023), the number of tourists in the city of Batu is more than 3.7 million people who shop for flowers in the city of Batu. This is a good business opportunity for the people of Batu city. Ornamental flower business actors must have a strategy to dominate the ornamental flower market both in Batu, nationally and internationally. Therefore, research on the marketing of ornamental flowers, especially focusing on the factors that affect the purchase of ornamental flowers in Batu City, is important to be done.

METHODS

2.1 Research Location

The location of the research was determined *purposively* in Bumiaji District, Batu City, precisely in the Batu City flower market. This location was chosen because in Bumiaji District, Batu City is one of the areas that is the center of selling ornamental flowers. This research was conducted in March – July 2024. The sample in this study is consumers or prospective consumers of ornamental flowers.

2.2 Sample Determination Techniques

The sampling technique was used by *Accidental Sampling* with the criteria that respondents had bought at least ornamental flowers or were going to buy ornamental flowers. This technique is used because of the ease of access to respondents for interviews or filling out questionnaires. The number of samples or respondents is 100 people. The data collection technique used in this study was through interviews with structured questionnaires. The questionnaire distributed is closed in that each question or statement has been provided with an alternative answer, so that the respondent only chooses one of the alternative answers that are considered to be in accordance with the question or statement.

2.3 Data Analysis Methods

Data analysis to find out the factors that affect consumer decisions in purchasing ornamental flowers is the regression analysis of the Logit model. Logistic model regression is used to find the relationship between the decision variable (Y) and the predictor variable (X). The use of the Logit regression model is in accordance with this study because the dependent variable is dichotomous, namely buying or not buying potted ornamental flowers. This research was conducted at UD Atha Flora. The variables used in this study are four variables, namely cultural factors, social factors, personal factors and psychological factors. Consumers in this study are consumers who purchase potted

ornamental flowers at UD Atha Flora. In detail, the variables and indicators of this research can be seen in Table 1.

Table 1. Variables and Indicators of Research Variables

Variables	Variable Measurement
Cultural Factors (X ₁)	• Buying ornamental flowers for exhibitions or big events such as weddings, christmas day and so on • You already know a lot about the ornamental flowers that are produced and are familiar to your mind so you can easily decide to buy.
Social Factors (X ₂)	• Buying ornamental flowers because of suggestions from your friends • The ornamental flowers that you choose for sale are able to play an important and strong role in various conditions so it is very easy for you to decide to buy them, • The quality of ornamental flowers is so good that you are interested in buying them,
Personal Factors (X ₃)	• Income or budget greatly influences the purchase of various ornamental flowers • The affordability of ornamental flower prices is your main reason for making a purchase, • The environment becomes beautiful when you buy various ornamental flowers. • Buying a product to improve/help your business grow
Psychological Factors (X ₄)	• Motivated to make purchases at the grocery store because it meets the needs of • make purchases of ornamental flowers because of previous experience, • Your keenness for quality makes you choose various ornamental flowers in the florist • The services provided affect you in choosing various ornamental flowers

Source: Primary Data, 2024

The Formula 1 that described logit analysis model in this study is:

$$\ln \left(\frac{p}{1-p} \right) = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \varepsilon \dots (1)$$

The research model (Formula 1) in this study employs a logistic regression approach to analyze the influence of cultural, social, personal, and psychological factors on consumer decisions in purchasing potted ornamental flowers. where p represents the probability of a consumer deciding to purchase potted ornamental flowers, and X_1 through X_4 represent the independent variables corresponding to cultural, social, personal, and psychological factors, respectively. The hypothesis testing follows a significance threshold of 0.05. If the significance value is less than or equal to 0.05, it indicates that the corresponding independent variable has a statistically significant influence on consumer purchasing decisions, thus supporting the alternative hypothesis (H_1). Conversely, if the significance value exceeds 0.05, the null hypothesis (H_0) is accepted, indicating that the variable does not significantly affect the purchasing decision. The variables and their indicators are constructed from primary data collected in 2024, encompassing motivations such as familiarity with products, social influence, budget considerations, and psychological drivers like previous experiences and service quality. This model provides a structured framework to identify and interpret the key factors that drive consumer behavior in the ornamental flower market.

The test used to determine the influence of independent variables as a whole and individually is by using the following significance test:

1. Overall Significance Test the G value in the G test with the following Formula 2:

$$G = -2\ln \left(\frac{\text{likelihood (model B)}}{\text{likelihood (model A)}} \right) \dots \dots \dots (2)$$

Formula 2 evaluates whether the inclusion of independent variables significantly improves the model's fit to the data. A higher G value indicates a better fit of the full model compared to the reduced model. In statistical terms, the G value follows a chi-square (χ^2) distribution with degrees of freedom equal to the number of independent variables excluded. The null hypothesis (H_0) states that

the reduced model (without the independent variables) fits the data as well as the full model. If the computed G value exceeds the critical chi-square value at a 5% significance level, H_0 is rejected, indicating that the independent variables, collectively, have a statistically significant influence on the dependent variable. Conversely, if G is less than the critical value, H_0 is accepted, and the added variables are not considered to significantly improve the model. This test provides an essential step in validating the overall contribution of the predictors in a logistic regression model.

2. The Wald test is used to assess the significance of individual independent variables in a logistic regression model. Individual Significance Test The wald value in the W (wald) test is obtained using the Formula 3:

$$Wi = \left(\frac{\beta_1}{se_1\beta} \right)^2 \dots\dots\dots (3)$$

Where β_1 is the estimated coefficient and $SE(\beta_1)$ is its standard error. This statistic helps determine whether the contribution of a variable is statistically significant. If the resulting p-value is less than or equal to 0.05, it indicates that the variable has a significant influence on the consumer's decision to purchase potted ornamental flowers. Conversely, if the p-value is greater than 0.05, the variable is considered to have no significant effect. This test is crucial for evaluating the individual impact of each factor in the model.

RESULT AND DISCUSSION

3.1 Characteristics of Respondents

Respondents in this study are ornamental flower consumers who have bought ornamental flowers at least 1 time or who will buy ornamental flowers at the flower market in Batu, or in other words consumers as regular customers at Atha Flora in Batu City. There are 100 respondents who have been determined in this study and are willing to be sampled. The distribution of respondent characteristics or a sample of potted ornamental flower buyers is presented in Table 2. Table 2 illustrates the characteristics of respondents who have been grouped by gender, age, education level, and income level.

Table 2. Respondent Characteristics

Characteristic		Total	Percentage (%)
Gender	Men – men	31	31
	Woman	69	69
Age	17 - 30	65	65
	31- 60	35	35
Education level	Elementary School	29	29
	Junior High School	35	35
	High School and Undergraduate	36	36
Revenue level	< IDR 1,500,000,-	24	24
	IDR 1,500,000 – IDR 3,000,000,-	37	37
	> IDR 3,000,000,-	39	39

Source: Primary Data, 2024

The number of respondents based on gender was dominated by women, which was 69%. This indicates that more women go to flower shops to buy flowers. Alfiani et al. (2024) in their research stated that visitors to flower stalls and flower buyers are mostly women because women are the decision-makers of purchase decisions for household purposes despite needs other than basic needs, research at the Barokah Flower shop, in Batu, which is mostly women. Likewise, Anggraeni et al. (2024) in their research explained that the most buyers of orchid ornamental flowers are women while men buy ornamental plants because of hobbies or collectors. Al Haris et al. (2024) stated that women are also the dominant buyers of orchids in the city of Batu because women love beauty. The description of the respondents' identities was based on the age range of 17 to 60 years. The highest respondents were at

the age level of 17-30 years old with a percentage of (65%), that is, respondents at this age began to like to collect ornamental flowers because of beauty or other needs. Anggareni et al. (2024) stated that ornamental flower activists, especially orchids, are those under 40 years old because this age is a productive age so that they are able to take good care of ornamental flowers. Al Haris et al. (2024) stated that the age of ornamental flower buyers is around 20-30 years where the productive age of the community tends to be more information and a variety of ornamental plants that are liked by flower lovers.

The general overview of the characteristics of the respondents according to the highest level of education is high school with 36%, then junior high school education level as much as 35%, and high school and bachelor education as much as 36%. The higher the level of education of the respondents, the more likely they are to like ornamental plants because they are to meet hobbies or beauty needs for their environment. The description of respondents' identities based on income is most in the income group above Rp. 3,000,000, which is as much as 39%, then in the income group less than Rp. 1,500,000 as much as 24%. Respondents with an income between Rp. 1,500,000 to Rp. 3,000,000 were 37%. This shows that respondents who have a large income tend to dare to spend their money to buy ornamental flowers. Ananda, R. F., & Tumanggor, M. B. (2022) stated that the price of ornamental flowers is relatively expensive, therefore those who can afford to buy are people with an upper middle economic class with high income (Alfiani et al., 2024) stated that income affects household consumption behavior, if a person's income is larger, the ability to buy ornamental flowers is also greater.

3.2 Factors Influencing Consumer Decisions

This study uses logistic regression analysis or logite regression to find out the factors that influence consumer decisions in purchasing cut flowers in Batu City. The factors analyzed are cultural factors, social factors, personal factors and psychological factors, these four factors are suspected to influence consumers to decide to buy ornamental flowers in the city of Batu.

Testing of factors that are suspected to affect the purchase decision of decorative pot buga in Batu city was identified by looking at the significance of the influence of independent variables together and individually on dependent variables. The test was carried out by looking at the significance value on chi-square calculated from the results of the Omnibus Tests of Model Coefficients test, if the significance of the chisquare < 5% then four independent variables can significantly affect the chances of consumers buying ornamental pots, from these results can show the goodness of fit of the model prepared. Individual independent variables in this study can be said to have a significant effect if the significance value is < 5%, this can be known from the significance value of the Wald Test.

Table 3. Regression Analysis Results for the Overall Goodness of Fit Model

	Test	Result	Information
Omnibus tests or model coef.	Chi-square 78,599	Significant 1% or 0.01	Influential
Model summary	Cox & Snell R Square 79.6%	Nagelkerke R Square 91%	Influential
Hosmer and Lemeshow test	Chi-square 49.8	Significance 9.9%	Model fit

Source: Primary Data, 2024

The logistic regression analysis results described in Table 3 show that overall, the logistic regression model obtained from the analysis can be used to predict consumer opportunities to purchase potted ornamental flowers. This can be concluded from the analysis results, including the criteria for the Overall Test (Omnibus Test of Model Coefficients), Summary Model, and Hosmer and Lameshow:

3.2.1 Test the overall Logit Model on Consumer Decisions in the Purchase of Potted Ornamental Flowers

Table 4. Omnibus Test of Model Coefficients Moel Logit

	Chi Square Test Omnibus	Significance	Information
Step	78.599	0.000	Model fit
Block	78.599	0.000	Model fit
Type	78.599	0.000	Model fit

Source: Primary Data, 2024

Based on Table 4, the chi-square result shows a value of 78.588 with a significance of 1%. shows that with a confidence level of 99% at the same time, the independent variables analyzed have a significant effect on consumers' chances of purchasing potted ornamental flowers. From these results, it can be concluded that the model can be used for further analysis when it is found that there is at least one independent variable that affects the dependent variable.

3.2.2 Nagelkerke R Square from Logit Model

Table 5. Nagelkerke R Square Model Logit

Cox & Snell R Square	Nagelkerle R Square	Information
0.796	0.910	Singify

Source: Primary Data, 2024

Based on Table 5, the Nagelkerke R Square value shows a yield greater than 5% which means that independent variables can explain the variability of consumer decisions in purchasing potted ornamental flowers. In the results of Cox & Snell R Square shows a value of 79.6% while Nagelkerke R Square is 91%. The value of Nagelkerke R Square is greater than the value of Cox & Snell R Square, which means that the variability in variables independent of cultural factors, social factors, personal factors, psychological factors is able to explain the variability of consumer decisions in purchasing potted ornamental flowers 91% while the remaining 9% is explained by other variables outside the model, such as taste, income, lifestyle and others.

3.2.3 Hosmer and Lameshow Test

Table 6. Hosmer and Lameshow Test

Chi Square	Significance	Information
49.800	0.999	Significant

Source: Primary Data, 2024

The results of the Hosmer and Lameshow Test show a chi-square value of 49.8 and a significance value of 99%, which value is greater than 0.05, which means that H0 is accepted. Thus, it can be concluded that between prediction models that have compatibility with the data or regression models are considered fit. This means that the regression model is suitable for use in further analysis or is sufficiently capable of explaining the data and in accordance with the conditions that occur, or together the four factors are suspected to have an influence on consumer decisions in purchasing potted ornamental flowers.

Furthermore, to determine the influence and magnitude of the influence of individual independent variables on consumer decisions in the purchase of real pot ornamental flowers or not, the influence was identified by looking at the significance value of the wald test of each independent variable in Table 7. The factors that influence consumer decisions in purchasing ornamental flowers in this study are based on cultural factors, social factors, personal factors, and psychological factors (Ataini V, 2021). The results of the analysis showed that the independent variables that had a positive effect were cultural factors, personal factors, psychological factors while social factors had no effect on the purchase of potted ornamental flowers in Batu City. Referring to Table 7 can be obtained a model or equation of the factors for purchasing potted ornamental flowers as follows:

Table 7. The results of data analysis of factors that affect the purchase of potted ornamental flowers

Variable	Coefficient(B)	Std. Error	Wald	Sig.	Exp(B)
Cultural Factors	0.930	0.520	3.203	0.073	2.536
Social Factors	0.251	0.341	0.543	0.461	1.285
Personal Factors	0.010	0.381	3.101	0.067	2.799
Psychological Factors	0.213	0.383	2.539	0.099	2.238
Constant	16.643	10.035	2.751	0.097	0.000

Source: Primary data processed 2024

Referring to the results of Table 7, it can be seen that the independent variables that affect the purchase of potted ornamental flowers are cultural factors, personal factors, and psychological factors while the factors that do not affect are social factors. The cultural factor has a sig wald value of $0.073 < 0.1$, meaning reject H_0 or accept H_1 at a confidence level of 90% so that it can be concluded that the cultural factor has a positive effect on consumers' decisions in buying potted ornamental flowers. Social factors have a sig wald value of $0.461 > 0.01$, meaning that they accept H_0 so that it can be concluded that social factors do not affect consumer decisions. The personal factor has a sig wald value of $3,101 < 0.1$ accept H_1 at a confidence level of 90% or alpha 10%. Thus, personal factors affect consumers' decisions in buying potted ornamental flowers. The psychological factor has a sig wald value of $0.097 < 0.1$, meaning that H_1 is accepted or in other words the psychological factor affects the purchase of potted ornamental flowers with a 90% confidence level.

This study found that cultural factors have a positive and significant impact on consumers' decisions to purchase potted ornamental flowers. Many buyers make these purchases for culturally related purposes such as traditional ceremonies, weddings, family gatherings, holidays, and formal events. Additionally, consumers tend to be familiar with popular flower types and current trends, suggesting a level of cultural awareness in their choices. These findings contrast with studies by Fajri (2023) and Hamida and Amron (2022), who reported that cultural factors did not significantly affect the purchase of cut flowers. However, the results are in line with previous research by Marwati and Amidi (2018) and Hartono and Mukhlisoh (2022), who found that culture and beliefs influence purchasing behavior, particularly in the context of herbal products.

This study also shows that personal factors, such as income, price, and the desire to beautify one's surroundings, positively influence buying decisions. These results support Rahmawati et al. (2024), who found that income, education, occupation, and lifestyle play a role in consumer behavior. Putri et al. (2024) and Daud (2023) emphasized that consumers often seek lower prices or discounts, making price an important factor. In contrast, Wirawan et al. (2023) found that price did not significantly affect decisions. Manoa et al. (2024) and Saifullah (2023) agreed that income influences whether a consumer chooses to buy ornamental flowers.

Psychological factors, including motivation, past experience, trust in product quality, and customer service, were also found to have a strong influence on purchase decisions. Consumers who are confident in the quality of the product and receive good service are more likely to make a purchase. Positive past experiences also encourage repeat buying. These findings align with Rahmawati et al. (2024), who noted the importance of psychological factors in shaping consumer perceptions, and with Putri and Siswadi (2024), who found that product quality boosts purchase decisions. However, Larasati et al. (2024) suggested that service quality may not always be a top concern, especially when customer interaction is minimal, unlike Napitu et al. (2022), who highlighted the positive role of good service in influencing consumer behavior.

In contrast, social factors did not show a significant effect on purchasing decisions in this study. These include recommendations from friends, social status, and the symbolic meaning of flowers. This finding is consistent with Febrianti et al. (2024), who reported that social factors are not a key influence, as many consumers do not base their decisions on popularity or social image. However, Saifullah (2024) argued that social influence—such as input from friends and family, can still shape consumer behavior by providing valuable insights during the decision-making process.

In conclusion, this research confirms that cultural, personal, and psychological factors are key drivers in consumer decisions to purchase potted ornamental flowers, whereas social factors play a minimal role. Therefore, it is recommended that UD Atha Flora focus its marketing strategies on enhancing product quality, promoting cultural relevance, and providing personalized customer experiences. This approach is more likely to meet consumer expectations and strengthen the company's position in the market, rather than relying on peer influence or social appeal.

CONCLUSION

This study examines the factors that influence consumer decision-making in the purchase of potted ornamental flowers, based on primary data collected through direct interviews with 100 consumers at UD Atha Flora in Batu City. The findings reveal that purchasing decisions are largely shaped by three key elements: personal characteristics, cultural background, and psychological motivations. In contrast, social influences were found to have little or no effect on consumer behavior.

This suggests that in this particular market, individual preferences, cultural values, and internal psychological factors play a more dominant role in guiding buying choices than external social interactions.

From a practical standpoint, the findings offer strategic insights for marketing initiatives at UD Atha Flora. By strengthening marketing efforts related to cultural, personal, and psychological aspects—such as promoting traditional values associated with ornamental flowers, offering competitive pricing, and enhancing the overall customer experience—the company can better align its offerings with consumer preferences. These insights can guide targeted promotional strategies, improve product displays, and inform customer service enhancements to increase consumer engagement and drive sales growth.

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