

Psychological Examination of the Educational Product and Environmental Attributes in the Freshwater Fish Market of Indonesia

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ABSTRACT

This study aims to conduct a psychological analysis of the educating product and environmental characteristics within the freshwater fish market of Indonesia. By applying psychological frameworks and theories, we seek to gain insights into the psychological processes and mechanisms that influence consumer behaviors, attitudes, and preferences in this market context. Further this study examines how environmental factors and product attributes are taught to customers at a freshwater fish market in Subang, West Java, Indonesia. The quantitative method used in this study includes multivariate analysis. The population for this study consisted of 100 randomly selected respondents. Hypothesis testing using path analysis and concurrent tests is the data analysis technique that was used to get the findings from the test of the impact of product characteristics on purchasing decisions. We discovered that the variables relating to the product features and environmental characteristics are crucial in this sector. By conducting a psychological analysis of the educating product and environmental characteristics in the freshwater fish market of Indonesia, this study contributes to the existing body of knowledge by providing academic insights into the complex psychological processes underlying consumer behavior. The findings of this research will be valuable for businesses operating in the freshwater fish market, enabling them to make informed decisions about product education, marketing strategies, and environmental design to optimize consumer engagement and satisfaction.

Keywords: -Fishery education, quantitative, Environmental characteristics, freshwater fish, product characteristics

INTRODUCTION

Indonesia is one of the largest marine fish producing countries in the world. China as a marine fish producer reaching 11.70 million tons in 2020 and Indonesia as the second largest producer of marine fish with the amount of 2020, and Indonesia as the second largest producer of marine fish with a total of 6.43 million tons. Realization of registration for the first quarter of 2022 has reached 32.14 percent with a total of 1,484,646 business owners (Rahmawaty et al., 2021). Fishery Individuals still dominated with a total of 1,465,269 actors, and for Corporations 19,377 corporations or 1.31 percent of the total achievement of actors in Quarter I-2022. Preparation of fisheries production figures for the first quarter of 2022 was carried out by Pusdatin together with the Directorate General of Capture Fisheries (DJPT) and the Directorate General of Aquaculture (DJPB) by estimating the temporary achievement of production in the first quarter of 2022. 8 using the Double Exponential Smoothing (DES) and Moving Average (MA) methods, which were strengthened by data reports on the first quarter of 2022. (MA) method, which is reinforced by the data report of the fishery port of the DJPT Central UPT as reference data (Dewi et al., 2022).

Total fisheries production in the first quarter of 2022 was 5.89 million tons (Zaman et al., 2021). Achievement of fisheries production volume in the first quarter of 2022 experienced a decrease of 2.72 percent compared to the first quarter of 2021 which was contributed by a decrease in capture fisheries production by 3.92 percent and a decrease in aquaculture production by 2.13 percent (Willayat et al., 2022). Development of the times can be seen that many have opened the same business as freshwater fish. Fish that are widely sold in the market are goldfish, tilapia, and catfish. Cultivation of these fish is very easy and can be located anywhere if the water volume is maintained and continues to flow. In West Java itself there are many freshwater fish farms. This is

due to the support of the government of the Indonesian Minister of Marine Affairs and Fisheries (MMF). Villages in West Java have abundant Human Resources (HR) and Natural Resources. Natural Resources and Human Resources Human Resources are combined for the West Java region so that it is even greater (Savitri et al., 2021).

Indramayu is the highest fisheries production area fisheries production with a value of 327195.25 in 2020 and Subang Regency only 44741.67 in 2020. The amount of fisheries production in Subang Regency is quite low because it is below 50,000 productions (Hasbi et al., 2021). The regional Fish Farmer Exchange Rate in the first quarter of 2022 showed a condition where There are 19 provinces with an average NTPi above 100 and 15 provinces with an average NTPi value below 100. The three provinces with the highest NTPi are Southeast Sulawesi at 113.99, West Java at 108.19, and South Sulawesi at 107.24: while the three provinces with the lowest NTPi achievements, namely DI Yogyakarta 91.78, Kep. Bangka Belitung 93.63, and West Sumatra 94.08. Apart from its cultivation, Indonesian people are also very happy to process and consume this freshwater fish. consume this freshwater fish. According to the people, fish is easy to be processed, only by using salt and burning this freshwater fish can already be eaten and enjoyed. Previous research conducted by Augustrianto et al. (2019).

We analyzed the attributes of processed fishery products that are consumer preferences and analyzing the attributes most considered by consumers in the decision buying processed fishery products in the Cikurubuk Traditional Market shows research results that taste, price, product color, packaging type, and packaging color. packaging. This is in accordance with the research of Savitri et al. (2021) with the results of research which shows that product quality and business location influence purchasing decisions.

Our object of research, owned by Mr. H. Apid, has several competitors who continue to compete with price and quality. However, this business still survives and there are still many consumers who survive to buy fresh fish at Mr. H. Apid shop. The marketing strategies applied by this business owner is to maintain the quality of his products. In addition to maintaining its quality, this business also pays attention to Product Characteristics and Environmental Characteristics (Hasbi et al., 2021). By accepting fish processing in place so that consumers only must process seasonings for the fish. The research is focused on the characteristics of freshwater fish products and environmental characteristics at Toko H. Apid Subang based on the background and problem restrictions we discussed before.

THEORETICAL REVIEW

2.1 Definition of Marketing

Marketing is the activity of expanding target customers for products or services produced through the right tactics and channels measuring customer reactions and responses which ultimately provide customer facilities to buy products or services (Haryono, 2018). According to (Panjaitan, 2018) marketing is the science and art of exploring social or managerial processes where individuals or organizations get what they need by creating, offering, and exchanging products with other parties with the aim of building strong relationships with customers and obtaining value from customers or consumers (Kartawinata et al., 2021).

2.2 Definition of Product Characteristics

According to Aprilyani, Budianto, and Herlina (2020) Product characteristics are different conditions of a product compared to its competitors that can be offered to consumers to meet needs. According to Kotler and Armstrong (2008) quality is a characteristic of the product in its ability to meet predetermined and latent needs. Each product has different characteristics, and each manufacturer always tries to create a product that has its own characteristics so that consumers have a special perception of the product (Pradana et al., 2019).

Customers can make decisions to choose products with consideration. According to (Kotler and Keller, 2009) the dimensions of purchasing decisions are:

1. Brand choice, consumers must choose a choice on what brand to buy.
2. Supplier choice, consumers must determine which supplier to choose to buy the product. In this case, the store can factor in the nearest location on consumer choice, low prices, complete product availability, and convenience at the time of purchase.
3. Purchase amount, consumers can determine the number of items to be purchased
4. The time of purchase when a customer will make a purchase may vary.
5. Payment method, the payment to be used at the time of purchase. Customers can use payment methods:

cash, check, credit card, debit card, ATM card, institutional credit, and in-store credit.

RESEARCH METHODS

In this study with the title "the effect of product characteristics and environmental characteristics on purchasing decisions on freshwater fish products (case study at H. Apid Subang fish shop)" using quantitative research with descriptive type. Data collection process in this study will use the literature study method and review by distributing questionnaires. This research uses a positivistic paradigm which is based on a view that a symptom can be classified as well as a symptom relationship that has a causal nature or what is generally called cause-and-effect, This research only focuses on a few variables, which can be concluded that the paradigm is a relationship model obtained from variables which will then be studied further. There are three variables which are two independent variables and one dependent variable, namely :

1. Independent variable

The independent variable (X1) in this study is Product Characteristics proposed by (Kotler, 2009) and the dimensions are as follows:

- ease of use
- durability
- clarity of function
- diversity of product sizes

2. Environmental Characteristics

The independent variable (X2) in this study is the Environmental Characteristics proposed by (Lovelock, Wirtz and Mussry, 2011) and the dimensions are as follows:

- environmental conditions
- spatial layout and functions and signs
- symbols and artifacts

3. Dependent Variable

The dependent variable (Y) in this study is the Purchase Decisions proposed by (Kotler and Keller, 2009) and the dimensions are as follows:

- Brand Choice
- Product Choice
- Choice of Distributor
- Purchase Time and
- Method of Payment.

RESULT AND DISCUSSION

This study collected primary data through distributing questionnaires to 100 respondents to determine the effect of product characteristics and environmental characteristics on purchasing decisions on freshwater fish at H.Apid Subang Fish Shop. Data collection was carried out online using google form which was distributed to 100 Freshwater Fish consumers at H.Apid Subang Fish Shop. The questionnaire is considered valid if the statements in the questionnaire are answered completely and there is only one answer for each statement. on each statement there is only one answer.

1. Measurement Model Results (Outer Model)

The testing in this study was carried out using SmartPLS 4.0 software, the data that has been collected through screening questions so that there are no missing questionnaire results outside the predetermined measurement scale. The outer model in this study can be seen in Figure 1.

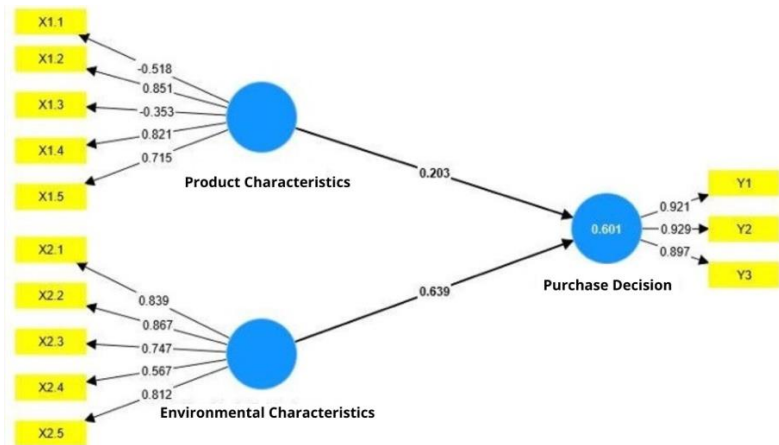


Figure 1 Outer Model Structural Equation Modeling
 Source: Results of Researcher Data Processing with SmartPLS 4.0 (2022)

2. **Validity Testing**
 a. **Convergent Validity**

Table.1 Convergent Validity

Variable	Indicator	Factor Loading	Factor Loading	Conclusion
Product characteristics (X1)	KP 1	0,867	0,599	Valid
	KP 2	0,860		Valid
	KP 3	0,747		Valid
Environmental characteristics (X2)	KL 1	0,839	0,683	Valid
	KL 2	0,867		Valid
	KL 3	0,747		Valid
	KL 4	0,567		Valid
	KL 5	0,812		Valid
Purchase decision(Y1)	Y1	0,921	0,839	Valid
	Y2	0,929		Valid
	Y3	0,897		Valid

Source: Results of Researcher Data Processing with smartPLS 4.0 (2022)

Table 1 shows that 20 statement items out of a total of 38 statements are declared valid because they have an outer loading value of more than 0.7 and an AVE value > 0.5. Therefore, it can be said that all indicators used in this study are valid and include high in measuring each latent variable.

b. Discriminant Validity

Table 2 Discriminant Validity Test Results (Fornell Larcker Criterion)

	Environmental Characteristics	Product Characteristics	Purchase Decision
Environmental Characteristics	0,774		
Product Characteristics	0,578	0,827	
Purchase Decision	0,757	0,569	0,916

Table 2 shows that the AVE value of each latent variable is higher than the highest correlation value of that variable with other variables, so it can be concluded that the model has good discriminant validity. Apart from comparing the AVE root with its correlation, discriminant validity can also be tested with the cross-loading value.

c. Reliability Test

Table 3 Result of Reliability Test

	Cronbach's Alpha	Critical value	Composite Reliability	Critical value	conclusion
product characteristics	0,772	>0.60	0,806	>0.70	Reliabel
environmental characteristics	0,831		0,870		Reliabel
purchase decision	0,904		0,909		Reliabel

Based on the reliability test data in table 3, the Composite Reliability and Cronbach Alpha values for each variable are more than 0.70 and 0.60, respectively, so it can be said that the data has high reliability. It can be concluded that all variable statements in this research questionnaire are declared reliable or consistent.

Testing in this study was carried out with an inner model based on the path value to see whether a variable has a significant effect or no effect which can be seen from the t-statistic value. The t-statistic value is obtained through the bootstrapping process in SmartPLS.

4. Hypothesis Testing

a. Product characteristics have a significant effect on Freshwater Fish Purchasing Decisions.

Table 4 Result Hypothesis Testing

path coefficient	Statistic	P Value	T table	H1
0,643	8,706	0,000	1,96	Accepted

The first hypothesis tested is the effect of product characteristics variables on purchasing decisions. based on the test results, a statistical t value of 8.706 and a p value of 0.000 was obtained. Because the statistical t value (8.706) is greater than the t table (1.96) and the p value (0.000) <0.05, at the 5% error rate (Two tail) it is stated that H0 is rejected and H1 is accepted.

b. Environmental Characteristics have a significant effect on Freshwater Fish Purchasing Decisions.

Table 5 Result Hypothesis Testing

Path coefficient	Statistic	P Value	T table	H2
0,199	2,238	0,270	1,96	Accepted

The second hypothesis tested is the effect of environmental characteristics variables on purchasing decisions. based on the test results, the statistical t value is obtained of 2.238 and p value of 0.270. Because the statistical t value (2.238) is greater than the t table (1.96) and the p value (0.270) <0.05, at the 5% level of error (Two tail), H0 is rejected and H2 is accepted.

5. DISCUSSION

Following distribution of a questionnaire with 10 statement items to 100 consumers of H. Apid Subang Freshwater Fish Shop, the analysis was conducted. The acquired survey results are then processed with the help of the software programs SmartPLS Version 4.0 and SPSS 24. The outcomes of a descriptive analysis were used to calculate the distribution of the research variables and gauge how clients of H. Apid Subang's freshwater fish shop felt about them. While the findings of the causal analysis seek to determine whether the relationship between the independent and dependent variables is actually causal.

The three categories of respondent characteristics in this study are gender, occupation, and monthly income. In this survey, there are 67 respondents, or 67% more female respondents, than male respondents. This shows that women are more likely to shop at the market for ingredients for cooking, including freshwater fish at the H. Apid Subang store.

According to the respondents' most common occupations, 29 respondents (or 29% of the total) are housewives or other professionals. Additionally, there were 28 or 28 responders who identified as students. This may suggest that housewives and students or students make purchases in the market more frequently. While the majority of respondents, or 48, have monthly incomes of Rp. 1,000,001 to Rp. 3,000,000, the majority of respondents in the second rank, or 29% or 29, have monthly incomes of Rp. 3,000,001 to Rp. 5,000,000. This information is consistent with Figure 4.4, which depicts characteristics based on employment status and shows that the average allowance for students is between Rp. 1,000,001 and Rp. 3,000,000 per month, while the average monthly salary for housewives or other professions is between Rp. 3,000,001 and Rp. 5,000,000.

The total Product Characteristics variable falls into the very good category with a percentage of 84.27%, according to the findings of the descriptive analysis. This demonstrates that customers already believe the product characteristics offered by the H. Apid Subang freshwater fish shop are of a very high caliber, as evidenced by the way in which these characteristics affect the environmental characteristics and the purchasing decisions of the products offered by H. Apid. With a percentage of 88.0% and a very good category, the statement "Fish is a highly healthy food" receives the highest score of all the statements on the Product Characteristics variable. This comment indicates that the freshwater fish goods supplied by the H. Apid Subang business are excellent, allowing customers to make decisions about purchases with ease. The statement "Fish has a lovely appearance" has the lowest percentage (81%), yet it still falls under the "good" group. From this, it can be concluded that the freshwater fish items sold by H. Apid in Subang are of high physical quality. The majority of respondents who are freshwater fish consumers at the H. Apid Subang shop can therefore be inferred to have a positive opinion of the offered product qualities.

According to the findings of the descriptive analysis, the Environmental Characteristics variable, with a percentage of 80.72%, falls into the good category. This demonstrates how customers believe that the environment in the H. Apid Subang freshwater fish shop might affect their choices. The statement "Fish is easy to find on the market" has the highest score out of all the statements on the Environmental Characteristics variable with an 89.2% percentage and a good category. This phrase implies that clients will have little trouble locating fish products in the H. Apid Subang market setting. The statement "Consuming fish is my habit" has the lowest percentage of all, with a percentage of 74.4%, and it falls into the good group. From this comment, it can be inferred that consumers frequently eat fish. This demonstrates that, on the whole, the Environmental

Characteristics variable falls into the category of being good. Therefore, it can be deduced that the majority of respondents, who are H. Apid Subang shop patrons, are consistent with their surroundings and have a tendency of eating freshwater fish.

According to the findings of the descriptive analysis, 74.73% of all purchasing decisions fall into the positive category. This demonstrates that shoppers at the H.Apid Subang freshwater fish store make judgments with ease. The statement "My chances of buying fish are quite high" has the highest score out of all the statements on the purchasing decision variable and is in the "good" category. This statement indicates that customers are particularly interested in purchasing fish. The statement with the lowest proportion is "When I buy food, I will buy fish," which has an excellent category and a rate of 72.6%. This phrase implies that fish is a processed product that consumers of the H. Apid shop never fail to select for their meals. This demonstrates that the Purchasing Decision variable falls within the good category overall. The majority of respondents, who are H. Apid Subang freshwater fish shop clients, can be inferred to have simple purchasing decisions.

The Environmental Characteristics variable's R-square value is 0.600, which indicates that it is influenced by the Product Characteristics and Environmental Characteristics variables to a degree of 60%, with the remaining 40% possibly being influenced by other variables not included in this study.

Using the SmartPLS approach and SPSS 24, it is determined that H0 is rejected and H1 is accepted for the Product Characteristics variable on Purchasing Decisions at the 5% error level (Two tail). These findings demonstrate that Product Characteristics significantly influence Purchasing Decisions. Product characteristics have a 0.643 path coefficient on purchasing decisions. Based on the outcomes of data processing using the Bootstrapping approach, this number signifies positive, meaning that the higher the Product Characteristics, the higher the Purchasing Decision, and vice versa, the lower the Product Characteristics, the lower the Purchasing Decision. By improving the products in the H Apid Subang shop in accordance with customer needs, good product characteristics can aid in the achievement of the overall purchasing decision objective. In other words, if customer needs for product characteristics can be fully realized, purchasing decisions will be made. This leads to the conclusion that the H. Apid Subang freshwater fish shop will be able to enhance purchasing decisions with good product qualities.

According to the findings of the structural equation modeling study, the effect of environmental factors on purchasing decisions had a p value of $0.270 > 0.05$ at a level of error of 5% (two tail), indicating that H0 was rejected and H2 was approved. According to these findings, environmental factors don't significantly influence consumers' purchase decisions. The influence of environmental factors on purchasing decisions has a 0.199 path coefficient. Based on the outcomes of data processing with the Bootstrapping procedure, this value means positive, meaning that the higher the environmental characteristics, the higher the purchasing decision, and vice versa, the lower the environmental characteristics, the lower the purchasing decision (Elisa et al., 2022). From this, it may be concluded that environmental influences play a role in influencing consumer choices. Because environmental qualities need to be in line with client needs in order for purchasing decisions to be made, they are a crucial supporting component (Li et al., 2022).

The effect of Product Characteristics and Environmental Characteristics on Environmental Characteristics has a significance value for product characteristics (X1) and environmental characteristics (X2) on purchasing decisions (Y) of 0.000 0.05 and F Count $66.882 > F$, according to the results of the indirect effect hypothesis test using the Simultaneous Test (F) analysis using the SPSS 24 method. Table 3.09. This demonstrates that H03 is accepted whereas H3 is refused. This indicates that there is a considerable relationship between product attributes (X1) and ambient variables (X2) and purchasing decisions (Y).

CONCLUSION

5.1 Conclusion

The following inferences can be made in light of the research findings of "The Effect of Product Characteristics and Environmental Characteristics on Purchasing Decisions for Freshwater Fish Products":

1. Based on the Product Characteristics on Purchasing Decisions test, H0 is rejected and H1 is approved since the t_0 value of (8.706) is higher than t_a (1.96) and the p value (0.000) 0.05. This outcome demonstrates that product attributes significantly impact consumer loyalty. Product characteristics have a 0.643 path coefficient on purchasing decisions. This value is positive, indicating that the purchasing decision increases with increasing product characteristics and decreases with decreasing product characteristics.

2. According to the testing of environmental factors on purchasing decisions, H_0 is rejected and H_2 is accepted since the t_0 value of (2.238) is higher than the t_a value of (1.96) and the p value ($0.270 > 0.05$). These findings demonstrate that Environmental Characteristics significantly influence purchasing decisions. Environmental factors have a 0.199 path coefficient on purchasing decisions. This number is positive, indicating that the purchasing decision will increase with increasing environmental characteristics and decrease with decreasing environmental characteristics.
3. Our research findings also show that 84.27% of H. Apid Subang clients who made purchases believed that the freshwater fish goods were of excellent quality. As a supplier of freshwater fish, H. Apid Subang shop can raise the caliber of its goods to more effectively compete with nearby retailers. Meanwhile, 80.72% of customers thought the area around the H. Apid Subang store was pleasing. The lowest response, with a percentage of 74.4%, indicates that customers have enough habits to regularly consume freshwater fish. This needs to be taken into account by the H. Apid shop in order to offer a variety of processed freshwater fish that are more appealing so that clients who do not often consume fish can experience interesting items at the H. Apid Subang store.
4. The findings revealed that the R-squared value for purchasing decisions is 0.600, or 60%, indicating that product attributes and purchase decisions influence 60% of purchasing decisions, with the remaining 40% influenced by other variables. By including factors to gauge customer loyalty, future research can capitalize on this gap.
5. Since each age group has a unique set of abilities and characteristics, the research's 100 participants could be expanded upon with additional study. The scope of this study is restricted to the environmental and product characteristics of the H. Apid Subang freshwater fish shop, which can be distinguished in future studies that measure and test the environmental and product characteristics of other products and environments, such as hypermart environments.

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