

## The Influence of Imported Orange Attributes on Purchase Decision in the Largest Local Orange Production Area in Indonesia

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### ABSTRACT

**Objectives:** In East Java Province, the consumption of imported oranges continues to rise, alongside the availability of local products in the market. Despite the often higher price of imported oranges, many consumers still prefer imported oranges over local ones. This phenomenon suggests that certain factors influence the decision to purchase imported oranges, such as product quality, price, packaging, and the environment. This study aims to analyze the impact of these variables on the decision to purchase imported oranges in East Java, with purchase intention as a mediating variable. It is expected that the findings of this research can provide insights into the factors driving consumers to choose imported oranges and offer recommendations for business actors to enhance the competitiveness of local oranges in the domestic market.

**Methodology:** The target respondents in this study are the people of East Java who consume imported oranges. The selection of respondents is based on specific criteria that must be met. A total of 327 respondents are involved in this study. In this research, respondents will be provided with a questionnaire containing questions with a 1-5 scale related to the research being conducted. This study will use two types of data collection: primary data and secondary data. The collected data will be processed using the SEM-PLS analysis method with the Warp-PLS 8.0 software.

**Finding:** The results of the study show that product quality, price, packaging, and social environment have a positive and significant effect on the purchasing decision of imported oranges in East Java through purchase intention as a mediating variable, with an R-square value of 0.627. This value indicates that these four variables are able to explain 62.7% of the purchasing decision, while the remaining 37.3% is influenced by other variables that were not tested in this study. Meanwhile, product safety and psychological factors did not show a significant effect on the purchasing decision.

**Conclusion:** Product quality, price, packaging, and social environment have a positive and significant effect on the purchasing decision of imported oranges in East Java through purchase intention as a mediating variable. Meanwhile, product safety and psychological factors do not have a significant effect.

**Keywords:** Product Performance; Psychology; Social; Purchase Decision; Orange.

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## INTRODUCTION

Oranges are one of the most popular fruits in Indonesia, with East Java being the largest producer. Although the national orange cultivation area reached 67.31 thousand hectares and total production reached 2.68 million tons in 2022 (Ministry of Agriculture, 2023), the domestic market is still flooded with imported oranges. In the same year, the value of orange imports to East Java reached USD 137.70 million, reflecting the high market dependence on imported products despite the significant local potential. In Indonesia, imported oranges predominantly originate from China and Pakistan, with China being the principal provider, accounting for about 64% of the total value of orange imports (Ministry of Agriculture, 2023). Since 2018, the trend of orange imports from China has markedly increased (Maharani et al., 2023).

This situation prompts an inquiry into why superior local oranges are consistently outperformed by imported oranges that prevail in the domestic market (Central Statistics Agency, 2024). One factor that may contribute to this phenomenon is consumer perception of the quality of imported oranges. Imported oranges are often considered to have better appearance and sweeter taste compared to local oranges. This indicates that the product performance of imported oranges plays a significant role in influencing consumer decisions. In addition to product performance, external factors such as the psychological and social environment also affect the purchasing decisions of oranges in East Java.

**Table 1** Orange Production in Key Provinces of Indonesia (2018 – 2022)

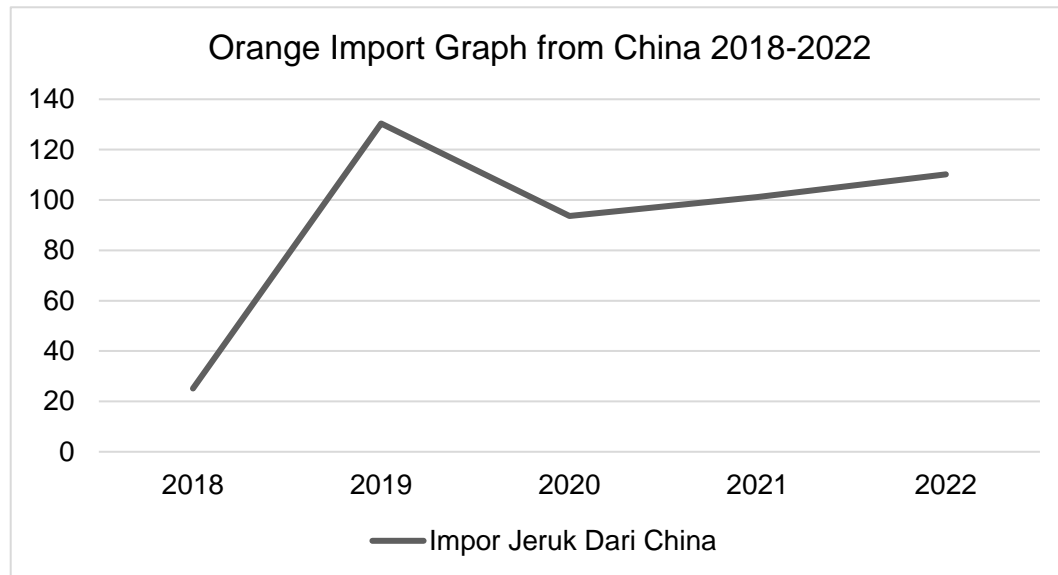
No	Province	Year					Share (%)	Cumulative (%)
		2018	2019	2020	2021	2022		
1	East Jawa	937.575	1.015.097	732.569	851.438	1.134.070	42,24	42,24
2	North Sumatera	410.938	298.234	341.518	448.534	398.375	14,84	57,07
3	Bali	225.584	349.775	490.393	241.617	135.071	5,03	62,11
4	West Kalimantan	144.016	140.593	134.679	72.928	119.299	4,44	65,55
5	West Sumatera	102.768	107.898	145.699	119.225	117.868	4,39	70,94
6	South Kalimantan	147.263	141.792	159.118	113.570	115.621	4,31	75,24
7	Jambi	29.007	37.852	34.016	45.956	89.046	3,32	78,56
8	Lampung	21.122	25.126	30.178	80.454	73.194	2,73	81,29
9	Other	492.147	447.119	654.782	540.140	502.434	18,71	100,00
Indonesia		2.510.420	2.563.486	2.722.952	2.513.861	2.684.978	100,00	

Source: Ministry of Agriculture (2023)

Indonesia's orange imports only account for 4% of the national production, which, when converted to land area, equals roughly 4,000 hectares (BPS, 2020). This raises the question of why a country capable of producing its own oranges still needs to import them from other countries. This study aims to examine the impact of product performance, psychological, and social environment factors on purchasing decisions regarding oranges in East Java, focusing on imported oranges. The variables to be tested include product quality, price, packaging, and product safety under the category of product performance, as well as the psychological and social environment factors as external influences on consumer decisions.

The findings of this study are expected to provide deeper insights into consumer preferences for both imported and local oranges, as well as offer recommendations for local orange producers to enhance the quality and appearance of their products to become more competitive in the market. So, policies that help the domestic agricultural sector and more targeted

marketing strategies can be used to get more people in Indonesia, especially in East Java, to buy local oranges instead of oranges that come from other countries.



**Figure 1** Orange Import Graph from China 2018-2022

Source: Maharani et al., (2023)

## LITERATURE REVIEW

Purchase decisions refer to the process by which consumers select products or services offered by companies after considering various internal factors, such as quality, price, and safety, as well as external factors like social and environmental influences (Cahyono, 2023; Bachri et al., 2023; Kotler et al., 2020). Kotler & Keller (2016) explain that the purchase decision process involves five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. Additionally, they mention four key indicators in purchase decisions: product information, preferred brands, product compatibility with needs, and the influence of recommendations from others (Kotler & Keller, 2008). In this study, purchase decisions are analyzed by considering purchase intention as a mediating variable, which illustrates the relationship between the factors influencing the decision and the actual purchasing action.

**Hypothesis 1.** Product quality has a positive effect on purchase decisions through purchase intention as a mediator.

Product quality is a crucial factor influencing consumers' purchasing decisions because it reflects the product's ability to meet the needs and expectations of consumers (Purnamasari et al., 2018). A product is considered of high quality if it meets consumers' expectations in terms of physical appearance, functionality, and characteristics that align with the price paid (Safitri et al., 2022). In the context of oranges, product quality is evaluated based on dimensions such as taste, appearance, and juiciness, all of which play an important role in purchase decisions (Wang et al., 2018). Good quality enhances consumer satisfaction and stimulates interest in making a purchase, while also serving as an indicator for determining the product's market

positioning (Andriany & Arda, 2022). Previous studies support this finding, showing that product quality, particularly in terms of taste and other sensory attributes, significantly influences purchasing decisions, especially for food products (Alemu et al., 2017; Bukhari et al., 2023; Nguyen & Wismer, 2019). Schiffman & Kanuk (2010) also revealed in their Consumer Behaviour theory that product quality, especially related to taste and other sensory attributes, plays an important role in affecting consumers' purchase decisions. Consistently maintaining and improving quality can strengthen consumer loyalty and encourage repeat purchases, thus significantly impacting purchasing decisions.

**Hypothesis 2.** Price has a positive effect on purchase decisions through purchase intention as a mediator.

Price perception is the value of money and sacrifice that consumers are willing to invest in order to obtain a product, which directly influences their purchasing decisions (Feng et al., 2024). Consumers determine whether the price of a product is high, low, or fair, and this perception will affect their purchase intention (Duarte et al., 2021). The price set by the producer can impact consumer behaviour and satisfaction with the product or service (Sarkar & Khare, 2017). This perception of price is heavily dependent on the product quality and service provided by the producer, which can make even a high price appear fair or even low in the eyes of consumers (Ramanathan et al., 2016; Shen & Yahya, 2021). Kotler & Keller (2008) highlighted that aspects used to measure price perception include price affordability, alignment of price with product quality, and price competitiveness. The influence of price on purchase decisions aligns with previous research that shows a positive relationship between price perception and purchase decisions (Gohel et al., 2023; Situmorang et al., 2021). This supports the theory by Schiffman & Kanuk (2010), which suggests that consumers often make purchasing decisions based on their perception of price and the quality they expect in return.

**Hypothesis 3.** Packaging has a positive influence on purchase decisions through purchase intention as a mediator.

Packaging is a crucial element in preserving the condition of a product and protecting it from damage (Rasa et al., 2023). Over time, packaging has evolved from merely a protective function to becoming a tool for attracting consumer attention. This shift began in the 1980s, when increasing competition among producers led to packaging being used as a strategy to captivate consumer interest by highlighting the product's uniqueness (Rasa et al., 2023). Attractive packaging, unique design, and complete information can enhance consumer interest in purchasing a product, as packaging is often the first thing that consumers see and touch (Rasa et al., 2023). Kotler et al. (2000) identified three key indicators in evaluating product packaging: design, quality, and innovation. Packaging innovation is now considered as important as product innovation because it can add value to the product, differentiating it from competitors (Rasa et al., 2023). Good packaging not only increases sales but also strengthens the company's image and the product's brand (Rasa et al., 2023). This finding aligns with previous studies that have shown that packaging has a significant impact on consumer purchasing decisions, though the level of impact can vary depending on the product and context (Benachenhoun et al., 2018; Bukhari et al., 2023; Kumar & Kapoor, 2017).

**Hypothesis 4.** Product safety has a positive influence on purchase decisions through purchase intention as a mediator.

Product safety refers to the condition in which a product does not contain substances or components that may harm human health or the environment. The Indonesian Government Regulation No. 86 of 2019 on food safety, quality, and nutrition emphasizes the importance of preventing biological, chemical, and physical contaminants in food products to avoid health risks (National Food Agency, 2024). With the growing awareness of healthy lifestyles, consumers tend to choose food that is safe and environmentally friendly (Firoozzare et al., 2024). Food safety has become an important factor in product selection, where food with a higher level of safety will increase consumer interest in purchasing (Pink et al., 2022; Sadiq et al., 2023). In the context of imported oranges, the risk of contamination by preservatives or wax, as well as longer shipping times, can influence consumers' perceptions of the safety of these products (Moor et al., 2014). To assess the safety of oranges, relevant indicators include hygienic fruit, free from formalin, wax, and chemical residues. Despite the higher contamination risks of imported oranges, the government, through the National Food Agency, ensures the safety of food products in circulation, including imported oranges, with food safety certification in accordance with applicable regulations (National Food Agency, 2024; Presidential Regulation No. 66 of 2021).

**Hypothesis 5.** Psychological factors have a positive effect on purchasing decisions through purchase intention as a mediator.

Psychological factors refer to elements related to an individual's thoughts, feelings, and behaviours that influence their interactions with the surrounding world (Cahyono et al., 2020), including the decision-making process in purchasing. Research by Misman et al., (2021) shows that psychological factors have a significant impact on purchasing decisions. Psychological dimensions that influence purchasing decisions include motivation, beliefs, and attitudes (Durmaz, 2014; Poluan & Karuntu, 2021). Motivation drives individuals to fulfil their needs or desires, such as buying imported oranges to experience better quality or to show social status. Beliefs, shaped by personal experiences, recommendations from others, or information from advertisements, influence consumer perceptions of the quality and benefits of a product. If consumers believe that imported oranges are of better quality and safer, they are more likely to choose them. This trust plays a crucial role in purchasing decisions for specific products or brands.

**Hypothesis 6.** Social environment has a positive effect on purchasing decisions through purchase intention as a mediator.

Social environment refers to external factors that can influence an individual's decision-making, including in the context of purchasing decisions. Peter & Olson (2000) explain that individual decisions are often influenced by what others do or wear, while (Hafidz, 2018) emphasize that the social environment can affect purchasing decisions. A person's surroundings, such as culture and social class, are important factors in determining whether they will purchase a product (Engel et al., 1995). The dimensions of social environment influence described by Engel et al. (1995) include culture and social class. In addition, this study introduces a new indicator, the country of origin of the product, which can influence purchasing decisions (Wang et al., 2018). The country of origin, particularly for imported oranges mostly from China, may play a role in influencing consumer preferences. These findings are in line with previous research showing that social environmental factors, including the country of origin, impact consumer purchasing decisions (Yuriska & Sukirno, 2016).

### Hypothesis 7. Purchase intention has a positive influence on purchasing decisions.

Purchase intention refers to the desire or motivation of consumers to buy a product in the future (Akter et al., 2024). Before making a decision, consumers consider various internal and external factors, gathering relevant information such as personal experiences or influences from their surroundings (Cahyono et al., 2021; Pappas, 2018). Indicators used to measure purchase intention include the desire to buy, purchase plans, and interest in trying the product (Paul et al., 2016). Purchase intention plays a crucial role in influencing purchase decisions and serves as a key focus in designing effective marketing strategies. Previous studies, such as those by Bukhari et al., (2023), show that purchase intention has a positive impact on purchasing decisions, particularly for products that have advantages over domestic alternatives. The desire to try new products, such as imported oranges, often encourages consumers to explore further and ultimately decide to buy (Ahmed et al., 2023). These findings reinforce the understanding that purchase intention is an essential factor influencing the decision to purchase a product.

## METHOD

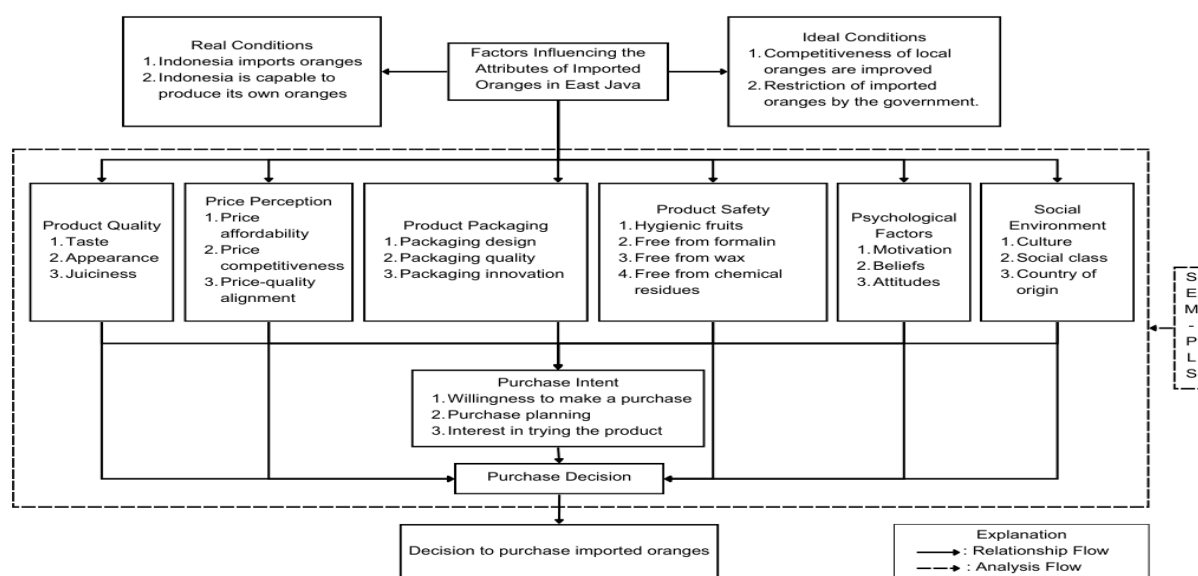
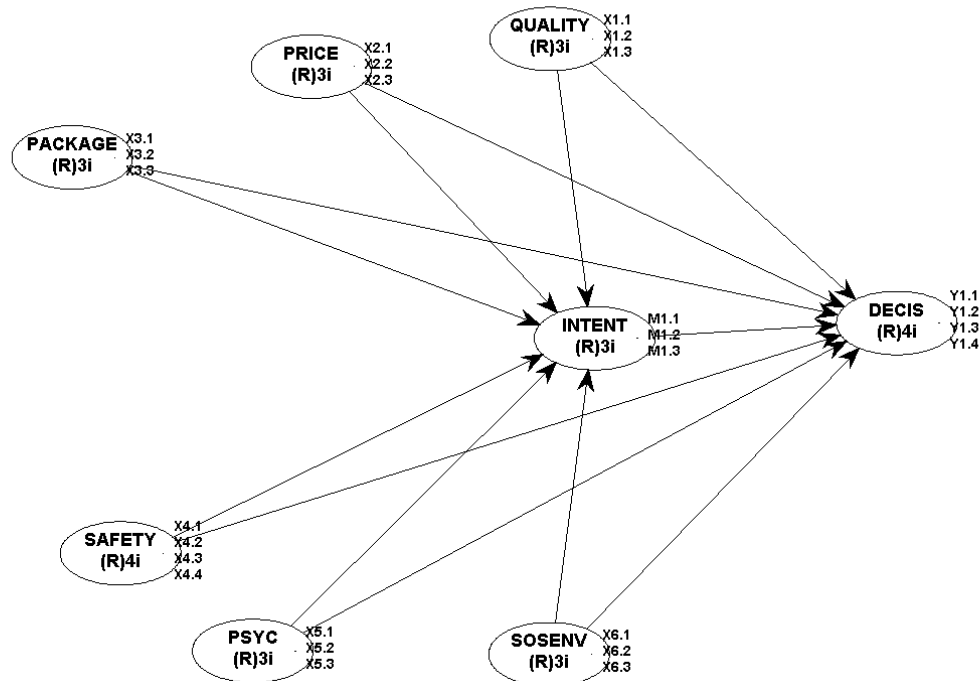


Figure 2 Research Framework

This study uses a quantitative descriptive approach to analyze the attributes that influence the purchase decision of imported oranges in East Java Province. The variables studied include product quality, price perception, product packaging, product safety, psychological factors, and social environment, which influence purchasing decisions through purchase intention. Data were collected through an online questionnaire distributed to 327 respondents who met certain criteria. This is based on the use of the rule of thumb formula where one of the criteria that can be used to determine the number of respondents is by calculating the number of indicators in the study and then multiplying it by 10 (Solimun et al., 2017). In this study, there are 26 tested indicators, so those 10 indicators are multiplied by 10, resulting in a total of 260 respondents. In this study, all incoming data were used for data processing, so the number of respondents used was not 260 but rather 327 people. The questionnaire uses a 5-point Likert scale to measure consumer perceptions and evaluations of various research variables, ranging from "Strongly

Disagree" (1) to "Strongly Agree" (5). The collected data were analyzed using economic statistics and the SEM-PLS analysis method. Descriptive statistics are used to detail the data, while SEM-PLS is used to test the relationships between variables and model fit, using WarpPLS 8.0 software. The variables used in this study can be seen in Table 1 below.



**Figure 3** Structural Model

## RESULTS AND DISCUSSION

### Results

#### Results of Descriptive Analysis

**Table 2** Results of Descriptive Statistical Analysis for the Product Quality Variable ( $X_1$ )

Variable	Indicator	Total					Min	Max	Mean	Std. Deviasi
		1	2	3	4	5				
Product Quality ( $X_1$ )	Taste ( $X_{1.1}$ )	0	9	21	172	125	1	5	4,26	0,69
	Appearance ( $X_{1.2}$ )	0	30	22	153	122	1	5	4,12	0,89
	Juiciness ( $X_{1.3}$ )	0	11	34	140	142	1	5	4,26	0,77

Source: Processed primary data (2024)

The product quality variable in this study was measured using three indicators: taste ( $X_{1.1}$ ), appearance ( $X_{1.2}$ ), and juiciness ( $X_{1.3}$ ). Based on the research results, taste and juiciness had the same average value of 4.26, indicating that these two indicators strongly influence consumers' intention to purchase imported oranges. These indicators scored higher as they are directly perceived by the taste senses. The majority of respondents agreed that imported oranges

are sweeter, fresher, and have higher water content compared to local oranges. Meanwhile, the appearance of imported oranges is also considered more attractive, with brighter colors and rounder shapes. Overall, these results suggest that the product quality of imported oranges, based on taste, juiciness, and appearance, significantly influences consumers' intention to purchase imported oranges over local ones.

**Table 3** Results of Descriptive Statistical Analysis for the Price Perception Variable ( $X_2$ )

Variable	Indicator	Total					Min	Max	Mean	Std. Deviasi
		1	2	3	4	5				
Price Perception ( $X_2$ )	Price affordability ( $X_{2.1}$ )	0	27	35	142	123	1	5	4,10	0,89
	Price competitiveness ( $X_{2.2}$ )	0	12	28	143	144	1	5	4,28	0,77
	Price-quality alignment ( $X_{2.3}$ )	0	13	32	144	138	1	5	4,24	0,78

Source: Processed primary data (2024)

The price perception variable in this study was measured using three indicators: affordability ( $X_{2.1}$ ), price competitiveness ( $X_{2.2}$ ), and price-quality alignment ( $X_{2.3}$ ). Based on the research findings, price competitiveness emerged as the highest-scoring indicator, indicating that the majority of respondents believe the price of imported oranges is still competitive with that of local oranges. Although there are price differences among types of imported oranges, in general, the price of imported oranges is not significantly higher than that of local oranges. The price-quality alignment indicator also had an average score above 4, suggesting that consumers feel the price they pay is justified by the quality they receive, even if the price is higher. The affordability indicator scored the lowest, with respondents considering the price of imported oranges more affordable for certain groups. However, most respondents believe imported oranges are becoming accessible to a broader range of people as the price of local oranges rises. Overall, the results show that the price perception of imported oranges influences consumers' intention to purchase imported oranges, with the majority of respondents tending to choose imported oranges over local ones.

**Table 4** Results of Descriptive Statistical Analysis for the Product Packaging Variable ( $X_3$ )

Variable	Indicator	Total					Min	Max	Mean	Std. Deviasi
		1	2	3	4	5				
Product Packaging ( $X_3$ )	Packaging design ( $X_{3.1}$ )	0	11	29	157	130	1	5	4,24	0,75
	Packaging quality ( $X_{3.2}$ )	0	12	34	148	133	1	5	4,23	0,78
	Packaging innovation ( $X_{3.3}$ )	0	7	11	142	167	1	5	4,43	0,66

Source: Processed primary data (2024)

The product packaging variable in this study was measured using three indicators: packaging design ( $X_{3.1}$ ), packaging quality ( $X_{3.2}$ ), and packaging innovation ( $X_{3.3}$ ). According to the research results, packaging innovation emerged as the highest-scoring indicator, suggesting that consumers consider innovation in packaging to be crucial in giving a sense of novelty to the



product. Without innovation, the product might feel dull even if it has been frequently purchased. The other two indicators, packaging design and packaging quality, also received average scores above 4, indicating that they also have an influence on consumers' intention to purchase imported oranges. Respondents believe that packaging not only serves to protect the product but also adds a sense of prestige, especially when the product is given as a gift. Attractive and high-quality packaging brings pride to both the giver and the recipient of the gift. Overall, the research results indicate that product packaging influences purchasing intent, with respondents more likely to choose imported oranges with attractive and innovative packaging over local oranges.

**Table 5** Results of Descriptive Statistical Analysis for the Product Safety Variable (X<sub>4</sub>)

Variable	Indicator	Total					Min	Max	Mean	Std. Deviasi
		1	2	3	4	5				
Product Safety (X <sub>4</sub> )	Hygienic fruits (X <sub>4.1</sub> )	0	7	26	156	138	1	5	4,30	0,71
	Free from formalin (X <sub>4.2</sub> )	0	18	50	143	116	1	5	4,09	0,85
	Free from wax (X <sub>4.3</sub> )	0	15	62	157	93	1	5	4,00	0,81
	Free from chemical residues (X <sub>4.4</sub> )	0	18	66	114	129	1	5	4,08	0,90

Source: Processed primary data (2024)

The product safety variable in this study was measured using four indicators: hygiene (X<sub>4.1</sub>), no formaldehyde content (X<sub>4.2</sub>), no wax content (X<sub>4.3</sub>), and no chemical residue content (X<sub>4.4</sub>). The research results showed that hygiene was the highest-scoring indicator, with respondents feeling confident in the cleanliness of imported oranges, which appeared cleaner and brighter compared to local oranges. Additionally, the packaging of imported oranges was considered better, taking into account product quality and visual appeal. Meanwhile, other indicators such as formaldehyde, wax, and chemical residue content scored lower. Although there were assumptions about the chemical content in imported oranges, the majority of respondents felt confident that imported oranges had undergone strict testing and were certified for circulation by the government, so they were not overly concerned about the product's safety. Overall, the results indicate that respondents tend to prefer imported oranges over local oranges, considering the product safety factors they perceive.

**Table 6** Results of Descriptive Statistical Analysis for the Psychological Factors Variable (X<sub>5</sub>)

Variable	Indicator	Total					Min	Max	Mean	Std. Deviasi
		1	2	3	4	5				
Psychological Factors (X <sub>5</sub> )	Motivation (X <sub>5.1</sub> )	0	15	31	179	102	1	5	4,13	0,76
	Beliefs (X <sub>5.2</sub> )	0	28	30	127	142	1	5	4,17	0,91
	Attitudes (X <sub>5.3</sub> )	0	15	29	145	138	1	5	4,24	0,80

Source: Processed primary data (2024)

The psychological variable in this study was measured using three indicators: motivation (X5.1), belief (X5.2), and attitude (X5.3). The research results indicated that attitude was the highest-scoring indicator, with the majority of respondents feeling satisfied after purchasing imported oranges, although a small portion preferred buying local products to support the domestic sector. The other indicators, motivation and belief, also showed high values, with averages of 4.13 and 4.17, respectively. Respondents expressed that they were motivated to buy imported oranges due to the prestige it provided, both for themselves and as gifts for others. Meanwhile, respondents' belief was based on the conviction that imported oranges have better quality and specifications compared to local ones, making them feel safer when choosing imported products. Overall, the results show that psychological factors play an important role in driving consumers' intent to buy imported oranges, with a strong tendency to choose imported products over local ones.

**Table 7** Results of Descriptive Statistical Analysis for the Social Environment Variable (X<sub>6</sub>)

Variable	Indicator	Total					Min	Max	Mean	Std. Deviasi
		1	2	3	4	5				
Social Environment (X <sub>6</sub> )	Culture (X <sub>6.1</sub> )	0	29	38	139	121	1	5	4,08	0,91
	Social class (X <sub>6.2</sub> )	0	29	40	129	129	1	5	4,09	0,93
	Country of origin (X <sub>6.3</sub> )	0	32	33	136	126	1	5	4,08	0,93

Source: Processed primary data (2024)

The social environment variable in this study consisted of three indicators: culture, social class, and country of origin. The research results showed that social class was the highest-scoring indicator, with imported oranges being regarded as more prestigious and accessible to certain groups. Culture also influenced purchase decisions, especially during major holidays like Eid al-Fitr and Chinese New Year, when imported oranges become part of the tradition. Additionally, the country of origin, particularly imported oranges from China, was chosen due to trust in their quality and the tradition of using them in major celebrations. Overall, these social environmental factors encouraged the intent to purchase imported oranges over local ones.

**Table 8** Results of Descriptive Statistical Analysis for the Purchase Intent Variable (M<sub>1</sub>)

Variable	Indicator	Total					Min	Max	Mean	Std. Deviasi
		1	2	3	4	5				
Purchase Intent (M <sub>1</sub> )	Willingness to make a purchase (M <sub>1.1</sub> )	0	17	24	132	154	1	5	4,29	0,82
	Purchase planning (M <sub>1.2</sub> )	0	19	29	151	128	1	5	4,18	0,82
	Interest in trying the product (M <sub>1.3</sub> )	0	6	33	163	125	1	5	4,24	0,70

Source: Processed primary data (2024)

The purchase intention variable in this study includes three indicators: desire to buy, plan to buy, and interest in trying. The results indicate that the desire to buy had the highest score, with respondents stating that the quality and specifications of imported oranges were better than

those of local oranges, which motivated them to make a purchase. Additionally, there was also high interest in trying different varieties of imported oranges due to the range of options available. Overall, these indicators show that respondents tended to have a stronger intention to purchase imported oranges over local ones.

**Table 9** Results of Descriptive Statistical Analysis for the Purchase Decision Variable ( $Y_1$ )

Variable	Indicator	Total					Min	Max	Mean	Std. Deviasi
		1	2	3	4	5				
Purchase Decision ( $Y_1$ )	Purchase intention after knowing product information ( $Y_{1.1}$ )	0	9	32	146	140	1	5	4,27	0,75
	Decided to buy beausa it is the most preferred brand ( $Y_{1.2}$ )	0	15	22	150	140	1	5	4,26	0,78
	Buy because it meets desires and needs ( $Y_{1.3}$ )	0	13	32	144	138	1	5	4,24	0,79
	Buy because of recommendations from others ( $Y_{1.4}$ )	0	13	34	140	140	1	5	4,24	0,79

Source: Processed primary data (2024)

The purchase decision variable in this study consists of four indicators: confidence in buying after knowing product information, buying due to preferred brand, purchasing because it matches desires and needs, and buying based on recommendations from others. The results show that confidence in buying after knowing product information had the highest score, with respondents indicating that the information they received about the product had a significant influence on their decision to purchase. If the product information met their expectations, they were more likely to buy, and conversely, if it did not, they would reconsider their purchase intention. Overall, all indicators suggest that respondents tended to prefer purchasing imported oranges over local ones.

## Results of SEM-PLS Analysis

**Table 10** Output Combined Loadings and Cross-Loadings

Indicator	Factor Loading	P-Value
$X_{1.1}$	(0.732)	<0.001
$X_{1.2}$	(0.808)	<0.001
$X_{1.3}$	(0.795)	<0.001
$X_{2.1}$	(0.823)	<0.001
$X_{2.2}$	(0.783)	<0.001
$X_{2.3}$	(0.728)	<0.001
$X_{3.1}$	(0.808)	<0.001
$X_{3.2}$	(0.851)	<0.001
$X_{3.3}$	(0.657)	<0.001
$X_{4.1}$	(0.665)	<0.001
$X_{4.2}$	(0.711)	<0.001
$X_{4.3}$	(0.709)	<0.001
$X_{4.4}$	(0.769)	<0.001
$X_{5.1}$	(0.807)	<0.001
$X_{5.2}$	(0.839)	<0.001
$X_{5.3}$	(0.827)	<0.001

X <sub>6.1</sub>	(0.796)	<0.001
X <sub>6.2</sub>	(0.815)	<0.001
X <sub>6.3</sub>	(0.820)	<0.001
M <sub>1.1</sub>	(0.836)	<0.001
M <sub>1.2</sub>	(0.809)	<0.001
M <sub>1.3</sub>	(0.724)	<0.001
Y <sub>1.1</sub>	(0.686)	<0.001
Y <sub>1.2</sub>	(0.751)	<0.001
Y <sub>1.3</sub>	(0.631)	<0.001
Y <sub>1.4</sub>	(0.768)	<0.001

Source: Primary data processed (2024)

Based on Table 10, all indicators have a factor loading value of  $\geq 0.30$ , thus meeting the criteria for convergent validity and can be considered valid (Solimun et al., 2017).

**Table 11** Average Variance Extracted

Latent Variables	AVE Value
Product Quality (X <sub>1</sub> )	0.607
Price Perception (X <sub>2</sub> )	0.607
Product Packaging (X <sub>3</sub> )	0.603
Product Safety (X <sub>4</sub> )	0.510
Psychological Factors (X <sub>5</sub> )	0.679
Social Environment (X <sub>6</sub> )	0.656
Purchase Intent (M <sub>1</sub> )	0.626

Source: Primary data processed (2024)

Based on Table 11, all latent variables have an AVE value  $\geq 0.50$ , indicating that the indicators have successfully explained their respective latent variables (Solimun et al., 2017).

**Table 12** Correlations Among Latent Variables with Square Roots of Aves

Latent Variables	X <sub>1</sub>	X <sub>2</sub>	X <sub>3</sub>	X <sub>4</sub>	X <sub>5</sub>	X <sub>6</sub>	M <sub>1</sub>	Y <sub>1</sub>
X <sub>1</sub>	<b>(0.779)</b>	0.675	0.434	0.596	0.704	0.623	0.549	0.690
X <sub>2</sub>	0.675	<b>(0.779)</b>	0.526	0.652	0.676	0.675	0.664	0.709
X <sub>3</sub>	0.434	0.526	<b>(0.776)</b>	0.645	0.530	0.609	0.610	0.598
X <sub>4</sub>	0.596	0.652	0.645	<b>(0.714)</b>	0.653	0.713	0.658	0.695
X <sub>5</sub>	0.704	0.676	0.530	0.653	<b>(0.824)</b>	0.670	0.621	0.665
X <sub>6</sub>	0.623	0.675	0.609	0.713	0.670	<b>(0.810)</b>	0.665	0.705
M <sub>1</sub>	0.549	0.664	0.610	0.658	0.621	0.665	<b>(0.791)</b>	0.633
Y <sub>1</sub>	0.690	0.709	0.598	0.695	0.665	0.705	0.633	<b>(0.711)</b>

Source: Primary data processed (2024)

Based on Table 12, all loading factor values of the variables are greater than the cross-loadings on other latent variables.

**Table 13** Composite Reliability Coefficients and Cronbach's Alpha Coefficients

Latent Variables	Composite Reliability	Alpha Cronbach
Product Quality ( $X_1$ )	0.822	0.675
Price Perception ( $X_2$ )	0.822	0.675
Product Packaging ( $X_3$ )	0.818	0.665
Product Safety ( $X_4$ )	0.806	0.679
Psychological Factors ( $X_5$ )	0.864	0.764
Social Environment ( $X_6$ )	0.851	0.738
Purchase Intent ( $M_1$ )	0.833	0.699
Purchase Decision ( $Y_1$ )	0.803	0.671

Source: Primary data processed (2024)

Based on Table 13, all variables in this study pass the reliability test, both composite reliability and Cronbach's alpha. All variables have composite reliability and Cronbach's alpha values exceeding the threshold, indicating that these variables are reliable for use in the study (Solimun et al., 2017).

**Table 14** R-squares

Dependent Variables	R-squares Value
Purchase Intent ( $M_1$ )	0.627
Purchase Decision ( $Y_1$ )	0.703

Source: Primary data processed (2024)

Based on Table 14, an R-squares value of 0.627 indicates that the variables of product quality, price perception, product packaging, product safety, psychological factors, and social environment influence the purchase decision through purchase intent by 62.7%. Meanwhile, the direct effect on the purchase decision is 70.3%.

**Table 15** Goodness of Fit

No.	Model Fit and Quality Indices	Fit Criteria	Result	Description
1.	Average Path Coefficient (APC)	$P < 0.05$	0.142, $P < 0.001$	Achieved
2.	Average R-Squared (ARS)	$P < 0.05$	0.665, $P < 0.001$	Achieved
3.	Average Adjusted R-Squared (AARS)	$P < 0.05$	0.658, $P < 0.001$	Achieved
4.	Average Block VIF (AVIF)	Accepted if $\leq 5$ , ideally $\leq 3.3$	3.327	Ideal
5.	Average Full Collinearity VIF (AFVIF)	Accepted if $\leq 5$ , ideally $\leq 3.3$	2.676	Ideal
6.	Tenenhaus GoF (TGoF)	Small $\geq 0.1$ , Medium $\geq 0.25$ , Large $\geq 0.36$	0.631	Large
7.	Sympson's Paradox Ratio (SPR)	Accepted if $\geq 0.7$ , ideally = 1	1.000	Ideal
8.	R-Squared Contribution Ratio (RSCR)	Accepted if $\geq 0.9$ , ideally = 1	1.000	Ideal
9.	Statistical Suppression Ratio (SSR)	Accepted if $\geq 0.7$	1.000	Achieved
10.	Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	Accepted if $\geq 0.7$	1.000	Achieved

Source: Primary data processed (2024)

Based on Table 23, the goodness-of-fit test results show that all model fit criteria have been successfully met (Solimun et al., 2017).

### Hypothesis Testing

Hypothesis testing is conducted to determine the relationships between variables, with the hypothesis accepted if the p-value  $\leq 0.05$  at a 5% significance level. The following are the results of the hypothesis testing for this study.

**Table 16** Hypothesis Testing

Hypothesis	Coefficient	P-value	Result
H1: Product quality significantly affects the purchase decision of imported oranges in East Java through purchase intent as a mediator	0.226	<0.001	Accepted
H2: Price perception significantly affects the purchase decision of imported oranges in East Java through purchase intent as a mediator	0.197	<0.001	Accepted
H3: Product packaging significantly affects the purchase decision of imported oranges in East Java through purchase intent as a mediator	0.139	0.002	Accepted
H4: Product safety significantly affects the purchase decision of imported oranges in East Java through purchase intent as a mediator	0.065	0.088	Rejected
H5: Psychological factors significantly affect the purchase decision of imported oranges in East Java through purchase intent as a mediator	0.061	0.100	Rejected
H6: Social Environment significantly affect the purchase decision of imported oranges in East Java through purchase intent as a mediator	0.219	<0.001	Accepted
H7: Purchase intent significantly affects the purchase decision of imported oranges in East Java	0.274	<0.001	Accepted

Source: Primary data processed (2024)

### Discussion

#### A. The Effect of Product Quality on Purchase Decision Through Purchase Intent as a Mediator

This study indicates that product quality, particularly taste, appearance, and juiciness, has a positive and significant impact on the purchase decision of imported oranges through purchase intention as a mediator. These findings align with previous research (Alemu et al., 2017; Bukhari et al., 2019; Bukhari et al., 2023; Nguyen & Wismer, 2019), which revealed that consumers tend to choose imported oranges due to their superior quality, especially in terms of taste and freshness. Taste and juiciness received the highest ratings, suggesting that sensory attributes strongly influence the purchase decision. Good product quality enhances customer loyalty and motivates repeat purchases, reinforcing the relationship between quality and purchasing decisions.

**B. The Effect of Price Perception on Purchase Decision Through Purchase Intent as a Mediator**

This study shows that price has a positive and significant effect on the purchase decision of imported oranges through purchase intention as a mediator, consistent with previous studies (Betty et al., 2024; Gohel et al., 2023; Situmorang et al., 2021). The indicators of affordability, price competitiveness, and price-quality fit all received average ratings of  $\geq 4$ , emphasizing the importance of price in purchase decisions. Price competitiveness emerged as the highest-rated indicator, where respondents felt that the price of imported oranges is still comparable to the price of local oranges. Although affordability was considered limited to certain groups, the price of imported oranges has become more accessible to a broader audience. These findings confirm the theory of Schiffman and Kanuk (2010) that consumers choose products based on their perception of the price and the quality they receive.

**C. The Effect of Product Packaging on Purchase Decision Through Purchase Intent as a Mediator**

This study reveals that product packaging has a positive and significant effect on the purchase decision of imported oranges through purchase intention as a mediator, but it does not have a significant direct effect without considering purchase intention. This aligns with previous research (Arsil et al., 2018; Benachenhoun et al., 2018; Bukhari et al., 2023; Kumar & Kapoor, 2017), which indicates that packaging can influence purchasing decisions by enhancing the intention to buy. The three packaging indicators (design, quality, and innovation) all received average ratings of  $\geq 4$ , with packaging innovation receiving the highest score. Respondents stated that innovative and attractive packaging design can create a positive impression, increase product appeal, and strengthen brand image. Therefore, producers of imported oranges should consider packaging as an essential element in their marketing strategy to capture consumer attention and create a positive impression that drives purchases.

**D. The Effect of Product Safety on Purchase Decision Through Purchase Intent as a Mediator**

This study shows that the product safety variable does not have a significant relationship with the purchase decision of imported oranges, although a positive relationship was detected through purchase intention as a mediator. The rejection of this hypothesis can be explained by the lack of attention among consumers in East Java towards product safety when making purchase decisions. This finding is consistent with previous research, which suggests that consumers in developing countries are more focused on price and product accessibility compared to product safety, unlike consumers in developed countries (Ngo et al., 2020; Hobbs & Goddard, 2015). Previous studies have also indicated that product safety has a more significant impact in developed countries, while factors such as quality and price are more dominant in influencing purchase decisions in developing countries. These findings highlight the need for further research on local factors that influence purchasing decisions in developing country markets.

**E. The Effect of Psychological Factors on Purchase Decision Through Purchase Intent as a Mediator**

This study shows that the psychological variable does not have a significant relationship with the purchase decision, with purchase intention as a mediator. This is due to the fact that purchasing imported oranges has become a consumer habit, making psychological factors less influential in their decisions. Maslow's Hierarchy of Needs theory (1943) reinforces the idea that basic physiological needs, such as food, are more dominant in purchase decisions than

psychological factors. Consumer behavior theory by Solomon (2017) suggest that routine purchases tend to be influenced by habits and practical needs rather than emotional or psychological factors. Therefore, in the context of basic necessity products, such as food, psychological factors become less relevant, and factors such as habits, quality, and price have a greater impact on purchase decisions. This finding provides insights that marketing strategies for everyday necessity products should focus on quality, availability, and price rather than psychological factors.

#### F. The Effect of Social Environment on Purchase Decision Through Purchase Intent as a Mediator

This study reveals that the social environment variable has a positive and significant relationship with the purchase decision of imported oranges, with purchase intention as a mediator. These findings align with previous research (Yuriska & Sukirno, 2016). The three social environment indicators tested—culture, social class, and country of origin—had an average score of  $\geq 4$ , indicating the importance of these factors in the purchase decision of imported oranges in East Java Province. Social class emerged as the main indicator, with imported oranges considered more prestigious than local oranges. Cultural aspects also played a role, such as the purchase of imported oranges during major holidays like Idul Fitri and Chinese New Year, which are seen as part of tradition. Additionally, respondents preferred imported oranges from China due to their trust in the quality, especially among the Chinese community.

#### G. The Effect of Purchase Intent on Purchase Decision Through Purchase Intent as a Mediator

This study found that purchase intention has a positive and significant influence on the purchase decision of imported oranges in East Java Province, consistent with previous research (Ahmed et al., 2023; Bukhari et al., 2023). The three main indicators tested—desire to buy, purchase plan, and interest in trying—had an average score of  $\geq 4$ , indicating that purchase intention plays a crucial role in the purchase decision. Consumers believe that imported oranges have superior quality compared to local ones, and the variety of imported orange products also drives their interest in trying and purchasing. These findings confirm that purchase intention, especially for products perceived to have advantages, significantly influences the purchase decision.

## CONCLUSION AND RECOMMENDATIONS

### Conclusion

1. Product quality, price, packaging, and the social environment of imported oranges in East Java substantially affect purchasing decisions, mediated by purchase intentions. This discovery is consistent with prior research concerning product quality (Alemu et al., 2017; Bukhari et al., 2023; Nguyen & Wismer, 2019), price (Betty et al., 2024; Gohel et al., 2023; Situmorang et al., 2021), packaging (Benachenhoun et al., 2018; Bukhari et al., 2023; Kumar & Kapoor, 2017), and the social environment (Yuriska & Sukirno, 2016). These factors influence customer preference for imported oranges.
2. Product safety and psychological considerations are not important, because safety is not a priority issue in developing countries, and repeat purchases reduce the psychological impact. These findings differ from previous research that showed product safety (Pink et al., 2022; Sadiq et al., 2023) and psychological factors (Misman et al., 2021) play a significant role in purchase decisions.



3. Purchase intention was proven to have a positive and significant effect on the purchase decision of imported oranges in East Java Province, with the desire to buy as the dominant factor. This result is consistent with the studies of (Bukhari et al., 2023). Consumers tend to choose imported oranges because they perceive them as having superior quality compared to local oranges. Additionally, the interest in trying various variants of imported oranges also serves as a strong driver for the purchase decision.

### **Recommendations**

1. Future research must thoroughly investigate the determinants affecting customer preferences for imported versus local oranges, encompassing brand image, promotional strategies, social media influence, consumption trends, and governmental policy impacts.
2. The government must bolster the local orange industry in East Java by delivering incentives to farmers, promoting local oranges, providing subsidies and tax benefits, fostering packaging innovation, and imposing stringent quality standards to restrict imports.
3. Business entities must enhance product quality and innovation, particularly in sustainable packaging, educate consumers, formulate assertive marketing tactics, and partner with the government to bolster local agriculture.
4. The community must endorse the use of local oranges by prioritizing domestic products, acknowledging their benefits, and disseminating knowledge about their advantages to fortify the domestic agricultural sector.

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