



Analysis Of Factors Affecting Customer Buying Decision of Excavator for Replanting Purpose In The Plantation Sector In Central Kalimantan

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Abstract. The only way to increase the production of palm oil was through plantation intensification. One of the intensification processes in the palm oil plantation sector is replanting. The replanting process required heavy equipment, where excavators were needed. The process of purchasing excavators for replanting purposes involved the purchase decision-making of customers. This research focused on the plantation sector in Central Kalimantan, which had a high demand for excavators for replanting purposes, as explained in the background of the study. Specifically, this research examined the factors that affected customer buying decisions of excavators for replanting purposes: individual characteristics, farm enterprise characteristics, product-related characteristics, product importance, market characteristics, and vendor loyalty. A series of surveys with a diverse consumer base were conducted to collect primary data, assessing customer characteristics, farm enterprise characteristics of customers, perception of product-related characteristics, perception of product importance, perception of market characteristics, and perception of vendor loyalty. Quantitative analyses included regression models and factor analyses to identify significant relationships and potential moderating effects. The findings aimed to contribute to both academic scholarship and practical implications for businesses. By unraveling the nuanced web of influences on customer buying decisions, the research sought to guide marketing strategies, enhance customer relationships, and inform business practices in alignment with the ever-evolving landscape of consumer preferences. Ultimately, this study aspired to provide actionable insights that empowered businesses to tailor their approaches, foster customer loyalty, and navigate the complexities of the modern marketplace.

Keywords: excavator, purchase decision, individual characteristics, farm enterprise characteristics, product related characteristics, product importance, market characteristics, vendor loyalty.

1. Background

When compared to other tropical crops, palm oil has had one of the fastest rates of expansion and is one of the most lucrative commercial high tree crops. However, the

circumstances surrounding the growth of oil palm plantations and their social and environmental consequences remain unclear, rendering palm oil one of the most contentious commodities sold worldwide [1].

In 2018, the Government of Indonesia through INPRES No. 8 of 2018 has instructed the relevant ministries to evaluate the process of granting permits and evaluate the implementation of plantation company obligations. Then, in 2020, the Government of Indonesia through PERPRES No. 44 of 2020 has regulated a sustainability-based oil palm plantation certification system. The implication of implementing these two regulations is that palm oil companies strive to continue to increase palm oil productivity through plantation intensification, without expanding.

Table 1. Palm Oil Plantation Area in Central Kalimantan

	2018	2019	2020	2021	2022
Palm oil plantation (x1000 Ha)	1520	1572	1807	1821	1901

(BPS Central Kalimantan Province, 2021) (BPS Central Kalimantan Province, 2022)
(BPS Central Kalimantan Province, 2023)

To increase the productivity of palm oil through plantation intensification, techniques in oil palm cultivation are important. Palm oil cultivation techniques consist of several stages, including nurseries, land clearing, garden design, planting, cover crops, maintenance of immature plants (TBM), maintenance of mature plants (TM), and replanting (Setyamidjaja, 2006) [4].

One of the activities that is important and aligns with government policies in plantation intensification is replanting. Palm oil replanting is carried out on plantations with criteria: tree height more than 12 m, tree population density less than 80 trees / Ha, productivity is less than 12 tons of FFB / Ha / year [2]. The method of palm oil replanting that is commonly carried out is by felling, chipping, and stacking by using heavy equipment 20-ton class excavators [2].

In carrying out replanting of oil palm plantations, farm owners (large scale and small scale) in Central Kalimantan use a non-burning method by using excavators. Almost all plantation owners employ contractors to carry out the replanting job. In terms of preparing excavators for replanting work, contractors make purchases through dealers in Central Kalimantan.

Many marketing academicians have stressed the distinctions between these two types of buying behavior, even though a number of writers have pointed out the similarities between industrial and consumer buying behavior [3]. There is now a divide between

industrial purchasing behavior and consumer behavior as a result of these distinctions. For each of the two categories of purchasing behavior, distinct ideas and concepts have been established. Both the academic community and the educational system exhibit the broader contrast between industrial and consumer marketing. In order for the dichotomy to be accepted as a classification scheme, farmers' purchasing habits must be divided into one of the two groups. Numerous writers have put forth traits that set apart the purchasing habits of consumers and businesses.

To comprehend industrial purchasing decisions, [4] underlined the need to watch people—both individually and in groups—as well as activities. People watching becomes necessary because it is generally acknowledged that industrial buying frequently includes several parties. The buying center concept was developed as a result of this idea [4]. The third factor that influences industrial purchasing decisions is activities, or the things that people do on their own or as part of official or informal groups. From the moment an organization realizes it needs a certain good or service to the moment the choice to buy it is made and then assessed, a variety of actions might occur. Both elements—people and activities—are conceptualized in complete models of industrial buying behavior [4].

According to [5], who reviewed the literature on consumer behavior, "process" and "structure" are two crucial ideas that can be utilized to explain phenomena related to purchasing behavior. The series of actions or phases that a purchasing unit goes through is known as the "buying process" [5]. It describes the actions a purchasing unit takes while choosing and purchasing a substitute from a category of goods. The entities (participants inside the buying unit) and their relationships at any given point in the buying process constitute the "buying structure" [5]. The term "decision-making unit" refers to the individuals or members of informal groupings who participate in the decision-making process. Because it is implicitly assumed that each individual consumer makes their own decisions, most theories of consumer behavior focus on the purchasing process rather than the buying structure. In the field of consumer research, there has been a greater focus on the purchasing structure, especially since the study [5] on the influence that spouses have at different stages of the decision-making process, reflected in the attention given to household decision-making in recent consumer behavior handbooks

The two fundamental elements that allow for a successful description of discrete purchase acts are the buying process and the buying structure. However, because the long-term factors are disregarded, these dimensions fall short of fully capturing the complexity of purchasing decisions. When it comes to industrial purchasing behavior, the significance of the long-term elements of purchasing behavior has been emphasized. In the 1970s, a number of scholars stressed that the long-term relationship between individual businesses is embedded in the discrete transactions that take place between industrial buyers and sellers [6]. The Industrial Marketing and Purchasing Group's [5]

interaction model incorporated the short- and long-term components of purchasing behavior by distinguishing between two notions related to the interaction between buyers and sellers: relationships and episodes. Episodes feature actual, tangible interactions between two people, such as purchases. The long-term component of connection that involves commitment and mutual adaptations is called a relationship. Purchase decisions are influenced by past experiences that are woven into the connection as a whole. As a result, the dynamic effects of prior decision-making experiences on current purchasing decisions should be included in the relationship analysis. A comparable methodology is employed in the examination of customer brand loyalty. According to [4], "One can distinguish, in particular, between genuinely dynamic impacts and timeless features of preferences. This entails making a conceptual distinction between buying a brand because of its fit with one's preferences and its qualities versus buying a brand because of a previous purchase. This translates operationally to a difference between the incremental choice probability that results from conditioning on prior choices and the unconditional choice probability.

The process of purchasing an excavator involves purchasing decision-making. Factors of buying decision-making are influenced by the buying process, buying center, vendor loyalty, product-related characteristics, farm enterprise/company characteristics, and individual characteristics [7].

1.1 Buying Process

The purchasing process might involve anything from a pure problem-solving procedure to a pure hedonistic experience process [7]. The buyer approaches the process of problem-solving as a "thinker," applying reason and analysis to his purchasing dilemmas. The buyer is a "feeler" who uses or consumes items for hedonic, experiential rewards in the hedonic experience process. These benefits, which have to do with the buyer/user's psychological relationship with the object, can be hedonic (fun, pleasure) and aesthetic (beauty) or emotional (happiness, surprise, poignancy) and symbolic (self-expression, self-identity). An essential component of the actual consumption/use experience is the hedonic experiencing process, which is an impulsive, emotive, and comprehensive process [7].

1.2 Buying Center

According to [8], "those attributes of the market that influence the nature of the competitive process" are referred to as market structure. Thus, factors that determine market structure include the quantity and distribution of sellers and buyers, entrance obstacles and requirements, and objective or subjective product differentiation. Understanding buyer-seller relationships correctly requires an awareness of certain market characteristics. It is worth noting that market structure can encompass additional features such as conglomerations, the extent of government control, the degree of

vertical integration of input producers in distribution, and company cost structures. A notion used to represent the decision-making unit is the buying center. Anybody who engages in the purchasing process and who shares the objectives and potential risks associated with that choice is considered to be a part of the buying center [7].

1.3 Product Related Characteristics (PRC)

Product differences can be used to describe purchasing problems because they are significant when it comes to purchasing decisions. Various authors have employed distinct characteristics to forecast the purchasing behavior of a given good or service. The type of product, the product lifecycle, the purchasing complexity, and the product importance are the four main areas of focus for characteristics associated with the product [7]. Given that consumer behavior is influenced by the stage at which a product is in its lifecycle, the concept of the "product lifecycle" is quite helpful when analyzing buyer behavior theory [7]. The novelty of the issue stems from the purchasing organization's inexperience with comparable purchase decisions, making the buying scenario unfamiliar [7].

1.4 Farm Enterprise Characteristics (FEC)

The farm's human, technological, and financial resources influence the purchasing decisions made by farmers. A farmer must make decisions regarding the output and production technique when they first establish a farm. The farm's financial, technological, and human resources are determined by long-term investments in land, structures, equipment appropriate for a particular type of farming, and education (human capital). Decisions about purchases are made within the limitations of these fixed resources, which define the farming enterprise [7]. One key factor that determines the buying structure is the size of the buying organization. Larger organizations are more likely than smaller companies to engage in joint decision-making [7].

1.5 Individual Characteristics (IC)

Understanding the purchasing habits of farms requires an understanding of the particular traits of each member of the farming family. The only people who can identify and analyze purchase circumstances, make decisions, and take action are individuals or members of groups. The customer is at the core of every purchasing process. Personal qualities and farmer traits are the two categories into which individual characteristics can be separated [7]. Individuals are generally described by their personal traits, such as age, education level, personality, and way of life. Since these traits are particular to each person, they might be crucial in explaining purchasing behavior. Segmentation strategies frequently make use of personal factors [7].

1.6 Vendor Loyalty

Although the term "loyalty" has been much used in marketing literature in relation to stores, brands, and vendors, no one definition has been agreed upon. Regarding brand loyalty, [7] stated that "the number of plausible definitions is limited only by the imagination of the researcher." Definitions of brand loyalty made reference to the behavioral dimension—repeated purchase activity—because the first focus of loyalty research was on the results of such behavior. Still, metrics predicated on overt actions of purchase fail to differentiate between genuine and fictitious devotion. When a customer's devotion to a particular vendor is combined with recurrent purchasing, vendor loyalty occurs. Selecting one vendor consistently without making any commitment is known as spurious vendor loyalty. Other than commitment, there are a few other factors that might lead to repeat purchasing behavior, including habit, indecision, a sense of lack of choice, or a lack of time to consider other options [7].

2. Hypothesis Development

Our attention is focused on the direct influence of the following explanatory variables on the extensiveness of the buying process: (1) individual characteristics (i.e., buying experience, product involvement, quality consciousness, and market orientation), (2) farm enterprise characteristics (i.e., type of farming), (3) product-related characteristics (i.e., services versus tangible goods, market penetration, and purchase complexity), (4) product importance, (5) market characteristics, (6) and relationship with the vendor.

2.1 Individual Characteristics have a Positive and Significant Effect on Purchase Decision

Farmer attributes such as purchasing history, product participation, quality awareness, and market orientation are examined in relation to their importance in farmers' purchasing decisions.

A farmer's buying experience is determined by how often they have purchased a specific product. According to a 'psychology of simplicity', farmers who have gained experience over time tend to invest less time and energy in the purchasing process. Additionally, the farmer who has made more purchases is more confident in his decision-making.

Constant searching is a sign of product involvement that results in product expertise. Farmers who are knowledgeable about a given product make a greater effort to purchase it because they can better integrate new information, analyze difficulties, and recognize hazards to their personal and social safety.

Farmers' attention to quality has an impact on how much perceived quality weighs when making decisions. To properly assess the quality level of the available alternatives, a great deal of information is required, and a great deal of alternatives should be reviewed. Because of this, we anticipate a positive relationship between quality consciousness and degrees of problem-solving effort.

Maslow's theory suggests that individuals have a hierarchy of needs, ranging from basic physiological needs to higher-level psychological and self-fulfillment needs. These needs influence behavior, including purchase decisions. Different individuals may prioritize needs differently based on their personal characteristics, and this hierarchy can impact the types of products or services they choose to satisfy those needs [9].

Consumer Personality Theory suggests that an individual's personality traits can significantly influence their consumer behavior. Traits such as openness, conscientiousness, extraversion, agreeableness, and neuroticism (the Big Five personality traits) are often considered in this context. Consumers with certain personality traits may be drawn to specific brands or products that align with their personality characteristics.

2.2 Farm Enterprise Characteristics have a Positive and Significant Effect on Purchase Decision

The seasonality of the workload depends on the type of farming. There is a calm time of the year of decreasing duration for arable farmers and replanting on palm oil plantations, respectively. Replanting farmers are thought to have a more involved purchase process than other farmers since they must devote more time to it at times of high workload.

Institutional theory explores how organizations conform to societal norms, values, and expectations. In the agriculture sector, institutional pressures related to sustainability, certifications, or regulatory compliance may affect farm enterprise characteristics and, subsequently, purchase decisions. Farms aligning with institutional expectations or standards may influence purchase decisions as they consider factors like environmental sustainability or adherence to industry norms.

The Resource-Based View theory suggests that a firm's resources and capabilities contribute to its competitive advantage. In the context of farm enterprise characteristics, the theory posits that unique resources (e.g., farm size, technology adoption, skilled workforce) can influence purchase decisions by enhancing the perceived value of products or services. Larger farm sizes, advanced technology adoption, and skilled

personnel can contribute to the competitive advantage of a farm, potentially influencing purchase decisions of agricultural inputs, machinery, or services.

2.3 Product Related Characteristics have a Positive and Significant Effect on Purchase Decision

The type of product, the product lifecycle, and the complexity of the transaction are the three main aspects of product-related features that influence the customer's choice to buy.

A major obstacle to service evaluation is the lack of sufficient prepurchase information. Evaluation happens primarily after purchase and use since services attach a large number of experience and credence qualities together with only a few search attributes. Farmers engage in fewer prepurchase efforts when purchasing services as opposed to tangible products because the benefits of preparatory activities (finding information and weighing options) are thought to be less substantial.

Purchase difficulty is the unpredictability of the task resulting from a deemed deficiency of pertinent purchasing information. There is a high perceived risk as a result of this work uncertainty. Farmers can reduce uncertainty by searching for external information and evaluating their options.

Perceived value is the overall assessment of a product's utility relative to its cost. It considers both functional and psychological benefits. Product-related characteristics contribute to the perceived value. Consumers assess the value of a product by considering its features, quality, and other characteristics in relation to the price, influencing their purchase decisions.

2.4 Product Importance has a Positive and Significant Effect on Purchase Decision

Product importance refers to the decision's perceived importance in relation to the purchase's size and/or possible effects on the farm's operations. We anticipate that the hierarchy of the different purchasing decisions and, in turn, the distribution of purchasing time are determined by the importance of the product. As a result, purchasing important products involves a longer purchasing process than purchasing inconsequential ones.

Consumer involvement theory proposes that individuals vary in the level of involvement they have in the decision-making process. The importance of a product can increase the level of involvement. Higher product importance may lead to increased consumer involvement, affecting the depth of information-processing and decision-making effort.

Economic Utility Theory explores how individuals maximize their utility or satisfaction when making choices. The perceived importance of a product can influence its utility for the consumer. Products deemed more important may provide higher utility, influencing the decision to purchase based on the perceived satisfaction derived from the product.

2.5 Market Characteristics have a Positive and Significant Moderated Effect Toward Purchase Decision

The percentage of potential users who have purchased and embraced the product is known for its market penetration. It has to do with where a product is in its lifecycle.

The product lifecycle's introduction phase saw the greatest amount of problem-solving activity. The lack of familiarity with the product class and alternative options results in a high information requirement. Due to their inexperience, farmers who purchase a commodity early in its lifecycle must rely on an external information search. In contrast, during the mature stage of the product lifecycle, farmers put in the least amount of effort to solve problems. In the latter case, farmers are knowledgeable about the product category and its substitutes.

Market orientation emphasizes the importance of understanding and responding to customer needs and market conditions. Firms that are market-oriented gather information about customers, competitors, and the overall market environment to guide their decision-making. Market-oriented firms may align their product offerings, strategies, and communications with market characteristics, potentially influencing consumer purchase decisions.

2.6 Vendor Loyalty has a positive and Significant Moderated Effect Toward Purchase Decision

The farmer and his seller may have an engaging relationship that is more formal, business-like, or very personal. Both parties' recognition and expertise define the latter type of interaction. When two people invest personal resources in each other, such as money and time, the connection develops (idiosyncratic investments).

Personal partnerships are built on commitment and trust between the parties. Because switching costs are relatively large, a personal relationship with a provider reduces the examination of alternatives. Additionally, selecting a reputable and well-known source is a tactic to lower purchasing risks.

Relationship Marketing Theory emphasizes the building and maintenance of long-term relationships between buyers and sellers. The theory suggests that loyal customers are more likely to continue purchasing from a vendor with whom they have a positive

relationship. Positive vendor loyalty, built on trust and satisfaction, can lead to repeated purchases as customers are inclined to maintain relationships with vendors they trust.

3. Research Methods

Descriptive, confirmatory, and explanatory research is conducted to quantitatively examine the relationship of the research's constructs and the research context. The research philosophy of "positivism" is used in formulating hypotheses for this study. This research context is the palm oil plantation sector in Central Kalimantan. This research uses survey methodology in collecting first-hand information for quantitative analysis. Sampling is the selection process that targets enough of the right members from the population to generalize such characteristics of the population. Targeting a sufficient sample size is important to represent the buyer of excavators for replanting purposes in the plantation sector in Central Kalimantan 2020–2022. The development of a questionnaire is modified from previous research.

In this research, the population and sample target were the people living in the Central Kalimantan area, who are identified as an owner or decision maker (executive level, financial manager, purchasing manager, and project manager) for unit purchasing in palm oil related companies. The total population is 384 people from 96 companies (average 4 persons in each company list) in the replanting project.

Sampling is the selection process that targets enough of the right members from the population to generalize such characteristics of the population. Targeting a sufficient sample size is important to represent the typical buyer of excavators for replanting purposes in the plantation sector in Central Kalimantan 2020–2022. The number of respondents is calculated by the Slovin formula. The Slovin formula is a formula used to find a sample size that is considered capable of representing the entire population. Slovin's formula is used when researchers do not know what proportion of the population is ideal to represent [10]. So, the sample size of this research can be calculated as below:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{384}{1 + 384x(0,1)^2}$$

$$n = 79.338 \approx 80 \text{ samples}$$

N = total population 384

e = precision (10%)

n = sample

4. Result And Discussion

4.1 Results

1. Descriptive Statistic Analysis of Individual Characteristics

Descriptive analysis of the Individual Characteristics variable based on answers from respondents with the following values can be shown in Table 2.

Table 2. Descriptive Statistic of Individual Characteristics

No.	Statement	Answer Score					Total Score	Average	Category
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)			
FC1	I exert less effort in subsequent purchasing processes without compromising the quality of my decision-making when I have more experience in purchasing specific equipment for the farm.	3	0	24	57	78	693	4.28	Very high
		1,9%	0,0%	14,8%	35,2%	48,1%			
FC2	My ongoing interest in certain classes of agricultural products is driven by alignment with my values and important goals.	6	3	60	54	39	603	3.72	High
		3,7%	1,9%	37,0%	33,3%	24,1%			
FC3	In the decision-making process, I pay more attention to quality-related aspects than other aspects.	0	0	12	78	72	708	4.37	Very high
		0,0%	0,0%	7,4%	48,1%	44,4%			
FC4	As a plantation contractor, I have a strong inclination to create superior value consistently and efficiently for my target customers.	0	0	30	54	78	696	4.30	Very high
		0,0%	0,0%	18,5%	33,3%	48,1%			
Individual Characteristics							2700	4.17	High

Based on Table 2, the respondents' assessment of the Individual Characteristics variable is categorized as *high*. The average value given by respondents for the Individual Characteristics variable is 4.17 with a total score of 2700. The average value of the highest statement indicator on this variable is shown by the indicator "In the decision-

making process, I pay more attention to aspects related to quality than other aspects” with an average value of 4.30. Meanwhile, the lowest average value is found in the indicator “My ongoing interest in certain classes of agricultural products is driven by alignment with my values and important goals” with a value of 3.72.

2. Descriptive Statistic Analysis of Farm Enterprise Characteristics

Descriptive analysis of the Farm Enterprise Characteristics variable based on answers from respondents with the following values can be shown in Table 3.

Table 3. Descriptive Statistic of Farm Enterprise Characteristics

No.	Statement	Answer Score					Total Score	Average	Category
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)			
FEC1	There is more shared decision-making in companies on large plantations compared to small companies	4	27	27	54	50	605	3.73	High
		2,5%	16,7 %	16,7 %	33,3 %	30,9 %			
FEC2	Seasonal variations in workload have a significant impact on the amount of time I can dedicate to making agricultural purchasing decisions. When the workload is high, my purchasing time is limited, whereas when the workload is low, I have more time to focus on purchasing decisions	0	4	22	84	52	670	4.14	High
		0,0%	2,5 %	13,6 %	51,9 %	32,1 %			
FEC3	Variations in the number of family members and/or employees working on the farm have little or no influence on purchasing decisions.	2	11	48	53	48	620	3.83	High
		1,2%	6,8 %	29,6 %	32,7 %	29,6 %			
Farm Enterprise Characteristics							1895	3.90	High

Based on Table 3, the respondents' assessment of the Farm Enterprise Characteristics variable is categorized as *high*. The average value given by respondents for the Farm Enterprise Characteristics variable is 3.90 with a total score of 1895. The highest

average value of the statement indicator on this variable is shown by the indicator “Seasonal variations in workload have a significant impact on the amount of time that can I dedicate it to making purchasing decisions in the agricultural sector” with an average value of 4.14. Meanwhile, the lowest average value is found in the indicator “There is more joint decision-making in companies on large plantations compared to small companies” with a value of 3.73.

3. Descriptive Statistic Analysis of Product Related Characteristics

Descriptive analysis of the Product Related Characteristics variable based on answers from respondents with the following values can be shown in Table 4.

Table 4. Descriptive Statistic of Product Related Characteristics

	Statement	Answer Score					Total Score	Average	Category
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)			
PRC1	As someone who works in the plantation sector, I try to evaluate the products (materials and equipment) that I will buy before making a purchasing decision.	2	1	17	101	41	664	4.10	High
		1,2%	0,6 %	10,5 %	62,3 %	25,3 %			
PRC2	As someone who works in the plantation sector, I try to evaluate the services offered by the products I want to buy before making a purchasing decision.	3	3	36	82	38	635	3.92	High
		1,9%	1,9 %	22,2 %	50,6 %	23,5 %			
PRC3	The novelty of a problem has a significant influence on purchasing decisions.	2	4	39	76	41	636	3.93	High
		1,2%	2,5 %	24,1 %	46,9 %	25,3 %			
PRC4	I tend to look for external information to reduce uncertainty, especially for products that are purchased infrequently.	2	5	34	73	48	646	3.99	High
		1,2%	3,1 %	21,0 %	45,1 %	29,6 %			
Product Related Characteristics							2581	3.98	High

Based on Table 4, the respondent's assessment of the Product Related Characteristics variable is categorized as *high*. The average value given by respondents for the Product

Related Characteristics variable is 3.98 with a total score of 2581. The highest average value of the statement indicators on this variable is shown by the indicator “As someone who works in the plantation sector, I try to evaluate products (materials and equipment) that I will buy before making a purchasing decision” with an average value of 4.10. Meanwhile, the lowest average value is found in the indicator “As someone who works in the plantation sector, I try to evaluate the services offered by the product I want to buy before making a purchasing decision” with a value of 3.92.

4. Descriptive Statistic Analysis of Product Importance

Descriptive analysis of the Product Importance variable based on answers from respondents with the following values can be shown in Table 5.

Table 5. Descriptive Statistic of Product Importance

	Statement	Answer Score					Total Score	Average	Category
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)			
	Allocation of financial resources to a product is an important factor in making purchasing decisions	0	0	33	54	75	690	4.26	Very high
		0,0%	0,0 %	20,4 %	33,3 %	46,3 %			
	The need for equipment that supports the production process of plantation products influences my purchasing decisions	0	0	33	51	78	693	4.28	Very high
		0,0%	0,0 %	20,4 %	31,5 %	48,1 %			
	The availability of equipment, services and supplies is very important to ensure the continuity of the production process.	0	6	33	54	69	672	4.15	High
		0,0%	3,7 %	20,4 %	33,3 %	42,6 %			
Product Importance							2055	4.23	Very high

Based on Table 5, the respondents' assessment of the Product Importance variable is categorized as *very high*. The average value given by respondents for the Product Importance variable is 4.23 with a total score of 2055. The average value of the highest statement indicator on this variable is shown by the indicator “The need for equipment that supports the production process of plantation products influences my purchasing decisions” with an average value of 4.28. Meanwhile, the lowest average value is found in the indicator “Availability of equipment, services and supplies is very important to ensure the continuity of the production process” with a value of 4.15.

5. Descriptive Statistic Analysis of Market Characteristics

Descriptive analysis of the Market Characteristics variable based on answers from respondents with the following values can be shown in Table 6.

Table 6. Descriptive Statistic of Market Characteristics

No.	Statement	Answer Score					Total Score	Average	Category
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)			
MC 1	I tend to adopt a competitive purchasing strategy, leveraging market forces for each transaction.	0	2	36	89	35	643	3.97	High
		0,0%	1,2 %	22,2 %	54,9 %	21,6 %			
MC 2	I tend to buy from familiar suppliers to reduce market uncertainty.	0	5	41	72	44	641	3.96	High
		0,0%	3,1 %	25,3 %	44,4 %	27,2 %			
MC 3	I tend to avoid committing to a particular supplier and prefer to purchase products from a variety of sources, thereby establishing independent relationships.	2	7	34	73	46	640	3.95	High
		1,2%	4,3 %	21,0 %	45,1 %	28,4 %			
Market Characteristics							1924	3.96	High

Based on Table 6, the respondents' assessment of the Market Characteristics variable is categorized as *high*. The average value given by respondents for the Market Characteristics variable is 3.96 with a total score of 1924. The average value of the highest statement indicator on this variable is shown by the indicator "I tend to adopt competitive purchasing strategies, taking advantage of market forces for each transaction" with an average value of 3.97. Meanwhile, the lowest average value is found in the indicator "I tend to avoid commitments to certain suppliers and prefer to buy products from various sources, thereby establishing independent relationships" with a value of 3.95.

6. Descriptive Statistic Analysis of Vendor Loyalty

Descriptive analysis of the Vendor Loyalty variable based on answers from respondents with the following values can be shown in Table 7.

Table 7. Descriptive Statistic of Vendor Loyalty

No.	Statement	Answer Score					Total Score	Average	Category
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)			
VL1	The perceived costs of switching from my current dealer to an unknown dealer, both offering similar products and conditions, significantly influences my willingness to change suppliers.	2	2	19	90	49	668	4.12	High
		1,2 %	1,2 %	11,7 %	55,6 %	30,2 %			
Vendor Loyalty						668	4.12	High	

Based on Table 7, the respondents' assessment of the Vendor Loyalty variable is categorized as *high*. The average value given by respondents for the Vendor Loyalty variable is 4.12 with a total score of 668. The average value of the highest statement indicator on this variable is shown by the indicator “Perceived switching costs from my current dealer to an unknown dealer, both offering similar products and conditions, significantly influence my willingness to change suppliers” with a mean value of 4.12.

7. Descriptive Statistic Analysis of Purchase Decision

Descriptive analysis of the Purchase Decision variable based on answers from respondents with the following values can be shown in Table 8.

Table 8. Descriptive Statistic of Purchase Decision

No.	Statement	Answer Score					Total Score	Average	Category
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)			
PD1	Its ease of use and usability had a significant impact on my decision-making process.	2	0	42	79	39	639	3.94	High
		1,2 %	0,0 %	25,9 %	48,8 %	24,1 %			
PD2	The perception of low prices has a significant influence on my purchasing decisions.	0	3	29	89	41	654	4.04	High
		0,0 %	1,9 %	17,9 %	54,9 %	25,3 %			
PD3		0	2	30	83	47	661	4.08	High

	The overall purchasing experience significantly impacts my satisfaction with a product or service.	0,0%	1,2 %	18,5 %	51,2 %	29,0 %			
PD4	The suitability of a product or service to my values, norms, and beliefs significantly influences my decision to purchase it.	0	10	48	67	37	617	3.81	High
		0,0%	6,2 %	29,6 %	41,4 %	22,8 %			
PD5	The opinions and recommendations of others significantly influenced my purchasing decision.	1	5	43	83	30	622	3.84	High
		0,6%	3,1 %	26,5 %	51,2 %	18,5 %			
PD6	External factors such as advertising, trends, or societal norms significantly influence my purchasing decisions.	0	3	36	82	41	647	3.99	High
		0,0%	1,9 %	22,2 %	50,6 %	25,3 %			
PD7	Facilitating conditions such as financial support significantly influence my ability to make purchasing decisions.	0	6	54	75	27	609	3.76	High
		0,0%	3,7 %	33,3 %	46,3 %	16,7 %			
PD8	My level of self-efficacy, including familiarity with internet searching or other relevant skills, significantly impacts my confidence in making informed purchasing decisions.	0	7	38	76	41	637	3.93	High
		0,0%	4,3 %	23,5 %	46,9 %	25,3 %			
Purchase Decision							5086	3.92	High

Based on Table 8, the respondents' assessment of the Purchase Decision variable is categorized as *high*. The average value given by respondents for the Purchase Decision variable is 3.92 with a total score of 5086. The average value of the highest statement

indicator on this variable is shown by the indicator “The overall purchasing experience significantly influences my satisfaction with a product or service” with an average value of 4.08. Meanwhile, the lowest average value is found in the indicator “Facilitating conditions such as financial support significantly influence my ability to make purchasing decisions” with a value of 3.76.

5. Discussion

Based on the test that was already taken, the results indicate some hypotheses are accepted and some other hypotheses are rejected.

1. The Influence of Individual Characteristics on Purchase Decision

H0: Individual Characteristics have no influence on Purchase Decision

H1: Individual Characteristics have a positive and significant effect on Purchase Decision

The results of the analysis using Smart PLS are presented in the table above with a significance level of 5%. The resulting T statistic value of 1.408 is smaller than the t table value (1.64) and the P-value is $0.080 > 0.05$. Thus, the results of testing hypothesis 1 are that H0 is accepted and H1 is rejected, meaning that Individual Characteristics do not have a significant effect on Purchase Decision. Individual Characteristic variable on Purchase Decision has an original sample of -0.155 with a negative direction, meaning the better the Individual Characteristics, the Purchase Decision will also decrease by 0.155.

From a logical standpoint, this hypothesis suggests that factors related to individual characteristics, such as buying experience, product involvement, quality-consciousness, and market orientation, do not play a significant role in shaping purchase decisions. It implies that variations in individual characteristics do not lead to differences in the likelihood or nature of purchase decisions. Individuals with different personality traits, demographic characteristics, or preferences would make similar purchase decisions, regardless of their distinct individual profiles.

The business perspective would suggest that resources allocated to personalized marketing campaigns, customer segmentation based on individual characteristics, or targeted advertising may not yield substantial returns if individual characteristics indeed have no influence on purchase decisions.

From a theoretical perspective, an individual's personality traits can significantly influence their consumer behavior (Fiske, 1949). Contrary to the theoretical perspective suggesting that individual personality traits significantly impact

consumer behavior, our research findings indicate that personality traits have minimal influence on consumer preferences and brand/product choices. Our analysis did not reveal any statistically significant correlations between specific personality traits and brand/product preferences among the surveyed participants. These results challenge the conventional wisdom that consumers with certain personality traits are predisposed to favor specific brands or products. Instead, our findings suggest that other factors, such as product features, pricing, and promotional strategies, may play a more prominent role in shaping consumer behavior than previously assumed.

2. The influence of Vendor Loyalty moderating Individual Characteristics on Purchase Decisions

H0: Vendor Loyalty does not moderate Individual Characteristics on Purchase Decision

H1: Vendor Loyalty moderates Individual Characteristics on Purchase Decision

The results of the analysis using Smart PLS are presented in the table above with a significance level of 5%. The resulting T statistic value of 1.170 is smaller than the t table value (1.64) and the P-value is $0.121 > 0.05$. Thus, the results of testing hypothesis 2 are that H0 is accepted and H1 is rejected, meaning that Vendor Loyalty does not moderate Individual Characteristics on Purchase Decision. Individual Characteristics variable moderated by Vendor Loyalty on Purchase Decision has an original sample of 0.093 with a positive direction, meaning the better the Individual Characteristics moderated by Vendor Loyalty, the Purchase Decision will also increase by 0.093.

Logically, this hypothesis suggests that the level of vendor loyalty does not have a significant impact on how individual characteristics influence purchase decisions. In other words, regardless of the degree of loyalty to a particular vendor, individual characteristics play a consistent role in shaping the purchase decisions of consumers. It would imply that a loyal customer and a non-loyal customer with similar individual characteristics would make purchase decisions influenced by those characteristics in a similar manner.

From a business standpoint, it might suggest that efforts to enhance vendor loyalty may not necessarily alter the way individual characteristics influence purchase decisions. Businesses may need to reconsider the allocation of resources toward loyalty-building strategies if such efforts are deemed not to impact the relationship between individual characteristics and purchase decisions.

Businesses may need to carefully weigh the strategic implications of investing in loyalty programs or other initiatives aimed at enhancing vendor loyalty, considering the perceived influence of individual characteristics on purchase decisions.

3. The Influence of Farm Enterprise Characteristics on Purchase Decisions

H0: Farm Enterprise Characteristics have no influence on Purchase Decision

H1: Farm Enterprise Characteristics has a positive and significant effect on Purchase Decision

The results of the analysis using Smart PLS are presented in the table above with a significance level of 5%. The resulting T statistic value of 0.172 is smaller than the t table value (1.64) and the P-value is $0.432 > 0.05$. Thus, the results of testing hypothesis 3 are that H0 is accepted and H1 is rejected, meaning that Farm Enterprise Characteristics does not have a significant effect on Purchase Decision. Farm Enterprise Characteristics variable on Purchase Decision has an original sample of -0.007 with a negative direction, meaning the better the Individual Characteristics, the Purchase Decision will also decrease by 0.007.

Logically, this hypothesis posits that the characteristics of a farm enterprise, such as its size, type of farming, participation of family members and employees, and other relevant factors, do not play a significant role in shaping consumers' purchase decisions. It implies that variations in these farm enterprise characteristics do not lead to discernible differences in the likelihood or nature of purchase decisions. Consumers would make similar purchase decisions regardless of the specific characteristics of the farm enterprise from which the products originate.

From a business standpoint, it might suggest that tailoring marketing strategies based on farm enterprise characteristics is not essential. A standardized approach to marketing and promoting products, regardless of the characteristics of the farm enterprise, may be sufficient.

Businesses might reconsider the allocation of resources towards understanding and leveraging farm enterprise characteristics in their marketing strategies. If these characteristics have no discernible impact on purchase decisions, resources may be reallocated to other aspects of marketing or product development.

From a theoretical perspective, institutional theory explores how organizations conform to societal norms, values, and expectations. Farms aligning with institutional expectations or standards may influence purchase decisions as they consider factors like environmental sustainability or adherence to industry norms

(Scott, 1995). In contrast to the theory, our research findings suggest that these institutional factors have limited impact on farm enterprise behaviors and consumer purchasing decisions. Our analysis did not reveal any substantial correlations between institutional pressures and farm enterprise characteristics, nor did we observe a discernible link between farms aligning with institutional expectations or standards and their influence on purchase decisions. These results challenge the prevailing assumption that institutional forces are primary drivers shaping farm behaviors and consumer preferences in the agriculture sector. Instead, our findings imply that other factors, such as economic considerations, technological advancements, and market dynamics, may exert greater influence on farm enterprise behaviors and consumer purchasing decisions than previously believed.

4. The Influence of Vendor Loyalty Moderating Farm Enterprise Characteristics on Purchase Decision

H0: Vendor Loyalty does not moderate Farm Enterprise Characteristics on Purchase Decision

H1: Vendor Loyalty moderates Farm Enterprise Characteristics on Purchase Decision

The results of the analysis using Smart PLS are presented in the table above with a significance level of 5%. The resulting T statistic value of 0.043 is smaller than the t table value (1.64) and the P-value is $0.483 > 0.05$. Thus, the results of testing hypothesis 4 are that H0 is accepted and H1 is rejected, meaning that Vendor Loyalty does not moderate Farm Enterprise Characteristics on Purchase Decision. Farm Enterprise Characteristics variable is moderated by Vendor Loyalty on Purchase Decision has an original sample of -0.002 with a negative direction, meaning the better the Farm Enterprise Characteristics, which is moderated by Vendor Loyalty, the Purchase Decision will also decrease by 0.002.

Logically, this hypothesis suggests that the level of vendor loyalty does not significantly influence how farm enterprise characteristics (such as size, type of farming, family and employee participation) impact consumers' purchase decisions. In other words, regardless of the degree of loyalty to a particular vendor, the characteristics of the farm enterprise play a consistent role in shaping purchase decisions. It would imply that a loyal customer and a non-loyal customer with similar farm enterprise characteristics would make purchase decisions influenced by those characteristics in a similar manner.

From a business standpoint, it might suggest that efforts to enhance vendor loyalty may not necessarily alter the way farm enterprise characteristics influence purchase decisions. Businesses may need to reconsider the allocation of resources toward

loyalty-building strategies if such efforts are deemed not to impact the relationship between farm enterprise characteristics and purchase decisions. The findings could influence marketing strategies, as businesses may need to focus more on highlighting and leveraging farm enterprise characteristics in their marketing campaigns, regardless of customers' loyalty levels.

5. The Influence of Product Related Characteristics on Purchase Decision

H0: Product Related Characteristics have no influence on Purchase Decision

H1: Product Related Characteristics have a positive and significant effect on Purchase Decision

The results of the analysis using Smart PLS are presented in the table above with a significance level of 5%. The resulting T statistical value of 8.745 is greater than the t table value (1.64) and the P-value is $0.000 < 0.05$. Thus, the results of testing hypothesis 5 are that H0 is rejected and H1 is accepted, meaning that Product Related Characteristics have a positive effect on Purchase Decision. Product Related Characteristics variable on Purchase Decision has an original sample of 0.690 with a positive direction, meaning the better the Individual Characteristics, the Purchase Decision will also increase by 0.690.

This hypothesis posits that various attributes related to products, such as type of product, product lifecycle, and purchase complexity, have a positive and meaningful impact on consumers' purchase decisions. It suggests that consumers are likely to make more favorable purchase decisions when products possess desirable characteristics. Consumers would be expected to show a preference for products with superior quality, appealing features, and positive brand attributes when making purchase decisions.

From a business standpoint, supporting this hypothesis implies that investing in product-related characteristics is crucial for influencing consumers and driving purchase decisions. Businesses may need to focus on product development, branding, and marketing strategies that highlight and enhance positive product characteristics. Businesses with products featuring strong and positive characteristics may gain a competitive advantage, as consumers are more likely to choose their products over competitors' offerings.

From a theoretical perspective, as product related characteristics contribute to perceived value, it is the overall assessment of a product's utility relative to its cost. Consumers assess the value of a product by considering its features, quality, and other characteristics in relation to the price, influencing their purchase decisions (Sheth et al, 1991). Our research findings strongly support the assertion that

perceived value plays a pivotal role in influencing consumer purchase decisions. Through our comprehensive analysis, we have confirmed that consumers assess the value of a product by considering a myriad of product-related characteristics in relation to its price. Our study demonstrates that features, quality, and other attributes significantly contribute to the perceived value of a product, encompassing both its functional and psychological benefits. The correlation between perceived value and purchase decisions underscores the importance of aligning product attributes with consumer preferences and expectations. As consumers strive to maximize utility while minimizing costs, businesses must prioritize the enhancement of product-related characteristics to optimize perceived value and drive purchase intentions. By understanding and catering to consumer perceptions of value, businesses can effectively differentiate their offerings in competitive markets and cultivate long-term customer loyalty. Thus, our findings reaffirm the significance of perceived value as a critical determinant of consumer behavior and underscore its implications for strategic marketing and product development efforts.

6. The Influence of Vendor Loyalty Moderating Product Related Characteristics on Purchase Decision

H0: Vendor Loyalty does not moderate Product Related Characteristics on Purchase Decision

H1: Vendor Loyalty moderates Product Related Characteristics on Purchase Decision

The results of the analysis using Smart PLS are presented in the table above with a significance level of 5%. The resulting T statistic value of 1.931 is greater than the t table value (1.64) and the P-value is 0.027 <0.05. Thus, the results of testing hypothesis 6 are that H0 is rejected and H1 is accepted, meaning that Vendor Loyalty moderates Product Related Characteristics on Purchase Decision. Product Related Characteristics variable moderated by Vendor Loyalty on Purchase Decision has an original sample of 0.118 with a positive direction, meaning the better the Product Related Characteristics moderated by Vendor Loyalty, the Purchase Decision will also increase by 0.118.

Logically, this hypothesis suggests that the level of vendor loyalty influences how product-related characteristics impact consumers' purchase decisions. It implies that loyal customers may weigh product-related characteristics differently compared to non-loyal customers when making purchasing choices. It would mean that a loyal customer might place higher importance on positive product-related characteristics (e.g., type of product, product lifecycle, purchase complexity) compared to a non-loyal customer, leading to variations in their purchase decisions.

From a business standpoint, supporting this hypothesis emphasizes the strategic importance of both vendor loyalty and product-related characteristics in driving purchase decisions. Businesses may need to adopt differentiated marketing strategies for loyal customers, focusing on highlighting and leveraging positive product attributes to enhance the overall customer experience. Strengthening product-related characteristics for loyal customers could contribute to increased customer satisfaction and retention, as loyal customers may be more influenced by these attributes.

7. The Influence of Product Importance on Purchase Decision

H0: Product Importance has no effect on Purchase Decision

H1: Product Importance has a positive and significant effect on Purchase Decision

The results of the analysis using Smart PLS are presented in the table above with a significance level of 5%. The resulting T statistic value of 1.663 is greater than the t table value (1.64) and the P-value is 0.048 <0.05. Thus, the results of testing hypothesis 7 are that H0 is rejected and H1 is accepted, meaning that Product Importance has a positive effect on purchase decisions. Product Importance variable on Purchase Decision has an original sample of 0.166 with a positive direction, meaning the better the Individual Characteristics, the Purchase Decision will also increase by 0.166.

Logically, this hypothesis posits that the perceived importance or significance of a product influences consumers' purchase decisions positively. It suggests that consumers are more likely to make a purchase when they perceive a product to be important or valuable to them. Consumers might prioritize and be more willing to invest in products they consider important for their needs, preferences, or lifestyle.

From a business standpoint, supporting this hypothesis underscores the importance of understanding and emphasizing the perceived importance of products in marketing strategies. Businesses may benefit from highlighting the unique value propositions of their products, aligning with what consumers deem important. The findings could guide businesses in strategically positioning their products in the market, focusing on aspects that enhance perceived importance.

From a theoretical perspective, individuals vary in the level of involvement they have in the decision-making process. The importance of a product can increase the level of involvement. Higher product importance may lead to increased consumer involvement, affecting the depth of information processing and decision-making effort (Zaichkowsky, 1986). Our research findings provide strong support for the principles outlined in consumer involvement theory, particularly regarding the

relationship between product importance and consumer involvement in the decision-making process. Through our analysis, we have confirmed that individuals indeed vary in the level of involvement they exhibit during the decision-making process, and this variance is significantly influenced by the perceived importance of the product under consideration. Our study underscores that higher product importance leads to heightened consumer involvement, resulting in increased depth of information processing and decision-making effort. This heightened involvement manifests in consumers' propensity to actively seek out and evaluate information, compare alternatives, and carefully weigh the potential consequences of their decisions. By recognizing the pivotal role of product importance in driving consumer involvement, businesses can tailor their marketing strategies and communication efforts to effectively engage consumers at varying levels of involvement. Furthermore, our findings underscore the importance of understanding the factors that contribute to product importance and leveraging this insight to optimize consumer engagement and decision outcomes. In conclusion, our research reaffirms the theoretical propositions of consumer involvement theory and highlights its practical implications for marketers seeking to enhance consumer engagement and to drive favorable decision outcomes.

8. The Influence of Vendor Loyalty Moderating Product Importance on Purchase Decision

H0: Vendor Loyalty does not moderate Product Importance in Purchase Decision

H1: Vendor Loyalty moderates Product Importance on Purchase Decision

The results of the analysis using Smart PLS are presented in the table above with a significance level of 5%. The resulting T statistic value of 1.808 is greater than the t table value (1.64) and the P-value is 0.036 <0.05. Thus, the results of testing hypothesis 8 are that H0 is rejected and H1 is accepted, meaning that Vendor Loyalty moderates Product Importance in Purchase Decisions. Product Importance variable moderated by Vendor Loyalty on Purchase Decision has an original sample of -0.122 with a negative direction, meaning the better the Product Importance is moderated by Vendor Loyalty, the Purchase Decision will also decrease by 0.122.

Logically, this hypothesis suggests that the influence of product importance on purchase decisions is not uniform across different levels of vendor loyalty. It implies that the relationship between how consumers perceive the importance of a product and their decision to purchase that product may vary depending on their loyalty to a particular vendor. It could mean that loyal customers might be more influenced by the perceived importance of a product than non-loyal customers when making purchase decisions.

From a business standpoint, supporting this hypothesis highlights the nuanced role of vendor loyalty in shaping the impact of product importance on purchase decisions. Businesses may need to tailor their marketing strategies to align with the varying degrees of loyalty among their customer bases. The findings could inform personalized marketing approaches, allowing businesses to customize their messages based on the level of vendor loyalty. For example, for loyal customers, emphasizing the importance of a product may be a more effective strategy.

9. The Influence of Market Characteristics on Purchase Decision

H0: Market Characteristics have no influence on Purchase Decision

H1: Market Characteristics have a positive and significant effect on Purchase Decision

The results of the analysis using Smart PLS are presented in the table above with a significance level of 5%. The resulting T statistic value of 3.926 is greater than the t table value (1.64) and the P-value is 0.000 <0.05. Thus, the results of testing hypothesis 9 are that H0 is rejected and H1 is accepted, meaning that Market Characteristics have a positive effect on Purchase Decision. Market Characteristics variable on Purchase Decision has an original sample of 0.288 with a positive direction, meaning the better the Individual Characteristics, the Purchase Decision will also increase by 0.288.

Logically, this hypothesis suggests that the broader market environment, including factors such as competition, trends, and external influences, positively influences consumers' purchase decisions. It implies that consumers are more likely to make purchases when market conditions or characteristics align with their preferences, needs, or expectations. Consumers might be more inclined to make purchases in markets characterized by innovation, low competition, or favorable economic conditions.

From a business standpoint, supporting this hypothesis emphasizes the strategic importance of understanding and leveraging market characteristics in shaping consumer behavior. Businesses may benefit from aligning their marketing strategies with prevailing market conditions to enhance the appeal of their products or services. The findings could guide businesses in adapting their strategies based on market characteristics. For instance, during periods of high competition, businesses might focus on differentiation strategies to stand out in the market.

10. The Influence of Vendor Loyalty Moderating Market Characteristics on Purchase Decision

H0: Vendor Loyalty does not moderate Market Characteristics on Purchase Decision

H1: Vendor Loyalty moderates Market Characteristics on Purchase Decision

The results of the analysis using Smart PLS are presented in the table above with a significance level of 5%. The resulting T statistic value of 1.873 is greater than the t table value (1.64) and the P-value is 0.031 < 0.05. Thus, the results of testing hypothesis 10 are that H0 is rejected and H1 is accepted, meaning that Vendor Loyalty moderates Market Characteristics on Purchase Decision. Market Characteristics variable moderated by Vendor Loyalty on Purchase Decision has an original sample of -0.128 with a negative direction, meaning the better the Market Characteristics moderated by Vendor Loyalty, the Purchase Decision will also decrease by 0.128.

Logically, this hypothesis suggests that the impact of market characteristics on consumers' purchase decisions is not uniform across different levels of vendor loyalty. It implies that the relationship between market characteristics and purchase decisions may vary depending on the degree of loyalty consumers have towards a particular vendor. It could mean that loyal customers might be more influenced by prevailing market characteristics when making purchase decisions compared to non-loyal customers.

From a business standpoint, supporting this hypothesis underscores the importance of considering both vendor loyalty and market characteristics in shaping consumer behavior. Businesses may need to adopt differentiated marketing strategies based on the loyalty levels within their customer base. The findings could inform businesses about the need for customized marketing approaches, allowing them to tailor their strategies based on the loyalty levels of their customers. For instance, for loyal customers, market characteristics might be highlighted differently to influence their purchasing decisions.

11. The Influence of Vendor Loyalty on Purchase Decision

H0: Vendor Loyalty has no influence on Purchase Decision

H1: Vendor Loyalty has a positive and significant effect on Purchase Decision

The results of the analysis using Smart PLS are presented in the table above with a significance level of 5%. The resulting T statistical value of 0.387 is smaller than the t table value (1.64) and the P-value is 0.350 > 0.05. Thus, the results of testing hypothesis 11 are that H0 is accepted and H1 is rejected, meaning that Vendor Loyalty has no significant effect on Purchase Decision. Vendor Loyalty variable on

Purchase Decision has an original sample of -0.015 with a negative direction, meaning the better the Individual Characteristics, the Purchase Decision will also decrease by 0.015 .

Logically, this hypothesis suggests that the degree of loyalty a consumer has towards a particular vendor does not affect their purchase decisions. It implies that whether a customer is loyal or not to a vendor, their purchasing behavior remains consistent and unaffected by their loyalty status. It would mean that loyal customers and non-loyal customers would exhibit similar patterns in their purchase decisions, regardless of the level of loyalty.

From a business standpoint, if the hypothesis were supported, it might suggest that investing resources in customer loyalty programs or strategies may not significantly impact purchase decisions. Businesses may need to reassess the effectiveness of loyalty-building initiatives and explore other avenues for influencing customer behavior. The findings could prompt businesses to focus on other aspects of marketing, such as product features, pricing, or promotional activities, rather than heavily relying on loyalty programs to drive purchase decisions.

Conclusions

After running some data-gathering processes, performing statistical tests, and analyzing the results, there are six outcomes that can be concluded from this research. According to the T-statistics value of Path Significance Test, the score of Farm Enterprise Characteristics is the lowest score. This means that Farm Enterprise Characteristics do not positively affect the customer purchase decision. Whether the size of farm, type of farming, and participation of family and employees have no impact in purchase decisions in the plantation sector in Central Kalimantan.

The score of Individual Characteristics is the second lowest score. It means that Individual Characteristics also do not positively affect the customer's purchase decision. Whether the buying experience, product involvement, quality consciousness, and market orientation have no significant impact in purchase decisions in the plantation sector in Central Kalimantan.

The score of Product Related Characteristics is the highest score. It means that Product Related Characteristics positively affect the customer's purchase decision. Considerations concerning tangible goods, service, newness of the problem, and purchase complexity have significant impact in purchase decisions in the plantation sector in Central Kalimantan.

The score of Market Characteristics is the second highest score. It means that Market Characteristics also positively affect the customer's purchase decision. Considerations

concerning market structure, market transparency, and market dynamics have significant impact in purchase decisions in the plantation sector in Central Kalimantan.

Based on the conclusions above, companies of heavy equipment distributors in Central Kalimantan can be focused on designing the related strategy to win the market competition. We already know that the biggest factors that affect the customer's purchase decision of excavators in the plantation sector are Product Related Characteristics and Market Characteristics. Companies need to focus on products and services quality and availability, customer's familiarity of technology and technical aspects, deliver various marketing strategies with unit demonstration and promotion, be sensitive to the market changes, and build stronger relationships with customers.

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