

FACTORS CONSIDERED BY CONSUMERS IN MAKING PURCHASING DECISIONS FOR ORNAMENTAL PLANTS . CASE STUDY AT KELURAHAN FATULULI KOTA KUPANG
(Faktor-Faktor yang Dipertimbangkan Konsumen dalam Mengambil Keputusan Pembelian Tanaman Hias. Studi Kasus di Kelurahan Fatululi, Kota Kupang)

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ABSTRACT

Kelurahan Fatululi is a center for ornamental plant business actors in NTT. Success in running an ornamental plant business requires an understanding that consumer behavior in purchasing decisions is strongly influenced by socio-economic factors. The selection of the data analysis technique was based on the research objectives, namely: (1) to determine the factors considered by consumers in purchasing ornamental plants, and (2) to determine which factors are most dominant in influencing ornamental plant purchasing decisions. Therefore, the data analysis technique used was descriptive percentage analysis. Based on this study, it can be concluded that price (X1), occupation (X2), plant shape and pattern (X3), types of plants already owned or not yet owned (X4), yard area used (X5), and plant care methods (X6) influence ornamental plant purchasing decisions. This study identified three most dominant factors, namely price (X1), where the largest proportion of respondents selected strongly agree, namely 56.7%, and 43.3% selected agree; plant shape and pattern (X3), where the largest proportion of respondents selected strongly agree, namely 60%, and 40% selected agree; and types of plants already owned or not yet owned (X4), where the largest proportion of respondents selected agree, namely 56.7%, and 43.3% selected strongly agree. Based on these data, it can be concluded that these three factors are more dominant than other factors in this study. Based on the research results and discussion, several conclusions can be drawn as follows: price (X1), occupation (X2), plant shape and pattern (X3), types of plants already owned or not yet owned (X4), yard area used (X5), and plant care methods (X6) influence ornamental plant purchasing decisions. In this study, the three factors that are more dominant in influencing ornamental plant purchasing decisions are price (X1), plant shape and pattern (X3), and types of plants already owned or not yet owned (X4).

Keywords: factors considered by consumers, purchasing decisions, ornamental plants

ABSTRAK

Kelurahan Fatululi merupakan pusat bagi para pelaku usaha tanaman hias di NTT. Keberhasilan dalam menjalankan usaha tanaman hias memerlukan pemahaman bahwa perilaku konsumen dalam pengambilan keputusan pembelian sangat dipengaruhi oleh faktor sosial-ekonomi. Pemilihan teknik analisis data didasarkan pada tujuan penelitian, yaitu: (1) untuk mengetahui faktor-faktor yang dipertimbangkan konsumen dalam membeli tanaman hias, dan (2) untuk menentukan faktor mana yang paling dominan dalam memengaruhi keputusan pembelian tanaman hias. Oleh karena itu, teknik analisis data yang digunakan adalah analisis persentase deskriptif. Berdasarkan penelitian ini, dapat disimpulkan bahwa harga (X1), pekerjaan (X2), bentuk dan corak tanaman (X3), jenis tanaman yang sudah atau belum dimiliki (X4), luas lahan pekarangan yang digunakan (X5), dan metode perawatan tanaman (X6) memengaruhi keputusan pembelian tanaman hias. Penelitian ini mengidentifikasi tiga faktor paling dominan, yaitu harga (X1), di mana proporsi terbesar responden memilih sangat setuju (56,7%) dan 43,3% memilih setuju; bentuk dan corak tanaman (X3), di mana proporsi terbesar responden memilih sangat setuju (60%) dan 40% memilih setuju; serta jenis tanaman yang sudah atau belum dimiliki (X4), di mana proporsi terbesar responden memilih setuju (56,7%) dan 43,3% memilih sangat setuju. Berdasarkan data tersebut, dapat disimpulkan bahwa ketiga faktor ini lebih dominan dibandingkan faktor-faktor lain dalam penelitian ini. Berdasarkan hasil penelitian dan pembahasan, dapat ditarik beberapa kesimpulan sebagai berikut: harga (X1), pekerjaan (X2), bentuk dan corak tanaman (X3), jenis tanaman yang sudah atau

belum dimiliki (X4), luas lahan pekarangan yang digunakan (X5), dan metode perawatan tanaman (X6) memengaruhi keputusan pembelian tanaman hias. Dalam penelitian ini, tiga faktor yang lebih dominan dalam memengaruhi keputusan pembelian tanaman hias adalah harga (X1), bentuk dan corak tanaman (X3), serta jenis tanaman yang sudah atau belum dimiliki (X4).

Kata Kunci: Faktor-Faktor Yang dipertimbangkan Nonsumen, keputusan pembelian, tanaman hias

INTRODUCTION

Ornamental plant agribusiness is currently developing very rapidly as part of the broader horticultural sector. Ornamental plants constitute one category of horticultural crops that is distinguished primarily by its function and aesthetic value. In a general context, the classification of ornamental plants is relatively broad because vegetable plants, medicinal plants, fruit plants, plantation crops, or even forestry plants may also function as ornamental plants when they possess visual or aesthetic characteristics that are valued by consumers. Ornamental plants may therefore include herbaceous plants, creeping plants, shrubs, bushes, or trees that are deliberately cultivated and arranged as components of gardens, home gardens, room decoration, religious and state ceremonial equipment, make-up or fashion components, or flower arrangements.

The increasing development of ornamental plant agribusiness is closely related to changes in consumer lifestyles, preferences, and awareness of environmental aesthetics. Ornamental plants are no longer viewed merely as decorative products, but also as products that can contribute to the creation of a more attractive, comfortable, and environmentally friendly living space. The increasing interest in home decoration, urban gardening, and landscaping has created wider market opportunities for ornamental plant businesses. This condition provides opportunities for farmers, traders, and small-scale entrepreneurs to develop ornamental plant businesses as a source of income and employment.

According to Zulkarnain (2019), ornamental plants refer to all plants cultivated for the purpose of enjoying their beauty. Therefore, based on this definition, the classification of ornamental plants is not limited only to flowering plants; ornamental plants also include plantation or forestry plants that possess aesthetic value in terms of their form and are cultivated to enhance the beauty and greenness of the environment. Ornamental plants do not only play a role in the development of the agricultural sector, but also in the development of the agrotourism sector and the economy for part of the Indonesian community. Their economic value is influenced not only by production aspects but also by consumer preferences, trends, uniqueness, plant appearance, and the ability of business actors to respond to changing market demand.

From an agribusiness perspective, ornamental plants represent commodities with distinctive market characteristics. Unlike staple agricultural commodities, demand for ornamental plants is strongly influenced by consumers' tastes, purchasing power, lifestyle, aesthetic preferences, and social trends. The purchasing decision therefore involves more than simply assessing the functional usefulness of the product. Consumers may consider plant species, size, color, uniqueness, ease of maintenance, price, perceived prestige, environmental benefits, and suitability for the intended location. Understanding these considerations is important for ornamental plant entrepreneurs because changes in consumer preferences can directly affect the types of plants demanded in the market.

Ornamental plants in Kota Kupang have relatively high productivity compared with other kabupaten in Provinsi NTT. This is because many ornamental plant cultivation activities use polybags, which can be arranged efficiently and do not require extensive space. The ornamental plant with the highest production in Kota Kupang is bougainvillea. Bougainvillea production in Kota Kupang reached 1,600 plants. Furthermore, the ornamental plant with the second highest production is aglaonema, with a production of 600 plants. The plant with the lowest production is Cordyline, with 60 plants produced in Kota Kupang (BPS NTT, 2024). These figures indicate that Kota Kupang has potential for the development of ornamental plant agribusiness, although production levels differ considerably across plant types. Such differences may reflect variations in consumer demand, market trends, cultivation practices, availability of planting materials, and the preferences of ornamental plant producers and buyers.

The role of ornamental plants in beautifying the environment makes them a popular choice among the public. Various types of ornamental plants can be found, ranging from herbs and shrubs to trees, which are

intentionally planted for various purposes, such as room decoration, gardens, home gardens, and even ceremonial needs. In urban areas, ornamental plants may also contribute to improving environmental quality by creating greener spaces and improving the visual attractiveness of residential and commercial environments. Consequently, the ornamental plant market is influenced by both aesthetic demand and broader lifestyle considerations.

Kelurahan Fatululi is a center for ornamental plant business actors in NTT. This area is known for various rapidly developing business and trade activities, including ornamental plant sales. With a busy environment and easily accessible location because it is situated in the center of Kota Kupang, this area is highly strategic for ornamental plant entrepreneurs as well as plant enthusiasts from various social groups. The concentration of sellers and consumers in this area creates a competitive market environment in which business actors need to understand not only the characteristics of the products they sell but also the characteristics of their consumers.

The strategic location of Kelurahan Fatululi provides ornamental plant entrepreneurs with opportunities to reach consumers from different socio-economic backgrounds. However, differences in consumers' occupation, education, income, and lifestyle may result in different purchasing considerations. Some consumers may prioritize attractive and unique plant varieties, while others may place greater emphasis on affordability, ease of maintenance, or functional benefits. Such diversity creates a need for business actors to understand market segmentation more clearly so that product offerings, prices, and promotional strategies can be aligned with consumer characteristics.

Success in running an ornamental plant business requires an understanding that consumer behavior in purchasing decisions is strongly influenced by socio-economic factors. Engel et al. (1995) stated that consumer behavior refers to actions directly involved in obtaining, consuming, and disposing of products and services, including the decision-making processes that precede and follow these actions. This concept shows that purchasing decisions are the result of a series of considerations rather than a single spontaneous action. In the case of ornamental plants, consumers may evaluate available alternatives based on their needs, preferences, financial capacity, knowledge, and perceptions regarding the benefits of the product.

In this context, ornamental plant purchasing decisions are not only influenced by personal preferences but also by consumers' socio-economic factors. These factors include a person's position in society based on economic activity, education, and income level (Wayan, 2014). Socio-economic characteristics can influence consumers' access to information, purchasing power, perceptions of product quality, and willingness to pay for particular types of ornamental plants. Consumers with different socio-economic backgrounds may therefore demonstrate different purchasing patterns, preferences, and priorities.

According to Darmayanti (2021), ornamental plant purchasing decisions during the pandemic were not only influenced by aesthetic needs but also driven by psychological factors and the social environment resulting from activity restrictions. This finding indicates that ornamental plant purchasing behavior may change according to social circumstances and consumer lifestyles. Although conditions after the pandemic may differ, changes in consumer awareness of home environments, gardening, and decorative plants may continue to influence the ornamental plant market. Therefore, examining consumer purchasing considerations remains relevant, particularly in local markets with specific socio-economic characteristics.

Sulistiyorini (2023) stated that socio-economic status includes three factors, namely occupation, education, and income. These factors can influence how consumers perceive ornamental plant products and determine which attributes are considered most important. The availability of quality products and good service is an attraction for consumers, but it is also important to understand the factors underlying their purchasing decisions. Educated consumers tend to be more sensitive to aesthetic value and the additional benefits of ornamental plants, such as health benefits and positive impacts on the environment. On the other hand, consumers with lower economic backgrounds may focus more on price and functionality.

Income may determine the level of purchasing power and the ability of consumers to choose ornamental plants of different price categories. Education may influence consumer knowledge regarding plant quality, maintenance, environmental benefits, and aesthetic characteristics. Meanwhile, occupation may be associated with lifestyle, social interaction, available leisure time, and preferences for particular types of ornamental plants. These socio-economic characteristics may interact with one another and shape the final purchasing decision.

Therefore, understanding their relative importance can provide useful information for ornamental plant businesses in identifying potential market segments.

For business owners, understanding differences in consumer characteristics is important for developing targeted marketing strategies. Knowing consumer preferences and needs based on socio-economic factors makes it possible to offer suitable products, determine appropriate price ranges, develop promotional messages, and improve customer satisfaction. Such information may also assist ornamental plant sellers in deciding which plant varieties should be stocked, how products should be displayed, and which consumer groups should become priority market targets.

Previous studies have examined consumer behavior and ornamental plant purchasing decisions from different perspectives. However, purchasing considerations may vary across locations because consumer characteristics, income levels, market structure, product availability, and local social conditions differ from one area to another. The characteristics of consumers in Kota Kupang, particularly those purchasing ornamental plants in Kelurahan Fatululi, may therefore differ from consumers in other regions. This creates a need for a location-specific analysis that identifies the factors considered by consumers and determines which factor plays the most dominant role in purchasing decisions.

Such an analysis is important because ornamental plant business actors often make production and marketing decisions based on general market observations rather than systematic information about consumer characteristics. Without a clear understanding of consumer considerations, entrepreneurs may face difficulties in selecting appropriate products, establishing prices, or determining promotional strategies. Identifying the dominant factors influencing purchasing decisions can therefore provide practical information for developing more effective marketing strategies and strengthening the competitiveness of ornamental plant businesses in Kota Kupang.

Based on the above background, the author considers it necessary to further examine the socio-economic factors considered by consumers in making purchasing decisions for ornamental plants. This study is expected to provide a clearer understanding of consumer purchasing behavior in the ornamental plant market, particularly in Kelurahan Fatululi, Kota Kupang, and to provide practical information for ornamental plant entrepreneurs in designing marketing strategies that are more responsive to consumer characteristics.

Based on the formulation of the problem described above, the objectives of this study are to determine the factors considered by consumers in purchasing ornamental plants and to identify which factor is most dominant in influencing ornamental plant purchasing decisions.

METHOD

This research was conducted in Kelurahan Fatululi, Kecamatan Oebobo, Kota Kupang from November to December 2024. The data used in this study were qualitative data. Primary data were obtained through interviews and questionnaires, while secondary data were collected through documentation methods or written materials. The population in this study consisted of all consumers located in Kelurahan Fatululi from November to December 2024. The sampling technique used in this study was non-probability sampling, using accidental sampling or convenience sampling (Sugiyono, 2017). The minimum sample size in this study was 30 respondents.

The data analysis method in this study involved data processing and analysis. Data analysis is the process of simplifying data into a form that is easier to understand for interpretation. Descriptive analysis was intended to provide information about the observed data so that it becomes meaningful and communicative, using descriptive percentage analysis.

RESULTS AND DISCUSSION

The respondents in this study consisted of 30 ornamental plant consumers in Kelurahan Fatululi Kota Kupang. These respondents can be classified according to several characteristics, including age, occupation, education level, income level, yard area, and types of ornamental plants owned.

Respondents by Age Group

Age refers to the age level of respondents. Age is an important element in an assessment for decision-making. The more mature a person or respondent is, the better his or her assessment of purchasing decisions tends to be.

Based on the table, the majority of respondents came from the 36-50 year age group, namely 16 people or 53.3%. This indicates that this age group is the most active in purchasing ornamental plants. The next group was aged 20-35 years, with 10 people or 33.3%. Meanwhile, the under-20 and over-50 age groups each consisted of only 2 people or 6.7%. This indicates that interest in ornamental plants among these age groups is relatively low.

Respondents Based on Occupation Group

Based on the data, respondents working as housewives constituted the largest occupational group, namely 12 people or 40.0% of the total respondents. Students numbered 4 people or 13.3%, civil servants numbered 7 people or 23.3%, private-sector employees numbered 5 people or 16.7%, and retirees numbered 2 people or 6.7%.

Respondents Based on Highest Education Level

Based on the research results, respondents with S1/S2/S3 education numbered 10 people or 33.3%, those with senior high school education numbered 16 people or 53.4%, those with junior high school education numbered 3 people or 10.0%, and those with elementary school education numbered 1 person or 3.3%.

Respondents Based on Income/Earnings

Based on the research results, the income of the 30 respondents varied from less than Rp1,000,000.00 to more than Rp4,000,000.00 per month. The study of 30 respondents by income level showed that respondents earning less than Rp1,000,000 numbered 11 people or 36.7%; those earning Rp1,000,000-Rp2,000,000 numbered 8 people or 26.7%; those earning Rp2,100,000-Rp3,000,000 numbered 5 people or 16.7%; those earning Rp3,100,000-Rp4,000,000 numbered 4 people or 13.3%; and those earning more than Rp4,000,000 numbered 2 people or 6.7%.

Respondents Based on Yard Area

Based on the respondent data, most respondents, namely 18 people or 60.0%, had yard areas of less than 50 m². A total of 8 respondents or 26.7% had yards measuring 50-100 m², and 4 people or 13.3% had yard areas of more than 100 m². This shows that interest in ornamental plants does not depend on the availability of large land areas. Narrow spaces can also still be utilized for planting ornamental plants.

Respondents Based on Types of Ornamental Plants Owned

Based on data from 30 respondents, aglaonema was the most commonly owned plant type, owned by 25 respondents or 83.3%; caladium was owned by 20 respondents or 66.6%; frangipani by 17 respondents or 56.7%; snake plant by 16 respondents or 53.3%; and hanging plants by 8 respondents or 26.6%. The types of plants most commonly owned by respondents were aglaonema and caladium.

Factors Considered by Consumers in Making Purchasing Decisions for Ornamental Plants in Kelurahan Fatululi

1. Price (X1)

Table 1. Price Factor in Purchasing Decisions

Response	f	%
Strongly Disagree	0	0
Disagree	0	0
Less Agree	0	0
Agree	13	43.3
Strongly Agree	17	56.7
Total	30	100

Source: primary data processed in 2024

Based on the table above, it can be seen that the price factor influences ornamental plant purchasing decisions. The research results show that the community in Kelurahan Fatululi Kota Kupang strongly agrees that price influences purchasing decisions. This is indicated by the largest number of respondents selecting strongly agree, namely 17 people or 54.8%, while 13 people or 43.3% selected agree. Thus, price is one of the factors considered by ornamental plant consumers. For ornamental plant consumers, price is one of the main considerations influencing purchasing decisions, and this is closely related to their background and purpose in buying the plants. Consumers with high interest in ornamental plants, such as collectors or serious hobbyists, tend not to hesitate to spend more money to obtain expensive ornamental plants. For them, high prices usually reflect species uniqueness, rarity, beauty of shape or color, as well as the aesthetic and emotional value of the plant itself. In addition, expensive ornamental plants are often considered an investment because their value can increase over time, especially if they are well cared for. Such consumers also usually have sufficient knowledge about plant types, care techniques, and market trends, so purchases are made with long-term considerations. Expensive plants are also often used as premium decorative elements that reflect the taste and social status of their owners, especially among urban communities and young professionals who make ornamental plants part of a modern lifestyle.

On the other hand, consumers who are more functional or beginners in ornamental plants tend to look for plants at affordable prices. This group usually purchases ornamental plants for home decoration, workplace decoration, or as a means of relaxation and therapy without wanting major commitment or risk. Low prices are a key attraction because they allow them to try caring for plants without fear of financial loss if the plant dies or does not grow optimally. These consumers also often purchase larger quantities to decorate various corners of rooms, small gardens, or even as gifts. In addition, this segment is usually more open to plant types that are easy to care for, grow quickly, and do not require special maintenance. Affordable ornamental plants are also highly demanded by small business actors such as florists, event decorators, or retailers who require fast stock turnover and economical purchase prices. Thus, ornamental plant prices reflect the type of consumer purchasing them. Consumers oriented toward collection and long-term aesthetic value prefer high-priced plants, while beginners, functional consumers, or small business actors prefer plants that are inexpensive and easy to obtain. Both segments are equally important in the ornamental plant market and have different motivations, expectations, and purchasing habits, all of which are rooted in their perceptions of the value offered by plant prices.

2. Occupation (X2)

Table 2. Occupation Factor in Purchasing Decisions

Response	F	%
Strongly Disagree	0	0
Disagree	0	0
Less Agree	6	20
Agree	17	56.7
Strongly Agree	7	23.3
Total	30	100

Source: primary data processed in 2024

Based on the table above, it can be seen that the community in Kelurahan Fatululi Kota Kupang agrees that occupation influences purchasing decisions. This is indicated by the largest number of respondents selecting

agree, namely 17 people or 56.7%, while 7 people or 23.3% selected strongly agree. Respondents' reasons for considering occupation in the ornamental plant market are often influenced by consumers' type of work or economic background. For example, young professionals, such as architects, interior designers, doctors, entrepreneurs, and office executives, tend to be more interested in expensive ornamental plants. They usually have high purchasing power and look for unique or rare plants as part of room aesthetics, a modern lifestyle, or a symbol of social status. For them, high prices are comparable to beauty, exclusivity, and ease of care because their time is limited. On the other hand, office employees, teachers, students, housewives, or freelancers are generally more interested in ornamental plants at affordable prices. They tend to buy plants as a hobby, simple decoration, or a way to bring a natural atmosphere into the home and workspace. Low prices allow them to buy several types of plants at once, try various care techniques, or replace plants without a large financial burden if the plants do not survive. In other words, a person's occupation greatly influences perceptions and purchasing power toward ornamental plant prices. High-income workers and professional collectors are more interested in quality and long-term value, while workers with limited budgets or small entrepreneurs focus more on efficiency and practical function. This creates diverse market segments and opens opportunities for ornamental plant marketing strategies that can be adjusted to the characteristics of consumers' occupations.

3. Plant Shape and Pattern (X3)

Table 3. Plant Shape and Pattern Factor in Purchasing Decisions

Response	F	%
Strongly Disagree	0	0
Disagree	0	0
Less Agree	0	0
Agree	12	40
Strongly Agree	18	60
Total	30	100

Source: primary data processed in 2024

Based on the table above, it can be seen that the community in Kelurahan Fatululi Kota Kupang strongly agrees that plant shape and pattern influence purchasing decisions. This is indicated by the largest number of respondents selecting strongly agree, namely 18 people or 60%, while 12 people or 40% selected agree. Thus, plant shape and pattern are among the factors considered by ornamental plant consumers. Plant shape and pattern are important factors that influence purchasing decisions because both are closely related to aesthetic taste, decorative needs, and the characteristics of consumers' occupations or lifestyles. Plants with unique shapes, such as heart-shaped, spiral, or tiered leaves, and striking patterns such as spots, variegation (white-green stripes), or symmetrical lines are often sought after by plant collectors and creative professionals such as interior designers, architects, or content creators. Such plants, although tending to be more expensive, are considered to have high artistic value and can become a focal point in room design or personal collections. For them, the beauty of shape and pattern is not merely decoration, but also a statement of lifestyle and aesthetic taste.

On the other hand, consumers such as housewives, teachers, office employees, or students usually choose plants with simple shapes and soothing patterns, such as plain green leaves or brightly colored flowers, to create a fresh and relaxed atmosphere at home or in the workplace. They prefer plants with neat forms, easy maintenance, and suitability for placement on tables, shelves, or windows. More affordable prices are also a consideration, while still maintaining an attractive appearance so that the room feels livelier. In this context, shape and pattern serve as a means of personal expression as well as functional elements. Thus, the shape and pattern of ornamental plants have a major influence on attracting consumer interest, where these preferences are strongly influenced by occupation, lifestyle, and the intended use of the plant. A beautiful combination of shape and pattern not only

increases aesthetic value, but also determines perceptions of price, quality, and exclusivity of a plant in the eyes of buyers.

4. Types of Plants Already Owned or Not Yet Owned (X4)

Table 4. Types of Plants Already Owned or Not Yet Owned Factor in Purchasing Decisions

Response	F	%
Strongly Disagree	0	0
Disagree	0	0
Less Agree	0	0
Agree	17	56.7
Strongly Agree	13	43.3
Total	30	100

Source: primary data processed in 2024

Based on the table above, it can be seen that the community in Kelurahan Fatululi Kota Kupang agrees that the types of plants already owned or not yet owned influence purchasing decisions. This is indicated by the largest number of respondents selecting agree, namely 17 people or 56.7%, while 13 people or 43.3% selected strongly agree. Thus, plant type is one of the factors considered by ornamental plant consumers. The types of plants already owned by consumers greatly influence their choices when buying new plants. Consumers who already have certain plant collections, especially collectors or serious hobbyists, usually look for plant types they do not yet have in order to complete or enrich their collections. They tend to buy plants with shapes and patterns different from those already owned, and are even willing to pay high prices to obtain rare plants or unique variants. Conversely, consumers who are beginners or have just started collecting ornamental plants usually buy plant types that are common and easy to find in the market. They tend to buy plants that are affordable, with simple shapes and patterns, so they are easy to care for and suitable for learning. Over time, once they feel comfortable caring for these plants, they may begin to look for new types that are more diverse or exotic. In addition, some consumers buy ornamental plants to replace or complement plants they already have but that are unhealthy or dead. This usually occurs with affordable plants purchased for daily decoration or functional use. For expensive and rare plants, replacement is less common because of their high value and the effort required to care for them. The factor of plant types already owned or not yet owned also affects purchasing patterns. Consumers who want to expand their collections tend to be more selective and willing to spend more, while consumers focused on decorative or therapeutic functions usually choose familiar and easy-to-care-for plants at lower prices.

5. Yard Area Used (X5)

Table 5. Yard Area Used Factor in Purchasing Decisions

Response	F	%
Strongly Disagree	0	0
Disagree	0	0
Less Agree	0	0
Agree	20	66.3
Strongly Agree	10	33.7
Total	30	100

Source: primary data processed in 2024

Based on the table above, it can be seen that the community in Kelurahan Fatululi Kota Kupang agrees that the yard area used influences purchasing decisions. This is indicated by the largest number of respondents selecting agree, namely 20 people or 66.3%, while 10 people or 33.7% selected strongly agree. Respondents choose ornamental plants by considering the yard area or space available for planting ornamental plants. Consumers who have large yards or spaces, such as homes with large gardens or backyards, are usually freer to choose ornamental plant types. They tend to buy larger plants, uniquely shaped plants, or rare plant types with prices that tend to be higher. Large and exotic plants require sufficient space to grow optimally, so owners of spacious yards can use the area for diverse plant collections, including ornamental trees, flowering shrubs, or climbing plants with attractive leaf patterns. In addition, they usually have more time and resources to care for these plants. Conversely, consumers with limited space, such as apartment residents, small-house occupants, or offices with only a small amount of green space, tend to choose ornamental plants that are small to medium in size, easy to care for, and have attractive patterns despite their minimal size. Small potted plants, hanging plants, or table plants with compact and aesthetic forms are highly favored. The price of selected plants is usually more affordable, although some are willing to pay higher prices for small, unique, and exclusive plants as personal space decoration. Owners of limited spaces tend to choose plants that do not take up much room but still provide a green and fresh impression.

6. Plant Care Method (X6)

Table 6. Plant Care Method Factor in Purchasing Decisions

Response	F	%
Strongly Disagree	0	0
Disagree	0	0
Less Agree	3	10
Agree	23	76.7
Strongly Agree	4	13.3
Total	30	100

Source: primary data processed in 2024

Based on the table above, it can be seen that the community in Kelurahan Fatululi Kota Kupang agrees that plant care methods influence purchasing decisions. This is indicated by the largest number of respondents selecting agree, namely 23 people or 76.7%, while 4 people or 13.3% selected strongly agree. Respondents consider plant care when buying ornamental plants. Consumers often choose ornamental plants based on the level of difficulty in caring for them, because this is closely related to their lifestyle and the time they have available. For those with limited time or those who are just beginning to engage in gardening as a hobby, plants that are easy to care for and do not require intensive attention become the main choice. These plants are suitable for busy consumers or those who do not want to be involved in complicated care. On the other hand, consumers who have more time or enjoy challenges often choose plants that require more complex care and greater attention. Some consumers even enjoy the care process as part of the gardening experience itself, seeing it as an opportunity to learn and care for plants more carefully. In addition, some consumers also choose plants based on the health or aesthetic benefits they can offer, even though their care is more demanding. Overall, plant care methods are an important factor influencing purchasing decisions because consumers will choose plants that match their comfort level in caring for them as well as their decorative or functional needs.

The Most Dominant Factors Influencing Ornamental Plant Purchasing Decisions

This study identified three most dominant factors, namely the price factor (X1), where the largest number of respondents selected strongly agree, namely 17 people or 56.7%, and 13 people or 43.3% selected agree; the plant shape and pattern factor (X3), where the largest number of respondents selected strongly agree, namely 18 people or 60%, and 12 people or 40% selected agree; and the factor of types of plants already owned or not yet owned

(X4), where the largest number of respondents selected agree, namely 17 people or 56.7%, and 13 people or 43.3% selected strongly agree. Based on these data, it can be concluded that these three factors are more dominant than other factors in this study.

CLOSING

Conclusion

Based on the research results and discussion, several conclusions can be drawn as follows:

1. The research results show that the price factor (X1), occupation (X2), plant shape and pattern (X3), types of plants already owned or not yet owned (X4), yard area used (X5), and plant care methods (X6) influence ornamental plant purchasing decisions.
2. In this study, there are three factors that are more dominant in influencing ornamental plant purchasing decisions, namely the price factor (X1), plant shape and pattern (X3), and types of plants already owned or not yet owned (X4).

Suggestions

1. To increase ornamental plant sales, producers are advised to prioritize prices that are in accordance with consumer needs and to provide various types of plants that have unique shapes and patterns, because these factors are the main considerations for consumers in determining ornamental plant purchases. In addition, producers should continue to maintain product quality and service so as to create a positive impression for consumers.
2. For future researchers, it is recommended to use more independent variables, such as social class, small reference groups, family, experience, personality, and consumer attitudes toward purchasing decisions.

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