

## **THE EFFECTIVENESS OF PROMOTING HYDROPONIC VEGETABLES AND PRODUCTS THROUGH INSTAGRAM WITH BRAND AWARENESS AS A MODERATING VARIABLE AT PT. KEBUN SAYUR**

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**Abstract:** PT. Kebunsayur Surabaya promotes hydroponic vegetables and processed products on Instagram but has yet to achieve widespread reach. Popular posts based on monthly reports only get 29 likes; this figure is relatively low for a business account. This research aims to analyze the effectiveness of social media Instagram @kebunsayursurabaya using the EPIC Model and analyze the influence of promotional effectiveness on the volume of consumer purchases of vegetables and hydroponic preparations moderated by brand awareness. The research method used is Structural Equation Modeling (SEM) based on Partial Least Square (PLS), especially with the WarpPLS 8.0 program. Primary data was collected through a questionnaire with a sample of 55 respondents taken using techniques non-probability sampling, namely purposive sampling. The research results show that the promotion of Kebunsayur Surabaya via Instagram is very effective, with a value of 4.39. The effectiveness of the promotion has a positive and significant effect on purchase volume with a path coefficient value of 0,454 and brand awareness moderates the effectiveness of promotion on purchase volume positively and significantly with a path coefficient value of 0,223

**Keywords:** *promotion effectiveness, instagram, epic model, purchase volume, brand awareness*

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### **1. Introduction**

Information and communication technology development in Indonesia has changed how humans communicate and behave, providing significant benefits for companies. However, a company's success in attracting consumers can only occur sometimes. Companies need to carry out marketing activities through promotions to overcome this (Rani et al., 2021). Promotion is an essential part of marketing, central to providing information, convincing, and reminding consumers about the company's products (Tjiptono, 2015). The current era is changing the promotional approach, where companies utilize the internet as an alternative marketing communication channel known as digital marketing.

More than 60% of the population has adopted the internet to access social media. Through social media, individuals can publicize their activities without being limited by geographic location or time (Dima et al., 2022). In 2023, Instagram will be ranked second as Indonesia's

most popular social media platform, offering great potential as a significant promotional platform. With features such as feeds, reels, and stories that allow users to upload photos and videos, Instagram provides significant benefits for companies to promote products or services (Astuti & Kaligis, 2021). At least 87% of business people agree that sales increased after they implemented promotional strategies via the social media platform Instagram.

Promotion via social media is considered adequate if it is followed by increased consumer purchasing volume, as seen from the purchasing frequency and number of products purchased. Promotions that successfully attract consumers for repeat purchases positively impact company sales. Not only promotions but also consumers making purchases are encouraged by brand awareness. Awareness of specific brands will encourage consumers to purchase products from that brand (Fionita & Sisnuhadi, 2021). The relationship between promotions, brand awareness, and product purchases is a process in which customers show interest, are interested, decide to buy, and successfully make a repeat purchase due to various factors, including the formation of perceptions of promotions. One of the efforts that companies can use is to increase the volume of consumer purchases and increase their awareness through Instagram social media, namely by increasing the number of followers and consistently creating promotional content on Instagram accounts (Wahyuni & Damayanti, 2019). Despite having a large following, some business accounts may face difficulty achieving their targets. PT. Kebunsayur Surabaya, a hydroponic vegetable and processed agricultural products company, has also implemented online marketing via Instagram with the username @kebunsayursurabaya since 2018 and currently has 8,773 followers.

PT. Kebunsayur Surabaya has long used Instagram as a promotional medium, but reaching consumers has not been optimal. According to reports for September – August 2023, the @kebunsayursurabaya account only reached 4,451 users, a decrease of 25.4% from the previous month, and the number of likes on popular posts was only 29. These figures, especially for business accounts like @kebunsayursurabaya, are still considered low and can impact product brand awareness, becoming a problem in empirical research. Based on this description, the author wants to reveal the effectiveness of Instagram social media promotion using the EPIC Model and its influence on purchase volume, moderated by brand awareness. The EPIC Model is a promotional measurement tool AC Nielsen developed as a marketing research company. The EPIC Model measurement has four critical dimensions, including empathy, persuasion, and communication (Durianto et al., 2003).

The formulation of the hypothesis in this research is as follows:

- H1:** The effectiveness of Instagram social media promotions influences the purchase volume of vegetables and hydroponic preparations at PT. Kebunsayur Surabaya
- H2:** Brand awareness moderates the relationship between the effectiveness of Instagram social media promotions on the volume of purchases of vegetables and hydroponic preparations at PT. Kebunsayur Surabaya

## **2. Research Method**

This research uses quantitative methods with the research object at PT. Surabaya Vegetable Garden. The choice of research location was based on the consideration that PT. Kebunsayur Surabaya is the first company in Surabaya to operate in hydroponic farming. The population in this study was 8,773 followers of the Instagram account @kebunsayursurabaya. The sampling technique uses non-probability sampling, a type of purposive sampling, which is carried out deliberately based on criteria or characteristics that are considered relevant. Determination of the minimum sample size, according to Hair et al., (2010) is the number of samples taken at

least 5 times and a maximum of 10 times the number of indicators used in the research. This research used 11 indicators in the form of statements in a questionnaire, so the minimum sample size taken was 55 respondents. The research instrument used a 1 to 5 Likert scale questionnaire which was distributed via *google form*.

The data analysis method in this research uses descriptive analysis, EPIC Model, and *Structural Equation Model (SEM) alternative Partial Least Square (PLS)*. Descriptive analysis, according to Sugiyono, (2013) is a statistical approach that aims to provide an overview of the research object through data obtained from a sample or population without carrying out analysis or making general conclusions. Through descriptive analysis, researchers can identify trends, variations, and main characteristics of the data collected, which helps provide a deeper understanding of the phenomenon being researched.

EPIC Model is used to measure promotion on Instagram media to determine the level of effectiveness of a promotion. The EPIC Model measures the effectiveness of promotions on Instagram by considering memory, product purchase interest, and message understanding as benchmarks (Rakhmawati, 2018). Analyzing promotional effectiveness using the EPIC Model, according to Durianto et al., (2003), has several stages consisting of Simple Tabulation Analysis, Average Score, and EPIC Rate.

1. Simple Tabulation Analysis

In simple tabulation analysis, data will be processed using the following formula:

$$P = \frac{fi}{\sum fi} \times 100\%$$

Information:

P = Percentage of respondents who choose a specific category

Fi = number of respondents who chose a specific category

$\sum fi$  = Total respondents

2. Score Rata-Rata

The way to calculate the average score is as follows:

$$x = \frac{\sum fi \cdot wi}{\sum fi}$$

Information:

X = favorite weighted

Fi = frequency

We = weight

Then use a range of assessment scales to determine the position of the respondent's response using the score value of each variable with the following formula:

$$Rs = \frac{R(\text{weight})}{M}$$

Information:

R (weight) = most considerable weight – most negligible weight

M = number of weight categories

In this, the author used a Likert scale range, namely a scale of 1 to 5 to measure the average score so that the following results were obtained.

$$Rs = \frac{5 - 1}{5}$$
$$Rs = \frac{4}{5}$$

$$R_s = 0,8$$

The results from this range of scales are used as decisions in making EPIC Model analysis results. The scale range can be seen in table 3.1.

**Table 1. Range of EPIC Model Decision Making Scales**

Scale Range	Criteria
1,00 - 1,80	Very Ineffective
1,81 - 2,60	Ineffective
2,61 - 3,40	Effective enough
3,41 - 4,20	Effective
4,21 - 5,00	Very effective

Source :(Durianto et al., 2003)

### 3. EPIC Rate

Determining the EPIC Rate value can use the following formula:

$$EPIC\ Rate = \frac{XE + XP + XI + XC}{4}$$

Information:

CAR = average of empathy dimensions

XP = average of persuasion dimensions

XI = average dimension *impact* (impact)

XC = average dimension *communication* (communication)

EPIC Rate reflects the level of effectiveness or placement of product promotion in the perception of respondents, which is adjusted to the value scale determined in table 3.1.

Knowing the influence between independent variables and dependent variables which is strengthened by the presence of moderating variables, using the SEM-PLS analysis method using WarpPLS 8.0 software. SEM-PLS in Path analysis consists of two sub-models, namely *outer model* and *inner model*. *The outer model* describes the relationship between the estimated indicators or parameters and latent variables (measurement model). *The inner model* describes cause-and-effect relationships between latent variables (structural model) (Abdillah & Hartono, 2021). Research variables include promotion effectiveness (X) following theory Durianto et al., (2003), the purchase volume (Y) corresponds to Rakhmawati, (2018) which was modified according to research needs brand awareness (Z) following theory Riyoko, (2020), with the research indicators listed in the following table

**Table 2. Indicators and Variable Measurement Scales**

No.	Variable	Dimensions	Indicator
1.	Promotional Effectiveness (EPIC Model)	Empathy	1. Whether the promotional media delivered is good or not is based on thought 2. Favorite
		Persuasion	1. Interest 2. Trust
		Impact	1. Product knowledge 2. Creativity
		Communication	1. Understanding the message or written words

			2. Understanding that there are images or visuals displayed
2.	Sales Volume		1. Purchase value 2. Customer retention 3. Frequency or motivation for visiting 4. Purchasing trends
3.	Brand Awareness		1. <i>Top of Mind</i> 2. <i>Brand Recall</i> 3. <i>Brand Recognition</i>

### 3. Results and Discussion

#### 3.1. Results

##### *Effectiveness Of Instagram Social Media Promotions*

The respondents for this research were 55 with the criteria of being Instagram followers @kebunsayursurabaya, at least 18 years old, seeing promotional broadcasts carried out by the company, and have made purchases at least twice.

##### a) Empathy

The empathy dimension in this research provides insight into consumers' tastes in assessing promotions, involving affective (feelings) and cognitive (thinking) aspects, and reflects how respondents connect the Kebunsayur Surabaya promotion on Instagram with their aspects. The empathy dimension is explained through five question items coded into E1, E2, E3, E4, and E5. Then, the average score is calculated for each item to determine the level of promotional effectiveness in the empathy dimension. The calculation results are presented in the following table:

**Table 3. Respondent's answers to the Empathy Dimension**

Item	Frequency	Score	Total
E1	55	4,33	3,89
E2	55	4,40	
E3	55	2,28	
E4	55	4,07	
E5	55	4,38	

The average score for the empathy dimension was found to be 3.89, which was considered effective. This informs that the promotions carried out by Kebunsayur Surabaya on Instagram provide information that is easy for respondents to understand and understand so that it can influence the way respondents think about vegetables and hydroponic preparations and the mood of respondents and the promotions carried out by Kebunsayur Surabaya can create a feeling of liking and enjoyment when they see them, according to research Kurnia et al., (2022) which states that the average score for the empathy dimension is 3.89. This value is in the effective scale range, which means that the target Instagram social media users like the promotions on Instagram.

##### b) Persuasion

The persuasion dimension in this research reveals the contribution of promotions to strengthening brand character, provides companies with an understanding of how promotions influence consumers' desire to buy, and describes the ability of advertising to develop brand appeal. The persuasion dimensions are explained through four question

items coded into P1, P2, P3, P4. Then, the average score is calculated for each item to determine the level of promotional effectiveness in the persuasion dimension. The calculation results are presented in the following table:

**Table 4. Respondent's Answers to the Persuasion Dimensions**

Item	Frequency	Score	Total
P1	55	4,29	4,41
P2	55	4,36	
P3	55	4,49	
P4	55	4,49	

The average score for the persuasion dimension was found to be 4.41, which was considered very effective. It provides information that respondents can trust the promotion carried out by Kebunsayur Surabaya on Instagram because it matches the reality between the photo of the product being promoted and the photo of the original product, thus making respondents positively respond and then be interested in purchasing the product. According to research by Kurnia et al., (2022) the average score for the persuasion dimension is 3.6. This value is in the effective scale range, which means that the respondent was influenced by promotions carried out via Instagram to try to buy the product.

**c) Impact**

The impact dimension in this research provides information about Kebunsayur Surabaya's promotional ability to differentiate itself from other brands in a similar category. Impact assessments reflect the increase in product knowledge that respondents gain through their level of engagement after seeing the promotion. The impact dimensions are explained through four question items coded into I1, I2, I3, I4. Then the average score is calculated for each item to determine the level of promotional effectiveness in the impact dimension. The calculation results are presented in the following table:

**Table 5. Respondent's answers to the impact dimensions**

Item	Frequency	Score	Total
I1	55	4,47	4,39
I2	55	4,38	
I3	55	4,51	
I4	55	4,20	

The average score for the impact dimension was found to be 4.39, which was considered very effective. This informs us that the promotion carried out by Kebunsayur Surabaya on Instagram effectively provides knowledge or benefits related to vegetables and hydroponic preparations to respondents. The concept is quite interesting and different from other brands. According to research by Kurnia et al., (2022), the average score for the impact dimension is 3.8. This value is in the effective scale range, which means that promotion via Instagram social media has a positive impact that respondents well receive.

**d) Communication**

The communication dimensions in this study provide insight into the respondent's ability to remember, understand, and assess the strength of the impression of the message conveyed. The communication dimensions are explained through four question items coded into C1, C2, C3, C4. Then, the average score is calculated for each item to determine the level of promotional effectiveness in the communication dimension. The calculation results are presented in the following table:

**Table 6. Respondent's answers to the Communication Dimension**

Item	Frequency	Score	Total
C1	55	4,42	4,38
C2	55	4,45	
C3	55	4,31	
C4	55	4,32	

The average score for the impact dimension was found to be 4.38, which was considered very effective. This informs us that the promotion carried out by Kebunsayur Surabaya on Instagram is considered very effective because it can convey messages that make respondents understand, remember and get the impression left behind. Not only in descriptive messages, the images used in promotions are also able to convey the content of the message. According to research by Kurnia et al., (2022), the average score for the impact dimension is 3.8. This value is in the effective scale range, which means that promotion via Instagram social media has a strong message for respondents who see the product promotion broadcast.

**e) Epic rate**

Based on the average score for each dimension, each dimension is included in the effective to very effective scale. The average score from the four dimensions will be added up and then divided by the number of dimensions to obtain the EPIC Rate value.

$$EPIC Rate = \frac{3,89 + 4,41 + 4,39 + 4,38}{4} = 4,27$$

The EPIC Rate value was found to be 4.27; this result is in the scale range of 4.21-5.00, which indicates that the promotion carried out by Kebunsayur Surabaya via Instagram, has been very effective in introducing its products, namely vegetables and hydroponic preparations to its followers or consumers

**Outer Model**

The measurement model was evaluated through convergent validity, discriminant validity, and reliability tests. From the results of the analysis in Table 7, it can be concluded that all research variable indicators meet the criteria with a loading factor value of >0.7 and a p-value of <0.001. The Root Average Variance Extracted (AVE) shows a high correlation with the corresponding variables, exceeding 0.50 for each variable, indicating that more than 50% of the indicator variation can be explained well. Reliability measurements using Cronbach's alpha values also show an adequate level of reliability, exceeding 0.70 for each variable. In other words, it can be concluded that these four variables can be considered reliable variables (Hair et al., 2010).

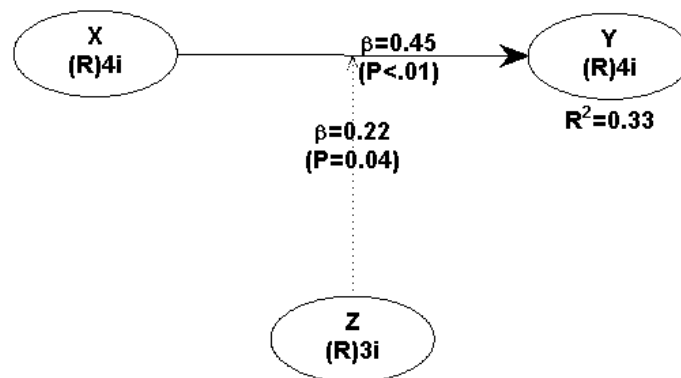
**Table 7. Outer Model Results**

To leave	Indicator	Loading Factor	AVE	Cronbach Alpha
Promotion Effectiveness	X1	0.768	0.783	0.788
	X2	0.836		
	X3	0.819		
	X4	0.702		
Purchase Volume	Y1	0.765	0.751	0.741
	Y2	0.749		
	Y3	0.731		
	Y4	0.757		

Brand Awareness	Z1	0.888	0.882	0.857
	Z2	0.866		
	Z3	0.892		

**Inner Model**

Structural model testing is carried out to reveal the strength of the relationship or accuracy of estimates between latent variables. The structural model evaluation process includes various aspects, including the coefficient of determination (R-Square), path coefficient, and model suitability.



**Figure 1. Results of Inner Model (Structural Model) Research**

R-Square describes the extent to which exogenous latent variables influence endogenous latent variables. *Path coefficients* and p-values are used to determine significant relationships between exogenous and endogenous variables. If the path coefficient approaches +1, the relationship becomes more potent. If the p-value <0.05, the relationship is significant.

**Table 8. Inner Model Results**

Forms of Variable Relationships	Path Coefficient	P-Value	R-Square	Information
Promotion Effectiveness (X) → Purchase Volume (Y)	0.454	<0.001	0.335	Accept H1
Promotion Effectiveness (X)*Brand Awareness (Z) → Purchase Volume (Y)	0.223	0.039		Accept H2

Information:

\* = Moderation

Based on the data contained in table 8, it can be concluded that *R-Square* variable Y reaches a value of 0.335, which means that around 33.5% of the variation in purchasing volume can be explained directly by promotional effectiveness (X) and *brand awareness* (Z) as an exogenous latent variable is 33.5% and the remaining 66.5% is explained by other factors not studied. Mark *path coefficients* of the two hypotheses are close to +1, indicating the strength of the relationship between variables is significant and positive. In addition, the p-value for all path correlations in the two hypotheses is less than 0.05, so it can be concluded that the relationship between these variables is significant.



The model fit test is carried out to evaluate whether the model is suitable or appropriate to the existing data. The model fit test obtained an APC index value of 0.339 with a p-value 0.002, indicating that the p-value <0.05 and the results are acceptable. ARS value of 0.335 and the AARS value of 0.309 also have a p-value < 0.05, indicating acceptable results. In addition, AVIF and AFVIF values of less than 3.3 indicate no symptoms of multicollinearity between indicators and exogenous variables. The SPR, RSCR, SSR, and NLBCDR indices also show appropriate measures, indicating the absence of causality symptoms in the research model. The model fit test results stated that the model fit criteria were met, and the data was accepted without any symptoms of multicollinearity.

### **3.2. Discussion**

#### ***The Influence of Promotional Effectiveness on Purchase Volume***

Based on the results of research that has been carried out, the results obtained show that promotional effectiveness (X1) has a positive and significant effect on the volume of purchases of vegetables and hydroponic preparations from Kebunsayur Surabaya as evidenced by a p-value <0.001 with the criteria of a p-value <0.05 and path coefficient of 0.454. It can be interpreted that the effectiveness of promotions has an influence of 0.454, with a positive influence on purchasing volume. It can be concluded that hypothesis H1 can be accepted, and H0 is rejected. This research was supported by Zuraika et al., (2018) which states that promotions have a positive and significant influence on purchasing volume. Apart from that, it is also supported by Astuti & Kaligis (2021) which states that promotions via Instagram have a positive and significant influence on purchasing decisions.

The research results show that promotion plays a crucial role in marketing strategy because through promotion, potential consumers can understand the product. The majority of PT. Instagram followers. Kebunsayur Surabaya, who saw the promotion, responded by making purchases and even repeat purchases. The results of the open questionnaire showed that respondents had various reasons for buying hydroponic vegetables, with the majority stating that better quality and benefits than conventional vegetables were the main factors. In addition, because vegetables are a primary need for food, consumers tend to decide to buy and become customers.

#### ***The Influence of Promotional Efficiency on Purchase Volume Moderate with Brand Awareness***

Based on the results of research that has been carried out, the results obtained are that brand awareness moderates the effectiveness of promotions (X) on the purchase volume (Y) of vegetables and hydroponic preparations positively and significantly, as evidenced by a p-value of 0.039, with the criteria of a p-value <0, 05 and path coefficient of 0.223. This can be interpreted as meaning that brand awareness can strengthen the promotional variable on purchasing volume by 0.223 positively and significantly. It can be concluded that the hypothesis H2 can be accepted, and H0 is rejected. This research is supported by Fionita & Sisnuhadi (2021), which states that promotion and brand awareness partially have a significant influence on purchasing decisions. Apart from that, it is also supported by Ari (2018) which states that promotion positively and significantly affects brand awareness.

The influence of promotional effectiveness on purchase volume, which is strengthened by brand awareness, proves that the more frequently Kebunsayur Surabaya carries out promotions on Instagram, it will attract consumers to buy products and become customers, thereby creating brand awareness in consumers' minds. The existence of a brand ingrained in consumers' minds generates confidence in the company's quality, which in turn shortens the decision-making time

for purchasing. Intensive promotions, providing comprehensive information about product quality, brand, price, and other aspects, have proven effective in increasing the brand awareness desired by consumers, making the purchasing process more accessible. (Fionita & Sisnuhadi, 2021)

#### 4. Conclusion

- 1) The effectiveness of Instagram social media promotion at Kebunsaayur Surabaya received an EPIC Rate of 4.27, which means it is very effective. This indicates that the promotion carried out by Kebunsaayur Surabaya via Instagram has been very effective in introducing its products, namely vegetables and hydroponic preparations, to its followers or consumers.
- 2) The effectiveness of Instagram social media promotion has a positive and significant effect on the volume of vegetable purchases and processed vegetables by Kebunsaayur Surabaya consumers.
- 3) Brand awareness succeeded in moderating the relationship between promotional effectiveness and purchasing volume positively and significantly, indicating that brand awareness can strengthen promotional effectiveness in purchasing volume of vegetables and hydroponic preparations.

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