



Characteristics and Decision-Making Behavior in Purchasing Fresh Fruit at the Crystal Guava Shop in Pekanbaru

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Abstract

One of the growing fruit retailers in Pekanbaru City is the Crystal Guava Shop, which now has three active outlets in strategic locations. The development of this store presents an opportunity to study how consumers behave and make decisions when purchasing fruit.

Purpose of Study: This study aims to determine consumer characteristics and consumer decision-making processes at the Crystal Guava Shop in Pekanbaru.

Methodology: The study was conducted at three Crystal Guava Shop outlets in Pekanbaru, located in Pekanbaru City, Riau Province. The research method was purposive sampling of 96 respondents, and data analysis was carried out through quantitative descriptive analysis to describe consumer characteristics and stages of the purchasing decision process.

Main Findings: The characteristics of Crystal Guava Shop consumers in Pekanbaru are female, aged 36–45 years, married, college educated, and mostly work as housewives with a monthly income of around 2,500,000–3,500,000. Expenditure on fruit purchases ranges from 200,000–300,000 per month with a frequency of 3–4 times per month, and the distance from their residence to the store is on average 1–2 km, so access to the store is relatively easy. The consumer purchasing decision process at the Jambu Kristal Pekanbaru store, namely the problem recognition variable, produced an average in the very good category.

Novelty/Originality of This Study: The information search, alternative evaluation, purchasing decision, and consumer post-purchase decision variables produced an average in the agree category.

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INTRODUCTION

Background of the study:

One of the modern markets in the current era is the modern retail business market. A retail business is defined as a business run by a group of people or an individual selling various daily necessities, run in a modern or traditional manner (Chaniago, 2021). Examples of retail businesses are small traders who open kiosks or stalls in both traditional and modern markets, including minimarkets (Sumar'in et al., 2024).

The emergence of various modern facilities, such as supermarkets selling fresh fruit, has slowly shifted the role of traditional markets as fruit sales centers. This change reflects an effort to meet the public's need for fresh fruit (Wardika et al., 2018). Increasingly fierce business competition in the era of globalization demands that business owners understand consumer behavior more deeply. Consumers are no longer merely recipients of products, but also play an active role in determining the success of products or services in the marketplace (Umpusinaga et al., 2025).

One of the growing fruit retailers in Pekanbaru City, the Pekanbaru Crystal Guava Shop, which was established in 2017, has grown into one of the fruit retailers in Pekanbaru City with three outlets spread across Jl. Gunung Papandayan No. 9 Harapan Raya, Jl. Delima Panam, and Jl. Kaharudin

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Nasution Marpoyan. The Pekanbaru Crystal Guava Shop sells various types of local and imported fruit. The large number of fruit shops means that consumers will have many choices to make purchasing decisions. In the consumer purchasing decision process, there are five stages, namely problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase (Wulandari & Mulyanto, 2024). The five stages of consumer decision-making are influenced by consumer characteristics. This is in line with research by Hidayanti et al., (2025) which shows that consumer decisions to purchase imported fruit at Fresh Fruit in Malang City are significantly influenced by income, price, and age. Income is the primary driver that increases purchasing tendencies, while price serves as a controlling factor that helps shape consumer awareness of the importance of consuming imported fruit. Furthermore, age has also been shown to play a role in determining purchasing patterns.

Differences in consumer characteristics and needs require a deeper understanding of consumer characteristics and the purchasing decision process so that the Pekanbaru Crystal Guava Shop can design an effective marketing strategy. The objectives of this study are (1) to determine the characteristics of consumers at the Pekanbaru Crystal Guava Shop. (2) to determine the consumer purchasing decision process.

METHOD

This research was conducted at the Pekanbaru Crystal Guava fruit shop located in Pekanbaru City, Riau Province, which currently has three outlets spread across Pekanbaru City, namely on Jl. Gunung Papandayan No. 9 Harapan Raya, Jl. Delima Panam, and Jl. Kaharudin Nasution Marpoyan. The research was conducted from June 2025 to April 2026.

The research method used in this study is a survey. Surveys are studies of large or small populations, but only a portion or sample of the data is studied, thus revealing the distribution and relationships between variables (Mulyani, 2021). The sampling method used in this study used a purposive sampling method with the criteria of consumers who had purchased fruit 3 times at the Pekanbaru Crystal Guava Shop and consumers with a minimum age of 17 years and above.

In this study, the researcher could not know for certain how many people there were at each outlet, so in taking samples, the researcher used the Cochran Formula (Subhaktiyasa, 2024). The sample size for this study was 96 respondents for all outlets. Since the population size of each outlet was unknown, it was assumed that the 96 respondents were divided evenly across the three outlets, resulting in 32 respondents for each outlet.

Table 1. Variables Consumer Characteristics

Variables	Indicator
Consumer Characteristics	<ol style="list-style-type: none"> 1. Gender 2. Age 3. Education 4. Occupation 5. Income 6. Marital status 7. Purchase frequency 8. Purchase amount 9. expenditure 10.Distance from home to store location

Table 2. Purchase Decision Variables

Variable	Indicator	Parameter	Source
	1. Recognition of the problem or need	<ol style="list-style-type: none"> 1. The need to consume fruit is important 2. Consuming fruit provides health benefits 3. The purpose of buying fruit is to meet needs 	(Wulandari & Mulyanto, 2024)
	2. Information search	<ol style="list-style-type: none"> 1. Personal information sources 2. Commercial information sources 3. Public information sources 4. Experiential information sources 	(Wulandari & Mulyanto, 2024)

Variable	Indicator	Parameter	Source
Buying decision	3. Alternative Evaluation	1. Compare products with other stores 2. Compare prices with other stores 3. Compare product quality with other stores	(Wulandari & Mulyanto, 2024)
	4. Purchase Decision	1. Purchasing decisions are based on price, promotion, and product quality. 2. Purchasing decisions are based on trust in the supplier. 3. Purchasing decisions are based on quantity.	(Wulandari & Mulyanto, 2024)
	5. Post-purchase behavior	1. Satisfaction with shopping at the Crystal Guava store 2. Repeat purchases 3. Recommend the product to relatives and friends	(Wulandari & Mulyanto, 2024)

The measurement scale used in this study is a Likert scale. The categories used to determine consumer decisions are as follows:

Table 3. Alternative instrument answer scores

Category	Scale	Score
Strongly Disagree	1	1,00 - 1,79
Disagree	2	1,80 - 2,59
Somewhat Agree	3	2,60 - 3,39
Agree	4	3,40 - 4,19
Strongly Agree	5	4,20 - 5,00

Source: Sugiyono (2017)

The data were analyzed using descriptive analysis. Descriptive analysis is conducted to describe a set of events or the current state of a population. Descriptive analysis in this study was used to determine consumer characteristics and the consumer decision-making process when purchasing fruit at the Guava Kristal Pekanbaru store.

RESULTS AND DISCUSSION

Consumer Characteristics

Consumer characteristics are the traits, attributes, and behaviors of individuals that influence their decision-making process when purchasing goods or services (Kertayoga et al., 2023). Consumer characteristics aim to provide a clear picture of the personal circumstances of the consumers in the research sample. The consumer characteristics of the Pekanbaru Crystal Guava Shop include gender, age, status, education, occupation, income, purchase frequency, purchase amount, expenditure, and distance from home to the store.

Table 4. Consumer characteristics

Consumer characteristics	Number (people)	Percentage(%)
Gender		
Man	0	0
women	96	100
Total	96	100
Age (years)		
17-25	15	16
26-35	32	33
36-45	35	36
46-55	11	11
56-65	3	3
Total	96	100

Consumer characteristics	Number (people)	Percentage(%)
Status		
Married	82	85
Unmarried	14	15
Total	96	100
Last education		
Senior High School	23	24
college	73	76
Total	96	100
Work		
Student	8	8
housewife	40	42
government employees	10	10
private sector employee	7	7
businessman	9	9
other	22	23
Total	96	100
income		
1.500.000 - 2.500.000	15	16
2.600.000 - 3.500.000	32	33
3.600.000 - 4.500.000	20	21
4.600.000 - 5.500.000	15	16
5.600.000 - 6.500.000	12	13
> . 6.500.000	2	2
Total	96	100
Purchase Frequency (times)		
1-2	33	34
3-4	61	64
4-5	2	2
Total	96	100
Purchase Quantity (kg)		
1- 2	5	5
3-4	33	34
5-6	39	41
> 6	19	20
Total	96	100
Amount spent on buying fruit in 1 month (Rp)		
100.000	32	33
200.000 -300.000	55	57
> 300. 000	9	9
Total	96	100
Distance from home to shop (km)		
< 1	11	11
1 - 2	61	64
3 - 4	20	21
5- 6	3	3
7 - 8	1	1
Total	96	100

Source: Processed Data 2025

Consumer characteristics based on gender: 100 percent of respondents were female, while 0 percent were male. This is because most households delegate household shopping to women (Rahmadini et al., 2024). The age group with the largest number of respondents was in the 36–45 year range, namely 35 people or 36 percent of the total respondents. This indicates that the respondents in this study are included in the adult age category. Consumers are in the productive age group who generally have consistent purchasing power and a high awareness of the importance of consuming fresh fruit for health.

Marital status data in Table 8 shows that the majority of Pekanbaru Crystal Guava Shop customers are married, representing 82 people (85 percent). Because families are more aware of fruit consumption for their family and household health, each family member plays a role and influences each other in fruit purchasing decisions (Marinda et al., 2022). The last education of consumers shows that the majority of consumers of the Pekanbaru Crystal Guava Shop have a college education level, namely 73 people with a percentage of 76 percent. Education level is one of the demographic factors that shapes consumer behavior and purchasing decisions (Santoso, 2025).

Consumer characteristics based on occupation at the Pekanbaru Crystal Guava Shop show that the largest occupational group is housewives (IRT), at 42 percent. This group is the most dominant because they are responsible for meeting the family's food needs. IRTs tend to make planned and routine purchases, taking into account price, quality, and freshness of the fruit, along with the family's fruit consumption needs.

Data on household income of consumers at the Pekanbaru Crystal Guava Shop shows that the majority of respondents have an income between 2,600,000 and 3,500,000 Rupiah, representing 33 percent. This indicates that income levels are not always directly proportional to the intensity of fruit purchases, but rather are more influenced by spending patterns and household consumption habits. Based on the frequency of consumer purchases at the Pekanbaru Crystal Guava Shop, it can be seen that most consumers make fruit purchases quite regularly, with details of 3–4 times with a percentage of 64 percent. Repeat purchase frequency is customer loyalty to the same product or service consistently in the future (Nabila Alzari, 2025).

Characteristics based on the number of purchases, it can be seen that most consumers purchase 5-6 kg of fruit, namely 39 people with a percentage of 41 percent, thus indicating that consumers tend to buy fruit in sufficient quantities. The decision on the amount of purchase is influenced by needs, purchasing power, and frequency of consumption. Daya beli individu dapat dipahami sebagai kemampuan individu untuk membayar atau tidak membayar untuk memperoleh barang yang dibutuhkan atau diinginkannya (Sofiatullah, 2024). Data on the amount of expenditure on buying fruit in one month at the Pekanbaru Crystal Guava Shop, it can be seen that most consumers allocate funds between 200,000-300,000 with a percentage of 57 percent. The data in the table shows that the majority of Pekanbaru Crystal Guava Shop consumers live within 1–2 km, or 64 percent, of the store location. Location is an important factor that consumers consider when fulfilling their needs, as they also consider how easy or difficult it is to reach the location (Daniella et al., 2023).

Consumer Decision Making Process

Problem Introduction

Consumers are aware of a need or problem that needs to be addressed, which can arise from routine daily needs or from special, unexpected situations. At this problem recognition stage, the buyer feels a difference between the actual situation that exists at this time and a number of ideal conditions that are desired, thus triggering an urge to find a solution through the next purchasing decision process (Wulandari & Mulyanto, 2024).

Table 5. Problem recognition process

No	Statement	Score	category
1.	I bought fruit because consuming fruit is important.	4,52	very important
2.	I consume fruit because it provides benefits for body health.	4,73	Very helpful
3.	My aim in buying fruit is to fulfill my needs.	4,32	Very satisfied
	Average Problem Recognition Variable	4,52	Very good

Source: Processed data 2025

Need recognition is the stage when consumers begin to recognize a problem or need they wish to fulfill (Nengsi et al., 2022). The problem recognition variable is in the very good category with an average score of 4.52. This means that consumers are very aware that buying fruit is important, both to meet their needs and to maintain their health. The highest score is found in the statement "I consume fruit because it provides health benefits" with a score of 4.73, indicating that health benefits are the main reason consumers buy fruit. Meanwhile, the statement "I buy fruit because consuming fruit is important" received a score of 4.52, and "My goal in buying fruit is to meet my needs" received a score of 4.32, both also in the very good category.

These results indicate that the initial stages of purchasing decisions have already been firmly established in consumers, as they not only purchase fruit out of habit but also because they recognize its importance for health and daily needs. Thus, consumers at the Crystal Guava Shop in Pekanbaru already have a strong internal drive to purchase fruit. These results align with (Aditama & Larasati, 2023) findings, which found that the Healthy Lifestyle variable influences consumer fruit purchasing decisions at Superindo's Solo Baru branch.

Information Search

The information search stage is the second stage in the consumer purchasing decision process, which begins after consumers recognize a need or problem that needs to be addressed. Consumers seek information about products or services that can meet their needs. This information can be obtained from various sources (Wulandari & Mulyanto, 2024).

Table 6. Information Search

No	Statement	Score	Category
1	I am looking for information from personal sources.	3,59	Agree
2	I am looking for commercially sourced information	2,78	Quite agree
3	I am looking for information from mass media sources.	4,09	Agree
4	I am looking for information based on personal experience.	3,11	Quite agree
	Average Information Search Variable	3,40	Agree

Source: Processed data 2025

The information search variable falls into the agree category with an average score of 3.40. This indicates that consumers at the Pekanbaru Crystal Guava Shop are quite active in seeking information before purchasing fruit, particularly from mass media, with the highest score of 4.09. Personal sources are also quite frequently used, with a score of 3.59, while personal experience sources scored 3.11, and commercial sources were the lowest, with a score of 2.78. This means that consumers rely more on information from the media and those closest to them than on advertisements or direct promotions from sellers.

These results indicate that before purchasing fruit, consumers tend to seek information from sources they perceive as more trustworthy. Mass media and personal sources are the primary sources of information because they provide faster and more convincing information. Meanwhile, information from commercial sources has not been a primary consideration, possibly because consumers are more selective about seller promotions. By knowing this information, consumers can make informed purchasing decisions (Nengsi et al., 2022). This is in line with (Sari, 2017) research findings, which found that online media is the most influential source of information for consumers when considering information about everything from fruit to consumer preferences. Several factors influence people's choice of using online media as a means or source for information seeking.

Alternative Evaluation

Consumers evaluate various available options based on criteria such as product characteristics, price, quality, brand, and product features. This process can involve assessing, considering, and comparing brands or products. In the evaluation stage, consumers form preferences among brands in the choice set. Consumers also form an intention to purchase the preferred brand (Wulandari & Mulyanto, 2024).

Table 7. Alternative evaluation process

No	Statement	Score	Category
1	Before buying, I compared the Crystal guava fruit products from Pekanbaru with products from other shops.	3,65	Agree
2	Before buying, I compared the price of fruit at the Crystal guava shop in Pekanbaru with other shops.	4,04	Agree
3	Before buying, I compared the quality of the fruit at the Pekanbaru Crystal Guava shop with the quality of other shops.	3,69	Agree
	Average Alternative Evaluation Variable	3,79	Agree

Source: Processed data 2025

The average alternative evaluation variable of 3.79, with the agree category, indicates that consumers at the Pekanbaru Crystal Guava Shop tend to compare fruit before purchasing. This means that purchasing decisions do not occur spontaneously, but rather through a process of evaluating several options first, especially in terms of price, quality, and product. Of the three indicators measured, comparing prices received the highest score of 4.04, making price the most dominant consideration in the alternative evaluation stage. Meanwhile, comparing fruit quality received a score of 3.69 and comparing products received a score of 3.65, indicating that both are also important but are lower than price.

These results indicate that consumers at the Pekanbaru Crystal Guava Shop are quite rational in choosing where to buy fruit. They not only look at the products on offer but also compare whether the price and quality are comparable to those offered by other stores. This is in line with research by (Al-Rasyid & Nur, 2025) that states that product price and quality influence purchasing decisions. This means that consumers at the Crystal Guava Shop tend to compare the prices and quality of the products offered with other fruit shops in the area before making a purchase.

Buying decision

Consumers make purchasing decisions by selecting the best option based on a comparison of attributes such as quality, price, and benefits that best meet their needs. Factors such as competitive pricing, attractive promotions, and brand trust can significantly influence these decisions, often being the final determinant between intention and actual purchase (Wulandari & Mulyanto, 2024).

Table 8. Purchasing decision process

No	Statement	Score	Category
1	I made a purchasing decision at the Pekanbaru Crystal Guava shop because of the price, promotion and product quality factors.	4,21	Strongly agree
2	I made a purchasing decision at the Pekanbaru Crystal Guava shop because of the trust factor.	3,15	Quite agree
3	I made a purchase decision at the Pekanbaru Crystal Guava shop because of the quantity.	3,08	Quite agree
	Average Purchase Decision Variables	3,48	agree

Source: Processed data 2025

The research results showed that the purchasing decision variable had an average score of 3.48, categorized as agree. This indicates that consumers at the Crystal Guava Shop in Pekanbaru generally have a positive purchasing decision regarding the products offered. The indicator with the highest score was the statement that consumers make purchasing decisions based on price, promotion, and product quality, with a score of 4.21, categorized as strongly agree. This means that these three factors are the main considerations for consumers when purchasing fruit at the Crystal Guava Shop in Pekanbaru.

Meanwhile, the trust indicator scored 3.15, categorized as quite agree, while the quantity indicator scored 3.08, also categorized as quite agree. This indicates that although trust and purchase quantity influence purchasing decisions, their influence is not as strong as price, promotion, and product quality. These results align with (Madani et al., 2023) research, which shows that promotion, price, and product quality have a positive and significant influence on consumer purchasing decisions at

Indomaret Racing Center. Therefore, it can be concluded that a marketing strategy that emphasizes appropriate prices, attractive promotions, and good product quality can encourage consumers to make purchases.

Post-Purchase Decisions

After purchasing a product or service, consumers will evaluate their satisfaction with the purchase. This satisfaction or dissatisfaction can influence future purchasing decisions and can trigger behaviors such as recommending the product to others, repurchasing the product and becoming a loyal customer, or filing a complaint (Wulandari & Mulyanto, 2024)

Table 9. Post purchase process

No	Statement	Score	Category
1	I am satisfied with the products sold by the Pekanbaru Crystal Guava shop	4,16	Agree
2	I will make a repeat purchase of products at the Pekanbaru Crystal Guava shop	3,94	Agree
3	I will recommend Pekanbaru Crystal Guava shop products to friends, family and colleagues.	3,77	Agree
	Average Post-Purchase Decision Variables	3,95	Agree

Source: Processed data 2025

The post-purchase decision-making stage of the buyer process is where consumers take further action after a purchase based on their satisfaction or dissatisfaction (Irmawan et al., 2022). The highest average score for the post-purchase process variable was found in the statement "I am satisfied with the products sold by the Guava Crystal Pekanbaru store" with a score of 4.16. This indicates that consumer satisfaction is the strongest aspect, so the products sold are considered to meet expectations. The statement "I will make a repeat purchase" received a score of 3.94, indicating a tendency for loyalty or interest in returning to the Guava Crystal Pekanbaru store. Meanwhile, the statement "I will recommend the Guava Crystal Pekanbaru store's products" received a score of 3.77 in the agree category and indicates potential word-of-mouth promotion.

These results illustrate that the consumer experience after purchase is quite good. High satisfaction is usually the basis for repurchase intentions and a willingness to recommend products to others. In line with (Sabilillah et al., 2023) research which found that service quality and product quality jointly influence customer satisfaction at the Risman Buah Shop. Where product quality is a condition where consumers feel satisfied with a product or as desired to meet their needs. If consumers are satisfied with the product, consumers will make repeat purchases.

CONCLUSION

Based on the analysis and discussion in this study, the following conclusions can be drawn:

1. The characteristics of consumers shopping for fruit at the Pekanbaru Crystal Guava Shop are 100 percent female, aged 36–45, and married. The majority of consumers' highest education level is college, and 42 percent are housewives. Consumers' monthly income ranges from 2,500,000 to 3,500,000 rupiah. Consumer spending per fruit purchase ranges from 200,000 to 300,000 rupiah per month, with a purchase frequency of 3–4 times per month. The average distance between consumers' homes and the Pekanbaru Crystal Guava Shop is 1–2 kilometers, making access to the store relatively easy.
2. The consumer purchasing decision process at the Pekanbaru Crystal Guava Shop, specifically the problem recognition variable, yields an average score in the very good category. The information search, alternative evaluation, purchase decision, and post-purchase decision variables yield an average score in the agree category.

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AUTHOR CONTRIBUTION STATEMENT

RD: concept, implementation, analysis and writing; EM: supervisor I and revision; SP: Supervisor II and revision.

AI DISCLOSURE STATEMENT

The author used Perplexity AI and Google Scholar during the preparation of this work to correct grammar, enhance sentence clarity, and perform paraphrasing. He also searched and summarized the scientific literature and found relevant journals. After using these tools/services, the author has thoroughly reviewed and edited the manuscript as needed and takes full responsibility for the content of this publication.

CONFLICTS OF INTEREST

The author declares that there is no conflict of interest that could influence this research.

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