

Factors Affecting Consumer Buying Decision of Flower Bouquet: A Case Study of Online Florist Business

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Abstract

The growth of the flower bouquet industry and low barriers to entry have made many new entrants enter this industry and made the level of competition in this industry high. Nevertheless, the potential of this industry is still attractive to the entrance. The customer focusing is the key to surviving in this industry, such as knowing what makes customers decide to buy some bouquet. Consumer buying decisions are essential things that every business must pay attention to win the competition and maintain their existence and position in the market. This research focuses on case study analysis to find out what factors significantly influence consumer buying decisions at Hello Yeppo flower bouquet business to be further optimized as a competitive advantage to increase sales and face competition. The research was conducted by distributing questionnaires to the targets to obtain qualitative data. The number of samples used in this study was 100 respondents with the purposive sampling technique. Data were analyzed by used descriptive analysis. This study concludes that product customization, the accordance of price to benefit, interesting promotion content, fast production process and beautiful and neat arrangement is the main indicator that influences consumer buying decisions at Hello Yeppo that should be optimized to increase sales and face the competition. This research is significant to small businesses learning and adopting the result for their flower bouquet business.

Keywords

Product Design, Service Quality, Price, Promotion, Buying Decisions, Creativepreneurship.

1. Introduction

Nowadays, modern handicraft product such as imitation flower bouquet are in great demand by Indonesian people especially among the young people. An imitation flower bouquet is a hand bouquet that uses fake/artificial flowers that come from various materials such as glittery cardstock paper, flannel, latex and satin, which are created to resemble fresh flowers in purpose as a substitute product (Dodo, 2019). The increase of public interest towards flower bouquet is because in recent years, the act of giving a flower bouquets as a gift has started to become a trend in our

society, especially among the young people. The trend that is currently emerging is based on someone's desire to express their feelings by giving a gift to their loved one even if it is only a small event or celebration as an effort to show appreciation, gratitude, or sympathy. Beside that, there's also a desire to share the moment on social media by uploading the gift that they have received (Rahmawati et al., 2016)

The effect of high demand lead this industry to the significant growth and have made many new entrants to enter because of the low barriers to entry in this industry. This made the level of competition in this industry become high, The customer focusing is the key to surviving in this industry, such as knowing what makes customers decide to buy some bouquet. Consumer buying decisions are essential things that every business must pay attention to win the competition and maintain their existence and position in the market.

One of the small business in Indonesia, namely Hello Yeppo, is trying to survive and make the settle position in the market by using costumer focusing method. Hello Yeppo is currently online florist business that based on West Java. This business is owned by a young entrepreneur Ingrid Sabatini. Like other business, Hello Yeppo need to win the competition by knowing the customer's preferences. This research focuses on case study analysis to find out what factors significantly influence consumer buying decisions at Hello Yeppo flower bouquet business to be further optimized as a competitive advantage to increase sales and face competition.

1.1 Objectives

This research specifically answers some of these questions:

1. What are the factors that affecting consumer buying decision of flower bouquet in Hello Yeppo?

2. Literature Review

2.1 Creative Business

In recent years, the creative industry sector and the creative economy have become a hot topic of discussion in various circles, both private and government. This is because the creative industry makes a significant contribution to the economy in Indonesia. Creative industries as part of the economy are relatively new and therefore not yet entirely defined. While the American academic Richard Florida (a widely recognized source) chooses a rather socio-professional approach when speaking of creative classes like artists, scientists, designers etc. (Florida, 2002), the EU and Germany take market segments (e.g. advertising, architecture, arts, design, film, music, television) as a basis for a definition (Dreesmann et al., 2013). According to (Gumilar, 2015) The creative industry is an industry that departs from the use of individual creativity, skills and talents to create wealth and employment by generating and exploiting individual creativity.

According to the Minister of Tourism and Creative Economy (Menparekraf) Wishnutama said the creative economy sector contributed greatly to the national GDP. Based on 2019 Creative Economy OPUS data, the contribution of 17 creative economy sub-sectors is estimated to reach IDR 1,105 trillion to the national GDP. In 2020, it is estimated that the contribution of the creative economy will reach 7.44% of the national GDP. Based on data from the Central Statistics Agency (BPS) there are three sub-sectors that are the biggest contributors to the structure of GDP and exports, namely fashion contributing 17%, culinary 41% and one of them being the craft sector at 14.9% (Sembiring, 2021). The craft or craft sector is a sector related to human hand skills. Handicrafts have certainly existed for a long time, as we are familiar with traditional crafts such as rattan, woven, bamboo and over time the craft sector has grown rapidly to give rise to modern handicraft products such as scrapbooks, clay, flannel, arumigumi, batik and flower bouquet (Handriyani, 2015).

2.2 Floral Industry and Opportunity

Currently, cut flowers are one of the most popular floriculture products. This is indicated by the increase in the use of cut flowers, according to Puspitasari (2015) every year the cut flower industry in Indonesia has increased by 8 percent (Octavalerly et al., 2021). In line with the increase in people's income and welfare, the consumption of flower bouquets will tend to increase. Public perception of flowers is increasingly positive so that the use of flower bouquets is not only limited to mere decoration (Dewi, 2018). The increase that occurs cannot be separated from the

phenomenon of cut flowers which are often used for different occasions such as weddings, funerals, religious, birthday, holidays or decorations of homes.

With the increasing use and variety of cut flower products, there is an opportunity to enter the floriculture industry. The opportunities that exist are supported by a fairly broad and high-prospect florist market coverage (Octavaleri et al., 2021)

The high level of public interest in fresh flower bouquets does not make this industry free from industrial challenge and problems. Although this business has high and promising prospects, in this cut flower industry, entrepreneurs are required to pay more attention to their business based on artistic skills, skills in mastering technology and the ability to sell the products. they are required to be able to sell their products in a fresh condition and make the flower arrangement that are artistically able to attract potential consumers (Dewi, 2018). This is a several problems that fresh cut follower industry faced that fresh cut flowers cannot last a long time, approximately the flowers only will last up to 3-4 days. it also require certain treatment such as people must store the flowers in vases filled with water and change the water regularly so that the flowers stay fresh and don't wilt quickly. Over time, the fresh cut flower will wither and change from its color or aroma, and in the end it will become a waste (Rahmawati et al., 2016). Other than that, in terms of price, the fresh cut flowers is relatively expensive for a product that will be end up thrown away.

The above phenomenon shows that there are several problems in the fresh flower bouquet industry. Therefore, this is also a new business opportunity that appears in the community, from the existing problems, another alternative emerges, namely an imitation flower bouquet which is become a solution to problems from the industry. Imitation flower bouquet also recently have been in demand by the public due to more affordable prices, easy maintenance and long-lasting or will not wither (Panca, 2016). In addition, imitation flowers are also in great demand by professional consumers such as gardens, hotels, and others mostly looking to buy fire-resistant and weather-resistant fake flowers for decoration purposes (Fortune Business Insight, 2021).

2.3 Consumer Buying Decision

Consumer buying decisions are consumer behavior in choosing or determining products to achieve satisfaction in accordance with their wishes and needs (Widjaja & Rahmat, 2017). Consumer buying decisions are important factors in determining the existence of the company. A company can continue to exist if consumer stimulation in deciding to buy products from a market gets a positive response from the market itself (Nasrul, 2020). Therefore, buying decisions are important things to consider because every company would want high consumer purchases of the products offered by the company. This condition surely will be balanced by the high intensity of the company in developing factors that are able to underlie consumers in buying the company's products (Hasibuan, 2017). In this study, the author wants to explore more about consumer buying decision factors based on the five factors above, namely 1) product design, 2) price, 3) promotion, 4) product quality and 5) service at the Hello Yeppo business, which will further optimize the results as a competitive advantage to ensure consumer buying decisions in an effort to increase sales and face competition. This is useful to find out more about the basic factors of consumer decisions in making purchases at Hello Yeppo.

3. Methods

This research uses action research method. Action research refers to problem-solving methods to solve problems. In action research, both quantitative and qualitative approaches can be used (Sugiyono, 2017). The researcher decided to use the qualitative method with a focus on in-depth analysis of data and situations. The research was conducted by distributing questionnaires to the targets to obtain qualitative data. The number of samples used in this study was 100 respondents with the purposive sampling technique. A qualitative approach is used to understand phenomena related to behavior, perceptions, motivation, actions and decisions (Sugianto, 2020). Qualitative research does not formulate hypotheses but is expected to find hypotheses (Sugiyono, 2008). In qualitative research, researchers use descriptive analysis to describe all variables related to the research phenomenon. The purpose of descriptive analysis is to clarify images and perceptions in systematic writing (Sendari, 2019).

4. Data Collection

The data collected for the research is conducted through primary and secondary sources. The data can be illustrated in the following way:

The primary data was collected from the questionnaire, and the secondary data collected from the internet and the journal and web page. The primary data was collected by using the closed-ended questionnaire method. The questionnaire has 29 questions and is divided into six sections.

Section 1 contains the respondents' profile. Section 2 is a question regarding customer's buying decision in terms of product design. Section 3 is a question regarding customer's buying decision in terms of price. Section 4 is a question regarding customer's buying decision in terms of Hello Yeppo's promotion. Section 5 is a question regarding customer's buying decision in terms of Hello Yeppo's service quality. Section 6 is a question regarding customer's buying decision in terms of Hello Yeppo's product quality. The questionnaire also has five likert scales. The scale has been grouped as follows: Strongly disagree, Disagree, Neutral, Agree, Strongly agree.

The research was conducted by distributing questionnaires online to obtain qualitative data. Furthermore, the data will be processed and explained in descriptive paragraphs containing the conclusions of the answers. In supporting the needs of analyzing this research data, researchers need 100 responden which is Hello Yeppo's customer that comes from various different background.

5. Results and Discussion

5.1 Numerical Results

The result from the data collected from the questionnaire could see in the table below:

Table 1. Customer's buying decision in terms of product design.

Category		Percentage	
Product Design	The various color choices of wrapping paper and flowers at Hello Yeppo makes you decide to buy from Hello Yeppo	Strongly disagree	0%
		Disagree	1%
		Neutral	7.9%
		Agree	26.7%
		Strongly Agree	64.4%
	Various design of flower bouquet at Hello Yeppo makes you decide to buy from Hello Yeppo	Strongly disagree	0%
		Disagree	0%
		Neutral	2%
		Agree	32.7%
		Strongly Agree	65.3%
	The up to date flower bouquet design and following the trend of Korean-style flower bouquets makes you decide to to buy from Hello Yeppo	Strongly disagree	0%
		Disagree	1%
		Neutral	5%
		Agree	17.8%
		Strongly Agree	76.2%
	The attractive color combination of the flower bouquet makes you decide to buy from Hello Yeppo	Strongly disagree	0%
Disagree		0%	
Neutral		2%	
Agree		28.7%	
Strongly Agree		69.3%	

	Being able to custom a flower bouquet according to your preference makes you decide to buy from Hello Yeppo	Strongly disagree	0%
		Disagree	0%
		Neutral	3%
		Agree	11.9%
		Strongly Agree	85.1%

The table above is the result of the respondents' answers to the product design variable. There are five indicators proposed, namely color choices, various flower bouquet designs, up to date flower bouquet designs, attractive color combinations and product customization. In this variable, indicator that obtains highest percentage value of strongly agree compared to other indicator is “product customization”, as many as 85.1% of respondents "strongly agreed" that being able to custom a flower bouquet according to their preference influences consumer buying decision followed by 76.2% “up to date flower bouquet design“ then 69.3% for answers to the “attractive color combination”.

Table 2. Customer’s buying decision in terms of price

Category		Percentage	
Price	Affordable product prices for consumers make you decide to buy from Hello Yeppo	Strongly disagree	2%
		Disagree	2%
		Neutral	20%
		Agree	50%
		Strongly Agree	26%
	The given price is in accordance with the quality of the product makes you decide to buy from Hello Yeppo	Strongly disagree	0%
		Disagree	4%
		Neutral	22%
		Agree	48%
		Strongly Agree	26%
	The price is in accordance with the benefits received makes you decided to buy from Hello Yeppo	Strongly disagree	0%
		Disagree	0%
		Neutral	10%
		Agree	49%
		Strongly Agree	41%
	The prices offered at Hello Yeppo are competitive with other flower shops, which makes you decide to buy from Hello Yeppo	Strongly disagree	0%
Disagree		2%	
Neutral		20%	
Agree		41%	
Strongly Agree		37%	

Next, the table above is the result of the respondents' answers to the price variable. There are four indicators proposed, namely affordability, price accordance to quality, price accordance to benefits, and the price competitiveness. In this variable, indicator that obtains highest percentage value of strongly agree compared to other indicator is the “price accordance to benefits”, as many as 41% of respondents "strongly agreed" that the price is in accordance with the benefits that customer’s received influences consumer buying decision followed by 37% “price competitiveness” then 26% for answers to “price is an accordance to quality” and “affordability”

Table 3. Customer’s buying decision in terms of promotion

Category		Percentage	
Promotion	Interesting photos, Instagram stories and captions make you want to buy products from Hello Yeppo	Strongly disagree	0%
		Disagree	0%
		Neutral	3%
		Agree	38.6%

	The Instagram ads that appear in your timeline makes you decide to buy from Hello Yeppo	Strongly Agree	58.4%
		Strongly disagree	1%
		Disagree	5%
		Neutral	20.8%
		Agree	33.7%
	Customer testimonials or relatives' recommendations makes you decide to buy from Hello Yeppo	Strongly Agree	39.5%
		Strongly disagree	0%
		Disagree	3%
		Neutral	7.9%
		Agree	38.6%
	Strongly Agree	50.5%	

The third section is the result of the respondents' answers to the promotion variable. There are three indicators proposed, namely interesting promotion content, ads repetitiveness, and customer's testimonial. In this variable, indicator that obtains highest percentage value of strongly agree compared to other indicator is "interesting promotion content" as many as 48% of respondents "strongly agreed" that Interesting photos, Instagram stories and captions influences consumer buying decision followed by 50.5% "customer's testimonial" then 39.5% for answers to the "ads repetitiveness".

Table 4. Customer's buying decision in terms of service quality

Category		Percentage	
Service Quality	Friendly, polite and helpful customer service makes you decide to buy from Hello Yeppo	Strongly disagree	0%
		Disagree	0%
		Neutral	0%
		Agree	22.8%
		Strongly Agree	77.2%
	Fast customer service response makes you decide to buy from Hello Yeppo	Strongly disagree	0%
		Disagree	0%
		Neutral	6.9%
		Agree	31.7%
		Strongly Agree	61.4%
	The ease of communicating and placing orders makes you decide to buy from Hello Yeppo	Strongly disagree	0%
		Disagree	0%
		Neutral	4%
		Agree	25.7%
		Strongly Agree	70.3%
	Product information that is clear and easy to understand makes you decide to buy from Hello Yeppo	Strongly disagree	0%
		Disagree	0%
		Neutral	3%
		Agree	27.7%
		Strongly Agree	69.3%
The fast production process makes you decide to buy from Hello Yeppo	Strongly disagree	0%	
	Disagree	0%	
	Neutral	2%	
	Agree	18.8%	
	Strongly Agree	79.2%	

About the service quality variable, There are five indicators proposed, namely friendly, polite and helpful customer service, fast response, the easiness of placing order and communicating, clear and detail product information, and fast production process. In this variable, indicator that obtains highest percentage value of strongly agree compared to other indicator is “fast production process” as many as 79.2% of respondents "strongly agreed" that the fast production process influences consumer buying decision followed by 77.2% “Friendly, polite and helpful customer service“ then 70.3% for answers to the “easiness of placing order and communicating”

Table 5. Customer’s buying decision in terms of product quality

Category		Percentage	
Product Quality	The long storage period of the product / flower bouquet makes you decide to buy from Hello Yeppo	Strongly disagree	0%
		Disagree	3%
		Neutral	9.9%
		Agree	28.7%
		Strongly Agree	58.4%
	Good and safe product packaging makes you decide to buy from Hello Yeppo	Strongly disagree	0%
		Disagree	0%
		Neutral	9.9%
		Agree	27.7%
		Strongly Agree	62.4%
	A beautiful and neat arrangement of flower bouquets makes you decide to buy from hello yeppo	Strongly disagree	0%
		Disagree	0%
		Neutral	5%
		Agree	26.7%
		Strongly Agree	68.3%

The last section is the result of the respondents' answers to the product quality variable. There are three indicators proposed, namely long storage period, good and safe product packaging and beautiful and neat arrangement. In this variable, indicator that obtains highest percentage value of strongly agree compared to other indicator is “beautiful and neat arrangement” as many as 68.3% of respondents "strongly agreed" that A beautiful and neat arrangement of flower bouquets influences consumer buying decision followed by 62.4% “good and safe product packaging“ then 58.4% for answers to the “long storage period”.

5.2 Graphical Results

THE MAIN INDICATOR THAT BECOMES PRIORITY OF CONSUMERS ON EACH VARIABLE THAT AFFECTS CONSUMER BUYING DECISION :

FACTORS AFFECTING CONSUMER BUYING DECISION OF FLOWER BOUQUET



Pictures 1. Factors Affecting Consumer Buying Decision of Flower Bouquet

From the result of the table above, it can be conclude that there are main indicators that become consumer priority for each variable that influences consumer buying decisions. The main indicator can be measured by looking at the indicator that has the highest percentage strongly agree value on each variable.

In product design variable, the main priority of consumers is in the “product customization” indicator (85.1%) means that consumers make purchases at Hello Yeppo because customers being able to make their flower bouquet according to their preference (colour, wrapping style, additional item on the bouquet, budget and many more) and the business also have ability to fulfil their request.

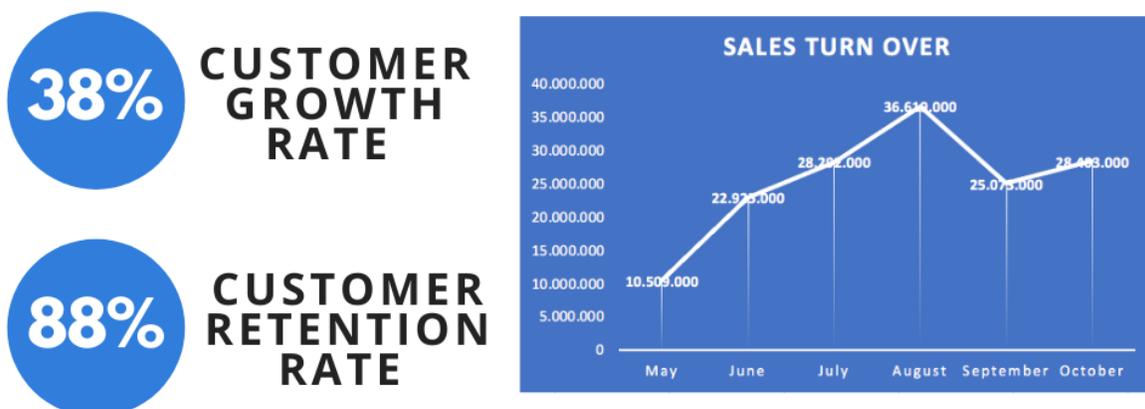
In price variable, the main priority of consumers is in “price accordance to benefits” indicator (41%) means that consumers make purchases at Hello Yeppo because they get the benefit from the products they have already paid. The benefit can be time efficiency to prepare a gift, strenghten customer’s relationship with their friends or partner.

In promotion variable, the main priority of consumers is in “interesting promotion content” indicator (48%) means that consumers make purchases at Hello Yeppo because the business have interesting promotion content that get consumer attention and leads to buying decision.

In service quality variable, the main priority of consumers is in “fast production process” indicator (79.2%) means that consumers make purchases at Hello Yeppo because the business have fast production process that can provide urgent order for customers.

In product quality variable, the main priority of consumers is in “beautiful and neat arrangement” indicator (68.3%) means that consumers make purchases at Hello Yeppo because the business can provide a neat and beautiful arrangement of flower bouquet.

HELLO YEPPPO 2021 BUSINESS GROWTH PERFORMANCE DASHBOARD



Pictures 2. Hello Yeppo 2021 Business Growth Performance Dashboard

From the description of Hello Yeppo's Business Growth Performance Dashboard, it can be seen that during the six months (May 2021- October 2021), the increase in sales occurred because Hello Yeppo started using Instagram Ads to raise brand awareness by using interesting promotional content to attract customers to visit Hello Yeppo's Instagram page that was specifically aimed at Hello Yeppo's target market. Furthermore, the increase occurred significantly because Hello Yeppo released a new product, namely KPOP Photo Bouquet which was become a trend and have a high demand in the market. The number of graduation events in these months also has an impact on increasing orders for graduation flower bouquets which has an impact on increasing sales. The decline in sales began to occur in September, this was because the KPOP Photo Bouquet product that Hello Yeppo marketed on e-commerce was suddenly deleted by the e-commerce party even though the product is a best seller product and already has a good rating from customers. This causes sales to decline which has an impact on Hello Yeppo's sales turnover.

Hello Yeppo has an average customer retention rate of 88%. These results show a very good value in maintaining Qju's old customers and prove that the promotion and service that that has been given by Hello Yeppo so far is quite successful.

Related to Customer Growth Rate, Qju gets a percentage of 38% as the growth rate of new customers or the acceleration of Qju in acquiring new customers. During the six months of Hello Yeppo's business activity, in August, the consumer growth rate fell by -37% and has increased in May, June, July September and October with a value of 165%, 1%, 34%, and 25%.

5.3 Proposed Improvements

Seeing the results that on product quality variables, product customization indicators getting the highest percentage in influencing consumer buying decision, the company should optimize this by announcing that the flower bouquet product at Hello Yeppo can be adjusted according to the customer's preference. This can be done by repeatedly providing this information on the Hello Yeppo promotional media (instagram stories and instagram feeds).

In the price variable, consumers prioritize the price with the benefits they get. Therefore, the company can focus on the benefits that customers can get when making purchases at Hello Yeppo such as time efficiency for consumers in preparing gifts.

Another priority that consumers pay attention in deciding to purchase a flower bouquet is attractive promotional content. Attractive promotions content make customers curious about the product that could encourage them for a purchase. Therefore, companies must make promotional content as attractive as possible such as creative and interesting product photography, using a copy writing technique that tell story, clear and detail description about product specifications. Promotion also can be in the form of giveaways, discounts, collaborations, and others. This program will increase brand awareness and influence consumer buying interest.

Sometimes consumers also need a gifts at urgent or unexpected times, therefore consumers prioritizes fast production process indicator in deciding to purchase a flower bouquet, This is because consumers want an instant orders and didn't want to wait for a product too long or it could be that customer didn't have time to searching for products a few days before. Therefore, companies need to provide urgent order services where a bouquet of flowers can be ordered on the D day or by providing ready stock products.

In the product quality variable, consumers prioritize indicators of beautiful and neat arrangement. Therefore, the company need to make continous improvements by upgrading flower arrangement skills to make it better, the company can provide training for the production team.

6. Conclusion

The growth of the flower bouquet industry and low barriers to entry have made many new entrants enter this industry and made the level of competition in this industry high. The customer focusing is the key to surviving in this industry, such as knowing what makes customers decide to buy some bouquet. Business actors must know What factors makes customers decide to buy some bouquet. Hello Yeppo needs to pay attention to consumer buying decisions to win the competition and maintain the existence and position in the market.

Because of that, Hello Yeppo is researching what factors that significantly influence consumer buying decisions at Hello Yeppo flower bouquet business to be further optimized as a competitive advantage to increase sales and face competition. and it can be concluded that the main indicator that becomes priority of consumers on each variable that affects consumer buying decision is :

1. Product Design – Product customization
2. Price – The accordance of price to benefit
3. Promotion – Interesting promotion content
4. Service Quality – Fast production process
5. Prouct Quality – Beautiful and neat arrangement

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Biography

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