Original Research Article

THE EFFECT OF PERSONAL FACTORS AND SOCIAL ENVIRONMENT ON CONSUMERS OF ORGANIC VEGETABLES IN SURABAYA CITY

Abstract

This study aims to determine the influence of personal and social environment on consumers of organic vegetables in Surabaya. This research was conducted in 4 (four) urban villages in Surabaya, including Jemur Wonosari, Kedungdoro, Mojo, Pagesangan. The analysis used to answer the objectives of this study (consumer behavior) is SEM-PLS using Warp PLS software version 6.0. The results showed that social and personal environmental factors had a significant positive effect on the behavior of organic vegetable consumers in Surabaya.

Keywords: organic vegetables, social environment, personal, consumer

Introduction

With a population of 3,095,026 people and its status as a metropolis, the city of Surabaya will face various kinds of problems that arise, including social, economic, and environmental problems. A well-designed development plan aimed at the welfare of the community will positively impact the socio-economic life of the community. Development in Surabaya has provided excellent benefits in terms of physical, social, and economic as well as other sectors, so this shows an indicator of the success of a well-designed development. Soyinka et al. (2016) stated that the social and economic environment influences the sustainability of urban development. According to Cavallo (2016), development is part of a social-ecological system, while agriculture is an integrated production activity and contributes to food security. Gupta (2017) and Shahraki (2017) explain that environmentally oriented development is a responsibility following the goal of improving the quality of the environment.

Utami (2017) states that eco-based tourism villages and education are carried out using a participatory approach. According to Kuivanen et al. (2016), the agricultural sector must consider the opportunities and constraints in

sustainable development. Smit (2016) states the need to coordinate the parts involved in regulating the urban food system. Titisari & Asikin (2015) further stated that vegetable and toga plants could be arranged for aesthetic purposes and improve environmental quality. Gardening activities can be done in a narrow terrace, yard, or unproductive land use. The environment contributes to attitudes and behavior (Noor et al., 2012). Feng Kao & Chan Tu (2015) stated that consumption behavior could be predicted through values and attitudes. Li (2015) shows that a profitable business model can integrate a sustainable environment as a business strategy.

The study results of Gotschi et al. (2010) show that girls have more positive attitudes and are more willing to consume organic products than boys. Social influence is much more influential than personal innovation. This is part of the social motive, namely the need to consider status (Lu, 2014; Mihic et al., 2013). Furthermore, Golding & Peattie (2005) also added that social marketing effectively changes attitudes towards behavior. According to Crocco et al. (2013), individual, social, economic, and consumer attitude factors affect online shopping. Personal or individual values play an appropriate role for market segmentation (Coppola et al., 2015), while personal and social factors affect consumer perceptions which then affect their attitudes (Almousa, 2011). Shi Wee et al. (2014) stated that the intention to buy organic food is significantly influenced by consumer perceptions, including safety, health, and organizational factors. Therefore, organic products need more consideration, especially towards their packaging. Arofi and Wahyudi (2017) said that organic farming is environmentally friendly agriculture-oriented toward production and agricultural sustainability. The increasing demand for organic products in the global and local markets has become an organic farming business opportunity. Organic vegetable cultivation in the yard is one of the efforts to increase the production of organic vegetables by optimizing the yard.

This study aimed to analyze the influence of individual factors and social environment on the behavior of consumers of organic vegetables in the city of Surabaya.

Research methods

This research was conducted in 4 (four) urban villages in Surabaya, including Jemur Wonosari, Kedungdoro, Mojo, Pagesangan. Sampling was carried out based on respondents who know about organic farming, packaging, marketing, and consumers. Sampling (respondents) in this study used the Purposive Sampling Technique. Each kelurahan was taken by 25 respondents, so that the total number of respondents was 100. The data obtained were then processed according to the needs of the analysis. For discussion purposes, the data is processed and presented based on the quantitative principles of descriptive analysis. The analysis used to answer the objectives of this study (consumer behavior) is SEM-PLS using Warp PLS software version 6.0.

Results and Discussion

Table 1
THE STUDY RESULTS ARE BASED ON DATA PROCESSING USING WARP PLS

Hypothesis	Path	Path Coefficient	P values	Standard of Error for Path Coefficient	The effect size for Path Coefficient	Sig.
H1	Personality →Decision	0.189	0.0421	0.642	0.289	p<0.05 Significant (H1 accepted)
H2	Social Environment →Decision	0.326	0.0001	0.683	0.203	p<0.05 Significant (H2 accepted)

Individual Factor

Based on the WarpPLS 6.0 analysis results, the individual factor file has a significant positive effect on consumer behavior (Y) with a path coefficient of 0.189, where the value of p = 0.0421 is more minor than = 0.05. Current market behavior, in addition to requiring products that can be directly consumed, then products can be obtained at any time, and wherever they are, the market also requires organic fruit and organic vegetables. Lifestyle changes that occur today in some people are healthy lifestyles, then one of them is the use of organic

vegetables as vegetables consumed every day. Iriyani, Nugrahani (2017), that there is no particular type of leaf vegetable that has all the best nutritional values, both organic and non-organic. Rifai, Muwardi, Rangkuti (2008) make purchasing decisions; consumers only consider the personal attitudes that arise towards the attribute beliefs of organic vegetables. Rasmikayati, Saefudin, Karyani, Kusno, Rizkiansyah (2020) stated that the price factor for organic vegetables at Lotte Mart, the prices offered for organic and non-organic vegetables are different where the price for organic vegetables tends to be higher.

Meanwhile, Widyastuti (2018) said that there was no significant effect between a healthy lifestyle and purchasing organic vegetables. Therefore, consuming organic vegetables has not become a lifestyle to maintain their health. Meanwhile, the decision to purchase organic vegetables is significantly influenced by the quality and price of the product and stated that the factor of the price of organic vegetables at Lotte Mart, the prices offered for organic and non-organic vegetables are different where the price of organic vegetables tends to be higher. Meanwhile, Widyastuti (2018) said that there was no significant effect between a healthy lifestyle and purchasing organic vegetables. Therefore, consuming organic vegetables has not become a lifestyle to maintain their health.

Meanwhile, the decision to purchase organic vegetables is significantly influenced by the quality and price of the product and stated that the factor of the price of organic vegetables at Lotte Mart, the prices offered for organic and non-organic vegetables are different where the price of organic vegetables tends to be higher. Meanwhile, Widyastuti (2018) said that there was no significant effect between a healthy lifestyle and purchasing organic vegetables. Therefore, consuming organic vegetables has not become a lifestyle to maintain their health. Meanwhile, the decision to purchase organic vegetables is significantly influenced by the quality and price of the product. Said that there was no significant effect between a healthy lifestyle and the decision to purchase organic vegetables. Consuming organic vegetables has not become a lifestyle to maintain their health.

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between a healthy lifestyle and the decision to purchase organic vegetables. Consuming organic vegetables has not become a lifestyle to maintain their health. Meanwhile, the decision to purchase organic vegetables is significantly influenced by the quality and price of the product.

Social environment

Based on the WarpPLS 6.0 analysis, social and environmental factors significantly affect consumer behavior (Y) with a path coefficient of 0.326, where the p-value = 0.001 is more minor than = 0.05. Organic vegetables are vegetables that are grown without using chemical fertilizers or chemical pesticides. The fertilizer used is derived from animal manure that has been fermented, and the pesticide used is a vegetable pesticide whose raw material comes from certain plants, such as neem. This vegetable commodity is a commodity that is much needed by the community and its nutritional content because organic vegetables are more hygienic, healthy, and environmentally friendly.

The most preferred organic vegetables by families in the city of Surabaya are kale, mustard greens. Social status and reference groups are very influential in choosing the organic vegetables needed; this is shown by understanding the benefits of these organic vegetables even though the price is higher than vegetables are grown non-organically. Sutarni, Trisnanto, and Unteawati (2017), that a significant factor in purchasing organic agricultural products is the first factor, namely: product certificates labeled organic (the existence of organic certificates) reaches 54.217%, the second factor is the availability of stock of organic products in supermarkets (17.419%), the third factor is the packaging of organic agricultural products (14.237%), and the last factor is the price of agricultural products (14.127%). Kusumo, Charina, Sadeli, Mukti (2017) said that organic vegetables are more profitable than conventional vegetables, fulfilling the importance of protecting the environment. Widyarini, Putri, Karim (2013), that in organic vegetable farming in Melung Village, women farmers act as managers and implementers in organic vegetable farming. Suyadi, Nugroho (2017) stated that mastering organic vegetable verticulture technology, starting from the manufacture of bioactivators, liquid organic fertilizers, compost, biological pesticides, nursery seedlings, making planting media, and planting, plant

maintenance, and harvesting and post-harvest handling. In organic vegetable farming in Melung Village, women farmers act as managers and implementers in organic vegetable farming. Suyadi, Nugroho (2017) stated that mastering organic vegetable verticulture technology, starting from the manufacture of bioactivators, liquid organic fertilizers, compost, biological pesticides, nursery seedlings, making planting media, planting, plant maintenance, and harvesting and post-harvest handling. In organic vegetable farming in Melung Village, women farmers act as managers and implementers in organic vegetable farming. Suyadi, Nugroho (2017) stated that mastering organic vegetable verticulture technology, starting from the manufacture of bioactivators, liquid organic fertilizers, compost, biological pesticides, nursery seedlings, making planting media, planting, plant maintenance, and harvesting and post-harvest handling.

Conclusion

Based on the results of this study, it can be concluded that personal and social factors have a significant favorable influence on consumers of organic vegetables in the city of Surabaya.

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