Young Consumers Behavior in Consuming Honey During the Covid-19 Pandemi: Case Study in Jakarta

Perilaku Konsumen Muda dalam Mengkonsumsi Madu Selama Pandemi Covid 19: Studi Kasus di Jakarta

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ABSTRACT

Honey is a natural liquid produced by honey bees from plant flower essences or other parts of plants that contain various nutrients and bioactive compounds that can increase the body's immunity during the COVID-19 pandemic. This research was conducted with the aim of analyzing the behavior of Jakarta young consumers in consuming honey during the COVID- 19 pandemic. The method used in this study was a survey using a questionnaire. About 204 young consumers between 20-30 years old in Jakarta who had consumed honey were interviewed and filled out a questionnaire. The selection of respondents was determined using a probability sample with a disproportionately stratified random sampling technique. Honey consumer respondents agreed to consume honey because honey can increase body immunity and increase stamina during the COVID-19 pandemic. The relationship between knowledge and situational factors with the decision to consume honey was tested using the Rank Spearman correlation test. Knowledge level and situational factors have a significant relationship with the decision to consume honey. This study showed that the higher the level of knowledge and situations that support consumers, such as the COVID-19 pandemic situation, the higher the level of honey consumption.

Keywords: consumer behavior, COVID-19, early adult, honey, immunity, young consumer

ABSTRAK

Madu merupakan cairan alami yang dihasilkan oleh lebah madu dari sari bunga tanaman atau bagian lain dari tanaman yang mengandung beragam zat gizi dan senyawa biokatif yang dapat meningkatkan imunitas tubuh di masa pandemi COVID-19. Penelitian ini dilakukan dengan tujuan menganalisis perilaku konsumen muda di Jakarta dalam mengkonsumsi madu selama pandemi covid 19. Metode yang digunakan pada penelitian ini adalah survey dengan menggunakan kuesioner. 204 konsumen muda berusia 20-30 tahun di Jakarta yang pernah mengonsumsi madu di wawancara dan mengisi kuesioner, pemilihan responden ditentukan dengan menggunakan *probability sample* dengan teknik penarikan contoh acak berlapis tidak proposional. Responden konsumen madu setuju untuk mengonsumsi madu karena madu dapat meningkatkan imunitas tubuh dan meningkatkan stamina di masa pandemi COVID-19. Hubungan faktor pengetahuan dan situasional dengan keputusan mengonsumsi madu diuji menggunakan Uji korelasi *Rank Spearman*. Faktor tingkat pengetahuan dan situasional memiliki hubungan yang signifikan dengan keputusan mengonsumsi madu. Studi ini menunjukkan bahwa semakin tinggi tingkat pengetahuan serta situasi yang mendukung pada konsumen seperti situasi pandemi COVID-19, maka tingkat konsumsi madu juga semakin tinggi.

Kata kunci: COVID-19, imunitas, madu, perilaku konsumen, konsumen muda

INTRODUCTION

Honey is a natural liquid with a sweet taste produced by honey bees (Apis sp.) from floral nectar or other parts of plants (BSN 2013). Farmers' honey production in Indonesia has only reached 5,000 tons per year, while the required honey demand reaches 7,500 tons per year, assuming per capita consumption is 30 grams/year. Indonesia has a relatively low level of honey consumption, around 10-15 g/person/year. In contrast in developed countries such as Germany, Japan, England and France, the consumption rate has reached 1,500 g/person/year (Directorate General of DPBASPS 2013). The low consumption of honey is partly due to the fact that many people think that honey is only useful as medicine, thus the consumption level of Indonesian people for honey is still low (Rachmani 2021). According to Junus (2017), honey can cure disease because of its function as an antiseptic and antibiotic. Honey has an antioxidant effect because it has flavonoids. Honey is also used as traditional medicine, such as preventing cancer and heart disease, antibacterial, strengthening the immune system, etc.

Industry competition creates various product-related information that will influence purchasing decisions, such as brand type, price, aroma, color, and packaging. Cultural, social, personal, and psychological are the factors that influence a person's decision process. Cultural factors are the most fundamental determinants of desire and behavior to obtain values, perceptions, preferences, and behavior from other important institutions. Social factors are influenced by groups, families, and the roles and status of the people around them. Personal factors are defined as the psychological characteristics of a person who are different from other people. It is influenced by age, work, economic situation, lifestyle, and personality and self-concept. Psychological factors are influenced by where consumers live (Suprihati and Utami 2015).

The late adolescent and early adult age groups have a balanced nutritious food consumption pattern that can be disrupted by activity patterns, such as tight working hours, a short time at home, mothers working outside the home, increased risk of exposure to pollution and unsafe food, and availability of various foods. Ready-to-eat meals and the ignorance about nutrition contain in food can cause unbalanced and unhygienic food consumption. The balanced nutritional behavior is needed to achieve a healthy, active and productive lifestyle for young people (Fatharanni *et al*. 2019). Honey is one of the good foods for consumption by late adolescents and early adults because they have a lot of nutritional content, which is very good for the health of the body, especially during a pandemic.

This research was conducted to determined consumer behavior and perceptions of young consumers (late adolescents and early adults) in consuming honey during the COVID-19 Pandemic. Based on the report from the COVID-19 Task Force as of November 20 2020, the Province of Jakarta had the highest number of cases in Indonesia, with a percentage of 25.4%, followed by East Java, with a percentage of 11.9%, and West Java with 9.6%. The high number of cases occurring in Jakarta has made Jakarta the province that has contributed the most to positive confirmed cases of COVID-19 in Indonesia (Saputra and Salma 2020). According to the Ministry of Health (2009), late adolescence ranges age of 17-25 years and early adulthood between 26-35 years old. The age group in this study, with an aged range of 20-30 years old, is among those who are expected to have transitioned into a period of independence both from the economy, freedom of self-determination, and a more realistic view of the future (Thahir 2018). The age group in this study belongs to the millennial generation, namely those born in the 1980-2000s. This generation was born and raised with technological advances (including communication technology), thus this generation has a system of sensitivity to technology and is smarter than the previous generation (Febriyanti *et al.* 2018). Increasing the use of communication tools, media, and information technology used by young age can facilitate the search for health information.

MATERIALS AND METHODS

This research was conducted on consumers who belong to the category of late adolescents and early adults with an age range of 20 to 30 years who are in Jakarta. The locations were chosen by purposive sampling with the consideration that Jakarta is the biggest most significant contributor to COVID-19 cases, so it is hoped that the number of samples taken will vary and be able to represent all individuals in Indonesia who are active and have a habit of consuming honey in an effort to boost immunity.

Sampling Method

The research design is descriptive, with and the research technique used is a survey technique. Respondents to this study were late adolescents and early adults with an aged range of 20 to 30 years who had consumed honey and lived in Jakarta. Respondents were selected using a purposive sample technique; namely, respondents were selected based on certain specific considerations. The number of respondents in this study was determined using a probability sample using a disproportionate stratified sampling technique; namely, the population is stratified but disproportionate. This is done because the population of late adolescents and early adults in each city has a different numbers. The formula for knowing the number of respondents in this study was calculated using the Slovin formula (Sugiyono 2016).

Based on BPS data (2015), the number of late adolescents and early adults in 2020 is 1,624,529 people. The results of calculations using the Slovin formula obtained 204 respondents. This study used a disproportionate stratified sampling technique so that the number of late adolescents and early adults needs to be broken down for each city in Jakarta.

Data Processing and Analysis Techniques

Data collection to obtain data about the results of the questionnaire test in this study was carried out by making a list of questions that would be used to conduct a questionnaire

test that was distributed online (using the Google forms). Before distributing the questionnaire, a test will be carried out first, namely the Validity test and Reliability tests for 50 respondents. The distribution of questionnaires to late adolescents and early adults in Jakarta obtained a total of 232 respondents. Then a selection stage was carried out so that the respondents taken in this study totalled 204 people. The number of respondents in this study was adjusted from the results of calculations using the Slovin formula. The data that has been collected will be processed and will go through the stages of editing, coding, entry, cleaning, and analyzing. The tests used in this study are descriptive tests and inferential tests. Data were analyzed using the help of the Microsoft Excel program and Statistical Product and Service Solution (SPSS) for Windows version 25.

RESULTS AND DISCUSSION

Characteristics of Respondents

The characteristics of the respondents are used to determine the diversity of the respondents. Consumer characteristics measured in this study were gender, address, age, last education, type of job, and income (allowance) per month. Table 1 shows the distribution of honey consumers based on the characteristics of the respondents. Table 1 shows that honey consumers are dominated by late adolescents with an age range of aged 20-25 years (62.75%). The late adolescent category is a period of transition from early adolescence to late adolescence. The transition from dependence to a period of independence from both the economy, freedom of self-determination, and a more realistic view of the future. Late adolescence and early adulthood are periods of search, discovery, consolidation, and reproduction periods. As an individual who is classified as an adult, the roles and responsibilities are certainly getting more significant bigger, and he has started to break away from dependence on other people, especially from his parents, both economically, sociologically, and psychologically (Putri 2019). According to Sukanto (2000), the older you get, the more experience a person gets and the more likely someone is to get information.

The education level of the respondents varied from high school/vocational high school to a bachelor's degree. The dominant level of education was undergraduate, about 45.10%, followed by SMA/SMK equivalent (35.78%). This result showed that the average honey consumer was a person with a high level of education. A person's level of education will significantly influence consumption patterns and choices. Highly educated consumers tend to search a lot of information before buying (Sumarwan 2003). Sunaryo (2002) also explained that the higher a person's education, the higher the knowledge he might have.

The type of work for consumers in the late adolescent and early adult categories were dominated by private employees (54.41%), while the slightest type of work is self-employed (1.47%). The respondent's occupation was closely related to the amount of monthly pocket money or income. The income of honey consumer respondents varied from less than IDR 500,000.00 to more than IDR 2,000,000.00.

Table 1. Honey consumers based on the characteristics of the respondents

Characteristics	Frequency (n)	Percentage (%)
Gender		
Male	94	46.08
Female	110	53.92
Total	204	100
Adress		
South Jakarta	42	20.59
North Jakarta	38	18.63
West Jakarta	54	26.47
East Jakarta	53	25.98
Central Jakarta	17	8.33
Total	204	100
Age		
20-25	128	62.75
26-30	76	37.25
Total	204	100
Education		
Elementary school	0	0
Junior high school	0	0
Senior high school	73	35.78
Diploma	39	19.12
Bachelor	92	45.10
Total	204	100
Occupation		
Student	49	24.02
Private company	111	54.41
government employee	21	10.30
self-employed	3	1.47
Homemaker	16	7.84
Other	4	1.96
Total	204	100
Income per month		
Rp<500.000,00	15	7,35
Rp<1.000.000,00	21	10,30
Rp1.000.000,00-2.000.000,00	42	20,59
Rp>2.000.000,00	126	61,76
Total	204	100

Source: primary data (2022)

The highest percentage of income is at a nominal value of IDR> 2,000,000.00, about 126 people (61.76%) and the lowest percentage of income is at a nominal value of IDR <500,000.00, about 15 people (7.35%). According to Soekartawi (2002), income will affect the number of goods consumed; in fact, it is often encountered with increased income, so the goods consumed not only increase but also the quality of these goods becomes a concern.

Consumer Preferences in Consuming Honey

Preferences are likes, choices, or something consumers prefer (Assael 1992). According to Indarto (2011), preference is an item that can be measured with a scale of needs from the desired product bundle, meaning that every consumer has the right to evaluate the goods and services that they really want to buy by ranking these products. This indicates that consumer preference is important in marketing because it is closely related to the company's success in achieving its goals, namely purchasing, decisions based on consumer preferences. Attributes which include quality, price, promotion, and packaging attached to products, can influence consumer preferences for selecting these products (Rachmani 2021). Honey consumers' preferences for the attributes studied include price, color, packaging, and the type of honey consumed. The types of honey that consumers prefer are presented in Figure 1.

Honey, especially in Indonesia, has various types of honey that come from various types of bees and types of flowering plants as feed. Figure 1 shows that honey consumers prefer to consume pure honey (61.99%). Pure honey is honey that is consumed without any additional other food. Pure honey can come from monoflora honey or multiflora honey. According to data from the Directorate General of BPDASPS (2009), honey in Indonesia is dominated by forest honey, as much as 70%. The rest comes from honey beekeeping originating from Apis mellifera and Apis cerana bees, thus respondents consume more forest honey because its availability and more trusted by the consumers.

There are several types of honey based on the type of flora that is the source of the nectar, one of which is monofloral honey. Monoflora honey is honey obtained from one main plant. This honey is usually named based on the
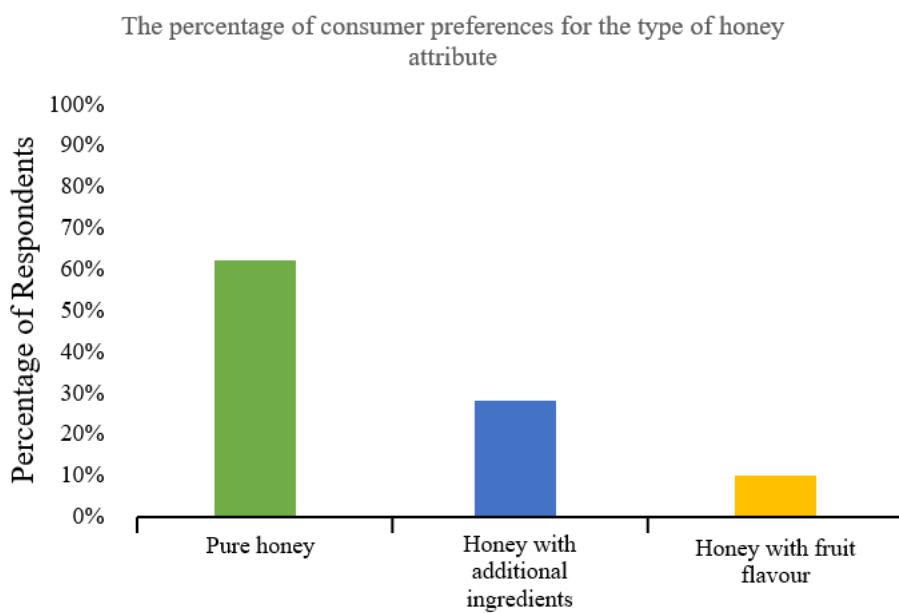

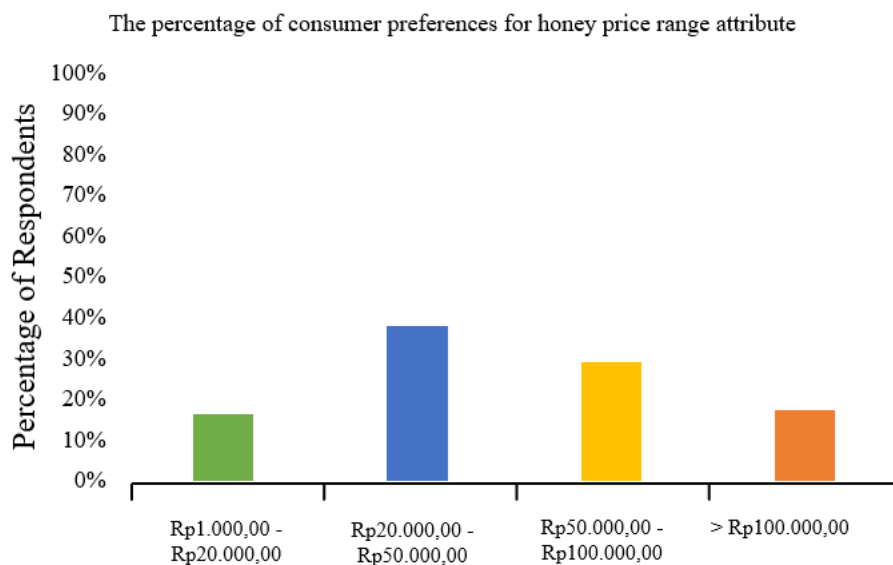Figure 1. Consumer preference attribute type of honey

Figure 2. Consumer preferences attribute honey price ranges

source of the nectar, such as longan honey, rambutan honey, and randu honey. According to the source, monoflora honey has a specific fragrance, color and taste (Suranto 2007). Based on Figure 1, 28.04% of respondents consumed honey with the addition of other products. Honey consumer respondents can consume honey with the addition of other food products, such as food or drinks, which can be processed with honey. Respondents who consumed honey with added flavors (such as fruit flavors) were only 9.96%. Consuming honey with added flavors (such as fruit flavors) can be mixed with honey with natural fruit or with the addition of other flavors.

The price attribute is one of the important factors that influence the marketing of a product. The prices are always the main concern of consumers when they are looking for products (Amilia 2017). Figure 2 shows consumer preferences for the honey price. Price is the amount of money that must be paid by consumers to obtain a product or service (Alma 2007). Figure 2 shows that

honey respondents prefer honey products in the price range of Rp. 20,000.00–Rp. 50,000.00 (37.83%). The selection of honey prices with this price range is due to the influence on the work and income of the respondents. Based on Table 1, the dominant occupation is private employees (54.41%), the highest income at a nominal value of Rp. 2,000,000.00 (61.76%). Occupation signifies a complex social and psychological factor that reflects intelligence, education, personality, ambition, social status, and lifestyle. Work is used for a task or work that produces a work that is worth the reward in the form of money or material for someone (Ministry of Health 2009). According to Santoso *et al.* (2017), one of the goals of earning income is to support the next life, and income can be obtained with the work that is occupied. Individual income will have a significant effect on the consumption of a commodity, both food and non-food (Mayasari *et al.* 2018).

Several stores often use the price as a strategy because Indonesian consumers are very interested in lower/
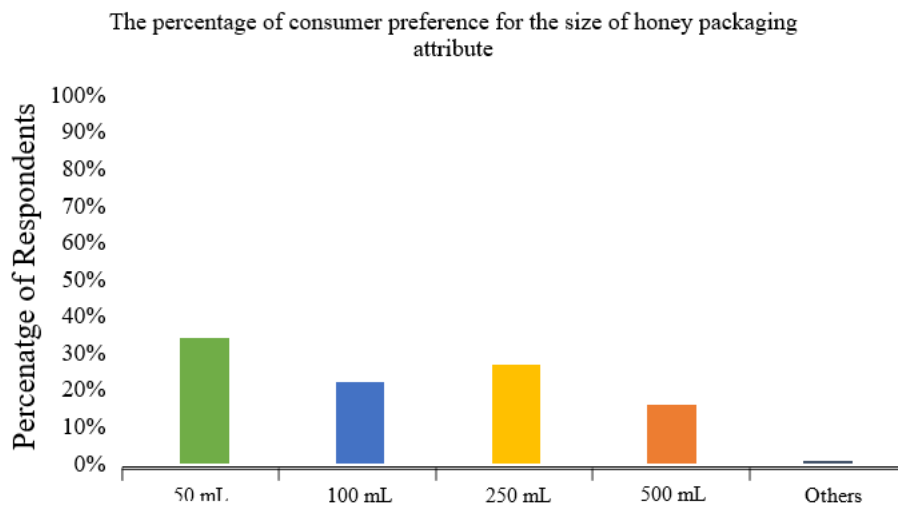

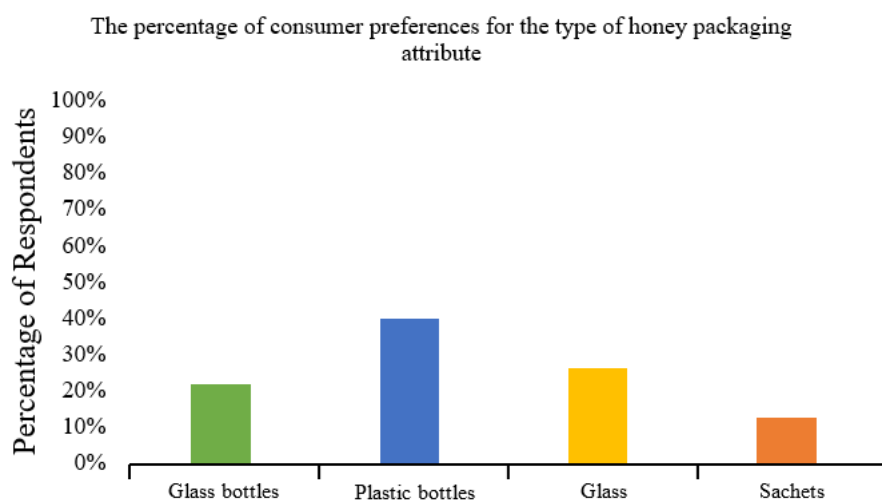Figure 3. Consumer preferences for the size of honey packaging

Figure 4. Consumer preferences attribute to the type of honey packaging

cheaper prices than other stores. If the price is lower with good quality, consumers will consider buying at that store more than other stores that offer higher prices. This is in line with Alma's explanation (2007) that product/service owners must consider many factors in setting pricing policies, namely: 1) choosing a pricing objective, 2) determining demand, 3) estimating costs, 4) analyzing prices and competitors' offers, 5) choosing a pricing method, 6) setting the final price.

Packaging attributes can form a product's brand image and are considered important in selecting a product. Packaging is the first attraction that consumers see in a product, so packaging is one of the consumer factors in buying a product. Packaging attributes in this study are packaging size and packaging type. The packaging size attributes that are preferred by consumers are shown in Figure 3.

Packaging is a place or container that wraps or protects the product. The basic principle of food packaging is they are able to protect the packaged product from various damages starting from the end of the production process, during distribution, and sales (Rosalina *et al.* 2012). According to Cateora and Graham (2007), packaging size is one of a consumer's concer when buying a product. Consumers will choose the volume based on their needs. The size of the 50 mL honey pack is more preferred by Respondents, about 34.22% respondents. Respondents chose the smallest size because it suits their needs and cheaper than 100 ml. The size of the packaging chosen by the honey consumer respondents is in line with the type of honey packaging. Consumer preferences for the attributes of the type of honey packaging are presented in Figure 4.
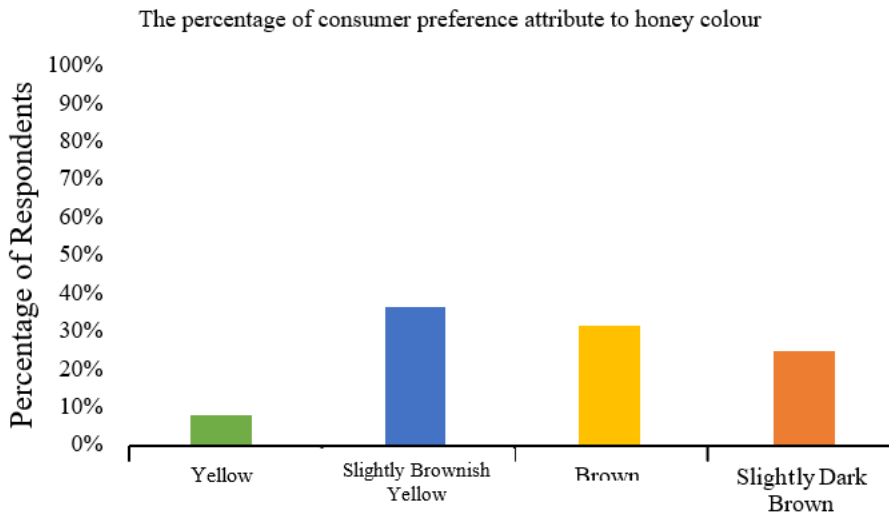

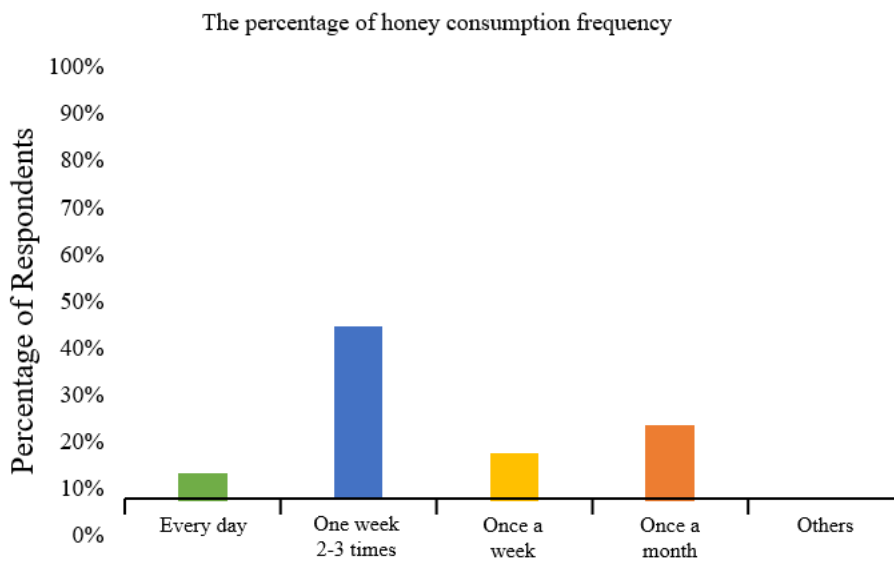Figure 5. Consumer preferences of honey colout attributes

Figure 6. Frequency of honey consumption

Packaging is also as a promotional medium for packaged products (Rosalina et al. 2012). Based on preferences for the type of honey packaging, consumers prefer honey in plastic bottles (39.79%). Plastic bottle packaging was chosen because it has a relatively lower cost compared to glass bottles (Shafira 2018). According to Dewi *et al*. (2019), plastic bottle packaging was chosen because it is more practical and easy to use. The choice of plastic bottle packaging is also based on the benefits that it can be easily carried, lightweight, and will not spill easily if stored in a bag. Using of bottle packaging makes it easier for consumers to store pure honey that has been opened without fear damaging the honey. Bottle packaging should be transparent packaging. This is because transparent bottle packaging makes it easier for consumers to see directly packaged honey products. This is because the color of honey is an important parameter in determining the purity of honey (Rosalina *et al.* 2012). Figure 5 presents the respondents' preferences for the honey color attribute.

percentage is honey, which has a yellow color (Figure 5). Different types of honey in Indonesia make many alternatives for consumers in choosing honey. The frequency of respondents consuming honey will affect the number of purchases. The high frequency in consuming honey will increase the consumer to buy honey. The frequency of honey consumption by respondents is shown in Figure 6.

Table 1 shows that the sex of honey respondents was dominated by women (53.92%). the age Early adolescents aged 20-25 years (62.75%) consumed more honey than other age groups. This age is a period when individuals are more stable both psychologically and biologically. According to Jahja (2011), late adolescence is a transition from adolescence to adulthood; the individual has just started his life and has an essential role in the career world. This follows the research resuts, which state that the work of honey respondents is dominated by private employees with most educational backgrounds being Bachelor's. The results showed that the income of honey respondents was
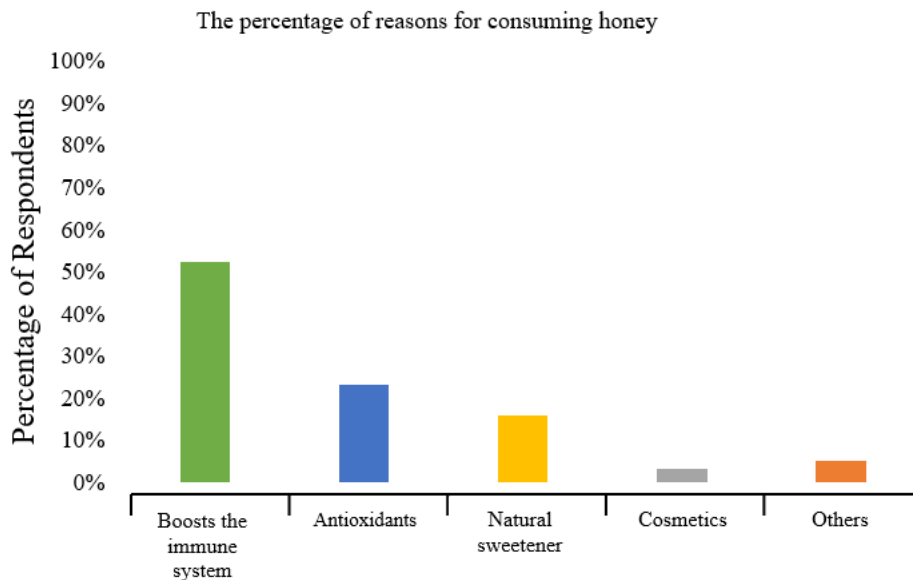

Figure 7. The reason honey consumption

Color, aroma, and taste of honey are important factors for consumers, but honey is often judged based on its color. Classification of honey can be distinguished based on color. Light-colored honey contains more sugar than dark-colored honey. The dark color of honey is because it contains more phenolic compound than light honey (Eleazu *et al.* 2013). According to Evahelda *et al.* (2017), dark-colored honey tends to contains more minerals than light-colored honey. Honey with a darker color has a stronger flavor than honey with a lighter color. Light-coloured honey generally has a less delicious taste. Color can be used as a quality indicator because honey becomes darker with long storage time and high temperature. In addition, the color of honey is also influenced by nectar which is the source of honey, storage time, and processing or heating process (Eleazu *et al*. 2013).

Honey color attributes that are more preferred by honey consumer respondents are honey that has a slightly brownish-yellow colour. At the same time, the lowest

Rp.> 2,000,000.00. This is in contrast to Kahar's statement (2010), which says that individual income will significantly affect to the consumption of a commodity, both food and non-food. This can happen because the age group in this study has a balanced nutritious food consumption pattern which can be disrupted by activity patterns, such as tight working hours and a short time at home (Fatharanni *et al.* 2019).

The body's health during the COVID-19 pandemic needs to be maintained. A strong immune system can prevent various kinds of diseases. Honey has health benefits derived from its various nutritional content. Honey contains many active compounds, such as vitamin A (retinol), vitamin E, vitamin K, vitamin B complex, and vitamin C, as well as flavonoids, phenolic acids, and carotenoids. The phytonutrient compounds contained in honey can strengthen immune cells in the body. This, of course, will minimize the possibility of infection. Honey is also known to have

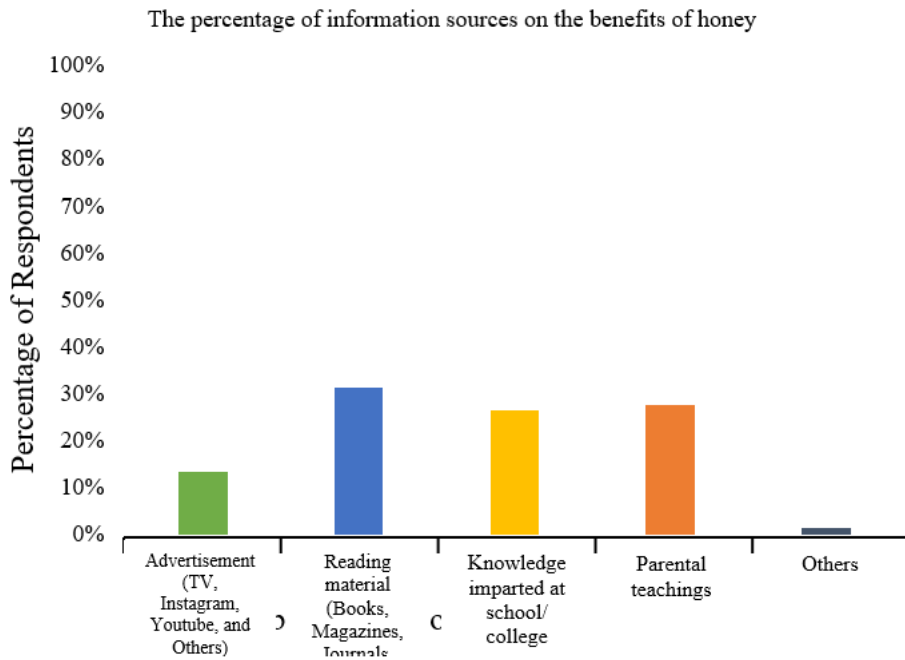The percentage of information sources on the benefits of honey

Figure 8. The source of information about the benefits of honey

antibacterial and antifungal properties (Oktianti *et al.* 2021). Respondents with a low frequency of honey consumption can choose other alternatives to maintain their immune system by consuming more vegetables, fruits, eggs, fish and, lean meat and vitamin C.

Based on Figure 7, the main reason respondents consumed honey was to boost the immune system (52.34%). The next following reason respondents consumed honey was as an antioxidant (23.36%), natural sweetener (15.89%), cosmetics (3.27%), and others (5.14%). Other reasons respondents chose to consume honey were get sores in the mouth (such as canker sores), fever, and increased appetite. According to Nurhidayah (2011), honey can prevent and treat mucositis because honey contains hydrogen peroxide, which is effectively for inhibits bacterial growth. Honey is useful helps increase appetite because honey has high levels of fructose and glucose, thus the small intestine quickly absorbs it along with other organic substances and stimulates digestion to work better and increases food absorption (Puspitasari 2020). Honey consumer respondents already know enough about the benefits and efficacy of honey as a stamina guard. It is proven that honey products can affect the increasing body immunity of respondents. Respondents aged between 20-30 years have high enough activity that requires additional energy intake to maintain a healthy body.

Honey is known to have many benefits, one of which is to boost the immune system and antioxidants. Antioxidant compounds in honey, namely flavonoids, are believed to be immunomodulators because they can increase the body's immune system against infections, wounds, and fight free radicals. Flavonoids are polyphenolic compounds that have the chemical structure of flavonols, flavones, flavanones, isoflavones, catechins, anthocyanidins, and chalcones (Senas and Linawati 2012). The current condition of the COVID-19 pandemic has caused increased public and

health concerns by consuming foods with high nutritional value, such as honey.

The reason why respondents chose honey consumers wanted information about the benefits of honey. This is because, through the information, a person can fulfil a task or job, find out learn about social life, and add insight or knowledge (Fauziah and Nurizzati 2019). Sources of information on the benefits of honey are presented in Figure 8.

Sources of information are anything that acts as an intermediary in conveying information (Fauziah and Nurizzati 2019). Figure 8 shows that most of the sources of information on the benefits of honey are from reading materials such as books, magazines, journals, and others (31.37%). Information obtained from various sources will affect the level of one's knowledge. Someone who gets a lot of information tends to have extensive knowledge. This is in line with the opinion of Taufina (2017), exposure to health information to individuals will encourage healthy behaviour. Iskandar (2009) stated that information obtained by adolescents to adults from television programs, the internet, magazines, and others will influence knowledge and attitudes, affecting behavior patterns.

Based on this information, honey consumer respondents obtained information about the properties of honey from various sources that could influence consumers' desire to buy honey products. Consumers can obtain honey products from various places. The current developments have made several new ways to obtain a product to facilitate consumers, such as buying products through e-commerce. Figure 9 shows the place where respondents buy honey.

The places most respondents visited when buying honey products were traditional markets and modern markets (62.59%), e-commerce (34.97%), or buying honey from honey farmers (1.05%). Other places (1.40%) that
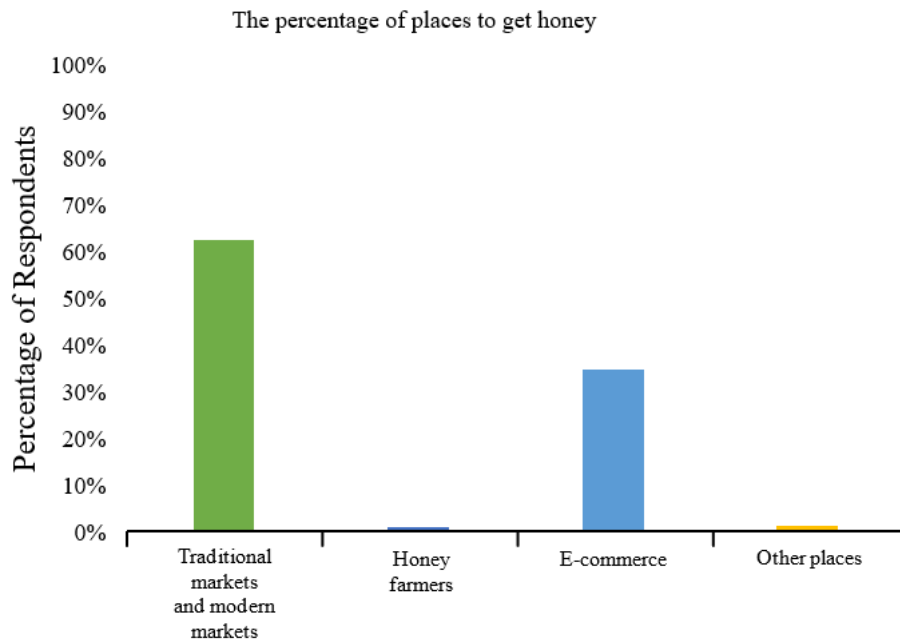
The percentage of places to get honey

Figure 9. Where to get honey

respondents chose to buy honey products were pharmacies and friends/neighbors. Respondents in this study chose traditional markets/supermarkets as the main place to buy honey products. This is because the role of traditional markets/supermarkets is not limited to economic activities, forming social interactions and community communication. The reason for saving time is also a consideration for respondents in buying (Dakhoir 2018). Offline shopping at traditional markets/supermarkets is considered more real because it has a physical location and form that consumers can visit. Most of consumers doubt the authenticity of the products in e-commerce (Irawan 2020).

Table 1 shows that the respondents in this study were dominated by women women dominated the respondents in this study and there were housewives as much as 7.84% of the respondents. According to Ningsih (2021), housewives often visit supermarkets to buy various household needs. Supermarkets sell goods to fulfil their daily needs, such as food needs, namely rice, vegetables, spices, fish and meat, so that housewives often shop for their daily needs at supermarkets. Today's consumers can choose to make purchase online or offline depending on their demographic characteristics. Online shopping is an option for some people because some products are cheaper than offline market and can shopping at home (Harahap and Amanah 2018). Traditional markets/modern markets as well as e-commerce offer a variety of honey products so that consumers will be free to choose products and adjust to their needs.

Consumer Attitudes towards Honey Products

Consumer attitudes towards honey products are divided based on respondents' choices of several statements. These statements include statements about knowledge, situations, and statements about the decision to consume honey during the COVID-19 pandemic. Respondents can choose from strongly agree to disagree strongly. Each attitude choice has a score of 1-5. The distribution of respondents based on attitude statements towards honey products is presented in Table 2.

Attitude statement variables for honey consumer respondents in this study were asked to provide attitude statements regarding knowledge, situational, and consumption decisions ranging from strongly agree, agree, undecided, disagree, and strongly disagree. There are two X variables, namely knowledge (X1) and situational (X2) which affect variable Y (the decision to consume). Based on Table 2, 48.91% of respondents strongly agree that knowledge can influence consumption decisions and 47.22% of respondents strongly agree that situational aspects can influence consumption decisions. Respondent's decision to consume honey during the COVID-19 pandemic showed that 41.04% agreed that consuming honey was influenced by knowledge and situationally.

Knowledge is the result of human sensing or the result of one's knowledge of objects through the senses they have. Sensing occurs through the five human senses, namely the senses of hearing, sight, smell, taste, and touch

Table 2. Distribution of respondents based on attitude statements towards honey

Variable	Percentage (%)				
	Strongly Agree	Agree	Indecisive	Disagree	Totally Disagree
Knowledge	48.91	38.69	9.59	2.49	0.32
Situational	47.22	36.27	11.93	3.76	0.82
Consuming Decision	37.61	41.04	15.08	5.68	0.59

(Amalia 2019). This will give rise to a picture, observation (perception), apperception, concept, and fantasy of everything received from the environment through the five senses. Consumer perceptions of a product are also influenced by various knowledge and information obtained that influence consumer decisions in buying and consuming products.

The results of this research data indicate that the majority of respondents who are honey consumers strongly agree that the knowledge and situational conditions of consumers about a product can influence their consumption decisions. Respondents in this study were considered to have sufficient knowledge regarding honey products. Table 2 shows that the last education of honey respondents in this study was dominated by Bachelor (45.10%) and the type of work was dominated by Private Employees (54.51%). According to Mubarak (2007), six factors that influence knowledge, namely: 1) education is related to how a person obtains information; the higher the level of education, the more accessible access to information will be, this has an impact on the more knowledge one has, the lower the level of education the less knowledge is obtained due to delays in receiving information;2) the work environment causes a person to gain experience and knowledge either directly or indirectly; 3) increasing age causes changes in the psychological and psychological aspects that cause a person's level of thinking to become more mature and mature; 4) interest makes someone to try and pursue something and in the end gain in-depth knowledge; 5) experience is an event that has been experienced by someone when interacting with the environment; 6) the ease of obtaining information can help accelerate a person's acquisition of knowledge. This influences consumer decisions in consuming honey products.

Situational conditions also influence purchasing decisions. According to Magdalena (2005), situational factors do not occur continuously for each individual, but consumer will make the purchase of a product due to situational factors. Situational factors can produce positive and negative perceptions that will affect the value of consumer shopping which is operationalized as hedonic shopping values and utilitarian shopping values (Muflih 2018). According to Kotler (2009), there are five characteristic variables of situational factors, including the physical environment, social environment, temporal perspective, task definition and antecedent state statements.

The physical environment is the most visible feature of the situation. This physical environment includes geographical and institutional locations, decorations, sounds, smells, lighting, weather, and the configuration of merchandise or other materials that surround the product stimuli. The social environment is the individual who is present during the consumption process, which includes factors such as the presence of other people, the characteristics of the people present in the situation, the actual roles of the people present, and interpersonal interactions. Time perspective is a situational dimension that can be specified into time units of the situation, such as when buying behavior occurs on certain days, months,

and seasons. The definition of a task is the reason why consumers' consumption activities take place and can be the goals or objectives that consumers have in certain situations. Statements of antecedents are temporary feelings (moods), such as anxiety or excitement, or conditions that consumers bring to situations (Magdalena 2005).

CONCLUSION

Preferences for honey product attributes based on respondents in this study were dominated by pure honey with a slightly brownish yellow color with a 50 mL packaging size and plastic bottle packaging at a price range of Rp. 20,000.00- Rp. 50,000.00. The perception of honey consumers in this study agrees to consume honey because honey can increase the body's immunity and improve stamina during the COVID-19 pandemic. Knowledge level and situational factors influence the decision to consume honey. This study showed that the higher the level of knowledge and situations that support consumers, such as the COVID-19 pandemic situation, the higher the level of honey consumption.

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