

Research Article

The Influence of Lifestyle, Personality, and Family Factors on Consumer Purchase Intention toward Ornamental Plants in Bandar Lampung City

Irfan Shalihin Alghazi^{1*}, Yuniarti Fihartini²

¹Management Department, University of Lampung; Indonesia, e-mail : irfanshalihin08@gmail.com

²Management Department, University of Lampung; Indonesia, e-mail : yuniarti.fihartini@feb.unila.ac.id

*Corresponding Author : irfanshalihin08@gmail.com

Abstract. Particularly in urban locations like Bandar Lampung, the ornamental plant business has grown to be a significant element of Indonesia's horticultural sector, contributing to economic development and drawing increasing consumer interest. Despite the market's potential, prior research on the impact of lifestyle, personality, and family variables on customers' buying intentions has yielded mixed results. Thus, the purpose of this study is to investigate how lifestyle, personality, and family influence ornamental plant buying intention in Bandar Lampung, Indonesia. 140 respondents who were chosen through purposive sampling were given structured questionnaires to complete in order to gather primary data using a quantitative survey approach. With the aid of SPSS software, multiple linear regression was used to examine the data. The findings show that while personality has no significant impact on purchase intention (significance value of 0.078), lifestyle and family have considerable positive effects on buy intention (significance values of 0.001 and 0.003, respectively). Additionally, the F-test verifies that family, personality, and lifestyle all significantly influence purchasing intention. These results imply that lifestyle factors and familial influences, rather than personality traits, are the main factors influencing customers' intentions to purchase ornamental plants. The study comes to the conclusion that marketers can create more successful marketing tactics to boost consumer interest in ornamental plants by having a better understanding of lifestyle patterns and family dynamics. To improve the findings' generalizability, further research is urged to include more factors and a wider geographic scope.

Keywords: Family; Lifestyle; Ornamental Plants; Personality; Purchase Intention.

1. Introduction

Understanding consumer behavior is essential to business success because it helps companies create products, services, and marketing plans that increase customer satisfaction, profitability, and competitiveness (Basuni et al., 2023). Cultural, social, psychological, and personal elements all have an impact on consumers' buying intents and decisions (Kotler & Keller, 2016). These influences can come from both external and internal sources, such as marketing campaigns and environmental influences, as well as personal preferences, values, and self-perceptions. Therefore, firms looking to draw customers and increase purchase intentions in a cutthroat market must comprehend the aspects that influence consumer behavior, especially those pertaining to personal traits and self-concept (Natalia et al., 2026).

Since customers typically choose products that represent their requirements, interests, and everyday living patterns, lifestyle is thought to be one of the major personal elements influencing consumer purchase intention (Kotler & Keller, 2016; Dewi et al., 2026). Prior research has shown that lifestyle has a major impact on customers' intents and decisions to buy, even in the market for ornamental plants (Rumbiati & Heriyana, 2020; Fauzi et al., 2021; Arani, 2010). Lifestyle provides important insights into consumer behavior and market segmentation by reflecting how people manage their time, express their interests, uphold their beliefs, and manage their resources (Plummer, 2013; Maney & Haris, 2021).

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When it comes to decorative plants, customers who lead urban and health-conscious lifestyles could be more likely to buy them as a way to bring nature into their homes, improve aesthetic appeal, and promote mental wellness. Ornamental plants are becoming more and more integrated into a lifestyle that prioritizes environmental awareness, wellbeing, and quality of life as more research indicates that engaging with plants can lower stress and elevate mood (Maney & Haris, 2021).

Because customers frequently select products that mirror their self-image and personal traits, personality is a psychological aspect that drives consumer purchase intention (Wardana, 2011). According to earlier research, personality influences consumer preferences and consumption behavior, which in turn influences purchase decisions and shopping intentions (Daulay & Handayani, 2021). Self-concept, which affects how customers express their identities through product choices, is directly linked to personality (Lesmana & Santoso, 2019). However, research on ornamental plant purchasing is still conflicting; some studies suggest that personality has a substantial impact, while others do not (Fauzi et al., 2021). This discrepancy highlights the need for more investigation into how personality influences ornamental plant purchase intent (Wuryanti et al., 2026).

Family is another important factor impacting consumer purchase intention because family members often influence one another's preferences and shopping choices (Kotler & Keller, 2016). When it comes to decorative plants, family members can foster enthusiasm in gardening and plant ownership through common interests, household preferences, and values. However, prior research is still inconclusive; some studies assert that family affects consumer behavior, while others find no appreciable influence on decisions to purchase decorative plants (Fauzi et al., 2021). These contradictory results emphasize the need for additional study on how family affects aspirations to purchase decorative plants (Dewi et al., 2025).

The ornamental plant industry, which is a component of the horticulture sector and supports regional and national economic development, is one of the industries that support Indonesia's economy (Indriani & Mukhyi, 2013; Fadila et al., 2023). As public interest in gardening and home décor grew during the COVID-19 epidemic, the industry for decorative plants saw tremendous growth in both domestic demand and exports. According to reports, Indonesia's exports of decorative plants rose by almost 70% in 2021, indicating the rising demand for floriculture products worldwide (Intan, 2021). The economic potential of the industry is highlighted by the steady expansion of various attractive blooms, despite the fact that production patterns differ among plant species. As competition within the industry intensifies, understanding consumer purchase intention becomes increasingly important for businesses seeking to align their products with consumer preferences and market trends (Bursan, 2026).

Lampung has been a significant contributor to Indonesia's decorative plant production, cultivating and exporting premium ornamental plants to both domestic and foreign markets. Bandar Lampung in particular has shown great market potential, bolstered by local exhibitions, attractive plant bazaars, and rising public awareness. Despite the industry's bright future, prior research on the impact of lifestyle, personality, and family variables on customer purchase intention has yielded mixed results. These discrepancies point to a research gap and warrant additional study. In order to provide information that will help marketers create more successful consumer-oriented marketing strategies, this study investigates the impact of lifestyle, personality, and family variables on consumers' purchase intention toward ornamental plants in Bandar Lampung.

2. Literature Review

Consumer Behavior

The activities and decision-making processes involved in obtaining, utilizing, assessing, and discarding goods, services, and concepts are referred to as consumer behavior (Engel et al., 2010). It looks at how people or groups make decisions about consumption at every stage of the process, from choosing and buying a product to using it and evaluating it afterward. Because it clarifies the elements influencing customer choices and purchasing decisions, an understanding of consumer behavior is crucial for marketers.

Personality

The distinct set of traits, attitudes, and actions that set one person apart from another is referred to as personality. It encompasses elements like temperament, emotional inclinations, and thought patterns that are influenced by life experiences, environmental variables, and genetics (Hawkins, 2010).

Lifestyle

Lifestyle describes the unique patterns of conduct, pursuits, passions, and routines that define people or groups and set them apart from others (Jensen, 2007). It includes social interactions, consumption patterns, recreational pursuits, employment, and involvement in the community or religion, among other facets of everyday life.

Family

A family is a social group of people who are related by blood, marriage, or adoption and who share resources, obligations, and emotional relationships. According to Hanum et al. (2022), it can also be described as a group of two or more individuals who uphold strong bonds, common experiences, and emotional ties.

Purchase Intention

Purchase intention describes a consumer's propensity or inclination to purchase a specific good or service and indicates how interested they are in doing so in the future (Putri, 2022). Purchase intention is a significant predictor of consumer behavior that frequently affects actual purchasing decisions and aids companies in understanding possible customer demand.

Hypothesis

The following theories are put out in light of the literature review, earlier research, conceptual framework, and study goals:

H1: Consumers' intentions to acquire decorative plants in Bandar Lampung are significantly influenced by their lifestyle.

H2: Customers' intentions to buy decorative plants in Bandar Lampung are significantly influenced by their personalities.

H3: Customers' intentions to buy decorative plants in Bandar Lampung are significantly influenced by their families.

3. Research Method

Research Design

In order to investigate how lifestyle, personality, and family variables affect customers' intentions to purchase decorative plants in Bandar Lampung, this study used a quantitative survey design. While secondary data was gathered from pertinent literature, including scholarly journals and internet sources, primary data was gathered using a structured questionnaire given to Bandar Lampung people who were at least 17 years old. A five-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree," was used to gauge responses. Purposive sampling, a non-probability sampling approach, was used in the study to choose respondents who fit the predefined criteria. The minimal sample size was calculated by multiplying the 14 measurement items by 10, as advised by Hair et al. (2020). This produced a sample of 140 respondents. To test the hypothesis on the impacts of lifestyle, personality, and family on purchase intention toward ornamental plants, quantitative statistical methods were used to evaluate the obtained data.

Operational Definition

In order to investigate how lifestyle, personality, and family variables affect customers' intentions to purchase decorative plants in Bandar Lampung, this study used a quantitative survey design. While secondary data was gathered from pertinent literature, including scholarly journals and internet sources, primary data.

Table 1. Operational Definition

Variable	Definition	Indicators	Scale
Purchase Intention	Purchase intention describes a customer's propensity or readiness to purchase a specific good or service (Putri, 2022).	1. Transactional Interest: the inclination to buy a product. 2. Referential Interest: the inclination to suggest a thing to other people. 3. Preferential Interest: a strong inclination for a specific product that is only replaced in the event of major changes. 4. Exploratory Interest: the propensity to research a product of interest in order to bolster favorable opinions about it (Tjiptono, 2007).	Likert
Lifestyle	A lifestyle is a set of behaviors, expressions, and	1. Interest. 2. Activities. 3. Opinions.	Likert

Variable	Definition	Indicators	Scale
Personal-ity	customs that set one person, group, or society apart from another (Jensen, 2007).		
	A person's personality can be described as a collection of attributes that differentiate them apart from one another (Aaker, 2013).	1. Sincerity (grounded, truthful, wholesome, joyful). 2. Excitement (bold, vivacious, creative, contemporary). 3. Competence (clever, successful, dependable). 4. Sophistication (charming, upper-class). 5. Ruggedness (tough, outdoor).	Likert
Family	A family is a social group made up of people who share resources, obligations, and emotional ties and are connected by blood, marriage, or adoption (Hawley & Ph, 1996).	1. Parents and siblings make up the family of orientation. 2. The procreative family, which includes the spouse and offspring.	Likert

Analysis Technique

Prior to testing hypotheses, the measurement tool's validity and reliability were evaluated. Factor analysis was used to assess validity; items were deemed valid when factor loadings were larger than 0.50 and the Kaiser-Meyer-Olkin (KMO) value was greater than 0.50 (Ghozali, 2016). Cronbach's Alpha was used to assess reliability; values greater than 0.60 indicated good internal consistency. Multiple linear regression with SPSS was used to analyze the data in order to look at how lifestyle, personality, and family affected the intention to buy decorative plants. The coefficient of determination (R^2), t-tests for each independent variable's individual effect, and the F-test for the simultaneous effect of all independent factors on purchase intention at a 5% significance level were used to examine the provided hypotheses.

4. Results and Discussion

Result

Factor analysis based on communalities values was used to evaluate validity. With the exception of one item (Item 21), which had a communality value of 0.407, the results showed that all measurement items satisfied the validity requirement of a communality value above 0.50. In order to measure lifestyle, personality, family, and purchasing intention toward ornamental plants in Bandar Lampung, this item was eliminated from the study, leaving 26 eligible items.

Table 2. Validity Test

Analysis Tool	Variable	Question Item Number	Communalities Value
Factor Analysis	Lifestyle	1	0.759
		2	0.747
		3	0.548
		4	0.541
		5	0.741
	Personality	6	0.745
		7	0.689
		8	0.711
		9	0.716
		10	0.862
		11	0.813
		12	0.646
		13	0.683
		14	0.874
		15	0.847

Analysis Tool	Variable	Question Item Number	Communalities Value
		16	0.732
		17	0.791
		18	0.723
		19	0.684
		20	0.407
	Family	21	0.366
		22	0.598
		23	0.742
		24	0.666
	Purchase In-	25	0.766
	tention	26	0.838
		27	0.689

The measurement tool's dependability and consistency were evaluated through reliability testing. Cronbach's Alpha was used in the analysis. A coefficient value greater than 0.60 indicates satisfactory reliability. The findings of the reliability test, which was conducted on the 27 measurement items using questionnaire responses from 40 participants.

Table 3. Reliability Test.

Variable	Cronbach's Alpha	Interpretation
Lifestyle (X1)	0.768	
Personality (X2)	0.749	
Family (X3)	0.736	Reliable
Purchase Intention (Y)	0.881	

Several traditional assumption tests, such as autocorrelation and multicollinearity tests, were carried out prior to doing multiple regression analysis to investigate the impacts of lifestyle, personality, and family on purchase intention toward ornamental plants in Bandar Lampung. The Durbin–Watson (DW) statistic was used to measure autocorrelation. The regression model was free of autocorrelation issues, as seen by the findings, which revealed a DW value of 2.048 that was greater than the upper crucial limit (DU = 1.7678).

The Tolerance and Variance Inflation Factor (VIF) values were used to assess multicollinearity. Ghozali (2016) states that when the tolerance value is greater than 0.10 and the VIF value is less than 10, multicollinearity is absent. The test results showed that every independent variable satisfied these requirements, proving that multicollinearity was not present and that the regression model was appropriate for additional examination.

Table 4. Multicollinearity Test.

Variable	Tolerance	VIF
Lifestyle (X1)	0.831	1.203
Personality (X2)	0.9	1.112
Family (X3)	0.845	1.184

To determine if the regression residuals were normally distributed, a Normal P-P Plot was used for the normality test. The findings demonstrated that the residuals were normally distributed since the data points closely followed the diagonal line. As a result, the regression model's normalcy assumption was met.

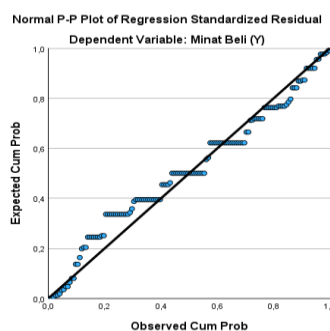


Figure 1. Normality Test.

The F-test was used to look at the independent factors' simultaneous impact on buying intention. This test establishes whether family, personality, and lifestyle all have an impact on buying intention. The decision criteria were based on a significance threshold of 0.05: the independent variables are deemed to have a significant simultaneous influence on the dependent variable if the significance value is less than 0.05 or the computed F-value is more than the crucial F-value (F-table = 2.67). The following table displays the F-test findings.

Table 5. F Test

Independent Variables	Sig. Level	Sig. Value	F-Stat	Conclusion
Lifestyle, Personality, and Family	0.05	< 0.001	14.13	There is statistical significance in the model. Purchase intention is significantly influenced by lifestyle, personality, and family.

Using the t-test at a 5% significance level ($\alpha = 0.05$) with 136 degrees of freedom (t-table = 1.976), the partial impacts of lifestyle, personality, and family on purchase intention toward ornamental plants were investigated. The impact of the independent variables on the dependent variable was assessed using multiple regression analysis, and the model's explanatory power was measured using the coefficient of determination (R^2).

Because their significance values are less than 0.05, the t-test results show that lifestyle (X1) and family (X3) have a substantial impact on purchase intention. On the other hand, purchasing intention is not much impacted by personality (X2). Consequently, the results indicate that while personality has little bearing on consumers' intentions to buy decorative plants in Bandar Lampung, lifestyle and family are critical factors.

Table 6. T Test.

Independent Variable	Sig. Value	t-Statistic	Conclusion
Lifestyle (X1)	0.001	3.305	H1 Accepted
Personality (X2)	0.078	1.775	H2 Rejected
Family (X3)	0.003	2.978	H3 Accepted

Discussion

The Influence of Lifestyle on the Purchase Interest in Ornamental Plants

With a significance value of 0.001, which is less than the 0.05 threshold, the hypothesis test results demonstrate that lifestyle has a substantial positive impact on customers' purchasing intentions toward ornamental plants in Bandar Lampung. H1 is therefore supported. This result is in line with earlier research by Damayanti & Susanti (2021) and Rumbiati & Heriyana (2020), which discovered that lifestyle had a major impact on customers' interest in and decisions to buy decorative plants. People who lead optimistic lives typically see ornamental plants not just as decorative objects but also as an integral element of their daily routines, interests, and overall wellbeing. Consumers' hobbies, pursuits, and viewpoints are reflected in their lifestyle, which influences their tastes and consumption habits. The results indicate that customers are more likely to have a stronger intention to buy ornamental plants if they adopt lifestyles that prioritize aesthetics, environmental awareness, relaxation, and healthy living. Lifestyle has an impact on extrinsic motives like social trends and environmental concerns as well as intrinsic motivations like personal fulfillment and enjoyment. Consequently, a larger degree of purchasing intention is linked to a more favorable lifestyle perspective. These findings support the notion that lifestyle is a key factor in determining consumer behavior in the ornamental plant market and influences consumers' intentions to make purchases in Bandar Lampung.

The Influence of Personality on the Purchase Interest in Ornamental Plants

The hypothesis test results show that consumers' purchasing intentions for decorative plants in Bandar Lampung are not significantly influenced by personality. A significance value of 0.078, which is higher than the 0.05 significance limit, serves as proof of this. Consequently, H2 is rejected, indicating that in this study, personality does not significantly influence purchase intention. The results suggest that consumers' intentions to buy decorative plants are not always correlated with individual personality features. This outcome is in line with the findings of Fauzi et al. (2021), who found that purchasing decisions for ornamental plants were not significantly influenced by personality. One explanation could be that consumers' intents to buy are more heavily influenced by outside influences, such as familiarity with the features and advantages of ornamental plants, referrals from friends or family, and the items' accessibility. Due to the widespread availability and growing popularity of decorative plants,

buyers may now base their purchases more on social influences and pragmatic factors than on personal characteristics. As a result, personality seems to have no bearing on Bandar Lampung residents' intentions to buy attractive plants.

The Influence of Family on the Purchase Interest in Ornamental Plants

The hypothesis test show that consumers' purchasing intentions for decorative plants in Bandar Lampung are significantly positively impacted by family. Family is a significant factor impacting purchase intention, as supported by the significance value of 0.003, which is below the 0.05 cutoff. This result implies that a greater degree of interest in buying attractive plants is linked to stronger familial influence. Family members are a significant source of consumer behavior since they frequently share tastes, exchange information, and have an impact on one another's purchase decisions. This outcome is in line with research by Ghozali (2016), who contend that family has a significant and direct impact on consumer decision-making, with spouses, parents, kids, and siblings influencing one another's buying decisions. According to Kotler & Keller (2016), the family is the most powerful consumer-buying organization in society, acting as the main reference group that influences consumer behavior. Consumption patterns and product preferences can be influenced by both the family of procreation (spouse and children) and the family of orientation (parents and siblings). Thus, the results indicate that customers' intents to buy ornamental plants in Bandar Lampung are greatly influenced by recommendations, family support, and common interests.

5. Conclusions

Customers' intentions to acquire ornamental plants in Bandar Lampung are positively impacted by lifestyle and family, but not by personality. These results emphasize how customers' lifestyles and family situations influence their purchasing decisions in the market for decorative plants. However, this study's narrow emphasis on a specific region and small number of explanatory variables may limit how broadly the findings may be applied. To provide a more thorough understanding of the factors influencing ornamental plant purchase intention, future research is encouraged to incorporate larger sample sizes, broader geographic coverage, and additional variables like consumer knowledge, social influence, environmental awareness, perceived value, or digital marketing factors.

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