

ANALYSIS OF CONSUMER ATTITUDES AND PREFERENCES TOWARDS ORNAMENTAL PLANTS IN KARANGDONG VILLAGE DRIYOREJO DISTRICT GRESIK REGENCY

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Abstract: Ornamental plants are greenery with considerable potential for development in Indonesia. The plethora of ornamental plant sellers leads consumers to carefully choose attributes that stand out in meeting their desired attitudes and preferences. This research aims to analyze the decision-making process for purchasing ornamental plants, consumer attitudes toward ornamental plant attributes, and the attribute combinations that constitute consumer preferences for ornamental plants. The data collection method involves purposive sampling with 100 respondents. The analysis methods encompass descriptive analysis, Multi-Attribute Fishbein analysis, and Conjoint analysis. The research findings reveal the decision-making process for purchasing ornamental plants, including recognizing the need to beautify a room/home, seeking information from family, evaluating alternative attributes such as price, making planned purchasing decisions, and buying different types of ornamental plants. Post-purchase behavior includes satisfied consumers, a willingness to make repeat purchases, and spreading information about ornamental plants. The overall consumer attitude toward ornamental plants (Ao total) is positive. Consumer preferences for ornamental plants, based on utility values and attribute levels, prioritize plant price (Rp. 100,000 – Rp. 300,000), plant size (60 – 100 cm), seller service (empathy), plant pot (ceramic/porcelain), and plant type (ornamental leafy plants).

Keywords: *Attitude, Preference, Consumer, Ornamental plants*

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1. Introduction

Plant commodities that have potential value to be developed in Indonesia are horticultural plants such as floriculture plants (ornamental plants). Ornamental plants are horticultural plants that have diverse types so that they can be used to improve the economy. Shinta (2019) explains that Indonesia has a variety of biodiversity and natural resources totaling 27,500 types of ornamental plants, which means that Indonesia has 10% of the types of ornamental plants in the world. The many types of ornamental plants in Indonesia make ornamental plants (floriculture) one of the horticultural subsectors that can be used as an alternative business that has great potential in income development. Ornamental plants are one type of horticultural plant commodity that is widely cultivated in Indonesia. According to Fauzi et al., (2021), this is supported by the fact that ornamental plants have an attraction that shows distinctive characteristics that are different from other plants. Then, ornamental plants have aesthetic artistic value so that they are favored by various groups of people (Dewi et al., 2021).

The soaring trend of ornamental plants occurred as a result of the Covid-19 pandemic, so that some people were encouraged to make gardening a new hobby. According to Asnahwati (2021), the need for ornamental plants is increasing along with the development of the ornamental plant industry, causing the need for additional plant products to also increase, apart from attractive plants, which also

include flower pots, flower shelves, leaf glossers, and others. Koa (2019) emphasized that the contribution of the Gross Domestic Product (GDP) of ornamental plants averaged 8.22%, floriculture (ornamental plants) is the horticultural subsector with the second highest growth rate after tomato plants. The growth of ornamental plants in Indonesia offers many opportunities and plays an important role and ensures that agricultural businesses remain competitive from businesses in other industries.

The high competition in ornamental plant sales makes entrepreneurs try to maintain the loyalty of ornamental plant consumers because the ornamental plant business cannot escape the existence of consumers. The existence of consumers is difficult to predict and consumers always make various choices for all desires based on taste, making ornamental plant entrepreneurs increasingly maintain their position in attracting consumer attention. This will create tastes that are in accordance with consumer desires, so that tastes are fulfilled will attract purchasing decisions. According to the opinion of Kotler & Armstrong (2012), there are various ways that can be done to carry out the decision-making process when buying. The process of purchasing decisions for ornamental plants is based on five stages, namely need recognition, information provision, alternative evaluation, purchase decisions, and post-purchase behavior. Purchasing decisions in buying ornamental plants are directly related to ornamental plant preferences, and choices in consumer decisions are determined by consumer preferences. Determination of consumer attitudes and preferences is seen from the attributes that influence purchases. According to the opinion of Setyanto (2017), attributes have a great influence on the public in making decisions on purchasing a product. Consumer attitudes when choosing a product, consumers compare the product that best suits their preferences, so it requires critical thinking (Saputri, 2016).

An ornamental plant business that has become an ornamental plant center is located in Gresik Regency, specifically Karangandong Village, Driyorejo District. This village has developed an ornamental plant center by selling various types of plants that are attractive and pleasing to the eye. These ornamental plants are cultivated and sold to get a large profit for plant entrepreneurs. The problem that occurs in this ornamental plant center is that ornamental plant entrepreneurs do not understand what is behind ornamental plant consumers in purchasing ornamental plants so that ornamental plant cultivation requires target buyers or consumers of ornamental plants by paying attention to the attributes that influence consumers in buying ornamental plants. The large selection of ornamental plants makes consumers think about what attributes are superior in meeting the desired attitudes and tastes. The existence of ornamental plant consumers is important to increase the income of ornamental plant entrepreneurs, because compared to food crops, secondary crops, or other similar crops grown in this region, ornamental plants are estimated to make a greater contribution to the income of ornamental plant entrepreneurs.

Based on the results of the problems that have been described, researchers are interested in conducting research with the intention that it can be used as a guide for consumers in buying ornamental plants in ornamental plant centers based on the most considered attributes. This study aims to identify how the characteristics of ornamental plant consumers, identify the decision process of purchasing ornamental plants, consumer attitudes about ornamental plant attributes, and analyze the combination of attributes that become ornamental plant preferences as a means to meet the tastes of ornamental plant consumers in Karangandong Village, Driyorejo District, Gresik Regency.

2. Research Method

This research data analysis model uses Descriptive Analysis, Fishbein Multiattribute Analysis, and Conjoint Analysis. The descriptive approach, as explained by Sugiyono (2018), focuses on efforts to deeply explain the identity of the respondents involved in the study, including aspects of demographic characteristics and profiles. Through this approach, researchers provide a detailed description, which helps in a deeper understanding of the research subject of this approach and is the key to realizing a more comprehensive analysis of the research results obtained. Descriptive analysis is used to identify analyze the decision process for purchasing ornamental plants.

Multiatribut fishbein analysis is used to analyze the attributes that influence consumer preferences as a result of extensive evaluation of characteristics. The Fishbein Multiatribut method is used to calculate A0 (Attitude toward the object), which is the consumer's attitude towards an object based on the attributes of the object. This model describes consumer attitudes towards products, namely evaluating the importance of product attributes (component ei) and believing in product attributes (component bi) using Microsoft Excel. The approach using Fishbein's Multiatribut analysis is used to identify the attributes that consumers think about most when making purchases (Maryani et al., 2017). Fishbein's Multiatribut analysis analyzes consumer attitudes towards ornamental plant attributes. The Fishbein Multiatribut analysis formula, namely:

$$A0 = \sum_{i=1}^N bi. ei$$

Description:

A0 = Consumer attitude towards ornamental plants

bi = The level of object confidence in choosing ornamental plant attributes

ei= Evaluation of the importance of ornamental plant attributes

N= Number of attributes that ornamental plants have

Conjoint analysis is an analytical method that evaluates the utility or value combination of each attribute. This analysis focuses on a decompositional approach to describe product preferences formulated to respondents for evaluation, then respondents provide a statement of their preference for the product. Simamora (2004) states that Conjoint analysis will be more accurate the more characteristics used, but the more combinations and levels of attributes, the more difficult it will be for respondents to submit ratings, which in turn will result in a decrease in the accuracy rating of the data. Conjoin analysis is used to evaluate consumer interest in ornamental plants by determining the value of stimulus utility derived from its attributes, so as to find out the combinations of ornamental plant attributes that consumers prefer.

3. Results and Discussion

Ornamental Plant Purchase Decision Process Needs

Recognition Need recognition is carried out before a purchase is made because it is based on the desire of consumers to meet their needs. Needs arise when consumers are faced with certain challenges or problems in making decisions or determining something (Sari, 2023). The recognition of needs in purchasing ornamental plants is based on the reasons or motivation of respondents in buying ornamental plants. Motivation is the drive to have progress in doing something. Motivation can be related to consumer desires in how to fulfill their needs and satisfaction. According to Nasrullah et al. (2017), a person's motivation determines how a person behaves towards their duties. Motivation can trigger a person's full potential and encourage aspirational goals and a sense of belonging. The Ornamental Plant Purchase Decision Process is categorized based on the introduction of the needs of ornamental plant respondents in Karangandong Village, Driyorejo District, Gresik Regency can be seen in the following table:

Table 1. Motivation or Reason for Purchasing Ornamental Plants

Description	Frequency	Percentage (%)
Houseplant trends	6	6%
Individual collection or lifestyle	26	26%
Beautify a room or home	68	68%

Source: Primary data processed, 2023.

Based on the results of the data processing above, the motivation or reason for buying ornamental plants for respondents in Karangandong Village, Driyorejo District, Gresik Regency based on ornamental plant trends amounted to 6 respondents (6%), respondents who had reasons for buying ornamental plants because of individual collections amounted to 26 respondents (26%), while respondents who had reasons for buying ornamental plants to beautify the room or house amounted to 68 respondents (68%). This study shows that many respondents have a reason for buying because it is used to beautify a room or house amounting to 68 respondents. This is in line with the opinion of Widyastuti (2018), which explains that ornamental plants are all types of plants that have ornamental value that can be seen in flowers, stems, branches, leaves, roots, and aromas that evoke a sense of beauty and art. Ornamental plants are also types of plants that are deliberately positioned or displayed around to add aesthetic value (Ayu et al., 2023).

Information Search

Information searches for the needs of goods and services are carried out by consumers in meeting the needs of the desired goods and services. Information technology has an important role in the progress of today's world because it allows consumers to use it with just one click (Taufik et al., 2022). According to Rachmawati & Agustine (2021), in modern culture, information varies and develops rapidly. Information is necessary for the lives of users from various groups, including men and women, rich and poor people, and adults and children. The Ornamental Plant Purchasing Decision Process categorized based on respondents' information search for ornamental plants in Karangandong Village, Driyorejo District, Gresik Regency can be seen in the following table:

Table 2. Sources of Information on Ornamental Plants

Description	Frequency	Percentage (%)
Friends	30	30%
Family	52	52%
Internet	18	18%

Source: Primary data processed, 2023.

Based on the results of the data processing above, respondents' sources of information on ornamental plants in Karangandong Village, Driyorejo District, Gresik Regency came from friends by 30 respondents (30%), sources of information from family by 52 respondents or (52%), while sources of information from the internet by 18 respondents (18%). This study shows that many respondents who obtained information about ornamental plants in Karangandong Village came from their families, 52 respondents. This is because family is the closest person who is trusted to provide information about various things in life, such as information about ornamental plants. This is in line with the opinion of Rafiz et al. (2016), interaction is carried out to obtain information about goods and decision approval has an impact on customer selection involving leaders, family members, and opinions.

Alternative Evaluation

Alternative evaluation is a comparison in products that are considered before making a purchase. Alternative evaluations are used by consumers to determine attitudes and beliefs in purchasing decisions. This evaluation does not take the form of simple things so that consumers must really determine the purchase. Evaluation of alternative purchases of ornamental plants is influenced by the attributes of ornamental plants. This is in accordance with the opinion of Pamarttha (2016), consumers

place a high value on product attributes because they influence the way individuals choose to make purchases so that sellers must pay attention to all product attributes before selling to consumers. The Ornamental Plant Purchase Decision Process categorized based on the evaluation of alternative ornamental plant respondents in Karangandong Village, Driyorejo District, Gresik Regency can be seen in the following table:

Table 3. Focus attributes in buying ornamental plants

Description	Frequency	Percentage (%)
Plant Type	32	32%
Plant Price	47	47%
Plant Size	8	8%
Plant Pots	4	4%
Vendor Services	9	9%

Source: Primary data processed, 2023.

Based on the results of the data processing above, the focus of respondents in evaluating alternatives based on the attributes of plant types was 32 respondents (32%), the focus of respondents on plant price attributes was 47 respondents (47%), the focus of respondents on plant size was 8 respondents (8%), the focus of respondents on plant pots was 4 respondents (4%), and the focus of respondents on seller service was 9 respondents (9%). ornamental. This study shows that the price of plants is the biggest attribute chosen by respondents compared to other attributes, the price attribute has a total of 47 respondents. Price is the attribute chosen because it is in line with the opinion of Kotler & Armstrong (2012), price is the amount of money that consumers must pay in exchange for a good or service in order to enjoy its benefits, both as a user and as a consumer. Ornamental plants in Karangandong Village have low prices so that they can be a comparison and choice of consumers in making purchases.

Purchase Decision

Purchasing decisions are the final result in determining the purchase of a product or service. Making a decision to buy an item that has gone through a decision-making process is a consumer action that aims to solve problems (Firmansyah, 2018). According to Adnan (2019), purchasing decision making is a step where individuals need to choose one option from various existing alternatives. The Ornamental Plant Purchase Decision Process is categorized based on the purchase decisions of ornamental plant respondents in Karangandong Village, Driyorejo sub-district, Gresik Regency can be seen in the following table:

Table 4. How to decide to buy ornamental plants

Description	Frequency	Percentage (%)
Planned	52	16%
Depends on desire	23	18%
Unplanned	25	66%

Source: Primary data processed, 2023.

Based on the results of the data processing above, ornamental plant respondents decided to buy planned ornamental plants totaling 52 respondents (52%), ornamental plant respondents bought ornamental plants depending on their wishes totaling 23 people (23%), and ornamental plant respondents bought unplanned ornamental plants as many as 25 respondents (25%). This study shows that many ornamental plant respondents have a plan in advance before deciding to buy ornamental plants, so that respondents can overcome impulsive buying. This is in line with Solomon's research (2017) which confirms that when someone has an urgent and unexpected (unplanned) need and a very large desire to buy an item, this is known as an impulse purchase. Respondents who have good planning in the process of purchasing ornamental plants will be able to overcome problems such as excessive impulsive buying.

Furthermore, explaining the availability of ornamental plants, the availability of ornamental plants is the number or type of plants available in a business, so that consumers can get the desired

goods. The process of purchasing decisions for ornamental plants categorized based on the availability of ornamental plants in Karangandong Village, Driyorejo District, Gresik Regency can be seen in the following table:

Table 5. Availability of Ornamental Plant Species

Description	Frequency	Percentage (%)
Did not buy ornamental plants	12	12%
Buying different types of plants	63	63%
Looking for another location	25	25%

Source: Primary data processed, 2023.

Based on the results of the data processing above, if ornamental plants are not available, respondents who do not buy ornamental plants are 12 respondents (12%), if ornamental plants are not available, respondents buy different types of ornamental plants by 63 respondents (63%), and if ornamental plants are not available, respondents look for other locations by 25 respondents (25%). This study shows that if ornamental plants are not available, then ornamental plant respondents will prefer to buy other different types of ornamental plants. This is in accordance with Nugraha's research (2021), which explains that when making a purchase, customers consider options and choose one or more options after considering others. This is a reference that when the desired type of ornamental plant is not available, respondents can buy other plants by paying attention to certain considerations.

Post-Purchase Behavior

Post-purchase behavior can be in the form of consumer satisfaction after making the purchase process. Manufacturers will be faced with 2 things, namely consumer pleasure or consumer dissatisfaction. According to the view of Kotler & Keller (2016), consumer satisfaction is the result of a personal assessment that reflects an individual's feelings towards a product after comparing the product's performance with the expectations that have been previously formed, so that consumer satisfaction is an indicator of the extent to which the product is able to meet or even exceed the expectations that have been built by consumers. The Ornamental Plant Purchase Decision Process categorized based on post-purchase evaluation of ornamental plant respondents in Karangandong Village, Driyorejo District, Gresik Regency can be seen in the following table:

Table 6. Respondents' satisfaction in buying ornamental plants

Description	Frequency	Percentage (%)
Yes	98	98%
No	2	2%

Source: Primary data processed, 2023.

Based on the results of the data processing above, it shows that ornamental plant respondents who have satisfaction with purchasing ornamental plants are 98 respondents (98%) choosing to be satisfied, while 2 respondents (2%) choose not to be satisfied buying ornamental plants. This is because of ornamental plants. The large ratio between satisfaction and dissatisfaction of consumers shows that respondents have a belief in purchasing ornamental plants in Karangandong Village, so that respondents will be satisfied because of the suitability of fulfilled desires, in accordance with the previous stage, namely respondents have various considerations in the process of purchasing decisions for ornamental plants. This is in line with research by Nugroho (2015), consumer satisfaction is very important for the ability of businesses to perform better in their marketing. The intensity of consumer purchases may increase in response to their level of satisfaction, so as to determine the ideal degree of consumer happiness, it will encourage the development of loyalty in the eyes of consumers who create repeat purchases and consumer loyalty.

Furthermore, namely, the respondent's repurchase plan for ornamental plants. The plan to repurchase ornamental plants can occur because it is in accordance with the previous stage that respondents feel satisfaction with the purchase of ornamental plants so that they are encouraged to make repeat purchases of ornamental plants. Post-purchase behavior of his plants categorized based

on plans to repurchase ornamental plants in Karangandong Village, Driyorejo District, Gresik Regency can be seen in the following table:

Table 7. Repurchase plan for ornamental plants

Description	Frequency	Percentage (%)
Yes	88	88%
No	11	11%

Source: Primary data processed, 2023.

Based on the results of the data processing above, post-purchase behavior is based on plans to repurchase ornamental plants, respondents chose to repurchase 88 respondents (88%), while respondents who did not have a repurchase plan were 11 respondents (11%). This study shows that many respondents choose to repurchase ornamental plants based on previous considerations. This is in line with the opinion of Murwanti & Pratiwi (2017), which explains that the desire to reuse products or services means that the organization or company provides high-quality products or services that satisfy customers. According to Susanto (2016), explaining that the consumer shopping experience greatly influences the desire to shop again, if consumers are satisfied with the products they buy, consumers will buy these products again. The main component that drives the retention and loyalty of ornamental plant consumers is consumer happiness with purchase satisfaction.

Furthermore, they are willing to provide information about ornamental plants to others. Information is very important in order to find out news, especially about ornamental plants that are widely sold and cultivated in Karangandong Village. Post-purchase behavior of his plants categorized based on respondents willing to provide information about ornamental plants to others in Karangandong Village, Driyorejo District, Gresik Regency can be seen in the following table:

Table 8. Willingness to provide information on ornamental plants

Description	Frequency	Percentage (%)
Yes	98	98%
No	2	2%

Source: Primary data processed, 2023.

Based on the results of the data processing above, respondents who were willing to provide information on ornamental plants amounted to 98 respondents (98%), while respondents who did not want to provide information about ornamental plants amounted to 2 respondents (2%). This research shows that out of 100 respondents of ornamental plants, 98 respondents are willing to provide information about the existence of ornamental plants in Karangandong Village. This is because providing information about ornamental plants that is in accordance with reality will make someone interested in visiting the location and proving for themselves whether the information provided is correct and appropriate. Information about ornamental plants can be disseminated using Information and Communication Technology (ICT) media or other media. This is in line with the opinion of Darimi (2017), which states that one example of the application of Information and Communication Technology (ICT) is programs that are used to assist, change, and convey information. According to Dasipah et al., (2010), customers will consider learning important facts and providing information to others when making decisions about purchases. Consumer Attitudes towards Ornamental Plant.

Consumer Attitudes towards Ornamental Plants

The Fishbein Multiatribut Method is used to calculate Ao (Attitude toward the object), which is the consumer's attitude towards an object based on the attributes of the object. This model describes consumer attitudes towards products, namely evaluating the importance of product attributes (component ei) and product attribute beliefs (component bi). The ei component is used to measure the level of respondents' evaluation of the attributes of ornamental plants in general, while the bi component will measure the level of trust in the attributes possessed by ornamental plants. Analysis of consumer attitudes using the Fishbein Multiatribut analysis tool on ornamental plants provides an overview that consumer assessments of the attributes of ornamental plants contained in the product and displays the overall evaluation of ornamental plant consumers.

Components of Importance Evaluation (ei) of Ornamental Plants

In this study, there are five attributes attached to ornamental plants, namely, the type of ornamental plants, the price of ornamental plants, the size of ornamental plants, ornamental plant pots, and ornamental plant seller services. The level of importance (ei) of the evaluation component has an interval scale range, namely 1.00-1.80 = very unimportant, 1.81-2.60 = not important, 2.61- 3.40 = ordinary, 3.41-4.20 = important and 4.21-5.00 = very important. This means that the higher the evaluation score of the importance level of an ornamental plant attribute, the more respondents will believe that the attribute is very important, on the contrary, if the lower the evaluation score of the importance level of ornamental plants, the more respondents believe that the attributes in ornamental plants are not very important. The results of the Fishbein Multiatribut analysis of the importance value of ornamental plant attributes in Karangandong Village, Driyorejo District, Gresik Regency are as follows:

Table 9. Importance value (ei) and category level of ornamental plant attributes

Attributes	Evaluation of Importance (ei)	Categories of Importance	Order of Attributes
Types of Ornamental Plants	4,42	Very important	2
Ornamental Plant Price	4,64	Very important	1
Ornamental Plant Size	4,15	Important	4
Ornamental Plant Pots	4.02	Important	5
Vendor Services	4,17	Important	3

Source: Primary data processed, 2023.

Based on the research data above, the order of respondents' attributes from very important to important is the price of ornamental plants at 4.64 with a very important importance category, the type of ornamental plants at 4.42 with a very important importance category, the service of ornamental plant sellers at 4.17 with an important importance category, the size of ornamental plants at 4.15 with an important importance category, and the seller's ornamental plant pot at 4.02 with an important importance category. The attribute that has the highest importance value (ei) is the price attribute of ornamental plants of 4.64, so it can be concluded that the price attribute of ornamental plants is an attribute that has a very important value by respondents in shaping attitudes towards ornamental plants. Ornamental plant respondents consider it important because price is a condition where individuals compare and usually look for cheaper prices but have good quality, so prices are the main thing that ornamental plant respondents pay attention to. The second attribute that is considered very important is the attribute of the type of ornamental plants at 4.42. This shows that respondents the diversity of plant species is what attracts consumers and consumers choose ornamental plant seller stands that have a variety of ornamental plants.

Trust Assessment of Ornamental Plant Attributes (bi)

The trust analysis illustrates that the respondent's trust assessment means how much the respondent believes that the attributes attached to ornamental plants provide good value. The trust analysis of ornamental plant attributes has an interval scale of 1.00-1.81 = very bad, 1.81-2.60 = bad, 2.61-3.40 = mediocre, 3.41-4.20 = good, and 4.21-5.00 = very good. This means that the higher the trust score of an ornamental plant attribute, the more respondents will believe that the attribute is attached to the product, otherwise if the lower the trust score of the ornamental plant attribute, the more respondents do not believe in the attributes attached to ornamental plants. The results of the Fishbein Multiatribut analysis of the trust value of ornamental plant attributes in Karangandong Village, Driyorejo District, Gresik Regency are as follows:

Table 9. Attribute confidence value (bi) of ornamental plants

Attributes	Trust Evaluation (bi)	Trust Category	Order of Attributes
Types of OrnamentalPlants	4,39	Very good	2
Ornamental PlantPrice	4,61	Very good	1

Ornamental PlantSize	4,04	Good	4
Ornamental PlantPots	3,98	Good	5
Vendor Services	4,05	Good	3

Source: Primary data processed, 2023.

Based on the research data above, the order of respondents' ornamental plant trust attributes from very good to good is the price of ornamental plants at 4.61 with a very good trust category, the type of ornamental plants at 4.39 with a very good trust category, the service of ornamental plant sellers at 4.05 with a good trust category, the size of ornamental plants at 4.04 with a good trust category, and ornamental plant pots at 3.98 with a good trust category. The attribute that has the highest trust value (bi) is the price attribute of ornamental plants of 4.47 (very good), so it can be concluded that the price attribute of ornamental plants is an attribute that has a very good value by respondents in forming trust in ornamental plants. Ornamental plant respondents believe that ornamental plants in Karangandong Village have the best prices compared to sellers in other areas, because basically respondents always compare prices, low prices make respondents interested in buying ornamental plants. The second attribute that is considered very good is the attribute of the type of ornamental plants at 4.39. This shows that respondents believe that ornamental plants in Karangandong Village have a diversity of types that allow consumers to choose various types of plants freely.

Consumer Attitude Analysis

Analysis of consumer attitudes is carried out after respondents evaluate the level of evaluation of importance (ei) and trust (bi) of ornamental plant attributes, then by looking for the value of consumer attitudes towards ornamental plants. According to Azwar (2015), attitudes can be seen as evaluation reactions that arise as a consequence of internal assessment procedures. Individuals make positive-negative, good-bad, or pleasant-unpleasant attitude judgments towards an item or concept. Attitudes are also values that influence the likelihood of a response. In conclusion, attitude is a reflection of a person's feelings towards himself or an object, and this can affect the way he acts and reacts to his environment. Meanwhile, consumer attitudes are a reflection of a person's feelings towards a purchased good or service that has an impact on the success of a business. The value of consumer attitudes (Ao) comes from the value of the results of multiplying the importance evaluation score (ei) and the trust score (bi) for each ornamental plant attribute, so that the overall consumer attitude value is obtained by summing the attitude value of all ornamental plant attributes. The interpretation of the value of consumer attitudes towards ornamental plants is divided into five categories, namely 1.00-5.80 = very negative, 5.81-10.60 = negative, 10.61-15.40 = neutral, 15.41- 20.20 = positive, and 20.21-25.00 = very positive. The results of the Fishbein Multiatribut analysis of the value of consumer attitudes (Ao Total) towards ornamental plant attributes in Karangandong Village, Driyorejo District, Gresik Regency are as follows:

Table 11. Consumer attitudes towards ornamental plants

Attributes	Importance score(ei)	Trust score (bi)	Consumer attitude (Ao) (eix bi)	Attitude Category
Types of Ornamental Plants	4,42	4,39	19,40	Positive
Ornamental PlantPrice	4,64	4,61	21,39	Very positive
Ornamental PlantSize	4,15	4,04	16,76	Positive
Ornamental PlantPots	4.02	3,98	15,99	Positive
Vendor Services	4,17	4,05	16,88	Positive
Total Overall Attitude 90.42 (Positive)				

Source: Primary data processed, 2023.

The results of data assessment from Fishbein's Multiatribut analysis of ornamental plants in table 4.18 above show that all ornamental plant attributes have a positive attitude value and one attribute that has a very positive attitude. The order of assessment from a very positive attitude to a positive attitude, namely, the price attribute of ornamental plants gets a very positive attitude by ornamental plant respondents obtained from multiplying between 4.64 and 4.61 and resulting in an assessment of 21.39 (very positive). Attribute types of ornamental plants get a positive attitude by respondents of ornamental plants obtained from multiplying between 4.42 with 4.39 and produce an assessment of 19.40 (very positive). Service attributes of ornamental plant sellers get a positive attitude by ornamental plant respondents obtained from multiplying between 4.17 with 4.05 and resulting in an assessment of 16.88 (positive). The size attribute of ornamental plants gets a positive attitude by ornamental plant respondents obtained from multiplying between 4.15 and 4.04 and produces an assessment of 16.76 (positive). The last attribute, namely the ornamental plant pot, received a positive attitude by ornamental plant respondents obtained from multiplying between 4.02 and 3.98 and resulting in an assessment of 15.99 (positive).

Furthermore, after summing up the assessment of the importance and trust of respondents which results in the value of consumer attitudes on each attribute of ornamental plants. From the results of the summation obtained the value of the overall attitude of ornamental plant consumers (Ao total) of 90.42. The total value of the respondent's attitude is included in the fourth class interval category with a value range of 77.1 - 101.0 which has a positive attitude assessment interpretation. The conclusion of consumer attitudes towards ornamental plant product attributes is that consumer attitudes towards ornamental plant attributes have a positive attitude. The research model using Fishbein's Multiatribut attitude analysis is only used to analyze attitudes that are limited to customer opinions on ornamental plants in Karangandong Village, Driyorejo District, Gresik Regency. As a result, the resulting output can only be interpreted in relation to ornamental plant products in the village which can be used as a source of marketing strategies by ornamental plant sellers. The next step is, because Fishbein's Multiatribut analysis can only be used to see the attitudes of ornamental plant consumers who provide a general description of the attributes that are considered important by consumers who are respondents of ornamental plants, then proceed to use analytical tools to find out the specific desires of consumers using utility, namely Conjoint analysis tools that serve to determine the combination of attributes of ornamental plants that are most preferred by respondents.

Consumer Preferences for Ornamental Plants

Conjoint analysis is an analytical method used to evaluate the utility or value combination of each attribute. This analysis focuses on a decompositional approach to describe product preferences that are formulated to respondents for evaluation, then respondents provide a statement of their preference for the product. Consumer preference is any factor that indicates the level of consumer satisfaction with a product based on a certain attribute threshold (Fajarani et al., 2021). In addition, consumer preference can be described as an individual subjective element that serves as a benchmark utility for product attributes. In this study, consumer preferences for ornamental plants will be analyzed using Conjoint analysis. Conjoint analysis is used to evaluate consumer interest in ornamental plants by determining the value of stimulus utility derived from its attributes. The attributes of ornamental plants are, types of thirsty plants, price of ornamental plants, size of ornamental plants, plant pots, and seller services. The validity test in Conjoint analysis is carried out by testing the correlation value of Pearson's R and Kendall's tau, the validity test (significance) is carried out, because the two values resulting from the test are used to determine how the accuracy of the estimated assessment of the actual assessment or used to measure the strength of the relationship between the estimated value and the actual value. Then the hypothesis is obtained as a guideline for the validity test:

H₀ = There are no differences in consumer preferences for each ornamental plant attribute.

H₁ = There are differences in consumer preferences for ornamental plant attributes.

Based on the hypothesis, if the significance > 0.05 is obtained, H₀ is accepted, then if the significance < 0.05, H₀ is rejected. Next, namely making Conjoint analysis Syntax. The results of Pearson's R Correlation and Kendall's Conjoint analysis that form consumer preferences for ornamental plants in Karangandong Village, Driyorejo District, Gresik Regency are as follows:

Table 12. Pearson's R and Kendall's tau correlations between actual and estimated preference values consumers towards ornamental plants

	<i>Value Sig.</i>	
<i>Pearson's R</i>	,767	,000
<i>Kendall's tau</i>	,510	,003

Source: Primary data processed, 2023.

The results of the data analysis above show that the predictive accuracy value of the Pearson's R correlation has a significance value of 0.000 and the Kendall's tau correlation value has significance value of 0.003. Based on the results of the hypothesis, it is concluded that there is a strong correlation between the estimated consumer preferences and the actual value because it has a significance value < 0.05 so that H₀ is rejected or H₁ is accepted, so the predictive accuracy of Conjoint analysis of the combination of ornamental plant attributes is high. Based on the results of the analysis that has been done, it is known that there is an interrelated relationship between consumer preferences and ornamental plant attributes. Pearson's R correlation has a value of 0.767, which means that the combination of ornamental plant attributes has a correlation or relationship of 76.7% to consumer preferences in making ornamental plant purchase decisions, so that ornamental plant attributes have a strong correlation to ornamental plants. Kendall's tau correlation has a value of 0.510, which means that the combination of ornamental plant attributes has a correlation or relationship of 51% to consumer preferences in making ornamental plant purchasing decisions, so that ornamental plant attributes have a moderate correlation to ornamental plants.

The purpose of using Conjoint analysis is to determine the preferences of ornamental plant consumers by knowing the utility value of each level of attributes that have been tested. Utility value is a value that becomes the level of consumer satisfaction in buying a product that shows the level that is most liked and disliked by consumers regarding the attributes and attribute levels attached to ornamental plants. The utility values of attributes and attribute levels can be known in the form of stimuli that are liked or disliked by consumers. The results of ornamental plant stimuli which initially amounted to 234 were trimmed to 16 stimuli using Orthogonal array design. The use of Orthogonal array design is done to shorten the number of stimuli by selecting the most important stimuli to make it easier and not confuse respondents in filling out questionnaire data because the number of ornamental plant stimuli is too much. The utility value of attributes and attribute levels of ornamental plants from the acquisition of Conjoint analysis Syntax that forms the preferences of ornamental plant consumers in Karangandong Village, Driyorejo District, Gresik Regency are as follows:

Table 13. Utility Value of Ornamental Plant Attributes and Levels of Attributes

Attributes	Importance Value (%)	Attribute Level	Utility estimate	Std. error
Types of Ornamental Plants	18,619	Flower Plants	,002	,107
		Leaf Plants	,013	,125
		Tree Plants	-,015	,125
OrnamentalPlant Price	21,088	Low Price (Rp. 10.000 – Rp. 100.000)	-,078	,107
		Medium Price (Rp. 100.000 – Rp. 300.000)	,185	,125
		High Price (> Rp. 300.000)	-,107	,125
OrnamentalPlant Size	20,784	Small (≤ 30 cm)	-,182	,107
		Medium (60 – 100 cm)	,155	,125
		Large (> 100 cm)	,027	,125

OrnamentalPlant Pots	19,161	Plastic/Polybag	-,098	,107
		Ceramic/Porcelain	,115	,125
		Land	-,017	,125
Vendor Services	20,348	Communicative	-,037	,107
		Reliability	-,049	,125
		Empathy	,086	,125

Source: Primary data processed, 2023.

Based on the data analysis above, the first attribute that consumers consider in making ornamental plant purchase decisions is the price of ornamental plants with an importance value of 21.08%. The results of the study indicate that consumers prefer the price of ornamental plants which have a utility value of 0.185. Price attributes are the attributes most considered by respondents with a medium price range (Rp. 100,000 - Rp. 300,000). It is concluded that ornamental plant respondents educate prices that are not too expensive nor too cheap. The price gives a statement that ornamental plants can be owned by everyone, not just certain circles. Prices that are not expensive or moderate are the choice of consumers in making purchasing decisions, because basically everyone wants something that is not too expensive but also of high quality. Many respondents choose a medium price that matches the type of plant they want. Moderate prices for ornamental plants can attract respondents' attention to visit and buy ornamental plants again. This is in accordance with the opinion of Purwantoadi & Saino (2022), which explains that the price of an ornamental plant will affect the buyer's decision to buy it, so the price of an ornamental plant is often determined by its quality, attractiveness, and usefulness. According to the opinion of Kotler (2012), which states that price suitability affects consumer purchasing decisions.

The second attribute that is of interest to ornamental plant consumers is the size of ornamental plants with an importance value of 20.78%. The results of the study indicate that consumers prefer the size of ornamental plants which have a utility value of 0.155. The size of plants preferred by consumers has a medium size range (60 - 100 cm). Plant size attributes are attributes considered by respondents because the right size is suitable for decorating the room inside the house, medium size can also be used to decorate outside the house. Medium size gives the impression that ornamental plants are not only beautiful, but do not fill the place so that they leave a neat impression for homeowners. Consumers who choose the type of plant size that is not too large and not too small, usually adjust to the suitability of the plant to the size of the space, so that it can create aesthetic value. In the opinion of Salim & Mustika (2022), ornamental plants can be placed in a simple living room by using plants that are not too tall by placing small plants on plant stands or end tables to make them stand out.

The third attribute that is in the interest of ornamental plant consumers is the service of ornamental plant sellers with an importance value of 20.38%. The results of the study show that consumers prefer the services of ornamental plant sellers which have a utility value of 0.86. The seller's service that is most considered by respondents is empathy, which means that the service of ornamental plant sellers in Karangandong Village, Driyorejo District, Gresik Regency is always open to consumers, and is able to listen and pay attention to consumer needs. Services that have an empathetic attitude are able to establish close relationships with consumers because they are able to provide assistance, be friendly, and pay attention, so that they can solve consumer needs in choosing the desired ornamental plants. According to the opinion of Tjiptono & Chandra (2012), in social interactions, empathy requires a number of interconnected factors. These include the ability to develop comfort in relationships, ensure good communication by listening carefully and expressing information clearly, provide personal attention with immediate reactions to each customer's unique requests and preferences, and have a thorough awareness of the specific needs of consumers so as to create a friendly and open environment in the context of comfort.

The fourth attribute that is of interest to ornamental plant consumers is ornamental plant pots with an importance value of 19.16%. The results of the study show that consumers like ornamental plant pots which have a utility value of 0.115. The most preferred ornamental plant pot by consumers

is the type of ceramic / porcelain pot. The ornamental plant pot attribute is an attribute that is considered because of the uniqueness of ornamental plants, namely by combining the type of plant and the pot used. Pots that are in accordance with the circumstances and the size of the plant are able to give the impression that the harmony between the two provides aesthetic value. The pots that consumers like are mostly ceramic or porcelain because they give an elegant impression so that the plants are suitable to be placed inside the house or outside the house, porcelain ceramics are also strong. The house will also look more aesthetic because of the combination between the two. In line with the opinion of Mudra (2019), porcelain is produced from large fires and glass, porcelain becomes elastic, thick, strong, and impermeable. Therefore, porcelain-based ceramic objects usually have a reusable function. Porcelain products intended for field use include ashtrays, plates, teapots, and tiles. Meanwhile, porcelain ceramics are available in the form of decorative jars, statues, and other items.

The last attribute that is of interest to ornamental plant consumers is the type of ornamental plant with an importance value of 18.61%. The results of the study show that consumers like the type of ornamental plants that have a utility value of 0.13. The type of ornamental plants most favored by consumers is leaf ornamental plants. The attributes of leaf ornamental plants are considered by consumers because leaf ornamental plants have fresh characteristics, besides that leaf plants have easier maintenance compared to flower or tree ornamental plants. Plant care may only be by pruning dry leaves so that they will not spread to other leaves. Leaf ornamental plants also have other colors besides green, so that the many color choices attract the attention of consumers. The existence of leaf ornamental plants also gives a cool impression because the leaves are a place of gas exchange, so they release more oxygen (O₂). In line with the opinion of Widyastuti (2018), explaining that the gas released by ornamental plants is oxygen (O₂) for human breathing. In addition, ornamental plants absorb carbon dioxide (CO₂), which is a gas that is not needed by living things on earth, including humans. Because they can purify and supply clean air, ornamental plants can become the lungs of the environment, protect from the scorching heat of the sun, the number of plants makes the air cleaner and fresher.

4. Conclusion

The decision-making process for purchasing ornamental plants in Karangandong Village, Driyorejo District, Gresik Regency stages of problem recognition of the need to beautify the room / outside the house, information search comes from family, evaluation of alternative price attributes of ornamental plants, planned purchasing decisions and buying ornamental plants of different types, and post-purchase behavior of satisfied consumers willing to make repeat purchases, and willing to spread information about ornamental plants. The attitude of ornamental plant consumers in Karangandong Village, Driyorejo District, Gresik Regency based on the evaluation of importance (ei) and trust (bi) of ornamental plant attributes with (Ao) is positive, meaning that the overall attitude of ornamental plant respondents gives a good response to the attributes of ornamental plants. Ornamental plant consumer preferences in order are price range (Rp. 100,000 - Rp. 300,000), medium size ornamental plants (60 - 100 cm), seller service that is empathetic, ceramic or porcelain plant pots, and types of leaf plant ornamental plants.

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