



## Analysis of Consumer Preferences in Purchasing Ambon Banana Fruit in the Tourism Area of Trawas Mojokerto

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### ABSTRACT

*Bananas are a significant horticultural commodity in Indonesia with high socio-economic value. This study aims to identify the attributes consumers prefer when purchasing Ambon Bananas in the Trawas District's tourist area and determine which attributes consumers must consider. The research employs a descriptive method using observation, interviews, questionnaires, and purposive sampling for the location in Belik Village, Trawas District, Mojokerto Regency. The study involved 91 consumers who bought Ambon bananas, and the sampling technique used was accidental sampling. Primary and secondary data sources were utilized, and data analysis was conducted using Chi-Square and Fishbein multi-attribute analysis. The findings from Chi-Square and Fishbein analysis show that: 1. The consumer preference attribute is fruit freshness, with a Chi-Square value of 98.00, where the "fresh" attribute (62.87) was preferred over the "not too fresh" and "ordinary" attributes. 2. The Fishbein multi-attribute analysis ranked the attributes as follows: (I) fruit freshness (18.88), (II) fruit price (17.88), (III) fruit maturity (17.83), and (IV) number of fruit per bunch (15.42). These results suggest that consumers prioritize freshness, price, maturity, and the number of fruits when purchasing Ambon bananas in the tourist area of Trawas District.*

**Keywords:** Ambon banana, Consumer Preference, Chi-Square Analysis, Fishbein Multiattribute Analysis

### INTRODUCTION

Indonesia is known as a country with abundant natural resources, including fruit plants that grow and develop. One of them is the wealth of fresh fruits that have a distinctive taste. Fruit commodities have great potential and have an essential role for the people of Indonesia. Fruits are foods that have high economic value and play a vital role in agricultural development. The World Health Organization (WHO) generally recommends the consumption of vegetables and fruits for a healthy life of 400 grams per person per day, consisting of 250 grams of vegetables (equivalent to two servings or two glasses of vegetables after cooking and draining) and 150 grams of fruit, (equivalent to three medium Ambon bananas or one medium papaya or three medium oranges).

Java Island is one of the islands that produce various types of commodities, including fruits. Of the many varieties of fruits on the island of Java, the fruit that is the favorite favorite of the community is bananas. Banana is one type of horticultural commodity in the fruit group that has a high socio-economic value for the people of Indonesia. Banana is also a commodity easily cultivated and developed in Indonesia; there are many types, and it is a type of fruit that is widely consumed by people of all ages and social statuses because the price is relatively affordable and easy to obtain. The types of bananas are diverse, starting from the most popular ones, such as Cavendish, Ambon, Kepok, Raja, Mas, Horn, and many more.

Bananas are one of the fruit commodities that many consumers in Indonesia and East Java, especially Mojokerto Regency, use. The Ambon Banana is one of the most widely grown plants in Indonesia. This banana has a high-speed growth rate and can produce much fruit; one tree can produce 7-10 combs with 100-150 fruits.

The shape of the Ambon banana fruit is curved at the base, and the flesh is yellowish. The public widely consumes ambon bananas because they contain compounds called short-chain fatty acids, which maintain the small intestine's tissue cell layer and increase the body's ability to absorb nutrients (Zain, 2017). The average per capita annual banana consumption in the Regency is ranked first. The following is data on the estimated consumption of fruit per capita in households in Mojokerto in 2018-2022.

**Table 1.** Estimated total national fruit consumption per year per week

Commodities	Average Mojokerto District Consumption (Kg/capita/week)					Total
	2018	2019	2020	2021	2022	
	Oranges	0,049	0,054	0,038	0,059	
Mango	0,001	0,002	0,001	0,001	0,002	0,007
Apple	0,019	0,031	0,029	0,025	0,017	0,121
Rambutan	0,112	0,046	0,035	0,111	0,056	0,360
Duku	0,057	0,072	0,053	0,023	0,020	0,225
Durian	0,051	0,029	0,076	0,023	0,006	0,185
Salak	0,060	0,057	0,055	0,049	0,055	0,276
Banana	0,173	0,161	0,112	0,217	0,187	0,850
Watermelon	0,032	0,049	0,051	0,061	0,091	0,284
Papaya	0,069	0,067	0,084	0,095	0,111	0,426
Tomato fruit	0,002	0,005	0,002	0,002	0,001	0,012
Avocado	0	0	0	0	0,021	0,021
Guava	0	0	0	0	0,012	0,012

Source: BPS Mojokerto district, 2022.

Based on Table 1 of the National Fruit consumption data above, it can be seen that banana consumption per capita/year is higher than other types of fruit. Although it has decreased yearly, bananas are still at the first level as the most consumed fruit, and 13% are Ambon Bananas. Trawas sub-district is a sub-district that has very potential for tourism. The research was conducted in Belik Village, Trawas District; Trawas has a typical banana Ambon fruit, namely Trawas banana Ambon, which is used as the object of this research. This study aimed to determine the attributes that become consumer preferences and determine the most dominant attributes consumers consider before buying Ambon Bananas in the tourist area of Trawas District.

Attitude is a mental and nervous state of readiness regulated through experience, which has a dynamic or directional influence on individual responses to all objects and situations (Widayatun, 2018), according to Rosdiana and Haris (2018) and Khoirul Anam et al. (2020), the consumer. Attitude is an important factor influencing consumer decisions when using a product. The concept of attitude is closely related to belief and behavior. Based on the literature review, the authors have not found articles that specifically discuss the perceptions of consumer preferences who buy Ambon banana fruit, especially in Trawas Tourism. Consumer belief in consumer knowledge about an object, its attributes, and its benefits. Consumer knowledge has a close relationship with the discussion of attitudes.

Consumer beliefs about a product, product attributes, and benefits describe consumer perceptions. Therefore, consumer trust in a product varies. Consumers, including tourists visiting tourist areas in Trawas Subdistrict or local natives, who will purchase Ambon Banana fruit will first pay attention to and select the physical attributes Ambon Banana Fruit possesses according to their level of preference. These attributes include fruit price, freshness, maturity, and number of fruits per comb. After identifying several attributes, Chi-Square analyzes the attributes that become consumer preferences when purchasing Ambon banana fruit. Then, Fishbein Multiatribut analysis is used to determine consumer attitudes toward product attributes. This study aims to (1) determine the attributes consumers prefer when buying Ambon Bananas in the Trawas District tourist area and (2) determine the attributes consumers must consider before buying Ambon Bananas in the Trawas District tourist area.

## RESEARCH METHODS

### Time and Location of Research

The location of Belik Village is Trawas District. Research data collection was carried out in March - June 2023. Before the research, a site survey was conducted to collect basic information. The selection of the research location was carried out purposively, namely in the tourist area of Belik Village, Trawas District, Mojokerto

Regency, which was chosen based on the consideration of the concept of agritourism that is applied to attract many tourists and contribute to the purchase of local products.

### Population and Sample

Population is a generalization area consisting of objects/subjects with specific quantities and characteristics set by researchers to study and then draw conclusions (Sugiyono, 2019). The method used is accidental sampling, which takes respondents as samples based on chance; that is, anyone who happens to meet the researcher can be used as a sample if the person happens to be found to be suitable as a data source (Sugiyono, 2016). The population in this study was all final consumers who bought Ambon bananas, with the number of samples taken by researchers being as many as 91 because the number of consumers who came to the research location could not be significant.

### Data Analysis Method

#### 1. Chi-Square Analysis

Chi-Square analysis was used to determine the attributes of the Ambon banana fruit by consumer preferences. Using the following formula:

$$\chi^2 = \sum_{i=1}^k \left[ \frac{f_o - f_e}{f_e} \right]^2$$

Where  $\chi^2$  is the numerical value that provides information on the results of observations,  $F_o$  is the observed frequency in the study,  $F_e$  is the expected frequency in the study, 91 consumers.  $I...k$  is the attribute category in the Ambon banana attribute.

$$f_e = \frac{R_i \times C_i}{\sum R_i}$$

Where:

$R_i$  is the number of rows  $i$ ,

$C_i$  is the sum of column  $i$ ,

$\sum R_i$  is the number of observations.

Hypothesis used:

$H_o$ : There is no difference in consumer preference between the observed frequency and the expected frequency (If the preference is considered the same, then the expected frequency for each attribute category is  $1/3 = 30.3$ ).

$H_a$ : There is a difference in consumer preference between the observed and expected frequencies.

Testing at the 95% confidence level with the test criteria, namely: If  $\chi^2$  count  $>$   $\chi^2$  table, then  $H_o$  is rejected, meaning that there are differences in consumer preferences for the attributes of If  $\chi^2$  count  $\leq$   $\chi^2$  table, then  $H_o$  is accepted, meaning there is no difference in consumer preferences for the attributes of Ambon bananas.

#### 2. Multi-attribute Fishbein Analysis

To find out the attributes of Ambon banana fruit that consumers most consider, Fishbein's multi-attribute analysis is used with the following formula:

$$A_o = \sum_{i=1}^n b_i \cdot e_i$$

Where  $A_o$  is the consumer attitude towards Ambon banana fruit,  $b_i$  is the level of consumer confidence that the purchased Ambon banana fruit has specific attributes ( $i$ -th attribute),  $e_i$  is the level of consumer importance of the  $i$ -th attribute owned by Ambon banana fruit,  $n$  is the number of attributes owned by Ambon banana fruit.

The stage of measuring attitudes towards objects, using multi-attribute Fishbein, is as follows:

1. Determine the assessment of trust in the object attributes ( $b_i$ ) by determining the standard assessment (scoring) using a Likert scale, such as 5 = very good, 4 = good, 3 = quite good, 2 = not

good, and 1 = very bad. To find the value of trust in the object (bi), it is done by dividing the number of respondents' answers by the number of respondents:

$$b_i = \frac{5a+4b+3c+2d+e}{a+b+c+d+e}$$

Where bi is the value of trust in the Ambon banana fruit.

2. Determining attribute evaluation (ei) with standardized scoring using a Likert scale. Then, the score of each attribute is multiplied by the frequency of respondents' answers to determine the value of consumer evaluation of the Ambon banana fruit attributes.
3. Determine the attitude towards the object (Ao) with the formula:  $A_o = b_i \cdot e_i$   
 Where Ao is consumer attitude towards Ambon banana fruit, and ei is the evaluation value of the importance of Ambon banana fruit attributes.

The consumer attitude index must be measured from the highest to the lowest value to determine the attributes that consumers consider most. The highest consumer attitude index (Ao) to an attribute of the Ambon banana fruit indicates that the attribute is an attribute consumers must consider in purchasing decisions—the attributes of the Ambon banana fruit are observed.

**Table 2.** Attributes of the banana Ambon fruit observed.

No	Attributes	Observation
1	Attribute I	Fruit price,
2	Attribute II	Fruit freshness,
3	Attribute III	Fruit ripeness, and
4	Attribute IV	Number of fruits per comb

## RESULTS AND DISCUSSION

Research on consumers' preferences for buying pisang Ambon fruit in the Trawas tourist location has been conducted with important findings, as presented in the following results.

### 1. Respondent Characteristics

The characteristics found are attached to the current condition of the research object, in this case, consumers of the Ambon banana fruit. The following are the characteristics of respondents who have been recapitulated according to several characters, as follows:

**Table 3.** Characteristics of Ambon Banana Fruit Respondents in the Tourism Area of Trawas District

No	Respondent Characteristics	Description	Number of Respondents	Percentage
1.	Gender	Female	63	69,2
2.	Age	19 - 29	39	42,9
3.	Education Level	High School	46	50,5
4.	Employment Status	Not working (housewife)	37	40,6
5.	Income per Month	<1.000.000	47	51,6
6.	Residential Address	Mojokerto district	68	74,7

Source: Primary Data Processed by Researchers, 2023.

Based on Table 3, it can be seen that most consumers of Ambon banana fruit in the tourist area of Trawas District are women. Most respondents were aged 19-29 years, had a high school education level, namely 46 people, and their work status was not working or as housewives (IRT). As many as 37 people were among the respondents studied. The average monthly income of respondents is <1,000,000, namely 47 people, because judging from the employment status of most homemakers or not working, and most of the respondents live in Mojokerto Regency, which means that they are still in the same area as the research location which is located in Trawas District.

### 2. Consumer buying behavior

Consumer buying behavior refers to the patterns and decisions consumers take when buying goods or services. The following are consumer buying behaviors that have been recapitulated according to several characters.

**Table 4.** Buying Behavior of Ambon Banana Fruit Consumers in the Tourism Area of Trawas District

No	Respondent Characteristics	Description	Number of Respondents	Percentage
1.	Reason for Purchase	Good Quality	15	15,6
2.	Purchase Frequency	Once	60	65,9
3.	Purchase Quantity	1 comb/clove	47	51,6
4.	Purchase Purpose	Self-consumed	67	73,6

Source: Primary Data Processed by Researchers, 2023.

Based on Table 4, it can be seen that most respondents bought Ambon bananas for the reason of purchasing, namely because Ambon bananas are of good quality. Almost all respondents admitted that they only made this purchase once because the research location is a tourist spot, which people do not always visit or even only visit once. The highest number of purchases is one comb/clove because this amount meets the consumption level of respondents who have the purpose of purchasing self-consumption. Understanding consumer behavior in purchasing fruit products is crucial (Rahel et al., 2024).

### 3. Consumer Preferences for the Attributes of Ambon Banana Fruit

Consumer preference for Ambon bananas is whether a person likes or dislikes the Ambon banana product consumed. These choices differ from one consumer to another. Consumer preference for banana Ambon fruit in the tourist area of Trawas District can be analyzed using Chi-Square analysis.

Consumer preferences in the tourist area of Trawas Subdistrict against Ambon banana fruit can be known from the frequency of consumers who choose the attributes of the Ambon banana fruit studied. The attributes of Ambon banana fruit studied are the price of Ambon banana fruit, freshness of Ambon banana fruit, ripeness of Ambon banana fruit, and the number of fruits per comb of Ambon banana. From the results of the Chi-Square analysis, it can be seen that consumer preferences for Ambon bananas in the tourist area of Trawas District are shown in the results in Table 3 below.

**Table 5.** Chi-Square Analysis Results of Ambon Banana Fruit Attributes in the Tourism Area of Trawas District

No	Attributes of Ambon banana fruit	$\chi^2$ Count	df	$\chi^2$ Table	Description
1	Price	55,53	2	5,99	Significantly affected
2	Freshness	98,00	2	5,99	Significantly affected
3	Ripeness	29,41	2	5,99	Significantly affected
4	Number of fruits/comb	29,09	2	5,99	Significantly affected

Source: Primary Data Processed by Researchers, 2023.

Table 5 shows that all attributes observed in this study are significantly different at the 95% confidence level, which means that the null hypothesis ( $H_0$ ) is rejected. The alternative hypothesis ( $H_a$ ) is accepted because of the four attributes observed; the  $\chi^2$  calculated is more significant than the  $\chi^2$  table. This means that consumer preference for Ambon banana fruit in the tourist area of the Trawas sub-district has a real influence on consumer preference for Ambon banana fruit. Consumer preferences play a key role in marketing, as they influence purchasing decisions based on tastes or desires (Alvero et al., 2024). The four attributes of the Ambon banana fruit are then categorized into more specific ones, namely in Table 6 below.

**Table 6.** Attributes and Predicate Attributes of Ambon Banana Fruit

No	Attribute	Attribute Predicate
1	Fruit Freshness	Not too fresh (characterized by a slightly brownish color and slight dryness) Ordinary Fresh (fresh skin and smooth skin surface like freshly harvested)
2	Fruit Price	Expensive (35,000 - 40,000/comb) Medium (25,000 - 30,000/comb) Cheap (15,000 - 20,000/comb)
3	Fruit ripeness	Immature Half-baked Ripe
4	Number of Fruit per Comb	Few (14 - 15 pieces) Medium (16 - 17 pieces) Many (18 - 20 pieces).

Source: Primary data processed by researchers, 2023

Consumer preferences for Ambon banana fruit in the tourist area of Trawas District can be determined by looking at the categories or attribute criteria that consumers choose the most. Consumer preferences can provide insight into what a person likes when choosing a product (Alvero et al., 2024). Consumer preferences for Ambon bananas in the tourist area of Trawas District can be seen in Table 7.

**Table 7.** Consumers' Preferences for Ambon Banana Fruit in the Tourism Area of Trawas District

Ambon Banana Fruit Attributes	Consumer Preferences
Fruit Freshness	Fresh
Fruit Price	Medium
Fruit ripeness	Ripe
Number of fruits/comb	Medium

Source: Primary data processed by researchers, 2023

Based on Table 7, it can be seen that Ambon bananas preferred by consumers in the tourist area of Trawas District are bananas that have a medium price (25,000 - 30,000 / comb), have fresh freshness (fresh skin and smooth skin surface like new harvest), have perfect maturity, and have a medium number of fruits per comb (16 - 17 fruits). Another method to expand and improve distribution is to reduce the selling price so that the product becomes more competitive with similar products and has advantages (Kasihati et al., 2023).

#### 4. Consumer Trust and Importance Evaluation of Ambon Banana Fruit Attributes

The attitude of respondents to the Ambon banana fruit is an expression of feelings about the Ambon banana fruit, whether it is liked or not, appropriate or inappropriate. Respondents' attitudes can also describe a consumer's interest in the various attributes and benefits of the banana. Respondents' interest in Ambon bananas is due to their knowledge of the attributes of Ambon bananas and their benefits. Consumer trust and interest in Ambon bananas can be seen in Table 8 and Table 9.

**Table 8.** Consumer Trust Value (bi) of Ambon Banana Fruit Attributes

Attributes of Ambon Banana Fruit	Value					Total Value	Rates
	5	4	3	2	1		
Freshness	51	29	7	2	2	91	
	255	116	21	4	2	398	4,37
Price	56	20	10	1	4	91	
	280	80	30	2	4	396	4,35
Ripeness	52	26	10	2	1	91	
	260	104	30	4	1	399	4,38
Number of fruits/comb	48	26	12	3	2	91	
	240	104	36	6	2	388	4,26

Source: Primary data processed by researchers, 2023

Table 8 shows that the attribute of Ambon bananas that consumers believe is the best is the ripeness of

the fruit. Consumers have a sense of trust and believe that the maturity of the Ambon banana fruit purchased by consumers is the best. The attributes of Ambon bananas that consumers do not believe well are the attributes of the number of fruits/comb. Trust is crucial for buyers because it can affect their intentions, affecting the decision to buy and buy again (Novitasari & Hidayati, 2023).

Table 9 shows that the Ambon banana fruit's freshness is an attribute with the highest level of importance in the purchase decision. Consumers consider the freshness attribute of the fruit to be the most important, and it is essential to consider this in determining the purchase decision for Ambon banana fruit. Consumers have different levels of importance according to their needs for the food they buy (Fiorentina & Ariyantoro, 2024).

**Table 9.** Evaluation of Consumer Importance (ei) of Ambon Banana Fruit Attributes

Attributes of Ambon Banana Fruit	Value					Total value	Rates
	5	4	3	2	1		
Freshness	52	25	9	1	4	91	
	260	100	27	2	4	393	4,32
Price	40	29	16	4	2	91	
	200	116	48	8	2	374	4,11
Ripeness	40	28	15	5	3	91	
	200	112	45	10	3	370	4,07
Number of fruits/comb	25	25	27	9	5	91	
	125	100	81	18	5	329	3,62

Source: Primary data processed by researchers, 2023

By multiplying the trust assessment number (bi) and the evaluation value of consumer importance (ei) on the attributes of Ambon banana fruit, the consumer attitude index (Ao) is obtained. This figure shows the consumer's assessment of the attributes attached to the Ambon banana fruit, which includes the fruit's price, the fruit, the freshness of the fruit, maturity, and the number of fruits per comb. This means that the more the system is by existing values, the better the customer's attitude towards it (Wijaya & Berlianto, 2020). The value of the consumer attitude index (Ao) towards Ambon bananas can be seen in Table 10.

**Table 10.** Consumer Attitudes towards Ambon Banana Fruit in Trawas District

Attributes of Ambon Banana Fruit	Trust (bi)	Interests (ii)	Attitude (Ao)	Rating
Freshness	4,37	4,32	18,88	I
Price	4,35	4,11	17,88	II
Ripeness	4,38	4,07	17,83	III
Number of fruits/comb	4,26	3,62	15,42	IV

Source: Primary data processed by researchers, 2023

Based on Table 10, it can be seen that the index value of consumer attitudes towards the dominant attributes considered in the decision to purchase Ambon bananas in a row from the highest to the lowest is the freshness of the fruit, the price of the fruit, the level of maturity of the fruit, and the number of quantities per comb. So freshness and price are consumers' two most dominant attributes when chasing the Ambon banner. Furthermore, regarding attitudes, when consumers have a positive assessment of a product, they tend to feel more satisfied, trusting, and interested in the product (Huda & Hidayati, 2024).

Consumers usually pay more attention to the attributes of freshness and ripeness of Ambon bananas because respondents buy and consume them to enjoy fruit with the right level of ripeness and fresh fruit conditions. While considering the price and the number of fruits per comb, it is easy to observe directly with the sense of sight. It depends on the choice of consumer preferences to achieve consumer satisfaction.

## CONCLUSION

The most influential attribute of consumer preferences for Ambon banana fruit in the tourist area of Trawas District is the freshness of fresh fruit with a Chi-Square value (98.00) seen from the results of  $\chi^2$  count. Another influential attribute is the price of moderate fruit (25,000-30,000 / comb) with a Chi-Square value of (55.53), and two attributes that are not very influential are the maturity of ripe fruit with a Chi-Square value of (29.41) and the number of fruits per comb which is moderate (16 - 17 fruits/comb) with a Chi-Square value of (29.09) seen from

the results of  $\chi^2$  count.

The most dominant attribute of Ambon banana fruit considered in the purchase of Ambon banana fruit in the tourist area of Trawas District with the Fishbein multiattribute analysis calculation method is the attribute of fruit freshness (18.88). The order of attributes from the most dominant considered to the less considered attributes are attributes (I) fruit freshness (18.88), (II) fruit price (17.88), (III) fruit maturity (17.83), and (IV) the number of fruits per comb (15.42).

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