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CONSUMEN BEHAVIOR IN ONLINE PURCHASE OF SEEDS AND ORNAMENTAL PLANTS

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Abstract

The covid-19 pandemic has forced most people of Indonesia to do their activities from home, one of which is shopping which is also carried out online. Some people in Indonesia prefer to buy seeds and ornamental plants online even though these products are vulnerable to damage due to the limited durability and expiration date. The purpose of this study is to identify whether there is an influence of comsumer behavior on online purchasing decisions for seeds and ornamental plants in Indonesia. The analysis techniques used are validity test, reliability test, and multiple linear regression. The results showed that lifestyle does not affect purchasing decisions, while trust, convenience, and web quality affect purchasing decisions. The results of the F-test suggested that the variables of lifestyle, trust, convenience, and web quality, simultaneously influence the decision to purchase seeds and ornamental plants online.

Keywords*: Buying Decision; Consumer Behavior; Multiple Linear Regression.*

INTRODUCTION

Seeds and ornamental plants are non-food horticultural plants, which are cultivated for their beauty (aesthetic value). Ornamental plants are classified into floricultural studies, spesifically the study of ornamental plant cultivation as the production of cut flowers, garden ornamental plants, and indoor ornamental plants (Wiraatmaja, 2016). The Ministry of Agriculture (2019) and Agriculture & Horticulture (2019) recorded the performance report of the Directorate General of Horticulture; there was an increase in fruit and floriculture production in 2019 by 75,78%, while in 2020 it increased by 94,15%. There was fluctuation in the production of several types of ornamental plants in Indonesia (table 1).

Table 1. Production of Ornamental Plants in Indonesia, 2017-2020

No	Ornamental Plants (Stem)	Year			
		2017	2018	2019	2020
1	Orchid	20.047.855	24.717.840	18.608.657	11.683.333
2	Anthurium Flowers	2.631.003	5.390.417	4.463.472	2.505.198
3	Carnations	1.673.556	1.732.585	1.872.739	1.476.709
4	Gerbera / Herbras	14.753.526	26.608.911	33.003.177	13.008.791
5	Gladiolus	1.415.184	2.341.720	1.997.219	2.471.752
6	Heliconia	1.399.736	1.583.467	1.564.737	1.107.564
7	Chrysanthemum	480.686.763	488.176.610	465.359.952	383.466.100
8	Roses	184.465.907	202.065.050	213.927.138	147.658.256
9	Tuberose Flowers	112.292.299	116.909.674	123.520.862	115.159.831
10	Dracaena (Tree)	2.491.192	7.081.323	8.017.348	8.329.555
11	Jasmine (Tree)	24.514.836	32.578.506	25.847.060	27.339.266
12	Palms (Tree)	947.878	745.544	713.454	475.823

Source: Central Bureau of Statistics Processed, 2021

Ornamental plant business is developing in various areas of Indonesia and serves as a center for economic development. Seed and ornamental plant nursery activities currently become a business which is able to drive the growth of the service and goods industry (Agung et al., 2017). According to data from the Ministry of Agriculture, national ornamental plant exports in January - April 2019 were reached approximately 15 billion, an increase of 28,5% compared to January - April 2018 which was 1.470 tons.

The *covid-19* pandemic has given a significant impact on several life aspects of the Indonesian population, where the restrictions on these activities have many impacts on the community's economy. The pandemic has forced some people to do their activities online, one of which is making sales and purchases through e-commerce. According to Sudaryono et al. (2020), e-commerce companies in Indonesia explained that there was an increase on the marketing amount when people implemented physical distancing during the pandemic era. As a result, the government has starting to look to the e-commerce sector as a solution to dealing with a swelling tax deficit due to the economic deceleration.

Consumer Behavior

Consumer behavior is an activity of a person who is involved in the use of economic products and services including decision-making activities (Sunarto, 2018 and Swastha & Handoko, 2010). Meanwhile, according to Schiffman & Kanuk (2010), consumer behavior is defined as how consumers act in searching, buying, using, evaluating a product or service for meeting their needs. According to Kotler (2011), consumer behavior can be influenced by four factors, namely social, cultural, personal, and psychological factors.

Exploring consumer behavior is the main key to success for marketers (Sunarto, 2018). Setyawati (2012) argued that consumer behavior tends to be very complicated and influenced by emotions, motives and attitudes. Consumer behavior can be interpreted as good or bad attitudes towards certain products (Setyawati, 2012 and Subianto, 2007). According to Prastiwi & Setiyawan (2016), consumer impression towards products and services is a response from an industry because it affects profitability. According to Noviana et al. (2014), in exploring consumer behavior, it is necessary to understand the flow of a consumer's

decision to buy ornamental plants and the indicators that influence the decision-making process.

Buying Decision

Buying decision is defined as buy the preferred item, but the previous buyer's assessment and unexpected conditions can be between the desire to buy and the decision to buy. Meanwhile, according to Gunawan et al. (2017), Sutarni et al. (2018) and Walukow et al. (2014), buying decision is a problem solving process, where there will be 5 stages; looking for needs and desires, collecting information, evaluating information on alternative purchases, giving the buying decisions, and behavior after purchase. After consumers decide to choose alternative purchases and there may be replacements if needed, new consumers will buy or use the goods and services (Maharani, 2015). The purchase is about the buyer choosing the goods to be purchased, when to make a purchase, where to buy, and how to pay.

Darmawan (2017) stated that seeds and ornamental plants are products that easily damaged by the poor handling in its marketing process. According to Alfan (2019), one aspect that influences a person to make an online buying decision to a product is because of fear. This fear can takes form of worries of a calamity when making a purchase by visiting the store directly or offline, especially in this current pandemic situation, thus people tend to do their routines at home. The covid-19 pandemic has made farmers and also several institutions develop online marketing for their seed and ornamental plant products.

Several studies on online buying decisions have been conducted. One of them is a study by Utami & Firdaus (2018) which investigate buying models on e-commerce indicators that are influenced by marketing mix for agricultural products such as seeds. The results suggested that the marketing mix with a combination of price mix, goods, place of purchase, and promotions has boosted the consumer buying decisions for seed products through e-commerce sites.

Relevant Studies

Romla & Ratnawati (2018) have conducted a study on buying decisions in e-commerce, the results of the study explained that ease of use, quality of web service interaction and quality of information had a positive and significant effect on the buying decision made. Meanwhile, according to Wardoyo & Andini (2017), based on their study investigating factors that influence online buying decisions for Gunadarma University students, the results explained that lifestyle, trust, convenience, and web quality simultaneously have significant effect on an online buying decision.

According to Setyariningsih's study (2019) which investigating the influence of lifestyle and trust on online buying decisions at Lazada in Mojokerto City with multiple linear regression analysis, it was explained that trust and lifestyle have an influence on online buying decisions. Ardyanto et al. (2015) also conducted a study on the effect of convenience and trust toards online buying decisions using descriptive analysis and multiple linear regression, the results showed that trust and convenience have a simultaneous significant impact on online buying decisions. Kurniawan et al. (2018), in their study on the influence of website quality (WEBQUAL 4.0) towards trust and the impact of online buying decisions towards e-commerce websites, explained that website quality has a significant effect on buying decisions.

According to Alfan (2019), e-commerce has various benefits for both consumers and business organizations. However, according to Utami & Firdaus (2018) the use of internet

media is a new thing in marketing activities for agribusiness products such as seeds, this is because agricultural products have characteristics that are not similar to other industrial products. The products are characterized by a limited expiration date and durability.

The characteristics of seed and ornamental plant products make consumers hesitate to make online purchasing for the products. Meanwhile, the covid-19 pandemic has forced most people to do their activities from home. In addition, seeds and ornamental plants are susceptible to damage during the shipping process, making consumers hesitate to buy it online. Therefore, consumer behavior is very important in making decision to make online purchases on seed and ornamental plant products. Based on the problems that have been described, this study is purposed to identify whether there is an influence of consumer behavior on online buying decisions for seeds and ornamental plants in Indonesia.

RESEARCH METHODS

The method used in this study is a causal quantitative method which examining the relationship between variables. The independent variables in this study are lifestyle, trust, convenience, and web quality, while the dependent variable is buying decision. This study was conducted to consumers who made online purchasing on seeds and ornamental plants at least once. The sampling is determined purposively based on the characteristics that meet the following criteria: (1) have purchased seeds or ornamental plants online; (2) reside/domiciled in Indonesia. The data collection for study was conducted in November 2020 until the process was completed.

The data used in this study is primary data. It was obtained directly by distributing questionnaire links to online seed and ornamental plant buyers by sharing Google Form links via WhatsApp status, WhatsApp groups for ornamental plant lovers, and ornamental plant lovers communities on Facebook. The Google Form link is distributed from May 5, 2021 to May 31, 2021. Answers in each category are measured using a Likert scale, namely: Strongly Disagree (STS) with a score of 1, Disagree (TS) with a score of 2, Moderately Agree (CS) with a score of 3, Agree (S) with a score of 4, and Strongly Agree (SS) with a score of 5. The number of suitable respondents used for most studies is greater than 30, but smaller than 500 respondents (Alwi, 2015). According to Utami & Firdaus (2018), the minimum number of samples is 15 to 20 times for each independent variable. This study has four independent variables, namely lifestyle, trust, convenience, and web quality, where these are multiplied by 15. Therefore, the total respondents obtained in this study are 60 respondents.

The analysis used in this study is multiple linear regression. According to Ningsih & Dukalang (2019), the linear regression model requires that the data used must be on a ratio or interval scale, so that the assumptions of the multiple linear regression model are met, and have a higher coefficient of determination. The results of the questionnaire data are ordinal data, thus it must be converted into interval data. Multiple linear regression analysis equation can be written as follows:

$$Y=a+b_1X_1+b_2X_2+b_3X_3+b_4X_4+e \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots(1)$$

Where Y is buying decision, a is constant, X_1 is lifestyle, X_2 is trust, X_3 is convenience, X_4 is web quality, b_1 is regression coefficient for lifestyle variable, b_2 is regression coefficient on trust variable, b_3 is regression coefficient on convenience variable, b_4 is the regression

coefficient for the web quality variable, e = error. Furthermore, regression correlation analysis (R) and the coefficient of determination (R2), F test, and T test will be conducted.

According to Rares & Jorie (2015), the F test is used to determine whether there is a simultaneous influence between the independent variables on the dependent variable. From the F-test decision making, if the value of F-count > F-table and the value of sig. > 0,05, then H0 is accepted, otherwise if the F-count value is smaller than the F-table and <0,05, then H1 is accepted. T statistical test or partial test aims to determine the effect of each independent variable individually in explaining the dependent variable. T-test decision making where if the value of t-count > t-table and sig value > 0,05, then H0 is accepted, otherwise if the value of t-count < t-table and <0,05, meaning that H1 is accepted. The hypotheses of the study are as follows:

H0 is accepted: There is no influence of the variables X_1, X_2, X_3, X_4, on Y
H1 is accepted: There is an influence of the variables X1, X2, X3, X4, on Y

There are indicators for each variable that will be developed into questions in the questionnaire (Table 2).

Table 2. Indicators of Independent and Dependent Variables

Variables	Indicators
Lifestyle (X^1)	- Shopping tendency - Tendency towards trends
Trust (X^2)	- Seller characteristics - Consumer characteristics
Convenience (X^3)	- Individual interaction with the system is clear and easy to understand - Easy to use the application - It doesn't take much effort to interact with the seller
Web Quality (X^4)	- Usability quality - Information quality - Interaction quality
Buying decision (Y)	- Recognizing the problem - Searching for information - Evaluating alternatives - Purchasing the product or not - Post purchase behavior

Source: Primary Data Processed, 2021.

RESULTS AND DISCUSSION

Characteristics of Respondents

Total respondents in this study were 60, 35 women and the remaining 25 were men. Most of the respondents in this study were women. According to the Central Statistics Agency

(2020) in a public survey regarding the impact of covid-19 on online shopping trends, it was suggested that the trend tends to rise during the pandemic, especially for female millennials. The online buyers of seeds or ornamental plants are mostly aged 18-26 years (30 respondents), 14 respondents aged 37-46 years, as many as 13 respondents aged 27-36 years, and the remaining 3 respondents are buyers aged over 46 years. The high interest of buyers aged 10-26 years is due to more transactions was conducted through e-commerce at the age of 10-20 years (Permana et al., 2021). According to Putra (2016), the results of his study showed that as consumers age, online purchases will decrease. On the other hand, online purchasing interest will be high at the age of 18-39 years because that age is categorized into early of adulthood stage. Consumers who purchased or filled out questionnaires lived in East Java (Madura, Gresik, Kediri, Bojonegoro, Jember, Nganjuk, Malang, Ngawi, Sidoarjo, Surabaya, Tulungagung), Central Java (Pati and Purworejo), and West Java (Bogor). The majority of consumers are domiciled in the East Java region (Nganjuk and Kediri).

The buyers of seeds or ornamental plants have a variety of jobs, mostly dominated by students, as many as 18 respondents. In addition to students, there are private employees, civil servants, and entrepreneurs, each of which as many as 11 respondents, and the remaining 9 respondents chose others. The large number of student respondents is due to their hobbies and also their interests to make ornamental plants into decorations. The frequency of purchasing seeds or ornamental plants online was 31 respondents made 1 purchase, 23 respondents made 2-5 purchases, and the remaining 6 respondents had purchased more than 5 times. Those who bought more than 5 times are respondents whose hobbies are collecting ornamental plants and also collectors of seeds or ornamental plants which will later be resold.

The reasons that make consumers buy seeds or ornamental plants online are because of the ease of transactions, the desired seeds or plants are not available on site/offline, covid-19 situation, hobbies, and also the variations of seeds or ornamental plants available in e-commerce. There are several marketplaces widely used by respondents for their online shopping transactions for seeds and ornamental plants, such as Shopee (41 respondents), Facebook and Tokopedia (6 respondents each), Lazada (4 respondents) and the remaining 3 respondents choose others (Blibli and Instagram). Respondents who purchased more than once were also purchased seeds and ornamental plants online in more than 1 marketplace / *e-commerce*. Shopee is a popular online shop that is widely used by consumers to buy seeds and ornamental plants. This is similar to the results of Putri & Zakaria (2020) which found that as many as 77% of respondents use Shopee, then Tokopedia with 15,4% users, Bukalapak 3%, Lazada 2,6%, and Zalora 0,6%. According to Permana et al. (2021), there was a significant increase for Shopee and Tokopedia in 2020, even IPrice report suggested that there was an increased shopping activity from e-commerce by 38%. Kontan.co.id wrote that Shopee is the most favorite e-commerce because the products offered are more diverse and attractive, whereas the prices are more competitive. Shopee also continues to improve its platform by extending time spent and engagement on the application (Husaini, 2020).

From 60 respondents purchasing seeds or ornamental plants online, 49 respondents did not know the online shop owner when making a purchase, while 11 respondents explained that they knew the online shop owner. Not knowing the shop owner doesn't necessarily make the buyer stop shopping, although there are several things to consider before making a purchase.

One thing to consider in making the buying decision-for seeds or ornamental plants is the comments from previous buyers who sometimes explain that the products they bought

are not suitable, the seeds or ornamental plants are damaged during shipping, and it took a long time for shipping the ornamental plants. Consumers become hesitant to make any purchase if the delivery time is too long, where seeds or ornamental plants have limited product durability. Buyers anticipate this problem by looking trusted answers from previous consumers, how much satisfaction the previous customer had in the purchase. Consumers also look for a solution for this problem by checking directly to the seller, choosing a trusted delivery agent, and buying seeds or ornamental plants online from the nearest location.

Validity Test

Table 3. Validity Test Results

Variables	Items	Corrected Item-Total Correlation	r-table	Information
Lifestyle (XI)	X1.1	0,551	0,2542	Valid
	X1.2	0,401	0,2543	Valid
	X1.3	0,724	0,2544	Valid
	X1.4	0,682	0,2545	Valid
	X1.5	0,544	0,2546	Valid
Trust (X2)	X2.1	0,609	0,2547	Valid
	X2.2	0,634	0,2548	Valid
	X2.3	0,609	0,2549	Valid
	X2.4	0,440	0,2550	Valid
	X2.5	0,690	0,2551	Valid
	X2.6	0,606	0,2552	Valid
Convenience (X3)	X3.1	0,695	0,2553	Valid
	X3.2	0,683	0,2554	Valid
	X3.3	0,718	0,2555	Valid
	X3.4	0,714	0,2556	Valid
	X3.5	0,699	0,2557	Valid
	X3.6	0,598	0,2558	Valid
Web Quality (X4)	X4.1	0,611	0,2559	Valid
	X4.2	0,596	0,2560	Valid
	X4.3	0,434	0,2561	Valid
	X4.4	0,537	0,2562	Valid
	X4.5	0,551	0,2563	Valid
Buying Decision (Y)	Y1	0,675	0,2564	Valid
	Y2	0,630	0,2565	Valid
	Y3	0,458	0,2566	Valid

Variables	Items	Corrected Item-Total Correlation	r-table	Information
Buying Decision (Y)	Y4	0,717	0,2567	Valid
	Y5	0,625	0,2568	Valid
	Y6	0,706	0,2569	Valid
	Y7	0,627	0,2570	Valid
	Y8	0,535	0,2571	Valid
	Y9	0,762	0,2572	Valid
	Y10	0,608	0,2573	Valid

Source: Primary Data Processed, 2021

This validity test involves 60 respondents, the value of df (*degree of freedom*) is = 58. The significance value is 5%, so the r-table is 0,2542. The result suggested that all aspects of each variable have a value above 0,2542. It means that the variables of lifestyle, security, trust, web quality, and buying decision are valid. Each question used is able to measure each variable and can be used in the next stage of research.

Reliability Test

Reliability test was conducted by using the Cronbach's Alpha test to see whether the indicators on each variable were consistent from time to time. Cronbach's alpha value in the calculation results has a number ≥ 0,6, meaning that the variable is considered to be reliable. The overall question indicators for each variable are considered as reliable because the Cronbach's Alpha value is 0,944 ≥ 0,6. It was concluded that all instruments on the variables were suitable for use in the study and the answers to the questionnaire were stable from time to time or consistent.

Heteroscedasticity Test

Heteroscedasticity test is conducted by looking at certain patterns on the scatterplot graph between SPRESID and ZPRED. The basis for decision making is said to be no heteroscedasticity if there are no points that form a pattern, and the points spread above and below zero (0) on the Y axis. Figure 1 is the result of the heteroscedasticity test.
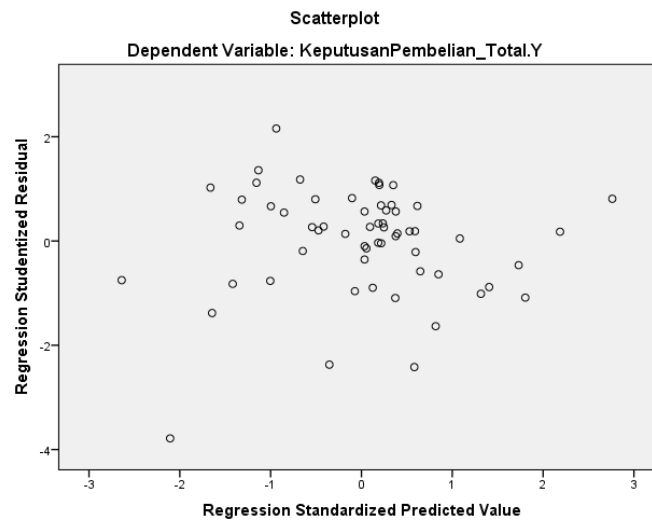
Source: Primary Data Processed, 2021.

Figure 1. Heterobinscedasticity Test Results

Figure 1 shows the dots do not form a pattern and the points spread below and above 0 (zero), in other words the graph depicts a spread plot. From the regression model above, it is proven that there is no heteroscedasticity.

Multicollinearity Test
Multicollinearity test was used to find out a regression model, whether there is a strong correlation in each independent variable.

Table 5. Multicollinearity Test Results

Model	Tolerance	VIF
(Constant)		
Lifestyle	.379	2.640
Trust	.428	2.337
Convenience	.429	2.333
Web Quality	.648	1.544

Source: Primary data Processed, 2021.

Table 5 shows that there is no correlation between the independent variables of lifestyle, trust, convenience, and web quality. Thus, the results of mutilinearity test are met or free from multicollinearity because the tolerance value is > 0,10 and the VIF value is < 10.

Normality Test
         Normality test was used to assess the data distribution on the independent variable, the dependent variable, or whether both variables are normally distributed or not. The normality test is said to be good if it has a normal or close data distribution.
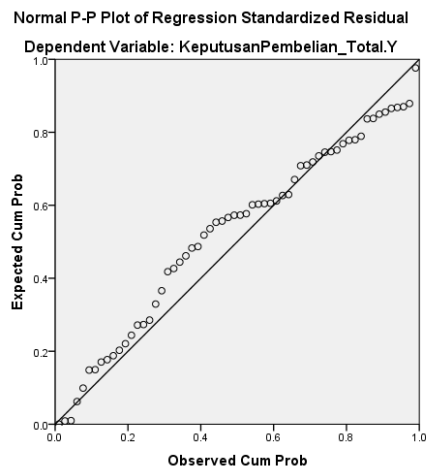
Source: Primary Data Processed, 2021.

Figure 2. Normality Test Results

Figure 2 shows that the points spread around the diagonal line and the distribution is following the direction of the diagonal line between 0 (zero) and the meeting of the Y axis (*Expected Cum Prob*) and the X axis (*Observed Cum Prob*). It proves that the normality assumption test has been met.

Multiple Linear Regression Results

Table 6. Results of Multiple Linear Regression Test

Model	Regression Coefficients	T	Sig.
(Constant)	3.852	1.423	0.160
Lifestyle	0.277	1.230	0.224
Trust	0.471	2.834	0.006
Convenience	0.438	2.750	0.008
Web Quality	0.404	2.533	0.014
R :	0.836		
Adj R Square :	0.677		
F-count :	31.885		
Sig F-count :	0.000		

Source: Primary Data Processed, 2021.

The results of multiple linear regression analysis are suggessted in table 6, the following multiple linear regression equations are obtained:

$$Y = 3,852 + 0,277X_1 + 0,471X_2 + 0,438X_3 + 0,404X_4 + e \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots 2$$

The regression equation depicts a constant value of 3,852, then if the lifestyle, trust, convenience and web quality are zero (0), the purchase decision (Y) is 3,852. Each independent variable is a predictive direction value where there is an increase (+) or decrease (-) of the

buying decision variable. The value of X1 regression coefficient is 0,277, meaning that there is a positive correlation between lifestyle and buying decisions, where if there is an increase of 1% in X1 and other variables have a fixed value, then the buying decision will increase by 0,277. variables X2, X3, X4 are similar to variable X1 which has a positive correlation and if there is an increase of 1%, there will be an increase on the value of each regression coefficient.

The results of correlation analysis (r) of 0,836 or 83,6% gives a meaning that there is a very strong correlation between the independent variable and the dependent variable. The value of *Adj R Square* is 0,677 or 67,7%, then the influence of independent variable towards dependent variable is 67,7%, and the remaining 32,3% is influenced by other variable. The other variable can be product quality, where the quality of a product also has an influence on online buying decisions (Agustini, 2017). The value of coefficient of determination is > 50%, meaning that the regression model is feasible.

There is F-count value in Table that is used to see the influence between variables simultaneously, and the F-count value is 31,885. The total respondents (n) is 60, DF1 = 4 and DF2 = 55, and f table is obtained with the formula in Excel {=FINV(a=5%;df1;df2)} which is 2,54. It is known that the value of sig. 0,000 < 0,05 and f-count 31,885 > f-table 2,54. Then, Ho is rejected and H1 is accepted, where the independent variables simultaneously affect the dependent variable of online seeds and ornamental plants. The results of the f-table test are the same as those conducted by Wardoyo & Andini (2017), i.e. the variables of lifestyle, convenience, trust and web quality have a simultaneous influence on online buying decisions at Gunadarma University.

Based on table 6, it can be seen how the correlation of each independent variable to the dependent variable is. The t-table value is obtained through calculations in Excel with the formula {=FINV(0,05;59-1)}, the t-table value is 2,002. Lifestyle (X1) has t count 1,230 < t table 2,002, and sig 0,224 > 0,05. This means that Ho is accepted. Thus, there is no significant effect of the lifestyle variable individually on the online buying decision (Y) of seeds and ornamental plants. Lifestyle is proved to have no any effect on buying decisions, it does not mean that the level of lifestyle does not exist, but the level of consumer lifestyle towards purchasing seeds and ornamental plants online is low. This result is is in the contrary with the result of Setyariningsih (2019) which showed that lifestyle influences buying decisions. It is influenced by various aspects such as the level of product competition in various e-commerce and a person's lifestyle which tends to be in the fashion category (beauty products, gadgets and electronics, household appliances, and clothing), where currently it becomes one of categories that is in great demand or purchased by most of e-commerce consumers (Permana et al., 2021). This study is in accordance with Mongisidi et al. (2019) which stated that lifestyle has no influence on buying decisions.

Trust is the key to a strong relationship between one aspect to another aspect, so that there is a harmonious reciprocal relationship on every problem (Setyariningsih, 2019). Trust (X_2) has t count of 2,834 > t table 2,002, and sig 0,006 <0,05. Where Ho is rejected and H_1 is accepted. Thus there is a significant effect of the trust variable (X2) partially (alone) towards online buying decisions (Y) for seeds and ornamental plants. This result is in accordance with Ardyanto et al. (2015), where the trust variable in using e-commerce also affects the buying decisions. Some consumers are afraid to buy seed and ornamental plant products online because the product will be damaged or inappropriate. However, 36 respondents agreed to trust that online sellers of seeds and ornamental plants will provide good quality products for consumer satisfaction, by ascertaining how many positive comments from previous

consumers. They also believe that e-commerce sellers will compensate if the goods received are not appropriate with the order.

According to Wardoyo & Andini (2017), convenience takes form of development in the internet technology that makes it easier for people to shop, making payment, and uses the product (*ease of use*), where most people believe that the use of technology does not require much effort. Vonvenience variable (X_3) has t count of 2,750 > t table 2,002, and sig 0,008 <0,05. Thus, Ho is rejected and H_1 is accepted, meaning that there is a significant effect of the convenience variable (X_3) individually towards the online buying decision (Y) of seeds and ornamental plants. These results are in accordance with the results of Wardoyo & Andini (2017) that there is a positive correlation between convenience and buying decision. The development of digital world today is increasingly sophisticated, there is a lot of information that can be received by consumers to get convenience when buying seeds and plants online. Total of 41 respondents agreed that buying seeds and ornamental plants online can be done anytime and anywhere, with an easy process (from the selection of product to payment process).

Web quality is very important in the online shopping process. A consmer is very dependent on the information provided by the website so that they have the confidence to buy (Kurniawan et al., 2018). The web quality variable (X_4) has t count 2,533 > t table 2,002, and sig 0,015 < 0,05. Thus, Ho is rejected and H_1 is accepted, meaning that web quality (X_4) has a significant influence partially (alone) on the online buying decisions (Y) for seeds and ornamental plants. These results are in accordance with the results suggested by Wardoyo & Andini (2017) that there is a positive correlation between web quality and buying decisions. The use of information technology is important for an organization or company. Consumers expect an organization to give information that can be used anytime and anywhere online. Similarly, 7 respondents strongly agree, 41 responses agree, 11 respondents quite agree and 1 respondent disagree that in buying seeds or ornamental plants online, an e-commerce website should provides information to help consumers during the online purchasing process of seeds and ornamental plants online.

CONCLUSION

It can be concluded that lifestyle variable have a positive and insignificant effect towards online buying decisions for seeds and ornamental plants. Meanwhile, the variables of trust, convenience, and web quality have a positive and significant effect towards online buying decisions for seeds and ornamental plants. The results of F test showed that the independent variables simultaneously have a simultaneous effect on the dependent variable of online seeds and ornamental plants. The influence magnitude of the independent variables (lifestyle, trust, convenience, and web quality) towards the dependent variable (buying decisions) is can be seen from the value of Adj R Square of 67,7%. Suggestion, The results of this study can be used to develop knowledge of online marketing management for seed and ornamental plant products, especially for lifestyle, convenience, trust, and web quality in influencing consumer buying decisions.

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