JOURNAL OF
CONSUMER SCIENCES

CONSUMER BEHAVIOR | RESEARCH ARTICLE

Attitudes, Decision Making and Purchasing Patterns of Online Vegetable Consumers

Talenta Priska Andini[1], Rabiatul Adawiyah[1*], Yaktiworo Indriani[1]

Author affiliation:
[1] Department of Agribusiness,
Faculty of Agriculture, University
of Lampung, Jl. Sumantri
Brojonegoro No. 01, Gedong
Meneng, Rajabasa, Bandar
Lampung City 35141, Indonesia

*Corresponding author:
rabiatul.adawiyah@fp.unila.ac.id

Abstract: The COVID-19 pandemic has changed consumer behavior; therefore, it is interesting to understand consumer behavior when purchasing vegetables online. This study aims to determine consumer attitudes, decision-making processes, and patterns in purchasing vegetables online at Bejana.id. The research location in Bandar Lampung City was purposively selected with the consideration that the company is representative for achieving research objectives. Sample determination was performed by the non-probability method with the quota sampling technique. There were 45 research samples consisting of 40 B2C consumers (individuals/households) and five B2B consumers (hotels, restaurants, and cafes). The data were collected from January to February 2023. The data were analyzed descriptively using the Fishbein Multi-attribute model. The results showed that the attitude of Bejana.id consumers was in the good category with the most preferred attributes, namely, the attributes of the expiration period inclusion (product component) and the accuracy of the product according to the order (service component). Consumers buy vegetables online through problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. B2C consumers form a purchasing pattern with an amount of 2.1 bunches or 2.8 packs each week with the type of vegetables, namely leaf vegetables, which in one purchase reaches IDR 50,000.00 - IDR 100,000.00, with a frequency of once per week. The vegetables most purchased by B2B consumers are leaf vegetables, fruit vegetables, and root vegetables, which are routinely purchased 3-4 times each week with one purchase reaching IDR 1,000,000.00 - IDR 3,499,999.00.

Keywords: consumer attitudes, decision making, purchasing patterns

JEL Classification: L66, M21, M31

ABOUT THE AUTHOR

Talenta Priska Andini is an undergraduate student in the Agribusiness Study Program, Department of Agribusiness, Faculty of Agriculture, University of Lampung. The author can be contacted through talenta.priska107819@students.unila.ac.id.

Rabiatul Adawiyah is an active lecturer at the University of Lampung who teaches the basics of management, nutrition and food, and consumer behavior. The author serves as the head of the Family Business and Resource Management laboratory, Department of Agribusiness, Faculty of Agriculture, University of Lampung. The author is also active as a member of DPD PERGIZI PANGAN Lampung. The author can be contacted through rabiatul.adawiyah@fp.unila.ac.id

Yaktiworo Indriani is an active lecturer at the University of Lampung who teaches courses in the basics of management, nutrition and food, and consumer behavior. The author is also active as the head of DPD PERGIZI PANGAN Lampung. The author can be contacted through yaktiworo.indriani@fp.unila.ac.id

Rabiatul Adawiyah

PUBLIC INTEREST STATEMENT

The COVID-19 pandemic has changed consumer behavior, including the purchase of food products such as vegetables. This change can be seen from in-person to online purchases due to limitations in social contact. The results of this study can be useful guidelines for business practitioners as consideration to understand consumer behavior in the future. In addition, this research can also be a reference for further research that discusses the consumption behavior of vegetable by online.

JOURNAL OF
CONSUMER SCIENCES

1. Introduction

Indonesia is continuously experiencing population growth in line with the increasing needs and consumption of its population. Based on census data and population projections by the Central Bureau of Statistics (2022), Indonesia's population has reached 275,773,800. This number increased by 1.13% from that of the previous year. This increase in numbers is accompanied by an increase in consumption, especially of agricultural products in the horticultural sub-sector, which are food ingredients. According to Nur'aini (2019), horticultural plants are cultivated plants divided into several groups, such as vegetables, fruits, medicinal plants, and ornamental plants. Horticultural crops, such as vegetables and fruits, can be used to produce various nutritional components such as fats, proteins, carbohydrates, vitamins, and minerals. The consumption of horticultural products, especially vegetables, fruits, and nuts, has increased compared to the previous year. This increase in consumption indicates public awareness of healthy foods, which is in line with the increasing welfare and income levels of the community.

Horticultural products have perishable characteristics; therefore, they need to be marketed immediately after harvest. In general, horticultural products are marketed in traditional markets that have passed through several trading actors such as middlemen, wholesalers, and retailers, and only then get into the hands of consumers. This results in less effective marketing, especially during the COVID-19 pandemic, which limits social interactions. As a result of this virus, since March 2020, the Indonesian government has issued several policies, one of which is Large-Scale Social Restrictions (PSBB). This policy changed the pattern of agricultural marketing in Indonesia from traditional to modern. One solution to overcome social restrictions is to develop online retail through applications or media, commonly known as start-ups.

Several local start-ups have developed in Lampung Province, especially Bandar Lampung City, focusing on agriculture such as Agriaku, Lahan Sikam, Habibi Garden, Pasarpedia, Yubis Sayur, Bejana.id, and others. Bejana.id is a digital platform created by the nation's young generation that acts as an intermediary to market agricultural products. Bejana. id's consumers are divided into two groups: business-to-business (B2B) and business-to-consumer (B2C). B2B consumers target hotels, restaurants, and cafés (horeca), while B2C consumers target individuals and household actors. Bejana.id is an intermediary that bridges local farmers and traditional traders with consumers through online shopping sites, which are websites and mobile applications especially in the Sumatera region. During the COVID-19 pandemic, Bejana.id's turnover from November 2021 to March 2022 increased due to continuous changes in purchasing patterns, so it became a new lifestyle in online shopping especially purchasing vegetable products in the pandemic era. Bejana.id is not the only company that sells agricultural products through e-commerce and is in the form of a start-up in Bandar Lampung, so one of the ways that Bejana.id can maintain its existence is by understanding consumer behavior.

The COVID-19 pandemic has changed consumer behavior, which can be seen in the intensity of online shopping owing to the spare time of each individual to access their devices. This pandemic has forced most people to do more activities at home so that online transactions have become an increasingly popular alternative (Mutanafisa & Retnaningsih, 2021). Changes in public consumption patterns during the COVID-19 pandemic showed that consumers prioritize the basic needs of life over other needs (Farisha et al., 2022). COVID-19 pandemic also has had a major impact on people's purchasing behavior (Andriani & Yolanda, 2021), resulting in the phenomenon of a trend shift from consuming products other than health support to consuming health

support products which occured in line with individual awareness of the importance of health (Saberina & Aprianti, 2022). Previous research conducted by Utami et al. (2019) stated that there is an influence of consumer behavior on purchasing decisions, while research conducted by Effendi et al. (2019) stated that there is a positive and significant influence between retail type preferences and purchasing decisions on fruit products. There is a significant difference in the frequency of consumption of vegetables and fruit before and during the COVID-19 pandemic due to public awareness regarding the consumption of foods that are nutritious and beneficial for health (Sundari et al., 2021).

Capturing the potential of the healthy lifestyle phenomenon has made many sellers increasingly aggressive in selling vegetable products, especially through digital platforms in the new normal era to meet consumer needs. Manufacturers and marketers always try to understand consumer behavior through the decision-making process, buying patterns, and consumer attitudes to survive in the midst of intense competition and gain success. Bejana.id have to identify the main attributes that influence consumer attitudes and purchasing decisions, and how these attributes can be improved to increase sales. This study aims to analyze consumer attitudes, decision-making processes, and purchasing patterns for vegetables at Bejana.id.

2.   Literature Review

2.1   Attributes

Attributes are the characteristics or features of an object may have or possess. Attributes are divided into two classes: intrinsic and extrinsic attributes. Intrinsic attributes are everything that relates to the actual properties of the product, whereas extrinsic attributes are everything that is obtained from the outside, such as brand names and labels. The attributes attached to a product become a differentiating factor between one brand and another and become one of the factors considered by consumers in making decisions when purchasing a product (Putri, 2019).

Attributes can be classified into two main components: product and service. According to Tangkulung et al. (2015), vegetable product attributes include physical appearance, quality, variety, price, and availability. Physical appearance refers to the appearance of vegetables, such as color, shape, and size, which can influence consumer purchasing decisions. Vegetable quality includes a product's ability to fulfill the needs and expectations of consumers, such as taste, fragrance, and texture. When purchasing vegetables, consumers tend to look for a variety of products, such as type, size, and packaging. In this study, the price attributes of organic vegetable products and their availability can influence consumers' purchasing decisions.

The service attribute is e-service quality. E-service quality attributes are critical for ensuring that customers have a positive experience with e-services and are satisfied with their purchases. Understanding these attributes can help businesses improve their e-services and meet customer needs. According to Rahmasanti et al. (2021), e-service quality attributes consist of information (clarity of product information and clarity of transaction information), ease of use (ease of ordering, payment, and cancellation), website design (clarity of product photos and level of visual appeal of features), reliability (timeliness of delivery and products ordered), and security or privacy (security in transactions and protecting identity privacy).

2.2   Consumer Attitudes

Consumer attitudes towards a product are very important for companies because a positive attitude leads to more purchases. Not only from the consumer concerned but also recommending the product to his friends and family, which will result in purchases that benefit the company. Conversely, a negative attitude towards the product will result in rejection. This attitude continues to influence others (Firmansyah, 2018).

The most popular attitude measurement used by many consumer researchers is the Fishbein Multi-attribute model, which explains consumer attitudes towards various evaluated attributes. The Fishbein model is widely used in consumer attitude research, and has been proven to have both external and practical validity. The Fishbein Multi-attribute model is a valuable tool for businesses seeking to understand and influence consumer behavior, and its use can be urgent in competitive markets where businesses need to stay ahead of the curve. Sumarwan (2017) stated that the three main concepts of the Fishbein model are as follows.

a. Attributes (salient belief) are the characteristics of an attitude object (Ao). Salient belief describes consumers' beliefs about products with various attributes.
b. Belief is the strength of consumer belief in product attributes.
c. Attribute evaluations are evaluations of the goodness or badness of an attribute or its importance weight, which describes the importance of an attribute to consumers. Consumers identify various attributes or characteristics of an object to be evaluated.

2.3   The Decision-Making Process

Purchasing decisions are a series of processes that begin with the introduction of problems by consumers, who then search for information related to the product and finally evaluate better product alternatives to solve the problem. In the research conducted by Sayekti et al. (2021), consumers go through five stages. These stages start with problem recognition, information search, alternative evaluation, purchase decisions (consumption process), and post-purchase evaluation (consumption).

According to Sumarwan (2017), problem recognition begins with consumers realizing the gap between the actual situation and the situation they want. Information seeking depends on how strong the impulse of need is, the amount of information that has been obtained, the ease of obtaining information, and the satisfaction that arises after seeking information based on the consumer's own thoughts (internal) and from the external environment (external). Consumer purchasing decision after reading online comments is a psychological process combining vision and information processing (Chen et al., 2022). An alternative evaluation is conducted by evaluating product and brand choices and choosing based on consumer desires. Purchasing decision can be achievedonly if there are several alternatives. If there is no alternative choice then the action taken without the choice cannot be said to make a decision (Effendi et al., 2019). At this stage, comparisons are made between various choices and subsequently result in a purchase decision. In the second evaluation, consumers showed positive or negative reactions.

2.4   Consumption Patterns

The consumption pattern comes from two terms: pattern and consumption. According to the KBBI, pattern is a fixed form (structure), while consumption is goods that directly fulfill our needs, including food. Consumption patterns are goods including

food that are used to fulfill daily needs in a structured manner. According to Saragih et al. (2023), vegetable consumption patterns are eating habits of individuals or families with the type, frequency, and portion of vegetable consumption. Vegetable consumption patterns can be analogized through purchasing patterns.

According to Indriani (2019), consumption patterns or food patterns are efforts made by individuals to select food and consume it as a form of reaction to physiological, psychological, social, and cultural stimuli. Food patterns can also be referred to as eating patterns or the eating habits of a person or group in a certain area. Food consumption is generally a product of the local area. When locally produced food is consumed by a group in large quantities, it can be considered as the main staple food.

Bejana.id sells various kitchen necessities, both vegetable and non-vegetable products for home and commercial consumption. This company not only offers kitchen necessities in the form of vegetables, but also non-vegetable products such as fruit, meat, eggs, fish, tempe, tofu, and other kitchen necessities such as spices.

3. Conceptual Framework

Bejana.id is a company that sells various food ingredients through a digital platform. One of the products sold by Bejana.id is vegetables with consumers, which are divided into two types: B2C and B2B. Consumer attitudes are influenced by two attribute components: product and service. The product component consists of price, availability, freshness, and packaging attributes, whereas the service component consists of information, ease of use, website design, reliability, and security (privacy) attributes.

Fadhila et al. (2020) consumer attitudes positively affect purchasing decisions. In the decision-making process for B2C and B2B consumers through stages according to Sumarwan's (2017) theory, including need recognition, information search, alternative evaluation, purchase decisions, and post-purchase evaluation. B2C purchasing patterns are assessed through the types of vegetables purchased, number of vegetables purchased, amount of expenditure in one transaction, and frequency of purchases each week. B2B purchasing patterns were assessed based on the type of vegetables, the amount of expenditure in one transaction, and the frequency of purchases each week.
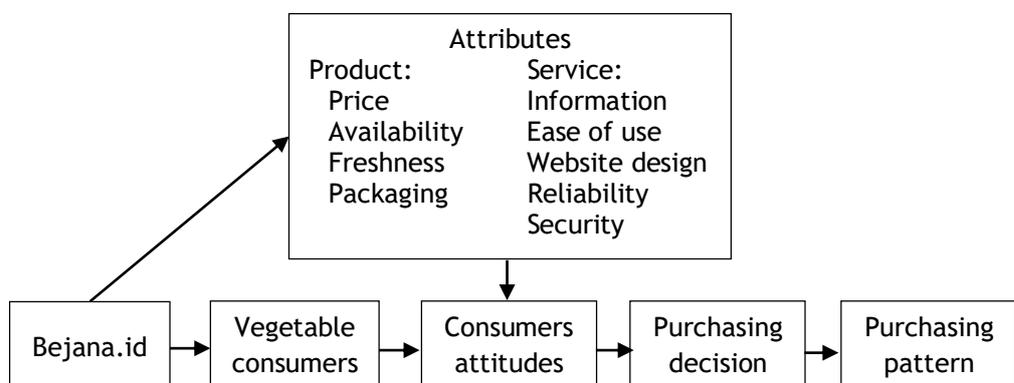

Figure 1. Conceptual framework

JOURNAL OF
CONSUMER SCIENCES

4. Methods

4.1 Participant

This study was conducted at Bejana.id, Bandar Lampung City. The selection of the research location was carried out purposively with the consideration that the company is representative of achieving the research objectives and is easily accessible to potential customers because it offers various alternative ordering media, such as Instagram, WhatsApp, and Tokopedia, as well as alternative delivery services, such as GoSend and GrabExpress. Data were collected from January to February 2023.

The population of this study is consumers of the Bejana.id company, which consists of two types: B2B and B2C. B2B consumers are those who consume vegetable products to run their business, which consists of hotels, restaurants, and cafes. B2C consumers are those who make transactions to consume products directly from households or individual units. Sampling was carried out using a non-probability sampling method that uses a quota sampling technique. According to Firmansyah & Dede (2022), quota sampling is a non-random sampling technique in which participants selected based on predetermined characteristics, so that the total sample will have the same distribution of characteristics as the population wider.

From May to October 2022, the average number of consumers who make online transactions in Bejana.id is 145 B2C users and ten B2B users. B2B consumers do not take the entire population of 10 B2B consumers, but only five B2B consumers as samples due to limitations in permissions. B2C consumers accounted for more than 25% of the population, resulting in 40 samples. This is based on Mooi in Memon et al. (2020) researchers should consider estimating the percentage of respondents they are likely to reach and the percentage of respondents willing to participate completing the questionnaire accurately.

This study used a survey method with data collection using a questionnaire. The survey method is a data collection technique that aims to collect relatively large amount of data in a population (Nugroho et al., 2018). According to Sadewo (2021), the survey method is the right method for obtaining data from a factual (not artificial) location, but researchers still require a process in data collection. There are two types of data: primary and secondary data. Primary data were obtained from the results of questionnaires filled out by the respondents. For B2C consumers, the questionnaire is in a Google Form distributed to consumers through Bejana.id's social media, while for B2B consumers, the questionnaire is filled out through direct interviews.

4.2 Measurement

The attributes of this study consist of two main components: product and service. The attributes in the product component refer to research conducted by Tangkulung et al. (2015) related to consumer behavior of organic vegetables, whereas the attributes in the service component refer to research conducted by Rahmasanti et al. (2021) related to consumer behavior and marketing through e-commerce. The product component includes the attributes of price affordability, price compatibility with product quality, large quantities of vegetable stock, availability of various vegetables, good physical appearance, bright vegetable colors, presentable packaging, packaging security guarantee, and inclusion of expiration dates. The service component consists of the attributes of clarity of product information,

clarity of transaction information, ease of ordering, ease of payment, ease of cancellation, clarity of product photos, level of visual attractiveness of features, delivery time accuracy, product accuracy according to order, security in transactions, and security in maintaining privacy.

Validity and reliability tests of the questionnaire were conducted using the SPSS 25 program with a test sample of 40 samples. Validity was tested with the Corrected Item and Total Correlation with a minimum value of 0.3, whereas reliability was tested with Cronbach's alpha with a minimum value of 0.6. Validity and reliability tests were conducted on the level of importance and trust of vegetable consumers in Bejana.id. The Corrected Item and Total Correlation values are higher than 0.3 for all attributes at the level of importance and level of satisfaction, so the research instrument is considered valid. The Cronbach's alpha value of the level of interest variable is 0.879 and 0.950 for the Cronbach's alpha value of the level of satisfaction variable, so the research instrument is considered reliable.

A Likert scale was used to measure attitudes. The Likert scale consists of one to five, and is applied to the level of importance and level of trust in each attribute. The table below contains the attributes used to assess products and services as attributes in this research.

Table 1. Attributes used to assess product and service components

Variables	Indicators	Attributes
Product	Price	1. Price affordability
		2. Price compatibility with product quality
	Availability	3. Large quantities of vegetable stock
		4. Availability of various vegetables
	Freshness	5. Good physical appearance
		6. Bright vegetable color
		7. Presentable packaging
	Packaging	8. Packaging security guarantee
		9. Inclusion of the expiration period
Service	Information	1. Product information clarity and transaction information clarity
	Ease of Use	2. Ease of ordering, ease of payment, ease of cancellation
		3. Clarity of product photos
		4. Level of visual attractiveness of features
	Reliability	5. Delivery time accuracy
		6. Product accuracy according to order
	Security	7. Security in transactions, and security in maintaining privacy

4.3 Analysis

In this study, the behavior of vegetable consumers in online purchases is analyzed through consumer attitudes using the Fishbein Multiattribute model, purchasing decisions, and purchasing patterns through statistical data described for two types of consumers (B2B and B2C). Understanding consumer attitudes is important and can be measured by distributing questionnaires to previously identified target consumer groups. Consumer attitudes strongly influence consumer behavior when purchasing goods or services. The urgency to use the Fishbein Multi-attribute model arises in situations where businesses need to understand the behavior of their customers and make informed decisions about their marketing strategies. Bejana.id is not the only

company that sells agricultural products through e-commerce and is in the form of a start-up in Bandar Lampung, so one of the ways that Bejana.id can maintain its existence is by understanding consumer behavior. The Fishbein Multi-attribute model can help Bejana.id identify the main attributes that influence consumer attitudes and purchasing decisions, and how these attributes can be improved to increase sales.

Bejana.id consumer attitudes were analyzed using the Fishbein Multiattribute model. Consumer attitudes are analyzed through various attributes attached to Bejana.id's products and services. Products and services can be recognized by seeing, touching, feeling, and using them over a period. The Fishbein Multiattribute Model describes consumer attitudes towards products, services, and brands, which are determined by two factors: the evaluation of the level of importance (ei) and the belief in the attributes of the product, service, or brand (bi). Multiattribute Fishbein analysis plays a role in determining product and service attributes that are considered by consumers (Armiriawan, Kusnandar and Setyowati, 2021).

$$Ao = \Sigma_{i=1}^{n} bi. ei \dots\dots\dots\dots\dots\dots \text{(1)}$$

Description:
Ao = Attitude towards the object
bi = Strength of belief that the object has *i* attribute
ei = Evaluation of *i* attribute
n = Number of attributes the object has

The scale range for attitude interpretation was obtained by calculating the maximum score, minimum score, and interval. The maximum score is obtained from multiplying the maximum score of importance with the maximum score of trust and the number of attributes (5*5*20 = 500), while the minimum score is obtained from multiplying the minimum score of importance with the minimum score of trust and the number of attributes (1*1*20 = 20). The scale ranges and interpretations are presented in Table 2.

Table 2. Scale range and interpretation of Bejana.id consumer attitudes

Scale range	Interpretation
20-116	Worst
116-212	Bad
212-308	Average
308-404	Good
404-500	Excellent

The achievement of consumer attitudes can be determined in the form of percentage achievement of the set target. The percentage of achievement of consumer attitudes can be determined through the following calculation:

$$\text{Percentage of achievement} = \frac{Ao}{\text{Maximum value}} \times 100\% \dots\dots\dots\dots \text{(2)}$$

Descriptive analysis was used to determine consumer characteristics, the decision-making process, and purchase patterns made by consumers. Consumer characteristics can be determined through data presented in the form of the number of respondents, accompanied by percentages. The decision-making process is answered through frequency distribution and percentages, which are divided into several stages: need

recognition, information search, alternative evaluation, purchase, and post-purchase evaluation. Each stage had several indicators. Purchasing patterns can be determined by frequency distribution accompanied by percentages that are divided into types of vegetables, the amount consumed per unit for one week, and the frequency of purchase.

5.   Findings

5.1   Consumer Characteristics

Almost half (42.5%) of B2C consumers in Bejana.id were married women with an age range of 20-24 years. The largest number of consumers who live in Rajabasa District (17.5%). B2C consumers researched with the latest high school education (42%), working as students (40%) or housewives (27.5%), and a range of income or pocket money between IDR 500,000 – IDR 2,499,999 each month (50%). B2B customers consist of Bejana.id include PT Pemuda Mencari Cuan (Mangkokku), PT Cahaya Tirta Rasa (Tong Tji), PT Mideli Makmur Jaya (Shigeru), Andreas Resort, and PT Maju Mapan YIC (RamenYa). This information has received permission from the relevant parties to be published.

The B2B consumers on Bejana.id are large-scale restaurants (in the form of Limited Liability Companies / PT) with an average business length of 3.36 years and the main sales product is heavy food. The characteristics of B2B and B2C consumers can impact the decision-making process and purchasing patterns of vegetables. These differences can affect how businesses market and sell their vegetable products to B2B and B2C consumers. For example, B2B consumers may require more detailed information about the specifications and quality of vegetables, while B2C consumers may be more influenced by emotional factors such as packaging and branding. Understanding these differences can help businesses conceptualize their marketing strategies and product offerings to better meet the needs of their target consumers.

5.2   Consumer Attitudes

Table 3 presents the results of the calculation of the importance score (e_i) for the Bejana.id attribute. In the product component, the most important vegetables were good physical appearance (4.60) and inclusion of expiration dates (4.60). In the service component, the most important attribute for consumers is product accuracy, according to order (4.80), which is in the reliability dimension. For Bejana.id consumers, the attribute of large quantities of vegetable stock (3.89) was considered less important in the product component. In the service component, the attribute that is considered less important is the level of visual attractiveness of the features (4.07).

Table 3. Importance level score (e_i) for Bejana.id attributes

Attributes	Importance score					n	Average (ei)
	5	4	3	2	1		
Price affordability (A1)	21	14	7	3	0	188	4.18
Price compatibility with product quality (A2)	22	22	1	0	0	201	4.47
Large quantities of vegetable stock (B1)	14	19	5	7	0	175	3.89
Availability of various vegetables (B2)	19	18	6	2	0	189	4.20

Attributes	Importance score					n	Average (ei)
	5	4	3	2	1		
Good physical appearance (C1)	28	16	1	0	0	207	4.60
Bright vegetable colors (C2)	17	26	2	0	0	195	4.33
Presentable packaging (D1)	14	23	7	1	0	185	4.11
Inclusion of expiration dates (D3)	29	14	2	0	0	207	4.29
Clarity of product information (E1)	23	16	3	3	0	194	4.31
Clarity of transaction information (E2)	19	18	8	0	0	191	4.24
Ease of ordering (F1)	24	17	4	0	0	200	4.44
Ease of payment (F2)	25	19	1	0	0	204	4.53
Ease of cancellation (F3)	21	18	6	0	0	195	4.33
Clarity of product photos (G1)	23	18	4	0	0	199	4.42
Level of visual attractiveness of features (G2)	15	18	12	0	0	183	4.07
Delivery time accuracy (H1)	28	16	1	0	0	207	4.60
Product accuracy according to order (H2)	36	9	0	0	0	216	4.80
Security in transactions (I1)	29	15	1	0	0	208	4.62
Security in maintaining privacy (I2)	31	11	2	1	0	207	4.60

Table 4 shows the results of the calculation of the trust level score (bi) for the Bejana.id attribute. The vegetable product component with the highest average score was the attribute of packaging security guarantee and the inclusion of expiration dates in the packaging dimension (4.27). In the service component, the highest average score was for security in transactions (4.42). The lowest average trust scores were for the good physical appearance attribute (3.16) contained in the product component and the clarity of the transaction information attribute (4.20) contained in the service component.

Table 4. Trust level score (bi) on Bejana.id attributes

Attributes	Trustworthy score					n	Average (bi)
	5	4	3	2	1		
Price affordability (A1)	13	26	6	0	0	187	4.16
Price compatibility with product quality (A2)	18	21	5	1	0	191	4.24
Large quantities of vegetable stock (B1)	17	20	8	0	0	189	4.20
Availability of various vegetables (B2)	16	19	8	2	0	184	4.09
Good physical appearance (C1)	15	16	1	0	0	142	3.16
Bright vegetable colors (C2)	16	22	7	0	0	189	4.20
Presentable packaging (D1)	13	25	6	1	0	185	4.11
Packaging security guarantee (D2)	19	21	3	2	0	192	4.27
Inclusion of expiration dates (D3)	15	27	3	0	0	192	4.27
Clarity of product information (E1)	20	19	5	1	0	193	4.29

Attributes	Trustworthy score					n	Average (bi)
	5	4	3	2	1		
Clarity of transaction information (E2)	18	19	7	1	0	189	4.20
Packaging security guarantee (D2)	19	21	3	2	0	192	4.27
Inclusion of expiration dates (D3)	15	27	3	0	0	192	4.27
Clarity of product information (E1)	20	19	5	1	0	193	4.29
Clarity of transaction information (E2)	18	19	7	1	0	189	4.20
Ease of ordering (F1)	21	20	4	0	0	197	4.38
Ease of payment (F2)	18	24	3	0	0	195	4.33
Ease of cancellation (F3)	17	23	5	0	0	192	4.27
Clarity of product photos (G1)	20	21	3	1	0	195	4.33
Level of visual attractiveness of features (G2)	19	18	7	1	0	190	4.22
Delivery time accuracy (H1)	18	20	7	0	0	191	4.24
Product accuracy according to order (H2)	22	18	5	0	0	197	4.38
Security in transactions (I1)	21	22	2	0	0	199	4.42
Security in maintaining privacy (I2)	21	20	4	0	0	197	4.38

Table 5 shows the results of the calculation of consumer attitudes (Ao) towards the Bejana.id attributes. In the product component, the attribute with the highest attitude value is the inclusion of expiration dates (19.63), whereas in the service component, the attribute with the highest attitude value is product accuracy according to order (21.01). The lowest attitude value was found for good physical appearance (14.52) in the product component and the attribute of the level of visual attractiveness of features (17.17).

Table 5. Consumer attitudes (Ao) towards Bejana.id attributes

Attributes	Ei	Bi	ei.bi
Price affordability (A1)	4.18	4.16	17.36
Price compatibility with product quality (A2)	4.47	4.24	18.96
Large quantities of vegetable stock (B1)	3.89	4.20	16.33
Availability of various vegetables (B2)	4.20	4.09	17.17
Good physical appearance (C1)	4.60	3.16	14.52
Bright vegetable colors (C2)	4.33	4.20	18.20
Presentable packaging (D1)	4.11	4.11	16.90
Packaging security guarantee (D2)	4.29	4.27	18.30
Inclusion of expiration dates (D3)	4.60	4.27	19.63
Clarity of product information (E1)	4.31	4.29	18.49
Clarity of transaction information (E2)	4.24	4.20	17.83
Ease of ordering (F1)	4.44	4.38	19.46
Ease of payment (F2)	4.53	4.33	19.64
Ease of cancellation (F3)	4.33	4.27	18.49
Clarity of product photos (G1)	4.42	4.33	19.16
Level of visual attractiveness of features (G2)	4.07	4.22	17.17

JOURNAL OF CONSUMER SCIENCES

Attributes	Ei	Bi	ei.bi
Delivery time accuracy (H1)	4.60	4.24	19.52
Product accuracy according to order (H2)	4.80	4.38	21.01
Security in transactions (I1)	4.62	4.42	20.44
Security in maintaining privacy (I2)	4.60	4.38	20.14
Total			368.72

5.3 Consumer Decision Making Process

Table 6 shows the results of the calculation of platform usage by B2C Bejana.id consumers. The platform most widely used by B2C consumers was WhatsApp (40%), followed by Tokopedia (30%). For B2B consumers, as many as five companies use the WhatsApp platform.

Table 6. Platform usage among B2C consumers

Platforms	n	%
WhatsApp	16	40.00
Instagram	9	22.50
Tokopedia	12	30.00
Web	3	7.50
Total	40	100.00

As shown in Table 7, the biggest motivation for purchasing vegetables online at Bejana.id is to make purchases easier (62.5%) for B2C consumers. For B2B consumers, the underlying motivation for making purchases at Bejana.id is promotion and good quality (80%). About 47.5% of B2C consumers and 80% of B2B consumers obtain information from the internet or social media. B2C consumers receive the least information from the family (12.50%), while B2B consumers receive the least information from the submission of proposals by Bejana.id (20%).

Table 7. Consumer motivation and information sources

Motivation and information sources	B2C		B2B	
	n (People)	%	n (HoReCa)	%
Motivation				
Make purchases easier (alternative when lazy to leave the house, social restriction, busy)	25	62.50	0	0.00
Suitability and habits	3	7.50	0	0.00
Want to try new things	10	25.00	0	0.00
Products not available in conventional markets	2	5.00	1	20.00
Promotion and good quality	0	0.00	4	80.00
Information sources				
Family	5	12.50	0	0.00
Friends	16	40.00	0	0.00
Internet/social media	19	47.50	4	80.00
Proposal submission	0	0.00	1	20.00

Note: B2C (Business to Consume), B2B (Business to Business), HoReCa (Hotel, Restaurant, Cafe)

JOURNAL OF
CONSUMER SCIENCES

Table 8 contains the factors that are the focus of Bejana.id consumers' attention, consumer purchases and consumer alternative choice. Of the 40 B2C consumers, 35% focused on the availability of vegetables at Bejana.id. Among B2B consumers, 60% focus their attention on the price of vegetables. Approximately 50% of B2C consumers and 100% of B2B consumers make fully planned purchases.

Approximately 37.5% of B2C consumers and 80% of B2B consumers choose other alternatives by looking for vegetables in conventional markets (traditional/modern). In contrast, 12 people (30%) chose to buy other vegetables in Bejana.id. Approximately 65% of B2C consumers choose to conduct online transactions through m-banking or e-wallet, while the rest (35%) choose to make payments on the spot or Cash on Delivery (COD). For B2B consumers, all conduct online transactions through m-banking or e-wallet transactions.

Table 8. Bejana.id's consumer attention. purchases and alternative choice when out of stock

Bejana.id's activities	B2C		B2B	
	n (People)	%	n (HoReCa)	%
Focus of attention				
Freshness	13	32.50	2	40.00
Price	10	25.00	3	60.00
Availability of vegetables	14	35.00	0	0.00
Attractive content	3	7.50	0	0.00
Purchases				
Planned or pre-planned	20	50.00	5	100.00
Situation-dependent	10	25.00	0	0.00
Suddenly or when seeing a product and intending to buy it	10	25.00	0	0.00
Alternative choice when out of stock				
Switch to other e-commerce	5	12.50	0	0.00
Buying other types of vegetables	12	30.00	1	20.00
Look for vegetables in conventional markets (traditional/modern)	15	37.50	4	80.00
Did not make a purchase	8	20.00	0	0.00

Note: B2C (Business to Consume), B2B (Business to Business), HoReCa (Hotel, Restaurant, Cafe)

5.4 Purchasing Patterns

Table 9 shows the results of the distribution of B2C consumers based on the type and amount of vegetables. The vegetables most purchased by B2C consumers are leafy vegetables with a percentage of 47.5% and an average purchase of 2.10 bunches or 2.81 packs or if rounded up to two bunches or three packs. B2C consumers also buy packaged vegetables with an average purchase of 2.60 packs or rounding up to three packs. All B2B customers purchased leafy vegetables, four companies (Shigeru, Ramen Ya, Mangkokku, and Andreas Resort) required fruit vegetables, and three companies (Ramen Ya, Mangkokku, and Andreas Resort) required root vegetables.

JOURNAL OF CONSUMER SCIENCES

Table 9. Distribution of B2C consumers by type and amount of vegetables

Types of vegetables	Total each Unit			Average		
	kg	bunch	pack	kg	bunch	pack
Leaf vegetables	-	21.00	31.00	-	2.10	2.81
Fruit vegetables	5.00	-	-	0.83	-	-
Root vegetables	9.75	-	-	1.21	-	-
Packaged vegetables	-	-	13.00	-	-	2.60
Other vegetables	0.50	-	-	0.25	-	-
Leaf vegetables			19			47.50
Fruit vegetables			6			15.00
Root vegetables			8			20.00
Packaged vegetables			5			12.50
Other vegetables			2			5.00

Table 10 shows the results of the calculation of the distribution of expenses and frequency of purchases made by B2C consumers per week. As a result, 62.5% of B2C consumers spent IDR 50,000.00-IDR 100,000.00 in one purchase at Bejana.id. Based on this spending range, 14 people make purchases once a week and 11 of them make purchases twice a week. Regardless of the amount spent, 20 (50%) B2C consumers make purchases once a week. In a single purchase, 60% of the five B2B consumers spent an amount of IDR 1,000,000.00 to IDR 3,499,999.00, while the remaining 40% spent less than IDR 1,000,000.00. Purchases by B2B customers are made regularly to 3-4 times a week.

Tabel 10. Expenditure and frequency of purchases of B2C consumers each week

Expenditure (IDR)	Frequency of purchases (times/week)			Consumer (people)	%
	1	2	3		
<50,000	5	4	1	10	25.00
50,000 -100,000	14	11	0	25	62.50
>100,000	1	3	1	5	12.50
Total	20	18	2	40	100.00

6.   Discussion

Bejana.id consumers' attitudes towards vegetable products and services can be understood through their inherent attributes. There were 9 vegetable product attributes and 11 service attributes. The evaluation of the level of importance of attributes is used to obtain the value of the level of tendency of attributes that are considered important by Bejana.id consumers. A good physical appearance is considered important to consumers, who are classified in the freshness dimension of vegetables. This is in accordance with research conducted by Masitah et al. (2022), who state that the freshness of vegetables is a consideration and determines attitudes in purchasing vegetables in traditional markets and traveling vegetable traders. In addition to the freshness of vegetables, products in accordance with the order are important attributes for consumers. The importance of these attributes can lead to a positive attitude and play a role in determining consumer satisfaction.

The level of trust also determines consumer attitudes. Product packaging carried out by Bejana.id can be considered to maintain the product well until it reaches consumers. This is supported by research conducted by Adilah et al. (2020), which showed that packaged vegetables make consumers believe that vegetables will be more hygienic and have good quality. Bejana.id also provides assurance in the transactions. Bejana.id limits third-party intermediaries with sellers (farmers) and

buyers (consumers) so that transactions can be ensured to be safe for users. For consumers, the clarity of transaction information plays a role in online purchases, so Bejana.id needs to clarify transaction information so that it is easily understood by consumers and prevents miscommunication.

Overall, the attitude of consumers (Ao) Bejana.id is in the good (positive) category. This positive attitude value is in line with research conducted by Fauzi and Yuliawati (2020) on organic vegetable products. A good attitude towards Bejana.id consumers can be shown by consumers through repurchasing behavior and emotional attachment, giving recommendations to consumer loyalty. This result is in line with what Yolanda et al. (2022), stated that consumers who have a positive attitude will make purchases and recommend them to others, while those who have a negative attitude will make a rejection. According to Firmansyah (2018), this attitude will spread and influence people around Bejana.id consumers. In addition, the higher attitudes of customer then the selection of healthy food will also be higher (Syah & Yuliati, 2017).

The buying process begins when a buyer needs or wants something because of internal or external stimuli. These stimuli encourage consumers to make purchases. Bejana.id uses various platforms ranging from social media and e-commerce to the web. The social media platforms used by Bejana.id include Instagram, Twitter, and WhatsApp. Currently, Bejana.id uses Tokopedia for e-commerce to market its products. For Bejana.id consumers, problem recognition begins when they access the platform to make transactions. The use of this platform is related to the COVID-19 pandemic, which has limited in-person social contact. According to Wijoyo et al. (2021), the use of this platform helps the government digitize micro, small, and medium enterprises in the food sector. The Bejana.id platform forms a digital ecosystem that can reach all micro, small, and medium enterprises, including small farmers.

This motivation encourages consumers to determine the next stage of the decision-making process. According to Sayekti et al. (2021), motivation is one of the things that is emphasized in need of recognition. Bejana.id can be used as a solution or alternative when consumers are too lazy to leave the house, are busy, or when a social restriction policy is implemented. Online purchases are considered easier because consumers do not need to spend much effort to meet their vegetable needs and can save time when buying vegetables. For B2B consumers, Bejana.id promotes and offers good-quality products. Promotion can be performed either directly or indirectly. Social media that actively uploads content makes B2B consumers interested in partnerships. Social media marketing has a significant positive influence on purchase decisions (Angelyn & Kodrat, 2021). In line with research conducted by Pratisia and Nuswantara (2021), promotion can generate a sense of confidence in consumers, so that it can be used as a material consideration. Bejana.id is considered to be capable of providing a wide variety of vegetables compared to conventional traders. This is because Bejana.id can obtain vegetable supplies from several local farmer groups in various regions.

After consumers understand their needs, they search for alternatives or solutions to satisfy these needs. The information that consumers are looking for includes information related to vegetable products, such as price, quality, or promos that are being offered. Consumers also look for information related to transaction activities, such as the time and method of ordering (order) and the distance of the company's location, which determine the shipping costs to the delivery service used. The information disseminated to potential customers is packaged in attractive content with a color theme that matches the company's philosophy. On social media pages, Bejana.id shares information related to vegetable storage tips, the benefits of

consuming vegetables, pre-orders during harvest, promos, and flash sales that will be carried out in e-commerce. Social media also contains testimonials from several consumers to increase consumer confidence in making purchase transactions in Bejana.id.

The information obtained from the previous stage is evaluated and selected according to consumer needs. In purchasing vegetables at Bejana.id, there are several attributes that are the focus of attention, such as the freshness of vegetables, price, availability of vegetables, and interesting content. Vegetable availability includes the number and types of supplies available. The vegetable products sold by Bejana.id are also combined with other products to become a unit (bundling) at a relatively cheaper price. Prices are the focus of B2B attention because the price purchased from Bejana.id affects the price of the products sold by the horeca company. This research is in line with the research conducted by Rahmalia et al. (2022) that price is the most considered factor in purchasing fresh food. According to Sumarwan (2017), price is a sensitive consumer attribute. In B2B consumers, the purchases to be made consider profitability and efficiency in the long term, resulting in a price agreement with Bejana.id, so that the costs incurred by the company remain under control and profitability continues to increase.

Purchasing includes behavior in dealing with sellers, searching for products, and behavior in transactions. According to Vydiamanta et al. (2021), purchases are the result of various choices made by consumers to fulfill their needs or desires of consumers themselves. Bejana.id consumers determine the chosen product and brand, which in this case is Bejana.id. Vegetable consumers in Bejana.id already have a desire for the type of vegetables to be purchased and the amount before opening the platform. When the required product is unavailable, consumers take alternative actions. The alternative chosen in the form of searching in conventional markets (traditional/modern) proves that products sold at Bejana.id are also available in conventional markets. This also proves that conventional markets are still popular in terms of buying vegetables. On the other hand, consumers who choose other vegetable products in Bejana.id as alternatives indicate that they tend to be loyal to Bejana.id.

For B2C consumers, the ordered vegetable products will be sent after payment is made if the payment method chosen is m-banking or e-wallet. Digital payments are considered capable of reducing the risk of spreading COVID-19. In line with research conducted by Ramayani et al. (2022), transactions or payments made by transfers are considered more effective. In the cash-on-delivery method, vegetable products are sent first, and consumers make payments when they receive the product. Cash payments are handed over to the delivery service courier, or courier from Bejana.id.

B2B consumers make payments on time that have been agreed upon by the contract. Stamped payments are payments made by the horeca company as a partner or B2B consumer to Bejana.id, who acts as a supplier within a specified period after the vegetable product reaches the partner. In general, payments are made once every to 1-2 weeks according to the agreement. This is because transactions with B2B consumers are carried out in large quantities.

Stamped payments benefit both B2B consumers and Bejana.id. For B2B consumers, payment on time helps B2B consumers in managing cash flow and ensure the availability of funds for their business needs. For Bejana.id as a supplier, payment by post can help reduce the risk of delays in payment and increase the liquidity of Bejana.id. Bejana.id's treatment is in accordance with the research of Pribadi et al.

(2021), who state that good liquidity will have a positive impact on the company by increasing the trust of parties outside the company. However, payment on time has risks that need to be considered. B2B consumers need to ensure that the transactions made are in accordance with the capabilities of the horeca company, so that there is no delay or exceed the predetermined time limit. To prevent this, Bejana.id has its own team to monitor and control the credit given so that the risk is not too high, and Bejana.id still makes a profit.

Consumers do not stop during the consumption process. The final stage of the decision-making process is the post-purchase or post-consumption evaluation of the alternatives. The post-purchase evaluation process results in satisfaction or dissatisfaction with the consumption of products or services made by consumers have made (Sumarwan, 2017). In this study, all the consumers expressed their satisfaction. Recommendations for others are made according to consumer experience in consuming Bejana.id products. Thus, Bejana.id succeeded in meeting consumer expectations for good products and services. This research is in line with research conducted by Darmawan and Trimo (2022), who found that consumers are satisfied with purchasing vegetables using GoPay. Digital purchases are considered capable of exceeding consumer expectations.

The types of vegetables in Bejana.id can be classified based on plant organs, according to the theory proposed by Gardjito and Handayani (2015). The types of vegetables available include leaf, fruit, root, packaged, and other vegetables. Leaf vegetables that are sold and bought in Bejana.id consist of green spinach, kale, caisim, and pakcoy. Fruit vegetables that are sold at Bejana.id and widely purchased consist of red chilies, chili peppers, green cayenne peppers, curly green chilies, cucumbers, beans, long beans, and red tomatoes. Root vegetables sold and widely purchased at Bejana consist of onions, shallots, garlic, premium carrots, local carrots, and local potatoes. Vegetable packages are a variety of vegetables that are packaged into one unit, such as soup and capcay vegetables. Other vegetables that are sold and widely purchased at Bejana Island are broccoli and cauliflower. In general, vegetable products sold in packs weigh approximately 250 g. From the average purchase of vegetables by B2C consumers, 500–750 g can be produced in one purchase.

In addition to these types of vegetables, B2C consumers buy bundling products or packages provided by Bejana.id. Bundling products are packaging products that combine vegetables, spices, or side dishes. Some bundling packages are seasonal, depending on the available promos, such as early month packages, end of month packages, complete spice bundling, complete saving bundling, saving cooking bundling, saving payday packages, box packages, and others. According to Huang et al. (2022), consumers finally select an add-on product to form a customized bundle with the greatest overall utility. Bundling is part of Bejana.id's promotion. Promotion has a significant influence on purchasing decisions (Aji et al., 2019).

The B2C purchasing patterns can also be seen from how much money is spent on purchasing vegetable products at Bejana.id and the frequency of purchases made. This is in accordance with the research conducted by Saragih et al. (2023) that consumption patterns, which in this case are analogous to purchasing patterns, are seen based on frequency. Periodic expenditures by vegetable consumers create a purchasing pattern that illustrates the welfare of individuals or households in fulfilling food needs. The low frequency of purchases by B2C consumers is due to consumers who consider Bejana.id only an alternative during social restriction periods, are lazy to leave the house, or are busy. This allows consumers to buy vegetable products from conventional traders such as markets or stalls that provide vegetables. When online

purchases are made continuously with an increase in the frequency of purchases, it is possible that people become comfortable and accustomed to transacting vegetables. This is in accordance with the theory proposed by Indriani (2019), which states that the pattern formed is a response to psychological, social, and cultural stimuli.

The types of vegetables required by B2B consumers are highly diverse. Some types of vegetables are difficult to find by conventional traders, so they require their own suppliers that have been trusted by the company. In this case, Bejana.id was trusted by the horeca company to provide these special vegetables. All B2B customers purchase leafy vegetables, such as pakcoy, caisim, cabbage, lettuce, celery, spring onions, parsley, and cilantro. The fruit vegetables required by B2B customers include kyuri (Japanese cucumber), fruit tomatoes, cherry tomatoes, green peppers, yellow peppers, red peppers, baby chickpeas, cucumbers, chili peppers, curly chili peppers, cayenne peppers, large red chili peppers, and red chili peppers. The vegetables required by B2B consumers include onions, shallots, garlic, and carrots.

The frequency of purchases by B2B consumers is influenced by the stock and planning of managerial teams. Therefore, purchases by B2B consumers are stable because they are made regularly and scheduled. Bejana.id, as a vendor, provides the raw materials needed by horeca companies or B2B consumers. The purchase was based on the menu offered by the horeca company or the B2B consumer. In addition to vegetable products, B2B consumers purchase other food ingredients, such as eggs, meat, and rice. Thus, Bejana.id's sales to B2B consumers were based on B2B consumer demand. A limitation of this study is that the sample was less diverse. This is due to limited permissions, especially for B2B consumers, so there are only five B2B samples out of 45 samples in total.

7.   Conclusion

Based on the research, it can be concluded that the attitude of Bejana.id consumers is in the good or positive category (Ao = 368.72), with the attributes most considered by B2C and B2B consumers, namely the inclusion of the expiration period (19.63) in the vegetable product component and the accuracy of the product according to the order (21.01) in the service component.

In the product component, the attribute with the highest attitude value is the inclusion of expiration dates (19.63), whereas in the service component, the attribute with the highest attitude value is product accuracy according to order (21.01). The lowest attitude value was found for good physical appearance (14.52) in the product component and the attribute of the level of visual attractiveness of features (17.17). Consumer attitudes can be observed in the decision-making process. In the decision-making process, B2C and B2B consumers use the WhatsApp platform in purchasing on the basis of making purchases easier (alternatives when lazy to leave the house, social restriction, or being busy) in B2C, promotions and good quality in B2B. B2C and B2B consumers obtain information related to Bejana.id from the Internet or social media with the focus of B2C attention on freshness and B2B on price, resulting in planned or planned purchasing decisions by both types of consumers. Both B2C and B2B consumers choose other alternatives in the form of looking for vegetables in conventional markets (traditional/modern) if the required products are not available and make online payment transactions via m-banking or e-wallet, and generally express satisfaction with the purchases made. The implementation of the decision-making process is evidenced by purchasing patterns. In the purchasing pattern, the vegetables most purchased by B2C consumers are leafy vegetables with an average purchase in rounding two bundles or three packs, spending in one purchase of IDR

50,000.00 - IDR 100,000.00, with an average purchase 1-2 times a week, while the vegetables most consumed by B2B consumers are leaf vegetables, fruit vegetables, and root vegetables, spending in one purchase of IDR 1,000,000 - IDR 3,499,999 regularly every 3-4 times a week.

8.   Recommendation

Future researchers can analyze or conduct comparative studies related to similar topics to compare companies engaged in the sale of vegetable or fruit products. This research can be developed by discussing the application of the agribusiness system at Bejana.id from upstream to downstream, such as in farming or supply chains. This research can also be conducted on other products, such as fruits or livestock products, such as meat and eggs. Based on the findings, Bejana.id can increase the number of farmers and partner agents so that they can reduce selling prices to consumers. To maintain product quality, Bejana.id can provide storage warehouses or kiosks at several points spread across Bandar Lampung City so that delivery does not take a long time.

Limitations in this research is the generalization of the results only to Bandar Lampung City. Research results may not be directly applicable to other cities or regions due to differences in demographic, social or economic characteristics between one region to others. In addition, trend fluctuations may also not be fully represented if data is collected only in certain period as in this research.

References

Adilah, S., Maryati, S., & Haryati, H. (2020). Analisis perilaku konsumen terhadap sayuran segar di Hypermart Lombok Epicentrum Mall Kota Mataram. *Jurnal Agrimansion, 21*(1), 24–33. https://doi.org/10.29303/agrimansion.v21i1.317

Aji, N. S., Djawahir, A. H., & Rofiq, A. (2019). The influence of products and promotions on purchasing decisions mediated in purchase motivation. *Jurnal Aplikasi Manajemen, 17*(1), 152–161. https://doi.org/10.21776/ub.jam.2019.017.01.17

Andriani, S., & Yolanda, A. (2021). Celebrity endorsement di instagram – TEARS Model : perilaku pembelian konsumen di masa pandemi COVID-19. *Jurnal Ekonomi dan Bisnis Indonesia (JEBI), 6*(2), 1–10. https://doi.org/10.37673/jebi.v6i02.1496

Angelyn, A., & Kodrat, D. S. (2021). The effect of social media marketing on purchase decision with brand awareness as mediation on haroo table. *International Journal of Review Management Business and Entrepreneurship (RMBE), 1*(1), 16–24. https://doi.org/10.37715/rmbe.v1i1.1946

Armiriawan, F. ., Kusnandar, & Setyowati. (2021). Analisis preferensi konsumen terhadap pembelian sayuran hidroponik di Kota Surakarta. *Agrista, 9*(2), 91–99. Retrieved from https://digilib.uns.ac.id/dokumen/detail/88144/

[BPS] Badan Pusat Statistik. (2022). Jumlah Penduduk Pertengahan Tahun (Ribu Jiwa), 2020-2022. Jakarta: Badan Pusat Statistik.

Chen, T., Samaranayake, P., Cen, X., Qi, M., & Lan, Y. C. (2022). The impact of online reviews on consumers' purchasing decisions: Evidence from an eye-tracking study. *Frontiers in Psychology*, 2723. https://doi.org/10.3389/fpsyg.2022.865702

Darmawan, A. S. P., & Trimo, L. (2022). Faktor yang mempengaruhi keputusan pembelian sayuran terhadap pengguna e-wallet Go-Pay di Kota JABODETABEK. *Jurnal Agribisnis Indonesia*, *10*(2), 211–221. https://doi.org/10.29244/jai.2022.10.2.211-221

Effendi, I., Najib, M., & Kirbrandoko. (2019). Preference analysis and purchasing decision of fruit consumers in generation y (case of modern and traditional retail in Bogor). *Journal of Consumer Sciences*, *4*(2), 61–75. https://doi.org/10.29244/jcs.4.2.61-75

Fadhila, S., Lie, D., Wijaya, A., & Halim, F. (2020). Pengaruh sikap konsumen dan persepsi konsumen terhadap keputusan pembelian pada Mini Market Mawar Balimbingan. *SULTANIST: Jurnal Manajemen dan Keuangan*, *8*(1), 53–60. https://doi.org/10.37403/sultanist.v8i1.177

Farisha, M., Hartoyo, & Safari, A. (2022). Does COVID-19 pandemic change the consumer purchase behavior towards cosmetic products?. *Journal of Consumer Sciences*, *7*(1), 1–19. https://doi.org/10.29244/jcs.7.1.1-19

Fauzi, M. I., & Yuliawati. (2020). Perilaku konsumen dalam membeli sayuran organik PO sayur organik Merbabu (studi kasus Yogyakarta). *Jurnal Ekonomi Pertanian dan Agribisnis (JEPA)*, *4*(4), 752–762. https://doi.org/https://doi.org/10.21776/ub.jepa.2020.004.04.05

Firmansyah, D., & Dede. (2022). Teknik pengambilan sampel umum dalam metodologi penelitian: literature review. *Jurnal Ilmiah Pendidikan Holistik (JIPH)*, *1*(2), 85–114. https://doi.org/10.55927/jiph.v1i2.937

Firmansyah, M. A. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Yogyakarta: Deepublish Publisher.

Gardjito, M., & Handayani, W. (2015). *Penanganan Segar Hortikultura untuk Penyimpanan dan Pemasaran*. Jakarta: Penerbit Kencana.

Huang, Y. S., Ho, J. W., & Wu, G. J. (2022). A study on promotion with strategic two-stage customized bundling. *Journal of Retailing and Consumer Services*, *68*. https://doi.org/https://doi.org/10.1016/j.jretconser.2022.103004

Indriani, Y. (2019). *Gizi dan Pangan*. Lampung: Anugerah Utama Raharja.

Masitah, Nursalam, & Dari, D. Y. (2022). Sikap konsumen dalam membeli sayuran di pasar tradisional dan pedagang sayuran keliling di Kabupaten Kolaka. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, *8*(2), 1329–1337. https://doi.org/http://dx.doi.org/10.25157/ma.v8i2.7991.g5136.

Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size for survey research: review and recommendations. *Journal of Applied Structural Equation Modeling*, *4*(2), 1–20.

https://doi.org/10.47263/jasem.4(2)01

Mutanafisa, T. A., & Retnaningsih. (2021). The effect of sales promotion and knowledge on impulsive buying of online platform consumers. *Journal of Consumer Sciences*, *6*(1), 77–91. https://doi.org/https://doi.org/10.29244/jcs.6.1.77-91

Nugroho, A., Najib, M., & Simanjuntak, M. (2018). Factors affecting consumer interest in electronic money usage with Theory of Planned Behavior (TPB). *Journal of Consumer Sciences*, *3*(1), 15. https://doi.org/10.29244/jcs.3.1.15-27

Nur'aini, H. I. M. (2019). *Mengenal Tanaman Hortikultura*. Depok: Penerbit Duta.

Pratisia, D., & Nuswantara, B. (2021). Analisis keputusan pembelian sayur dengan media online di Nyayur.id Kota Salatiga. *Ziraa'ah Majalah Ilmiah Pertanian*, *46*(3), 327–335. Retrieved from https://ojs.uniska-bjm.ac.id/index.php/ziraah/article/view/5194

Pribadi, A., Ulumudin, B., Hakim, I.R., Apriliana, P., & Sundari, J. (2021). Pemanfaatan mobile commerce untuk mendukung penjualan kartu perdana dengan model bisnis B2B. *Jurnal Pendidikan Teknologi Informasi (JUKANTI)*, *4*, 2021–2621. https://doi.org/10.37792/jukanti.v4i2.290

Putri, S. E. (2019). Analisis sikap konsumen: evaluasi dan kepercayaan atribut (multiattributes Fishbein approach). *Managament Insight: Jurnal Ilmiah Manajemen ISSN*, *14*(2), 159–177. https://doi.org/https://doi.org/10.33369/insight.14.2.159-177

Rahmalia, D., Sari, I. R. M., Kasymir, E., & Tantriadisti, S. (2022). Keputusan pembelian bahan pangan online oleh konsumen rumah tangga di Kota Bandar Lampung, Indonesia. *Agro Bali : Agricultural Journal*, *5*(2), 384–391. https://doi.org/10.37637/ab.v5i2.942

Rahmasanti, D., Indriani, Y., & Sayekti, W. D. (2021). Tingkat kepuasan konsumen terhadap pembelian makanan produk ayam bakar ABMJ melalui e-commerce Gojek di Kota Bandar Lampung. *Jurnal Ilmu-Ilmu Agribisnis*, *9*(3), 500–507. https://doi.org/10.23960/jiia.v9i3.5345

Ramayani, I., Hanifawati, T., & Sutandi, A. (2022). Pengaruh social distancing selama COVID-19 terhadap perilaku pembelian sayuran pada ibu rumah tangga di Kota Bandung. *Jurnal Ekonomi Pertanian (JEPA)*, *6*(1), 304-313. https://doi.org/https://doi.org/10.21776/ub.jepa.2022.006.01.29.

Saberina, S., & Aprianti, V. (2022). Analisis perilaku pembelian konsumen terhadap pangan organik saat pandemi COVID-19 di Indonesia. *Jurnal Agrikultura*, *33*(1), 1–12. https://doi.org/10.24198/agrikultura.v33i1.36019

Sadewo, M. K. (2021). Perilaku konsumen terhadap pembelian sayuran di Pasar Tradisional Melati Kota Medan Kecamatan Medan Tuntungan. *Jurnal Ilmiah Mahasiswa Pertanian (JIMTANI)*, *1*(3), 1–13. Retrieved from https://jurnalmahasiswa.umsu.ac.id/index.php/jimtani/article/view/551/0

Saragih, E. E. H., Saragih, B., & Emmawati, A. (2023). Hubungan pola konsumsi sayur dan buah terhadap status gizi keluarga selama pandemi Corona Virus Disease-19 (COVID-19). *Journal of Tropical AgriFood*, *5*(1), 21–34. https://doi.org/http://dx.doi.org/10.35941/jtaf.5.1.2023.7272.%

25p.

Sayekti, W. D., Viantimala, B., Lefiana, O., & Syafani, T. S. (2021). Pengambilan keputusan dalam konsumsi sayuran dan pola konsumsi pangan petani padi di Desa Rantau Tijang Kecamatan Pugung Kabupaten Tanggamus. *Jurnal Agrimanex*, *2*(1), 11–24. https://doi.org/https://doi.org/10.35706/agrimanex.v2i1.5370.

Sumarwan, U. (2017). *Perilaku Konsumen*. Bogor: Ghalia Indonesia.

Sundari, B., Ratnayani, Khasanah, T. A., Nugraha, H. M., & Anshari, K. F. (2021). Perbedaan konsumsi buah dan sayur pada mahasiswa sebelum dan saat pandemi COVID-19. *Binawan Student Journal (BSJ)*, *3*(2), 15–20. https://doi.org/10.54771/bsj.v3i2.336

Syah, A., & Yuliati, L. N. (2017). The influence of values and attitude toward healthy food selection at student of Bogor Agricultural University. *Journal of Consumer Sciences*, *2*(2), 57. https://doi.org/10.29244/jcs.2.2.57-65

Tangkulung, C. M., Pangemanan, L. R. J., & Ngangi, C. R. (2015). Analisis kepuasan konsumen terhadap atribut sayuran organik di Hypermart Manado. *Cocos*, *6*(14), 1–25. https://doi.org/https://doi.org/10.35791/cocos.v6i14.8787.

Utami, K., Rauf, A., & Salmiah, S. (2019). Analisis perilaku konsumen dalam pengambilan keputusan pembelian sayur organik di Kota Medan. *Agrotekma: Jurnal Agroteknologi dan Ilmu Pertanian*, *3*(2), 75-84. https://doi.org/10.31289/agr.v3i2.2241

Vydiamanta, V., Suhud, U., & Febrilia, I. (2021). Keputusan konsumen membeli sayur menggunakan aplikasi online: apakah WoM dan kualitas produk mempengaruhi?. *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, *12*(2), 335–353. https://doi.org/10.21009/jrmsi.012.2.09

Wijoyo, H., Ariyanto, A., Wongso, F., Indrawan, I., Musnaini, Akbar, M. F., Anggraini, N., Suherman, Suryanti, Devi, W. S. G. R., & Sunarsi, D. (2021). *Strategi Pemasaran UMKM di Masa Pandemi*. Solok: Insan Cendikia Mandiri.

Yolanda, G. M., Darwanto, D. H., & Ardhi, M. K. (2022). Consumers' attitude and preference toward fresh tomatoes in Special Region of Yogyakarta, Indonesia. *Agraris*, *8*(2), 123–138. https://doi.org/10.18196/agraris.v8i2.12150