
**Factors Influencing Consumers In Buying Decisions For Decorative Flowers
(Case Study Vivi Flower) In Bulucenrana Village, Pitu Riawa District, Sidenreng
Rappang Regency**

Irmayani¹, Saskia², Nurhaedah³

^{1,2,3}Departement Agribusiness, Faculty of Agriculture, Animal Husbandry and Fisheries Universitas Muhammadiyah Parepare, Indonesia

*Corresponding author : irmaumpar@yahoo.co.id

ABSTRACT. Bulucenrana Village is one of the villages in Pitu Riawa District, Sidenreng Rappang Regency, where most of the area is plantation areas, both long-term and medium-term crops. Vivi Flower is one of the decorative flower selling businesses in Bulucenrana Village. There are various kinds of decorative flowers that are sold at varying prices. There are several factors that influence consumers in purchasing decisions for decorative flowers, including psychological factors, price and location. The aims of this study were: 1) to find out what factors influence consumers in purchasing decorative flower decisions at Vivi Flower, Bulucenrana Village, Pitu Riawa District, Sidenreng Rappang Regency and 2) to find out what factors most dominantly influence consumers in purchasing decorative flower decisions at Vivi Flower Bulucenrana Village, Pitu Riawa District, Sidenreng Rappang Regency. This type of research is quantitative research. The research sample consisted of 38 respondents who were ornamental flower consumers who visited Vivi Flower. The instrument used in this study was a research questionnaire consisting of several questions regarding the variables studied. The data analysis technique used was descriptive statistical analysis and multiple regression analysis with the help of the SPSS 22 program. From the results of the study, it was obtained: 1) Factors that influence consumers in buying ornamental flowers at Vivi Flower, Bulucenrana Village, Pituriawa District, Sidenreng Rappang Regency are psychological factors and price factors and 2) The most dominant factor affecting consumers in purchasing decisions for decorative flowers at Vivi Flower, Bulucenrana Village, Pituriawa District, Sidenreng Rappang Regency is the price factor based on a coefficient of determination of 75.2%.

Keywords : *Consumer Factors, Purchase Decision, Ornamental Flowers*

INTRODUCTION

Currently, ornamental plants are one of the horticultural commodities that are quite in demand by all circles and ornamental plants are also one of the horticultural commodities that have a fairly high economic value. Ornamental plants are good plants when used as decorations both interior and exterior, ornamental plants also vary in type ranging from flower plants to unique types. Ornamental plants among the community in their utilization are not only limited to adding aesthetic value or on the basis of fondness but have been used for religious events, traditional ceremonies, as gifts and can also be used as bouquets (Rizky, 2022).

The business or business of ornamental plants is currently growing very rapidly, ornamental plants not only play a role but also make a real contribution to the development of the agricultural sector, and also play a role in the development of the agro-tourism sector. The development of agro-tourism that utilizes agricultural businesses as a tourist attraction to attract tourists to visit. It is hoped that the development of this ornamental plant business can have good prospects in the future for the community (Situmorang, 2014). This also happens in Bulucenrana Village, Pituriawa Subdistrict, Sidenreng Rappang Regency where housewives in Bulucenrana village are thinking of developing an ornamental plant business, one of which is Vivi Flower. Vivi Flower is an ornamental plant business owned by Mrs. Nanna which has been established since 2019, Mrs. Nanna obtained ornamental flower seeds from outside Sulawesi precisely in East Java where she usually took 30,000 polybags in 3 times a month. Vivi Flower sells several types of croton flowers ranging from local croton to imported croton. The flowers are in demand because of the easy cultivation and affordable price compared to other types of flowers. In addition to household consumers, there are also retailers who shop for ornamental plants for commercial purposes. Therefore, Vivi Flower is also known as a supplier of ornamental plants to retailers around Sidrap Regency.

The development of the ornamental plant business which is full of competition requires every business actor engaged in the business of selling ornamental plants to have knowledge of consumer behavior towards purchasing decisions for ornamental plants. For this reason, producers need to look at consumer behavior in purchasing, because the characteristics of ornamental plants that

consumers want are not entirely the same as the characteristics of plants produced by producers. This also affects the production of ornamental plants produced by producers. The greater the public interest in certain types of plants, the demand for these plants will increase and trigger producers to increase production, and vice versa. (Noviana, 2014)

MATERIALS AND METHODS

This research was conducted for two months, namely this research was carried out in January to February 2022 which is located at Vivi Flower, precisely in Bulucenrana Village, Pituriawa District, Sidenreng Rappang Regency. According to Sugiyono (2016) calls the sample as part of the number and characteristics possessed by a population. This research uses accidental techniques, namely anyone who happens to meet the researcher can be used as a sample, if it is deemed that the person who is found is suitable as a data source (Sugiyono, 2016). The criteria for respondents who have been determined by researchers based on age, namely 18 to 55 years old which researchers consider that such ages are more understanding and understand to be able to fill out research questionnaires, visit at 10.00 am - 14.00 pm because at that time the research site was visited by respondents and from the research conducted, the researcher managed to collect 38 respondents.

The type of research and data presented are obtained from data sources which include primary and secondary data sources:

- Primary data is obtained through direct observation (observation), interviews with the use of pre-prepared questionnaires and documentation.
- Secondary data is obtained through a literature study conducted by reading publications related to the research.

The data collection techniques in this study are as follows:

- Observation is a way of data collection techniques by making direct observations. Researchers make direct observations at the place of the object of research to be observed using the five senses which are then collected in notes or recordings.
- Interview is a question and answer data collection technique conducted orally to obtain information. The form of information obtained is stated in writing or audio-recorded.
- Questionnaire or questionnaire is a data collection technique by giving a series of questions to be answered by respondents.
- Literature study is a data collection technique, by recording and collecting data or literature related to the problems studied.
- Documentation is a data collection technique carried out by relying on documents as one of the data sources used to complete the research. Documents used are in the form of written sources of images or photographs.

To answer the problem formulation, multiple linear regression techniques are used. The formula for knowing the multiple linear regression analysis equation is as follows:

Multiple Linear Regression Formula

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Description:

Description

Y = Purchase Decision

a = costanta

X1 = Product factor

X2 = Price factor

X3 = Location factor

b1-3 = partial regression coefficients

e= Error

- Multiple Linear Regression Analysis

The definition of multiple linear regression analysis according to Lupiyoadi and Ikhsan (2015) is a statistical analysis that connects two or more independent variables (X1, X2, X3, . . . , Xn) with the dependent variable Y.

Multiple regression analysis aims to explain the effect of price, taste and service on consumer buying interest.

- Test t

The t test is used to test the significant level of the effect of the independent variable partially on the dependent variable. The test is carried out by comparing t count with t table (Santoso Slamet, 2013). Provided that if t count > t table and significant value < 0.05 (α : 5%), then the independent variable partially has a significant effect on the dependent variable. Holding a test that the proposed hypothesis is accepted or rejected, the t formula is used as follows:

$$t = \frac{b}{S_b}$$

Description:

t : tcount

b : regression coefficient

S_b: Standard Error of the Independent Variable

If:

tcount < t table, then H₀ is rejected

tcount > t table, then H₀ is accepted

- Coefficient of Determination

The coefficient of determination is a measure of the representation of the dependent variable by the independent variable or the extent to which the independent variable can explain the dependent variable (Suharjo, 2008: 79). This test aims to determine the proportion or presentation of the total variation in the dependent variable explained by the independent variable.

RESULTS AND DISCUSSION

Multiple Linear Regression Test Results

Multiple linear regression analysis was conducted to determine the factors that influence consumers in purchasing decisions for decorative flowers at Vivi Flower. The following multiple linear regression analysis results are presented in Table 1:

Table 1, Results of Multiple Linear Regression Equation Analysis

Variables	Regression coefficient	t count	Sig.
Constant	2,356		
Psychological Factors (X ₁)	0,315	3,742	0,001
Price Factor (X ₂)	0,447	7,084	0,000
Location Factor (X ₃)	0,061	0,523	0,604

Source: Primary data processed with SPSS version 22

Based on the results of the SPSS 2022 output, the regression equation is obtained:

$$Y = 2.356 + 0.315X_1 + 0.447X_2 + 0.061X_3 + e$$

The constant number obtained is 2.356 (positive), meaning that if the variables of psychological factors (X₁), price factors (X₂) and location factors (X₃) are considered constant, the Purchasing Decision (Y) is 2.356.

The coefficient value of the psychological factor variable (X₁) of 0.315 means that if the psychological factor (X₁) increases by 1, the purchasing decision (Y) will increase by 0.315 assuming other variables remain.

The variable coefficient value of the price factor (X₂) of 0.447 means that if the price factor (X₂) increases by 1, the purchasing decision (Y) will increase by 0.447, assuming other variables remain. The coefficient value of the location factor variable (X₃) is 0.061, which means that if the location factor (X₃) increases by 1, the purchasing decision (Y) will increase by 0.061, assuming other variables remain constant.

Partial Test Results t

The t test was conducted to determine the effect of variable X on variable Y, in this study to determine the effect of psychological factors, price and location on purchasing decisions for

decorative flowers at Vivi Flower. By using the hypothesis:

H_0 : Not Affected

H_1 : Influential

If the calculated t value < t table or sig value > 0.05, it means H_0 is accepted.

If the calculated t value > t table or sig. value < 0.05, it means that H_0 is rejected.

With the number of samples $N = 38$, the t table value is $df = N - 1 = 38 - 1 = 37$, the t table value is 1.6879.

Table 2. Results of the t-test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.356	1.511		1.559	.128
	Total X1	.315	.084	.347	3.742	.001
	Total X2	.447	.063	.645	7.084	.000
	Total X3	.061	.117	.038	.523	.604
<ul style="list-style-type: none"> Dependent Variable: Total Y 						
Source: Primary data processed with SPSS version 22						

Based on Table 2 it appears that:

- The Psychological Factor variable (X_1) has a t value > t table (3.742 > 1.6879) or sig. value < 0.05 (0.001 < 0.05). This means that H_0 is rejected. Thus psychological factors (X_1) influence the purchasing decisions of decorative flower consumers at Vivi Flower. The results of this study are in accordance with research conducted by Ketut Indah pertiwi (2015) entitled "The Influence of Cultural, Social, Personal, Psychological, and Marketing Mix Factors on purchasing decisions for border kebaya at Jegeg Ayu Boutique in Kuta". The results of his research show that psychological factors with a t test significance value of 0.013 < 0.05 then H_0 is rejected, this means that psychological factors have a significant effect on purchasing decisions.
- The variable price factor (X_2) has a t value > t table (7.084 > 1.6879) or sig. value < 0.05 (0.000 < 0.05). This means that H_0 is rejected. Thus the Price factor (X_2) affects the purchasing decisions of decorative flower consumers at Vivi Flower. The results of this study are in accordance with research conducted by Desy Irana Dewi Lubis (2017) entitled "The Effect of Brand Image and Price on Purchasing Decisions at Sukma Medan Management College" The results of his research indicate that from the results of the t test the price factor has a positive and significant effect on purchasing decisions.
- The Location Factor variable (X_3) has a t value > t table (7.084 > 1.6879) or sig. value < 0.05 (0.000 < 0.05), meaning that H_0 is accepted. Thus the Location Factor (X_3) has no effect on consumer purchasing decisions for decorative flowers at Vivi Flower.

Thus, the factors that influence consumers on purchasing decisions for decorative flowers at Vivi Flower are psychological factors and price factors. While the location factor has no effect on consumer purchasing decisions for decorative flowers at Vivi Flower.

Determination Coefficient Test Results

The coefficient of determination test aims to determine how much influence consumer behavior factors have on the decision to purchase decorative flowers at Vivi Flower. Because there are two influential factors, namely psychological factors (X_1) and price factors (X_2), then to find out which factor is the most dominant can be known through the magnitude of the *R square* value based on the results of the SPSS output of the coefficient of determination test obtained. The following

results of the coefficient of determination test are presented in Table 3:

Table 3 Coefficient of Determination Test Results

Variables	<i>R square</i> value	Percentage (%)
Psychological Factors (X_1)	0,580	58,0%
Price Factor (X_2)	0,752	75,2%

Source: Primary data processed with SPSS version 22

Based on Table 6.14, it appears that the magnitude of the influence of psychological factors (X_1) on purchasing decisions (Y) decorative flowers in Vivi Flower is 58.0%. While the magnitude of the influence of the price factor (X_2) on purchasing decisions (Y) decorative flowers in Vivi Flower is 75.2%. Thus, the dominant factor influencing the decision to purchase decorative flowers at Vivi Flower is the price factor.

This is because consumers of ornamental flowers in Vivi Flower are more considering the price of the ornamental flowers they will buy. Consumer purchasing power is also supported by the finances owned, considering that most consumers of ornamental flowers in Vivi Flower only work as housewives. As we all know, women who work as housewives only rely on the income of their husbands, so to buy expensive decorative flowers need consideration. In addition, the price of decorative flowers offered at Vivi Flower is cheap and affordable. Therefore, the price factor is more dominant in influencing the decision to buy decorative flowers at Vivi Flower.

Based on the results of SPSS 22 output, the factors that influence consumers on purchasing decisions for decorative flowers at Vivi Flower are psychological factors and price factors. This is based on the t value obtained is greater than the t table value, where the Psychological Factor Variable (X_1) has a t value > t table ($3.742 > 1.6879$) or sig. value < 0.05 ($0.001 < 0.05$) and the Price Factor Variable (X_2) has a t value > t table ($7.084 > 1.6879$) or sig. value < 0.05 ($0.000 < 0.05$). While the location factor has no effect on consumer purchasing decisions for decorative flowers at Vivi Flower. Because the calculated t value obtained is smaller than the t table value, the Location Factor Variable (X_3) has a calculated t value < t table ($0.523 < 1.6879$) or sig. value > 0.05 ($0.604 > 0.05$). The reason ornamental flower consumers consider more psychological factors and prices in buying ornamental flowers at Vivi Flower is the price of ornamental flowers offered at Vivi Flower is cheaper than in other stores and affordable with the purchasing power of consumers who mostly only work as housewives.

The research results obtained are in line with research conducted by Yatiman (2018) entitled "Analysis of Factors that influence Consumer Behavior in *Orchid* Purchase Decisions (*Orchidaceae*) at Yusra and Windha-Wan Florist Business Places". The results of his research show that the significance value of the price factor variable is 0.004 smaller than the significance criterion value, as well as the psychological variable, the significant value obtained is 0.026 smaller than 0.05, so it can be said that H_0 is rejected, which means that there is an influence of the marketing mix on psychological factors and price factors in orchid purchasing decisions at the research location. Thus, it can be concluded that the dominant factors that influence consumers on purchasing decisions for decorative flowers at Vivi Flower are psychological factors and price factors. While the location factor has no effect on consumer purchasing decisions for ornamental flowers at Vivi Flower.

CONCLUSION

Based on the results and discussion that have been stated in the previous chapter, conclusions are obtained:

1. Looking at the significance value, the psychological variable has a t value > t table ($3.742 > 1.6879$) or a sign value. < 0.05 ($0.001 < 0.05$), variable analysis has a t value > t table ($7.084 > 1.6879$) or sig value. < 0.05 ($0.000 < 0.05$), and the location variable analysis has a t value > t table ($7.084 > 1.6879$) or sig. value < 0.05 ($0.000 < 0.05$). The results of the analysis show that the psychology and price variables have a positive effect.
2. The most dominant factor influencing consumers in purchasing decisions for decorative flowers at Vivi Flower Bulucenrana Village, Pituriawa District, Sidenreng Rappang Regency is the Price Factor based on the coefficient of determination of 75.2%.

The suggestions that are expected to be a reference for further research are: Ornamental flowers are plants that are in demand by most mothers who have prices that vary depending on the

type of flower, therefore ornamental flower shops should offer affordable prices according to consumer purchasing power. For ornamental flower entrepreneurs, they must take advantage of the mothers' penchant for ornamental flowers by increasing the promotion of their products, so that consumers of ornamental flowers can find out the various products sold and can also have an impact on increasing the price of their products.

REFERENCES

- Alfiani, L., Wahyuningsih, S., & Fachriyan, H. A. (2023). consumer behavior towards purchasing decisions for ornamental plant products (case study at erista garden, sleman district, Yogyakarta). *Agribusiness Prospects*, 2.
- Ananda, R. F., & Tumanggor, M. B. (2022). The Effect of Price and Consumer Characteristics on Purchasing Decisions for Ornamental Flowers (Case Study of Ornamental Flower Plant Consumers in the Ornamental Flower Park Area in Dusun V, Pagar Merbau District. *Journal of Management and Business*, 1, 109-21.
- Amanah, D. (2010). "The effect of price and product quality on customer satisfaction at majestyk bakery & cake shop HM Yamin Medan branch". *Journal of finance & business*, 2(1), 71-87.
- Arikunto, S. (2021). *Basics of Educational Evaluation 3rd Edition*. Bumi Aksara.
- Arikunto, Suharsimi (2010). "Research procedure: A Practical Approach". Jakarta: Rineka Cipta
- Augusty, Ferdinand. (2006). "Management Research Methods: Research Guidelines for Thesis, Thesis and Dissertation in Management Science". Semarang: Diponegoro University.
- Central Bureau of Statistics. (2017). "North Sumatra Province in figures 2017". Central Bureau of Statistics. Medan.
- Donni Juni Priansa. (2016). "Consumer Behavior in Contemporary Business Competition". Bandung.
- Khasana, Dea. (2015). "Analysis of the effect of price, product quality and brand image on purchasing decisions for 600ML rainbow brand bottled drinking water in Semarang". Semarang
- Kotler, P. and Armstrong, G. (2016). "Fundamentals of Marketing". Volume 1, Ninth Edition. Jakarta: Erlangga
- Kotler, P., & Keller, K. L. (2016). "Marketing Management". France: Pearson Education Edition.
- Lupiyoadi, Rambat. 2013. *Service Marketing Management*. Third Edition. Jakarta: Salemba
- Noviana, A., Indriani, Y., & Situmorang, S. (2014). "Consumer Behavior in Purchasing Ornamental Plants in Pekalongan District, East Lampung Regency". *Journal of Agribusiness Sciences*, 2(1), 77-85.
- Pardede, R.H. (2016). "Analysis of Consumer Behavior towards Purchasing Decisions for Sipirok Wild Luwak Coffee". Muhammadiyah University of North Sumatra. Medan.
- Riyanto, R. (2020). The Effect of Location and Price on House Purchase Decisions in the Iskandar Muda Cluster (Case Study of PT. Surya Metal Berjaya) (Doctoral dissertation, university code041060# Buddhi Dharma University).
- Santoso slamet (2013). "Testing the significant level of the influence of independent variables partially on the dependent variable". PT Gramedia Public Library.
- Simarmata, H., Revida, E., Sari, I., Simatupang, S., Sudarso, A., & Faisal, M. Et Al. (2021). "Consumer Behavior and Loyalty Management". Medan: Yayasan Kita Tulis
- Situmorang, S. (2014). "Consumer Behavior in Purchasing Ornamental Plants in Pekalongan District, East Lampung Regency". *Journal of Agribusiness Sciences: Lampung*. 2 (1): 3-6
- Sugiyono. (2016). "Quantitative, Qualitative and R&D Research Methods. PT. Alfabet". Bandung
- Sugiyono. (2018). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta.
- Suryadi. (2020). "Diversity of Ornamental Plants in the Residential Area of 15 Ulu Jakabaring Village, Seberang Ulu I District Palembang". Muhammadiyah University Palembang.
- Widyastuti, T. (2018). "Agribusiness Ornamental Plant Cultivation Technology". Cv Mine. Yogyakarta
- Weenas, J. R. (2013). Product quality, price, promotion and service quality influence the purchase decision of Comforta Spring Bed. *Emba Journal: Journal of Economic Research, Management, Business and Accounting*, 1(4).
- Zulkarnain. (2009). "Fundamentals of Horticuture". Jakarta: Bumi Aksara.