

THE FACTORS INFLUENCING THE PURCHASE OF ORNAMENTAL PLANTS (CASE STUDY OF MONSTERA AND PHILODENDRON PRODUCTS)

Noorisiva Larasati^{*)}, Ujang Sumarwan^{*)}, Popong Nurhayati^{*)}

^{*)}School of Business, IPB University
Jl. Pajajaran, Bogor 16151, Indonesia

Abstract: Ornamental plants contributed greatly to the economy and could be a profitable business opportunity. The trend of ornamental plants in Indonesia was never empty; every year, there were always booming ornamental plants. The purpose of this study was to explain how the consumption behavior patterns of leaf ornamental plant products and the factors that influenced purchases included motivation, lifestyle, and marketing mix through perception as an intervening variable. This study used SEM-PLS analysis of 214 respondents who had purchased Monstera and Philodendron with a minimum age of 19 years. The results of the study showed that motivation, lifestyle, and conversation had a significant effect on perception. Motivation, co-creation, currency, communal activation, and perceptions directly influenced the purchase of leaf ornamental plants. Then, motivation had a significant effect on purchasing leaf ornamental plants indirectly, namely through perception as an intervening variable. Managerial implications in this research were segmentation, targeting, and positioning (STP) strategies and optimizing the variables that influenced the purchase of leaf ornamental plants, which consisted of motivation, co-creation, currency, communal activation, and perception.

Keywords: ornamental plants, lifestyle, marketing mix, monstera, philodendron

Abstrak: Tanaman hias berkontribusi besar pada ekonomi dan dapat menjadi peluang bisnis yang menguntungkan. Tren tanaman hias di Indonesia tidak pernah sepi, setiap tahun selalu ada tanaman hias yang booming. Tujuan penelitian ini adalah menjelaskan bagaimana pola perilaku konsumsi produk tanaman hias daun dan faktor-faktor yang memengaruhi pembelian mencakup motivasi, gaya hidup, dan bauran pemasaran melalui persepsi sebagai variabel mediasi. Penelitian ini menggunakan analisis SEM-PLS terhadap 214 responden yang pernah membeli Monstera dan Philodendron dengan minimal usia 19 tahun. Hasil penelitian menunjukkan bahwa motivasi, gaya hidup, dan conversation berpengaruh terhadap persepsi. Motivasi, co-creation, currency, communal activation, dan persepsi berpengaruh terhadap pembelian tanaman hias daun secara langsung. Kemudian motivasi berpengaruh terhadap pembelian tanaman hias daun secara tidak langsung, yaitu melalui persepsi sebagai variabel mediasi. Implikasi manajerial pada penelitian ini berupa strategi segmentasi, targeting, dan positioning (STP) dan optimasi variabel-variabel yang berpengaruh terhadap pembelian tanaman hias daun yang terdiri dari motivasi, co-creation, currency, communal activation, dan persepsi.

Kata kunci: tanaman hias, gaya hidup, bauran pemasaran, monstera, philodendron

Article history:

Received
30 November 2023

Revised
4 December 2023

Accepted
17 February 2024

Available online
30 April 2024

This is an open access
article under the CC BY
license ([https://
creativecommons.org/
licenses/by/4.0/](https://creativecommons.org/licenses/by/4.0/))



¹ Corresponding author:

Email: noorisivalarasati@apps.ipb.ac.id; noorisival@gmail.com

INTRODUCTION

Ornamental plants sector has high growth, where growth in the last two decades has reached 12 percent, higher than other horticultural commodities (Kementan, 2021). In addition to meeting domestic needs, Indonesian ornamental plants have high export potential due to changing international market preferences towards tropical ornamental plants (Kementan, 2020). Ornamental plants contribute greatly to the economy and can be a profitable business opportunity. The trend of ornamental plants in Indonesia is never quiet, every year there are always booming ornamental plants (Trubus, 2021). Until now from 2020, *Monstera* and *Philodendron* are types of plants loved by the consumer, especially those with striped mutations or called variegated (Trubus, 2021). One variegated leaf can be priced at millions to tens of millions of rupiah, but now the price of the plant has decreased and is more affordable. The trends formed today are very real because the technological developments accelerate the spread of ornamental plant trends (Trubus, 2021). According to BPS (2022), the production of ornamental plants in the past 3 years are fluctuate. The fluctuating production of ornamental plants is due to the diversification of ornamental plant products and indicates that production follows market demand (Setyawan, 2022). When market demand increases, production increases and vice versa. This is in accordance with the theory of supply, when there is an increase in the quantity demanded at a certain price or called an increase in demand, there will be an increase in the balance of the quantity of supply (Nurofik et al. 2020).

The current condition is that sales of ornamental plants have decreased drastically by 50% in 2021, this is because consumers have been able to breed independently and their movements have returned to normal (MPI, 2021; Agustika, 2022). Although the trend of ornamental plants has decreased, the types of *Monstera* and *Philodendron* are predicted to have a high chance of becoming types of plants that are still in demand by consumers. Based on a survey conducted by PLNTS (2023), in 2023 the types of *Monstera* and *Philodendron* will each be 36.4% as two types of plants that are still desired by consumers. This can be due to consumer perceptions of *Monstera* and *Philodendron* themselves as symbols of prestige because of their high price.

The fluctuating and unpredictable trend of ornamental plants is certainly a signal related to the market response to ornamental plants. This market response needs to be captured quickly by business people to find out how consumer behavior occurs and what factors affect the purchase of ornamental plants. This aims to attract consumers to make purchases and stay afloat in the unpredictable ornamental plant industry. In line with what was conveyed by Noviana et al. (2014), the development of the ornamental plant business from year to year, which is full of competition, requires every business actor to have knowledge about consumer behavior towards purchasing ornamental plants.

In buying a product, consumers are influenced by motivation, lifestyle, marketing mix, and perception (Sumarwan, 2017). Motivation can influence purchases because they are motivated to find solutions to their needs. Lifestyle can affect purchases because consumers will decide to buy products if they match their lifestyle and good quality perception of the product (Kartikasari, 2017). Marketing mix 4C can affect purchases because the products provided are consumer needs based (Neno, 2021). According to Yohandira (2021), perception can affect purchases because every living thing in this world has sensory devices, including eyes, nose, taste, tongue and ears, and from these senses consumers will produce a perception of what the eyes see, smells from the nose and others. This study is interesting to conduct because it aims to explain how the pattern of consumption behavior of leaf ornamental plant products and factors that influence purchases include motivation, lifestyle, and marketing mix through perception as a mediation variable.

METHODS

This study used a quantitative approach with a cross sectional design. Primary data was obtained from an e-questionnaire via Google Form which was filled in by respondents and distributed via an online link to followers of ornamental plant buying and selling accounts and ornamental plant fan groups on social media such as Instagram, Whatsapp, Telegram, and Facebook. Secondary data is obtained from journals, books, and the internet. The study was conducted from December to August 2023 with coverage throughout Indonesia. The sampling technique is carried out by non-probability sampling with convenience

sampling techniques and taking samples according to the willingness to participate. Data and information collection using technological assistance in the form of e-questionnaires in the form of Google Forms which are distributed through online links to followers of ornamental plant buying and selling accounts and ornamental plant community groups on social media such as Instagram, WhatsApp, Telegram, and Facebook. The population in this study is consumers who have purchased *Monstera* and *Philodendron* at least once each and are at least 19 years old. In this study, the number of constituent indicators of the research model was 21. The determination of the number of respondents in this study follows the rule of thumb from Hair et al. (2010) which states that the number of samples needed for each estimate of exogenous and endogenous variable parameters is five to ten observations. In this study, the number of indicators that make up the research model is as many as 230. So that the limit on the minimum number of samples taken is $21 \times 5 = 105$ respondents and the maximum sample is $21 \times 10 = 210$ respondents. The number of samples obtained was 214 respondents.

Independent variables in this study are motivation, lifestyle, co-creation, currency, communal activation, and conversation. The intervening variable in this study is perception. The dependent variable in this study was purchase. Data analysis techniques through descriptive analysis are carried out to describe respondent characteristics and consumer behavior. Validity test, reliability test, and quantitative analysis of this study using SEM PLS (Structural Equation Modeling Partial Least Square) method using SmartPLS 4.0 software.

The structural model of this study deals with thirteen research hypotheses that describe the influence of relationships between latent variables. Fluctuations in the production and prices of ornamental leaf plants are of course a market response that must be understood by sellers. Ornamental plant business players certainly need an effective and efficient marketing strategy to be able to influence the purchase of ornamental plants, namely increasing sales again by knowing consumer behavior and several factors that consumers consider when purchasing ornamental leaf plants, so that the marketing strategy created will be right on target.

Factors that need to be considered in influencing the purchase of ornamental leaf plants include motivation, lifestyle, marketing mix 4C, and perception. This is in accordance with previous research purchases can be influenced by motivation (Naashir et al. 2016), lifestyles (Kartikasari, 2017), 4C marketing mix (Neno, 2021; Kory and Sanica, 2022; Christina and Mahyuni 2022; Farisha 2022), and perception (Sungkawa et al. 2015).

According to Priscila (2023), marketing mix 4C can obtain a more appropriate strategy according to the needs and requirements of consumers. This is in accordance with Kotler et al. (2017), the 4P marketing mix was redefined into a 4.0 marketing mix, namely 4C consisting of co-creation, currency, communal activation, and conversation. Based on the distribution of variable indicators of this study, the majority of respondents agreed on the indicators in the 4C marketing mix variable, which means that plant sellers have indeed carried out the 4C marketing mix.

Apart from that, it is also necessary to know how consumers behavior towards ornamental leaf plants. Of course, knowing which factors are the most influential and how consumer behavior can be an insight that can be realized in managerial implementation. So the formulation of hypotheses in this study are in Figure 1, namely:

H₁: Motivation has a significant effect on perception;

H₂: Lifestyle has a significant effect on perception;

H₃: Co-creation has a significant effect on perception;

H₄: Currency has a significant effect on perception;

H₅: Communal activation has a significant effect on perception;

H₆: Conversation has a significant effect on perception;

H₇: Motivation has a significant effect on purchases;

H₈: Lifestyle has a significant effect on purchases;

H₉: Co-creation has a significant effect on purchases;

H₁₀: Currency has a significant effect on purchases;

H₁₁: Communal activation has a significant effect on purchase.

H₁₂: Communal activation has a significant effect on purchases;

H₁₃: Perception has a significant effect on purchases.

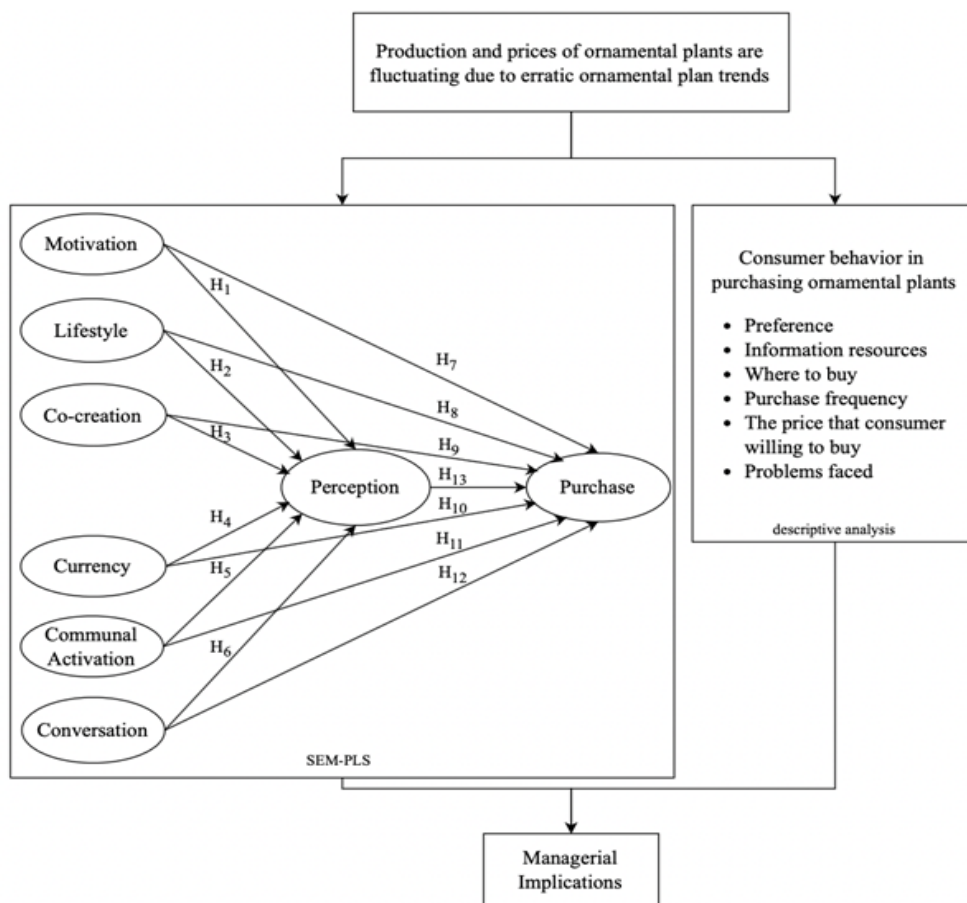


Figure 1. Research framework

RESULTS

Characteristics of Respondents

Based on Table 1, the majority of respondents are female with a percentage of 53.7%. In the distribution of the age range of respondents, the majority of respondents are in the age range of 29–42 years with a percentage of 49.1%. The majority of respondent provincial militias are on the island of Java with the largest percentage of 46.7% being in West Java. The marital status of respondents was dominated by married respondents with a percentage of 73%. The results showed that the majority of respondents had the last bachelor degree as much as 60%. Respondents were dominated by private employees with a percentage of 29.9% and had a monthly income above Rp 15,000,001 with a percentage of 24.3%.

Purchasing Behavior

The results showed that the average respondent bought *Monstera variegated* and bought *Philodendron florida beauty*. Both *Monstera* and *Philodendron* that have been purchased have a price range of Rp150,001 –

Rp500,000. Purchases are made in the last month with a frequency of purchases twice per month. In more detail, respondents liked *Monstera* and *Philodendron* which have variegata leaf colors (white or yellow stripes), have a number of 2–4 leaves, and have a height of 21–50 cm. The main consideration for buying *Monstera* and *Philodendron* is the level of uniqueness of the product, this indicates that respondents like and feel satisfied when their *Monstera* and *Philodendron* are increasingly unique and increasingly rare.

Instagram is the platform of choice for respondents to find information and where to make purchases of *Monstera* and *Philodendron* for more efficient reasons without having to come to the location. This is in accordance with the average respondent who is a generation Y who is accustomed to using digital media and technology in all aspects of their lives, including online shopping (Lyons, 2004). In searching for information about *Monstera* and *Philodendron*, respondents felt the main obstacle where information about how to care for *Monstera* and *Philodendron* was not clear/complete. This shows that *Monstera* and *Philodendron* sellers only focus on selling products without providing information on the *Monstera* and

Philodendron treatments they sell, so consumers must independently look for *Monstera* and *Philodendron* care information or ask further questions to sellers. In fact, in the open question of this study, as many as 60,6% of respondents expect *Monstera* and *Philodendron* sellers who provide useful information content about plant care, this is of course to support them in caring for the plants they have purchased. That is, consumers have high expectations for sellers of *Monstera* and *Philodendron* who are considered experts in caring for plants.

In purchasing *Monstera* and *Philodendron*, respondents also felt the main obstacle, namely the quality of the product was not in line with expectations. This is because the majority of respondents buy online through Instagram so they do not see directly how the product is doing. In purchasing *Monstera* and *Philodendron*, respondents include consumers who easily move to another heart, where when the desired type of *Monstera* or *Philodendron* is not available at one seller, they will look for other sellers who sell inventory. This can mean that respondents' loyalty to products is high, while loyalty to plant sellers is low.

The results showed that as many as 63.6% of respondents would repurchase *Monstera* and *Philodendron* to complete their plant collection. *Monstera mint* and *Philodendron billietiae variegated* became the types of plants that were included in the most respondents' wish list. As for other types, respondents said they began to look at *Anthurium* as their wish list. The majority of respondents also said that they needed planting media with a composition of andam, burnt husks, and perlite as the main support for the treatment of *Monstera* and *Philodendron*.

Outer Model Evaluation

The results of data processing show that the loading factor value on each indicator exceeds 0.5. However, in the X2.4 indicator, the loading factor value <0.5 , so elimination is carried out (Figure 2). The variable indicators are at Table 2. The outer model stage is one that aims to assess the reliability of a model. A variable is considered reliable if it has a composite reliability value (ρ_a and ρ_b) >0.7 , a Cronbach's alpha (α) value >0.6 , and an AVE value of >0.5 (Hair et al. 2019).

Table 1. Respondent characteristics

Characteristics	n	%
Gender		
Female	115	53.7
Male	99	46.3
Age Range (yrs)		
19 - 28	42	19.6
29 - 42	105	49.1
43 - 58	63	29.4
59 - 77	4	1.9
Domicile		
Banten	17	7.9
DKI Jakarta	26	12.1
Jawa Barat	100	46.7
Jawa Tengah	20	9.3
DIY	7	3.3
Jawa Timur	18	8.4
Others...	26	12.1
Marital status		
Not Married	58	27.0
Married	156	73.0
Level of education		
High school	23	10.7
Diploma	21	9.8

Characteristics	n	%
Bachelor Degree	129	60.0
Master Degree	41	19.1
Doctoral Degree	1	0.5
Work		
Students	12	5.6
Housewife	48	22.4
Private employees	64	29.9
BUMN employees	6	2.8
Entrepreneur	32	15.0
PNS / TNI / POLRI	37	17.3
Freelancer	10	4.7
Others...	5	2.3
Income/Month (Rp)		
\leq Rp 3.000.000	31	14.4
Rp 3.000.001 - Rp 5.000.000	44	20.5
Rp 5.000.001 - Rp 7.000.000	30	14.0
Rp 7.000.001 - Rp 9.000.000	21	9.8
Rp 9.000.001 - Rp 11.000.000	19	8.8
Rp 11.000.001 - Rp 13.000.000	10	4.7
Rp 13.000.001 - Rp 15.000.000	8	3.7
\geq Rp 15.000.001	52	24.3

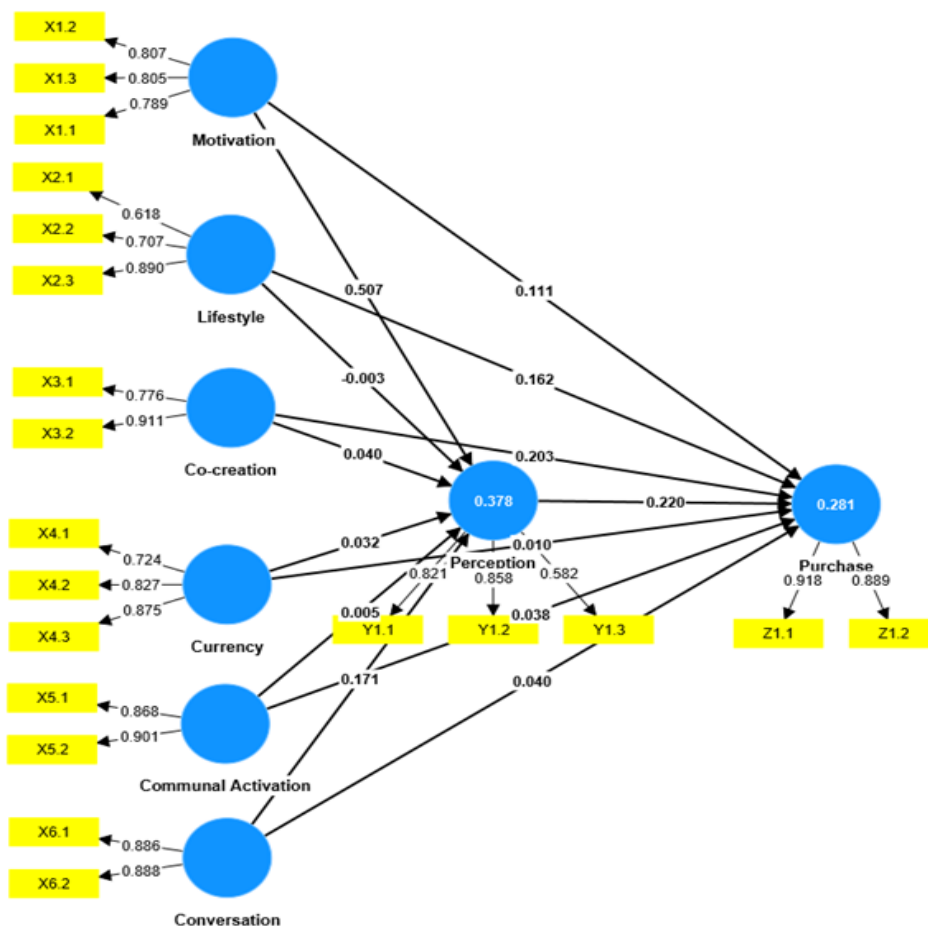


Figure 2. Path chart with loading factor values after elimination

Table 2. Research variables and indicators

Variable	Indicator
Motivation (X1) (Kotler dan Keller, 2009; Sari et al. 2021)	- Buy products to beautify the house (X1.1) - Buy products to complete the collection (X1.2) - Buy products as stress-relieving comfort products (X1.3)
Lifestyles (X2) (Kotler and Keller, 2009; Iftihor and Linawati, 2021)	- Buy products because they are influenced by community trends (X2.1) - Buy products because they see from the advertisements circulating (X2.2) - Buying products because of hobbies (X2.3) - Buy products because of friend recommendations (X2.4)
Co-creation (X3) (Kotler et al. 2017; Wiguna et al. 2021)	- Consumer involvement in product provision (X3.1) - Products offered according to consumer needs (X3.2)
Currency (X4) (Kotler et al. 2017; Kory and Sanica, 2022)	- The price of the product offered is in accordance with the market price (X4.1) - Different pricing according to historical buying patterns (X4.2) - Different pricing according to the number of products (wholesale) (X4.3)
Communal Activation (X5) (Kotler et al. 2017; Farisha, 2022)	- Ease of finding products online (X5.1) - Collaborate with various communities (X5.2)
Conversation (X6) (Kotler et al. 2017; Farisha, 2022)	- Establish two-way communication between companies and consumers (X6.1) - Established communication between consumers (X6.2)
Perception (Y1) (Sumarwan, 2017; Wardhani, 2014)	- Products are beautiful plants (Y1.1) - The product is a luxury product (Y1.2) - Have a product indicating social status (Y1.3)
Purchase (Z1) (Kotler and Keller, 2009; Wardhani, 2014)	- Product repurchase (Z1.1) - Purchase of products in the near future (Z1.2)

Cronbach's alpha value of 0.60 – 0.70 is also still acceptable in SEM-PLS analysis (Sholihin, 2021). The results of the study based on Table 3 show that the latent variable has accurate, consistent, and precise reliability because it has a composite reliability value of >0.6, Cronbach's alpha value >0.6, and AVE value of >0.5.

Inner Model Evaluation

The inner model stage is an analysis of the structural model to ensure that the structural model formed is accurate. Based on Table 4, the R-Square value for the perception variable is 0.281. This value shows that perception can be explained by motivation, lifestyle, co-creation, currency, communal activation, and conversation variables by 28.1%, while the remaining 71.9% is explained by other factors outside the model. As for the R-Square value of the purchase variable is 0.378. This value shows that purchases can be explained by motivation, lifestyle, co-creation, currency, communal activation, conversation, and perception variables by 37.8%, while the remaining 62.2% is explained by other variables.

Goodness of Fit (GOF)

The GOF values of this study are:

$$\begin{aligned} \text{GOF} &= 1 - [(1-R1)(1-R2)] \\ &= 1 - [(1-0,281)(1-0,378)] = 0,552 \end{aligned}$$

From the calculation, this can be interpreted that the diversity of research data can be explained by the research model by 55.2%, while the remaining 44.8% is explained by other variables outside the study.

Influence between Variables

The results of the SEM model estimation based on the direct influence of SEM to answer thirteen research hypotheses are described in Table 5. The results of data processing show that there are five hypotheses that are declared accepted, namely H1, H6, H8, H9, and H13. Then there were seven hypotheses that were rejected, namely H2, H3, H4, H5, H7, H10, H11, and H12. The indirect influence on this study is presented in Table 6. The results of data processing show that there is a significant indirect influence of motivation variables on purchasing variables through perception variables. Meanwhile, the indirect influence of lifestyle variables,

co-creation, currency, communication activation, and conversation on purchasing variables through perception variables did not occur significantly.

H₁: The relationship of motivation to perception.

Motivation has significant effect on the perception, this is in accordance with Thoha (2003). Respondents agreed that the motivation for buying ornamental plants is to beautify the house, complete the collection, and as a means of stress relief. These three factors are in fact able to shape consumer perception, meaning that these three factors can also describe specific consumer needs, for example when consumers want to beautify their homes, have collections, and find ways to deal with stress, *Monstera* and *Philodendron* ornamental plants are present as effective solutions in the minds of consumers.

H₂: The relationship of lifestyle to perception.

Lifestyle has no significant effect on perception. This indicates that public trends, circulating advertisements, and hobbies that are included in lifestyle, are not able to form an intended view or form a different view. *Monstera* and *Philodendron* products have an established and strong perception among consumers based on knowledge and evaluation of personal experience of products that are not easily influenced by changing trends or advertising.

Table 3. Outer model evaluation results

Variable	rho_a	rho_b	α	AVE
Motivation (X1)	0.719	0.842	0.719	0.641
Lifestyles (X2)	0.844	0.787	0.682	0.558
Co-creation (X3)	0.692	0.883	0.617	0.716
Currency (X4)	0.748	0.851	0.738	0.658
Communal Activation (X5)	0.734	0.878	0.724	0.783
Conversation (X6)	0.729	0.881	0.729	0.787
Perception (Y1)	0.711	0.803	0.651	0.583
Purchase (Z1)	0.788	0.899	0.776	0.816

Table 4. R-Square Value

	R-Square
Perception (Y1)	0.281
Purchase (Z1)	0.378

Table 5. Direct influence between variables

Hypothesis	T Values	P Values	Description	Results
H1: Motivation → Perception	4.747	0.000*	Significant	Accept H1
H2: Lifestyle → Perception	0.051	0.959	Not Significant	Reject H2
H3: Co-creation → Perception	0.538	0.591	Not Significant	Reject H3
H4: Currency → Perception	0.342	0.733	Not Significant	Reject H4
H5: Communal activation → Perception	0.077	0.938	Not Significant	Reject H5
H6: Conversation → Perception	2.262	0.024*	Significant	Accept H6
H7: Motivation → Purchase	1.526	0.128	Not Significant	Reject H7
H8: Lifestyle → Purchase	2.284	0.023*	Significant	Accept H8
H9: Co-creation → Purchase	2.760	0.006*	Significant	Accept H9
H10: Currency → Purchase	0.018	0.906	Not Significant	Reject H10
H11: Communal activation → Purchase	0.472	0.637	Not Significant	Reject H11
H12: Conversation → Purchase	0.427	0.669	Not Significant	Reject H12
H13: Perception → Purchase	3.224	0.001*	Significant	Accept H13

*) categorized as significant T. Hit > T.Tabel (1,96); and p-value < 0,05

Table 6. Indirect influence between variables

Indirect Effect Between Variables	T Values	P Values	Effect
Motivation → Perception → Purchase	2.700	0.007*	Significant
Lifestyle → Perception → Purchase	0.046	0.963	Not Significant
Co-Creation → Perception → Purchase	0.478	0.633	Not Significant
Currency → Perception → Purchase	0.303	0.762	Not Significant
Communal Activation → Perception → Purchase	0.070	0.944	Not Significant
Conversation → Perception → Purchase	1.735	0.083	Not Significant

*) categorized as significant T. Hit > T.Tabel (1,96); and p-value < 0,05

H₃: The relationship of co-creation with perception.

Co-creation has no significant effect on perception. This finding is supported by Ikhsan's research (2020) where products, which are variables developed into co-creation, have no effect and negative value on consumer perception. Respondents felt that the quality of the product was not in accordance with expectations, further what respondents meant by product quality did not meet expectations, namely for new leaves on variegated plants that he had purchased had a green color and did not emit variegata leaf color. This is considered not beautiful and has no prestige value.

H₄: The relationship of currency to perception.

Currency does not have a significant effect on perception. This finding is supported by research by Wardhani (2014) and Ikhsan (2020) which states that price, which is a variable developed into currency, has no effect and negative value on consumer perception. This condition can occur when respondents not only see

the indicators of these currency variables (Wardhani, 2014), which means that respondents feel that prices circulating in the market are similar so they prioritize other variables in the formation of perceptions such as motivation and conversation in this study which are proven to affect perception. Consumers who buy *Monstera* and *Philodendron* may focus more on the aesthetic and quality aspects of plants rather than the price suitability factor and discounts due to bulk purchases and repeat purchases, so it does not affect perception because consumers already have the image of the product they need.

H₅: The relationship of communal activation to perception.

Communal activation has no significant effect on perception. This finding is supported by research by Wardhani (2014) and Ikhsan (2020) which states that place or location variables have no effect and have a negative value on consumer perception. The majority of respondents agree that products are easy to find

online and businesses have collaborated with various communities, but these factors are not able to shape product perception. Indeed, in this digital age, all products must be easy to find online and collaborate. Based on the results of the research, the use of the community by business people has not been maximized.

H₆: The relationship of conversation to perception.

Conversation has a significant effect on perception. This finding is also supported by research and Ikhsan (2020) which revealed that promotion, namely providing information to consumers, can affect consumer value perceptions so as to create consumer value perceptions. This indicates that the more two-way communication between companies and consumers and communication between consumers is established, the better perceptions will be formed. Of course, two-way communication between companies and consumers is not only about promotions and transactions, business people can maximize conversation by providing information and education about *Monstera* and *Philodendron* treatments.

H₇: The relationship of motivation to purchases.

Directly, motivation has no significant effect on consumer purchases. This finding is supported by Maryanti's research (2017) which states that strong motivation does not necessarily affect purchases. As a practical implication, business people must pay attention to product quality, customer needs, marketing efforts, and study consumer attitudes toward the products offered. Respondents stated they would love to buy *Monstera* and *Philodendron* but they only buy enough once for each type so their wish list of *Monstera* and *Philodendron* is already fulfilled, and there is no time to treat because activities have returned to normal.

Indirectly, motivation turns out to affect purchases through perception as an intervening variable. Empirically, the phenomenon obtained in this study can be explained by the Elaboration Theory or Elaboration Likelihood Model (ELM) proposed by Richard E. Petty and John T. Cacioppo in 1980. This model explains that the persuasion process in marketing to influence purchases can occur through two events, namely the central route and peripheral route. In both ways above, motivation acts as an initial trigger that encourages consumers to engage in the buying process. However, purchase decisions are heavily influenced by

their perception of the product or marketing message, which can serve as a mediator between motivation and purchase action.

H₈: The relationship of lifestyle to purchases.

Directly, lifestyle has a significant effect on consumer purchases. This finding is supported by the results of research by Damayanti and Susanti (2021) and Hasanah and Lubis (2017) which show that lifestyle has a positive and significant effect on purchasing ornamental plants. In this study, it can be seen that consumers make purchases of *Monstera* and *Philodendron* based on seeing advertisements circulating and because of hobbies and not because of trends, from the distribution of consumer answers, the majority of consumers answer that they disagree with the statement of buying products because they are influenced by public trends. Therefore businesses can focus on creating effective advertising campaigns that include an emphasis on aesthetic benefits, easy maintenance, or a positive influence on the environment.

While indirectly lifestyle did not affect purchases through perceptual mediating variables. This can be interpreted, first, that perceptual mediating variables may not always be the main explanation of how lifestyle influences consumer purchasing behavior, of course there are various other factors that can mediate between lifestyle and purchasing behavior. Second, there are other variables that are much more influential or most considered by consumers, so that these variables dominate. For example, in this study, it can be seen that the perception variable succeeded in becoming an intermediary variable between motivation and purchase. In addition, although individual lifestyles vary, it could be that respondents' perceptions of *Monstera* and *Philodendron* products are relatively uniform. This can mean that many people have a similar perception of this product, regardless of their lifestyle.

H₉: The relationship of co-creation to purchasing.

Directly, co-creation has a significant effect on consumer purchases. The findings of this study are supported by the research of Neno (2021), Kory and Sanica (2022), Christina and Mahyuni (2022) and Farisha (2022) which show that co-creation variables have an influence on product purchases. This shows that consumer involvement in providing the types of products and types of products offered in accordance

with consumer needs influences consumers in making purchases of *Monstera* and *Philodendron*.

While indirectly co-creation did not affect purchases through perceptual mediation variables. This may be because perception may not be the primary variable mediating the relationship between co-creation and purchasing. In addition, customer perceptions of *Monstera* and *Philodendron* tend to be stable and are not much influenced by interactions or collaborations with business people. This could be due to the well-established common view of *Monstera* and *Philodendron* as beautiful, deciduous ornamental plants, a luxury product, which may not change significantly through co-creation.

H₁₀: The relationship of currency to purchasing.

Currency has no significant effect on consumer purchases directly or indirectly. This finding is supported by research by Krisnawati (2019) and Farisha (2022) which states that currency has no effect on product purchases. Although the price of *Monstera* and *Philodendron* offered is in accordance with market prices, then consumers get discounts according to historical or wholesale purchases, in fact this does not affect consumers in making purchases. The majority of respondents to this study are upper middle-class consumers. The behavior of upper middle-class consumers assesses that high and low prices characterize the quality of the product and prioritize value and benefits over price (Sinambela et al. 2019). This can also be interpreted that consumers who like and buy *Monstera* and *Philodendron* are the type of consumers who are not price sensitive and do not mind the price of the product, as long as the *Monstera* and *Philodendron* offered have beautiful patterns and suit consumer needs, consumers will be willing to pay and not mind product prices because consumers focus more on the product (co-creation). Consumers believe that higher prices indicate better quality so they do not have problems related to price (Syauki and Avina, 2020).

H₁₁: Communal activation relationship to purchase

Communal activation has no significant effect on consumer purchases directly or indirectly. This finding is in line with research by Budiarti (2022) and Farisha (2022) which states that communal activation does not have a positive effect on product purchases. This can be interpreted that in the ornamental plant

business, leaves are not influenced by the existence of resellers as a means to make it easier for consumers to obtain products. The existence of social media and e-commerce is a place for consumers to shop easily and reliably where with adequate logistical support, it is able to shorten the supply chain so that consumers are not worried about distribution channels (Hakim *et al.* 2021 and Budiarti, 2022). In addition, in communities that have been formed, in fact, they do not meet consumer expectations where community utilization by business people has not been maximized, consumers are hesitant to make purchases because of a lack of knowledge about *Monstera* and *Philodendron* treatments that require special care. This doubt is certainly a form of worry if you buy but cannot take care of it properly.

H₁₂: Conversation relationship to Purchase

Conversation has significant effect on consumer purchases, either directly or indirectly through perceptual variables. This finding is supported by Budiarti's (2022) research which shows that conversation variables do not have a positive effect on buying interest. This can occur due to the irrelevance of messages or information that occurs in existing communications. Based on the results of respondents' answers on the distribution of indicators, consumers agree that there is two-way communication between business people and consumers and between fellow consumers, but in the open answer of this study, consumers expect business people and communities who can share tips and tricks about *Monstera* and *Philodendron* care, this indicates that the message or information conveyed in communication only focuses on product offerings and not Relevant to the needs and desires of consumers related to sharing plant care information.

H₁₃: Perceptual relationship to Purchase

Perception has a significant effect on consumer purchases. These findings are in line with the research of Sungkawa et al. (2015) and Kaunang et al. (2015) who stated that perception is positively related to product purchases. This shows that the perception of *Monstera* and *Philodendron* is a beautiful plant, luxury product, and having them can indicate social status can increase purchases of *Monstera* and *Philodendron*. This is because every living thing in this world has a sensing device, from these sense tools consumers will produce a perception of what is seen by the eyes, smells from

the nose and others. Theresia (2016) also revealed that consumers make purchases of a product based on their perception of the product rather than objectivity based on what is actually in the product.

Managerial Implications

This study produced several findings that were compiled into managerial implications using Segmentation, Targeting, and Positioning (STP) marketing strategies as well as optimization on variables that affect product purchases.

Segmentation

Based on data, consumers of *Monstera* and *Philodendron* are dominated by women with an age range of 29 to 42 years who live in West Java province, are married, and work as private employees with incomes above Rp 15,000,001 per month.

Targeting

Based on the segmentation results, it can be recommended that the target market of *Monstera* and *Philodendron* products is middle to upper-adult women, who work as private employees and have a hobby of caring for ornamental leaves. Business people can carry out marketing and promotion strategies through Instagram social media to be right on the predetermined target market. Instagram was chosen because based on the results of the study, the majority of respondents searched for information and made purchases of *Monstera* and *Philodendron* through Instagram.

Positioning

In today's digital marketing era, positioning must be more dynamic, shorter product cycles, and rapid trend changes so that a brand must be more flexible to face changes but still must have a consistent character, such as ornamental plants are luxury products.

As for the optimization of each variable, business people can optimize as follows: Optimization of lifestyle variables by means of which business people can enter the hobby community of ornamental plants leaves *Monstera* and *Philodendron* and offer the value of pride and usefulness to the hobby of caring for ornamental plants. Then, for the optimization of co-creation variables by being able to conduct research to

consumers through the use of technology and digital marketing to involve consumers so that the products offered are in accordance with market needs, such as being able to explore information through features on Instagram (QnA box on Instagram Story or comment column on Instagram Feed). Finally, optimization of perception variables by creating a perception of a luxury product. Therefore, business people need to pay attention to the uniqueness of the product, product quality, and the hedonic taste of ornamental plants.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The results showed consumers' preferences for the preferred *Monstera* and *Philodendron* were similar. Consumers like types of variegated (white or yellow stripes), have a number of 2–4 leaves, have a height of 21 cm – 50 cm, and are in the price range of Rp150,001 – Rp500,000. The more unique and rarer the types of *Monstera* and *Philodendron* encountered, the more consumers will like it. Instagram social media is the platform of choice for respondents to find information and where to make purchases of *Monstera* and *Philodendron* for more efficient reasons without having to come to the location. Lifestyle, co-creation, and perception has a significant effect on the purchase of ornamental leaves directly, where the most powerful perception variables influence product purchases. Then the motivation variable has a significant effect on the purchase of ornamental leaves indirectly, namely through perception as a mediation variable. While the variables currency, communal activation, and conversation do not affect the purchase of ornamental leaves either directly or indirectly.

Recommendations

The objects of this study are *Monstera* and *Philodendron*. From this research, it is known that there are consumers who have stopped buying *Monstera* and *Philodendron* because their wish list has been fulfilled. Therefore, business people must continue to provide the latest types of *Monstera* and *Philodendron*, which currently appear many new types of mutations resulting from laboratory development. In addition, consumers also began to look at the type of *Anthurium* when the wish list of *Monstera* and *Philodendron* was fulfilled. The study was also limited to examining the factors that

influence purchases. Therefore, for future research, it can examine any factors to maintain and increase consumer loyalty of ornamental plant consumers to *Monstera* and *Philodendron* products.

REFERENCES

- Agustika S. 2022. Omzet Penjual Tanaman Hias Turun 50 Persen, Peminat Tak Lagi Sebanyak Seperti saat Awal Pandemi. <https://bangka.tribunnews.com/2022/02/14/omzet-penjual-tanaman-hias-turun-50-persen-peminat-tak-lagi-sebanyak-seperti-saat-awal-pandemi> [10 Nov 2022].
- Budiarti RRAM. 2022. Pengaruh etnosentrisme dan bauran pemasaran terhadap minat beli kosmetik lokal [tesis]. Bogor: Institut Pertanian Bogor.
- Christina NPLA, Mahyuni LP. 2022. Shifting strategi pemasaran produk songket UMKM Bali Akibat Pandemi. *Jurnal Muara Ilmu Ekonomi dan Bisnis* 6(2): 250–259. <https://doi.org/10.24912/jmie.v6i2.15810>
- Damayanti RP, Susanti A. 2021. Antesenden keputusan pembelian tanaman hias pada masa pandemi di Surakarta. *Jurnal Lentera Bisnis* 10(2): 172–181. <https://doi.org/10.34127/jrlab.v10i2.439>
- Farisha M. 2022. Model perilaku pembelian produk kosmetik sebelum dan selama pandemi covid-19: implikasi terhadap pemasaran [tesis]. Bogor: Institut Pertanian Bogor.
- Hair JF, Bush RP, Ortinau DJ. 2010. *Marketing Research Within a Changing Information Environment*. New York: McGraw–Hill Companies.
- Hair JF, Risher JJ, Sarstedt M, Ringle CM. 2019. When to use and how to report the results of PLS-SEM. *European Business Review* 31(1): 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hakim A. 2021. Faktor-faktor yang memengaruhi keputusan pembelian di Instagram melalui trust sebagai variabel mediator [tesis]. Bogor: Institut Pertanian Bogor.
- Hasanah N, Lubis S. 2017. Analisis pengaruh harga, kualitas produk, dan gaya hidup terhadap keputusan pembelian tanaman hias pada CV. Paris Garden Medan. *Jurnal PLANS* 12(1):13–21. <https://doi.org/10.24114/plans.v12i1.9564>
- Ikhsan MM. 2020. Bauran Pemasaran (Marketing Mix) dalam Membentuk Persepsi Konsumen terhadap Produk. *Konferensi Riset Nasional Ekonomi, Manajemen, dan Akuntansi* 1(1):189–201.
- [IPSOS]. 2021. IPSOS Global Trends 2021: belanja online dan produk lokal doinalsi pilihan konsumen Indonesia. <https://www.ipsos.com/sites/default/files/ct/news/documents/2021-12/%5BPress%20Release%5D%20Ipsos%20Global%20Trends%202021%20-%20Belanja%20Online%20dan%20Produk%20Lokal%20Dominasi%20Pilihan%20Konsumen%20Indonesia.pdf>. [6 Mei 2023].
- Kaunang M, Sepang Jentje, Rotinsulu J. 2015. Analisis pengaruh motivasi, persepsi, kualitas layanan, dan promosi terhadap keputusan pembelian sepeda motor di Kota Manado. *Jurnal Berkala Ilmiah Efisiensi* 15(5):585–597.
- [KEMENTAN] Kementerian Pertanian. 2021. Kantongi US\$ 22 Ribuan, Kementan Yakini Ekspor Benih Tanaman Hias Tetap Langgeng. <http://hortikultura.pertanian.go.id/?p=5771> [6 September 2022].
- [KEMENTAN] Kementerian Pertanian. 2020. Kementan Pacu Inovasi Tanaman Hias Untuk Ekspor. <https://www.pertanian.go.id/home/?show=news&act=view&id=4565> [6 September 2022].
- Kory GAPA, Sanica IG. 2022. Strategi pemasaran digital umkm di Bali dalam meningkatkan penjualan di era *new normal*. *Ekonomika* 6(1):1–9. <https://doi.org/10.32529/jim.v6i1.1671>
- Krisnawati D. 2019. Pengaruh *Co-creation*, *Currency*, *Communal Activity*, dan *Conversation* terhadap *Consumer Journey*. *Jurnal Ekonomi dan Industri* (20)2:1–11. <https://doi.org/10.35137/jei.v20i2.310>
- Lyons S. 2004. An exploration of generational values in life and at work. ProQuest Dissertations and Theses, 441-441. <http://ezproxy.um.edu.my/docview/305203456?accountid=28930>. [6 September 2022].
- Maryanti S. 2017. Analisis Pengaruh Motivasi dan Persepsi terhadap Sikap dan Implikasinya pada Keputusan Konsumen dalam Pembelian Smartphone Blackberry di Kota Mataram. *Jurnal Ilmiah Tata Sejuta STIA Mataram* 3(2): 37–53. <https://doi.org/10.32666/tatasejuta.v3i2.72>
- MPI. 2021 Agu 3. Sempat laku keras kini penjualan tanaman hias mulai lesu. [<https://foto.okezone.com/view/2021/08/03/4/75109/sempat-laku-keras-kini-penjualan-tanaman-hias-mulai-lesu>]. [30 Oct 2022].
- Neno MS. 2021. Analisis pemanfaatan digital marketing pada rumah makan kahang jaya liliba

- di masa pandemi Covid-19. *Jurnal Ekonomi & Ilmu Sosial* 3(2):147–160.
- Noviana A, Indriyani Y, Situmorang S. 2014. Perilaku konsumen dalam pembelian tanaman hias di Kecamatan Pekalongan Kabupaten Lampung Timur. *Jurnal Ilmu Ilmu Agribisnis*. 2(1): 77-85.
- [PLNTS] PLNTS. 2023. 11 Most Wanted Rare Plants in 2023. <https://plnts.com/en/blog/11-most-wanted-rare-plants-in-2023>. [24 Aug 2023].
- Priscila BG, Jahroh S, Taryana A. 2023. Marketing strategies for improving brand awareness: a case of Kitanata Ruang. *Business Review and Case Study* 4(2):101–111.
- Setyawan D. 2022. Tinjauan Peningkatan Penjualan Tanaman Hias di Masa Pandemi dengan *Life Cycle Assessment (LCA)*. *UMJember Proceeding Series* 1(2):185-193. <https://doi.org/10.32528/nms.v1i2.54>
- Sinambela EA, Halim YRA, Hahury HD. 2019. Pengaruh citra merek dan gaya hidup terhadap sensitivitas harga. *Jurnal Ekonomi, Keuangan, Investasi, dan Syariah (EKUITAS)* 1(1):9-15.
- Sumarwan U. 2017. *Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran*. Bogor: Ghalia Indonesia.
- Sungkawa I, Purnomo D, Fauziah E. Hubungan antara persepsi dan preferensi konsumen dengan pengambilan keputusan pembelian buah lokal. *Jurnal Agrijati* 28(1):79–99.
- Syauki WR, Avina DAA. 2020. Persepsi dan preferensi penggunaan skincare pada perempuan milenial dalam perspektif komunikasi pemasaran. *Jurnal Manajemen Komunikasi* 4(2):42–60. <https://doi.org/10.24198/jmk.v4i2.25719>
- Theresia V. 2016. Analisis pengambilan keputusan pembelian petani dalam memilih benih bawang merah lokal dan impor di kabupaten Cirebon Jawa barat [tesis]. Bogor: Institut Pertanian Bogor.
- Thoaha, M. 2003. *Perilaku Organisasi Konsep Dasar dan Aplikasinya*. Jakarta: PT Raja Grafindo Persada.
- Trubus. 2021. *Philo dan Monstera Menggila*. Depok: Trubus Swadaya.
- Wardhani W, Sumarwan U, Yuliati LN. 2016. Pengaruh persepsi dan preferensi konsumen terhadap keputusan pembelian hunian green product. *Jurnal Manajemen dan Organisasi* (6)1:45–63. <https://doi.org/10.29244/jmo.v6i1.12183>