

## Exploring Consumer Preferences: Attribute Analysis and Satisfaction with Cavendish Bananas

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### ABSTRACT

The Cavendish banana is known for its quality attributes, including price, taste, skin color, cleanliness, and more. These attributes, when meeting consumer expectations, can lead to high consumer satisfaction. Improving these quality attributes can enhance consumer satisfaction and encourage increased consumption of the fruit. This study aims to analyze the impact of the quality attributes of Cavendish bananas on consumer satisfaction in Sidoarjo. The research was conducted on consumers who purchase directly from small vendors and supermarkets in Sidoarjo using the Accidental Sampling technique. Data were collected through interviews and observations, with a sample size of 12 individuals from street vendors and supermarkets in Sidoarjo. The data analysis method used was qualitative, specifically Qualitative Cross Section data. The results indicate that the majority of Cavendish banana consumers in Sidoarjo responded positively to the attributes of the bananas, including price, taste, quality, and the cleanliness of the display areas.

**Keywords:** attributes; quality; price; cavendish banana.

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### INTRODUCTION

Indonesia is a country with a high level of soil fertility, hosting 127 different plantations, including commodities such as palm oil, coffee, cocoa, tea, spices, and bananas. The Director General of Plantations has stated that these commodities have significantly contributed to Indonesia's Gross Domestic Product (GDP), even surpassing the oil and gas sector. In 2016, plantation commodities contributed 429 trillion Rupiah to Indonesia's GDP, compared to 365 trillion Rupiah from oil and gas (Economy Okezone, 2017). This data suggests that the government can better leverage the potential of the plantation sector to enhance Indonesia's economic prosperity, as plantations represent a renewable natural resource, unlike oil and gas, which are depleting and non-renewable.

Among the flourishing plantations in Indonesia is the banana plantation. Bananas are popular among the populace, particularly children, due to their rich nutritional content, which includes fiber, antioxidants, potassium, vitamin C, magnesium, carbohydrates, protein, copper, and fats. Additionally, bananas contain riboflavin, vitamin B6, and potassium, which support heart health and are beneficial for hair and skin. Indonesia is one of the largest banana producers in the world, ranking third among the top ten, with an annual production of 7.2 million tons (Kompas, 2021). This positions Indonesia as a potential leading producer of various banana varieties, including the Cavendish banana, which is believed to offer nutritional value equivalent to two apples per banana.

The Cavendish banana possesses several quality attributes. Attributes refer to both tangible and intangible characteristics of a product that provide subjective satisfaction or meet consumer needs (Day & Crask, 2000; Steiner & Harmon, 2009). Key attributes of the Cavendish banana include price, taste, skin color, cleanliness, and more. These attributes can generate consumer satisfaction if they meet expectations. Improving the quality of these attributes enhances consumer satisfaction and encourages increased banana consumption.

Yi (1990) defines satisfaction as consumers' evaluation of a product or service's features that successfully fulfill needs at a pleasing level, whether below or above expectations. Research by Kusmayasari (2014) demonstrated that product attributes significantly influence purchase decisions. Therefore, continuing research on the quality attributes of Cavendish bananas and their impact on consumer satisfaction is crucial.

## LITERATURE REVIEW

### About Cavendish Banana

Cavendish banana, known as "*Pisang Ambon Putih*" in Indonesia, is a highly popular tropical fruit worldwide. This variety is commonly propagated through tissue culture methods. The Cavendish banana plant typically reaches a height of 2.5 to 3 meters with a greenish-black stem. Its leaves are dark green, and the fruit bunches measure between 60 to 100 cm in length, weighing approximately 15 to 30 kg. Each bunch consists of 8 to 13 hands, and each hand contains 12 to 22 bananas. The flesh of the Cavendish banana is pale yellowish-white, with a sweet and slightly tangy flavor and a soft texture. The skin is relatively thick, transitioning from greenish-yellow to light yellow as it ripens (Wikipedia, 2021).

Temperature is a crucial factor for the growth of Cavendish banana plants. The optimal temperature for growth is around 27°C, with a maximum limit of 38°C. This plant thrives in tropical and subtropical regions and cannot grow at altitudes above 1600 meters above sea level. Although Cavendish bananas grow well in open fields, excessive sunlight can cause sunburn. The plant is also sensitive to strong winds, which can damage and tear its leaves, distort its crown, and topple the plant. For optimal growth, Cavendish bananas require around 200-220 mm of rainfall and soil moisture levels of 60-70% of field capacity. The best soil for Cavendish banana growth is deep, loose clay with good drainage and aeration, and it tolerates a pH range of 4.5 to 7.5 (Wikipedia, 2021).



Figure 1. Scientific Classification of Cavendish Banana

Cavendish bananas are a favorite among many people worldwide, including in Indonesia. They are commonly found in supermarkets, recognized for their distinctive bright yellow color. The clean and smooth appearance of their skin often leads to the misconception that they are imported, even though they are produced by plantations owned by the Gunung Sewu Kencana group in Lampung and Blitar (TaniHub, 2021).

### Nutritional Content and Benefits of Cavendish Banana

Cavendish bananas are renowned for their very soft texture, making them an ideal food choice for people of all ages. Beyond their appealing taste, these bananas are a powerhouse of nutrients that offer numerous health benefits. One of the most significant benefits of Cavendish bananas is their high potassium content. A single Cavendish banana contains approximately 467 mg of potassium, which plays a crucial role in maintaining cardiovascular health. Regular consumption of potassium-rich foods like Cavendish bananas can help manage high blood pressure and reduce the risk of stroke (TaniHub, 2021). Moreover, potassium is essential for maintaining the body's electrolyte balance, providing the energy needed for various bodily functions.

In addition to potassium, Cavendish bananas contain compounds such as tryptophan, serotonin, and norepinephrine. These substances are known for their ability to enhance mood and promote a sense of relaxation and calmness, thereby helping to prevent depression. The presence of these natural mood stabilizers makes Cavendish bananas a beneficial addition to one's diet for mental well-being. Cavendish bananas also contribute to digestive health. They have the ability to suppress acid in the digestive system, which can help alleviate symptoms of heartburn and other

digestive issues. The high content of pectin and fiber in these bananas aids in digestion and helps prevent various digestive problems, promoting overall gut health.

### **Quality Attributes**

Products encompass a wide array of offerings provided to the market to fulfill various desires or needs (Purboyo et al., 2021; Sari et al., 2021; Silitonga et al., 2020). These include physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas (K. Kotler, 2009; Kusmayasari, 2014). Attributes of products, both tangible and intangible, play a crucial role in delivering subjective satisfaction or meeting consumer needs (Ferrinadewi, 2005; Kusmayasari, 2014). In the context of Cavendish bananas, specific attributes are used to measure their appeal and quality.

One key attribute is price, which represents the monetary value consumers must exchange to obtain the desired product (Wisnujati et al., 2024). Cavendish bananas are known for being affordably priced, reflecting their quality and making them accessible to a broad range of consumers. Another important attribute is taste, which encompasses sensory responses such as sweetness, bitterness, and sourness. Cavendish bananas are noted for their sweet taste, soft texture, and overall deliciousness, making them a popular choice among consumers.

Additional attributes include freshness, size, shape, skin color, and skin cleanliness. Cavendish bananas maintain long-lasting freshness and high quality. They are typically large, making them ideal for single servings. The bananas also boast an attractive and neat shape, a bright yellow skin color, and exceptional cleanliness, often kept in pristine conditions to ensure their quality is preserved. These combined attributes contribute to the overall appeal and satisfaction that Cavendish bananas provide to consumers (Daniells, 2011).

### **Consumer Satisfaction**

Kusmayasari (2014) describes satisfaction as the consumer's assessment of a product's features or services and the extent to which these meet or exceed their expectations. The degree of satisfaction a consumer experiences hinges significantly on the alignment between their expectations and the actual performance of the product or service (Sangadji et al., 2024). Ferrinadewi (2005), also cited in Kusmayasari et al. (2014), underscores the pivotal role of consumer expectations in the overall satisfaction process.

Consumer satisfaction, as defined by Kotler & Armstrong (2021), is the sense of contentment or disappointment that results from comparing the actual performance of a product to the expected performance. When consumers' expectations are met or exceeded, they are likely to feel satisfied; conversely, when expectations are not met, dissatisfaction ensues. Therefore, managing consumer expectations is vital for achieving high levels of satisfaction.

The measurement of consumer satisfaction often employs the Consumer Satisfaction Index (CSI), which benefits from the initial data analysis provided by the Importance Performance Analysis (IPA). The CSI offers a straightforward and precise method for evaluating overall consumer satisfaction across various variables. However, a limitation of the CSI is its inability to analyze each variable independently,

which can result in a less detailed understanding of specific aspects of consumer satisfaction.

## **METHOD**

The study on the quality attributes influencing consumer satisfaction of Cavendish Bananas is qualitative research conducted through interview, observation, and documentation procedures with several consumers shopping at the research locations. The qualitative approach was chosen to directly understand consumers' assessments of Cavendish Banana attributes and their satisfaction levels with these attributes. Sampling in this study was conducted using Accidental Sampling technique followed by interview, observation, and documentation processes with Cavendish Banana consumers shopping at: (a). Small vendors in Taman Pinang (2 individuals); (b). Small vendors in Pondok Jati (2 individuals); (c). Superindo Sidoarjo (2 individuals); (d). Hero Sidoarjo (2 individuals); (e). Transmart Sidoarjo (2 individuals); and (f). Hypermart Sidoarjo (2 individuals).

For data sources, this research employed Qualitative Cross-Sectional data type as the researchers obtained data not in numerical form but through interviews, observations, and documentation, arranged based on the research locations (Hasan & Sangadji, 2024; Supriatin et al., 2022). The data sources were Primary Data Sources as they were obtained directly through interviews, observations, and documentation, supplemented by Secondary Data Sources from previous research articles.

Given the qualitative nature of this study, the most appropriate analysis technique, according to Hennink et al. (2020), involves several procedures: (1) Data Reduction, as the initial step, involves summarizing data or information from the conducted interviews, followed by forming analysis; (2) Data Presentation, as the second step, involves collecting data and arranging it in tabular form and conceptual framework to explain the research flow in detail; (3) Conclusion Drawing, as the final step, involves reviewing the obtained interview and literature results, followed by forming analysis and final research summaries.

Furthermore, the data validity used to countercheck the interview results in qualitative research, as well as to prove if the conducted research aligns with scientific research and to test the obtained data, can be examined through triangulation, as suggested by Hammarberg et al. (2016): (1) Data Source Triangulation aims to uncover the truth of specific information through various data acquisition methods, which will generate different evidence and data, then provide insights into the researched phenomenon. This triangulation is carried out by gathering information from 12 individuals who purchased Cavendish Bananas from small vendors and supermarkets in Sidoarjo regarding attribute quality and consumer satisfaction; (2) Technique Triangulation aims to compare information or data through different methods or techniques with multiple informants simultaneously to verify the truth of information. This triangulation is conducted by drawing the same conclusions from all interviews conducted with Cavendish Banana consumers; (3) Time Triangulation involves the timing of the research implementation and data collection. Time triangulation can affect data, as it is collected through interview techniques at different times. This triangulation is carried out through interview, observation, and documentation processes from morning to evening when consumers are shopping.

## RESULT AND DISCUSSION

Based on the analysis of respondent characteristics, data from each research informant is as follows:

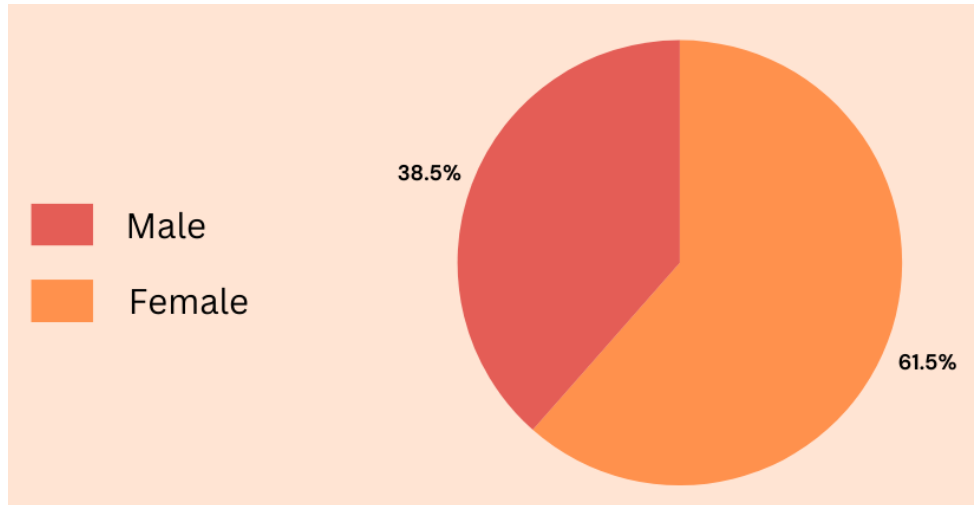


Figure 2. Gender of Informants

The Venn diagram shows that 61.5 percent (8 people) are female, and the remaining 38.5 percent (4 people) are male.

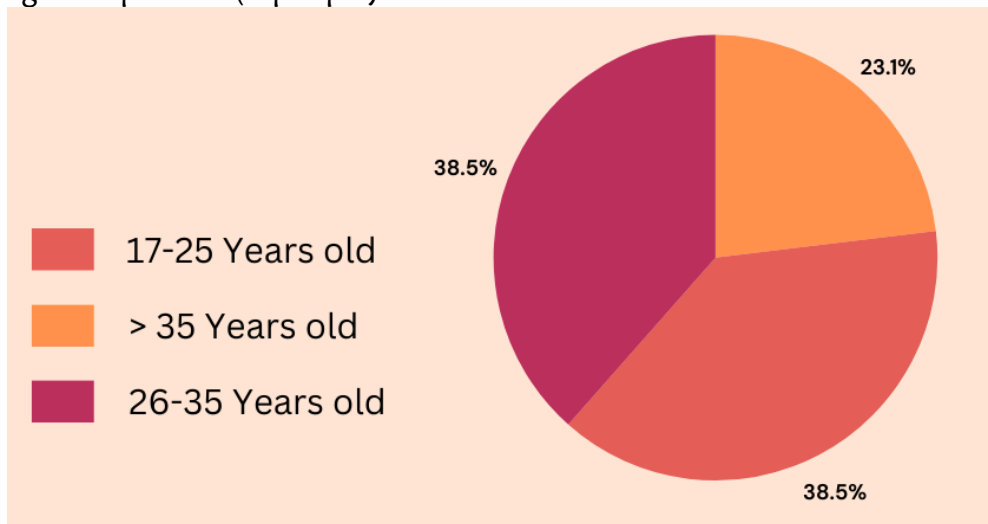


Figure 3. Age of Informants

The Venn diagram shows that 38.5 percent (5 people) are between 17-25 years old, 38.5 percent (5 people) are between 26-35 years old, and 23.1 percent (2 people) are over 35 years old.

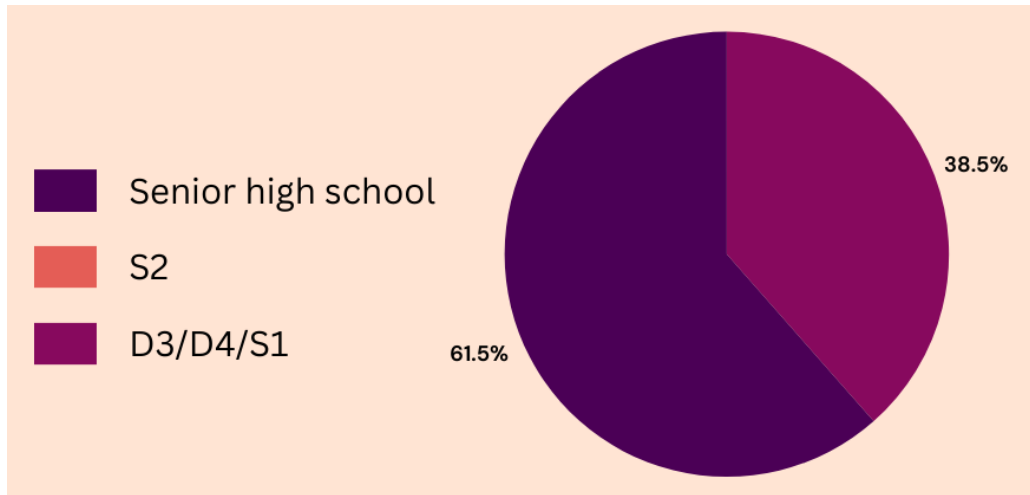


Figure 4. Educational Level of Informants

The Venn diagram shows that 61.5 percent (8 people) have a high school education, and 38.5 percent (4 people) have a diploma (D3/D4) or a bachelor's degree (S1).

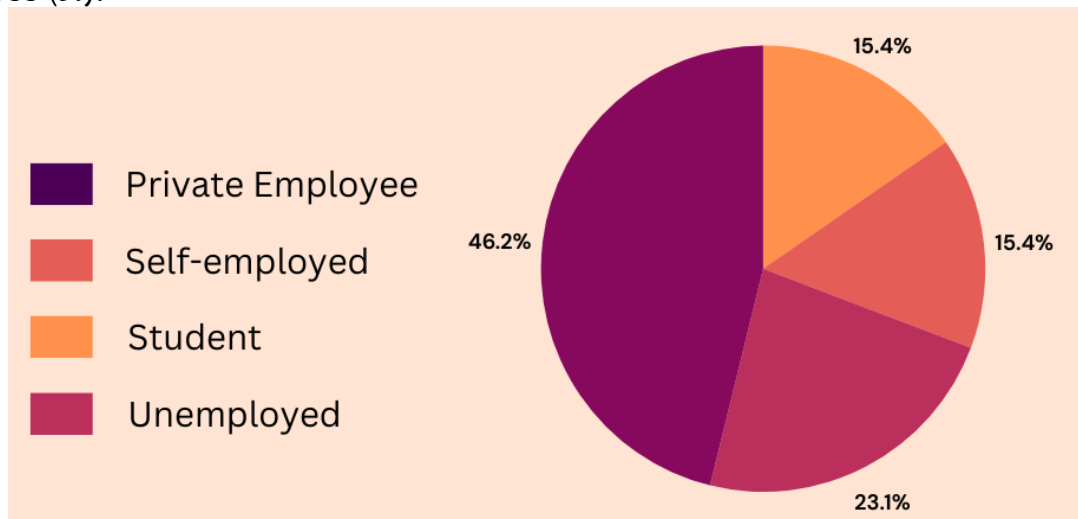


Figure 5. Occupation of Informants

The Venn diagram shows that 46.2 percent (6 people) are private employees, 23.1 percent (3 people) are unemployed, 15.4 percent (2 people) are entrepreneurs, and 15.4 percent (2 people) are students.

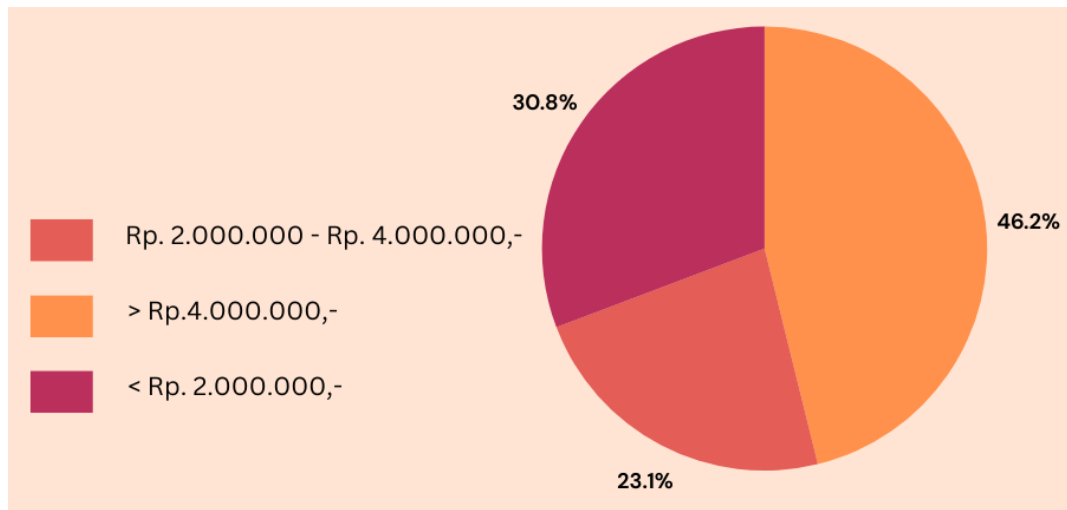


Figure 6. Income of Informants

The Venn diagram shows that 46.2 percent (6 people) have an income of more than 4,000,000 rupiahs, 30.8 percent (4 people) have an income of less than 2,000,000 rupiahs, and 23.1 percent (2 people) have an income between 2,000,000 - 4,000,000 rupiahs.

### Interview Analysis

#### Quality Attributes of Cavendish Bananas

Researchers posed 16 questions regarding various attributes of Cavendish bananas, covering aspects such as price, taste, quality, and the cleanliness of the display area.

Table 1. Interview Results on Cavendish Banana Quality Attributes

No.	Question	YES	NO
1	Are the Cavendish bananas here priced affordably for consumers?	100%	0%
2	Is the price of Cavendish bananas here commensurate with their quality?	100%	0%
3	Are Cavendish bananas more expensive than Kepok, Raja, or Ambon bananas due to their superior quality?	61.50%	38.50%
4	Do Cavendish bananas taste sweet?	100%	0%
5	Do Cavendish bananas have a soft and delicious taste?	100%	0%
6	Do Cavendish bananas taste better than Kepok, Raja, or Ambon bananas?	100%	0%
7	Do Cavendish bananas stay fresh for a long time?	100%	0%
8	Are Cavendish bananas here of good freshness quality?	100%	0%
9	Are Cavendish bananas large in size?	100%	0%
10	Are Cavendish bananas adequately sized for a single serving?	92.30%	7.70%
11	Are Cavendish bananas here well-shaped?	100%	0%
12	Are Cavendish bananas here neatly shaped?	100%	0%



13	Do Cavendish bananas here have a beautiful skin color?	100%	0%
14	Do Cavendish bananas here have a bright skin color?	100%	0%
15	Do Cavendish bananas here have very clean skin?	100%	0%
16	Are Cavendish bananas here placed in a clean area to maintain their quality?	100%	0%

Source: Questionnaire

On the first question, all consumers indicated that Cavendish bananas sold at six locations (vendors or supermarkets in Sidoarjo) are affordably priced at around IDR 20,000 – 25,000 per bunch. Regarding the second question, all consumers agreed that the price corresponds to the quality, with bananas sold at the normal price of IDR 25,000 per bunch when fresh, and often discounted by more than 50% as they ripen. On the third question, 61.5% of consumers acknowledged that Cavendish bananas are pricier than Kepok, Raja, or Ambon bananas, justifying this with Cavendish’s superior taste—sweeter, softer, and more delicious. Nearly all consumers agreed that Cavendish bananas taste better than the other varieties, with only 7.7% disagreeing.

At 12 locations in Sidoarjo, consumers found Cavendish bananas to be consistently fresh and long-lasting, although size varied. Not all bananas were large, with some sold at smaller sizes by vendors like street sellers, Hero, and Transmart. Only 84.6% of consumers felt satiated with one banana due to its thicker skin compared to other varieties, meaning smaller bananas have less flesh. Despite size variations, all consumers agreed that Cavendish bananas sold at six locations in Sidoarjo were well-arranged, visually appealing, and placed in accessible, eye-catching spots to differentiate them from other bananas and fruits, preserving their freshness.

Consumer feedback on Cavendish banana attributes in Sidoarjo was overwhelmingly positive across price, taste, quality, and cleanliness. This was supported by an interview with Mr. Ekwan (a consumer at Hero Sidoarjo), who stated that Cavendish bananas are superior in taste but noted that many consumers were unaware that Cavendish bananas are locally produced under the name "Pisang Ambon Putih."

“Cavendish bananas are fresher and tastier. I’ve been eating them for a long time and only recently learned they’re a local product. I thought they were imported.”

### Consumer Satisfaction with Cavendish Bananas in Sidoarjo

Researchers asked 12 questions to measure consumer satisfaction with Cavendish bananas using the Consumer Satisfaction Index (CSI) at six locations.

Table 2. Interview Results on Cavendish Banana Consumer Satisfaction

No.	Question	YES	NO
1	Do you buy Cavendish bananas for personal consumption?	100%	0%
2	Do you frequently buy Cavendish bananas?	92.30%	7.70%
3	Do you consume Cavendish bananas more than three times a month?	92.30%	7.70%

4	Do you feel more energetic after consuming Cavendish bananas?	84.60%	15.40%
5	Is your digestion healthier after consuming Cavendish bananas?	100%	0%
6	Is your heart healthier when you consume Cavendish bananas?	76.90%	23.10%
7	Is your blood pressure normal when you consume Cavendish bananas?	92.30%	7.70%
8	Do you feel calmer after consuming Cavendish bananas?	76.90%	23.10%
9	Are you aware that Cavendish bananas contain many nutrients like calcium, potassium, vitamins, and minerals?	76.90%	23.10%
10	Are you aware that Cavendish bananas are locally grown?	61.50%	38.50%
11	Do you feel comfortable shopping for Cavendish bananas here?	100%	0%
12	Are you satisfied with purchasing and consuming Cavendish bananas?	100%	0%

Source: Questionnaire

All consumers at the six locations bought Cavendish bananas for personal consumption, with 92.3% purchasing them up to three times a month. 84.6% felt more energetic after consumption due to the potassium content, which supplies electrolytes to the body.

Consumers acknowledged improved digestion from the fiber-rich Cavendish bananas, with 92.3% noting normalized blood pressure and better heart health from the 467 mg of potassium, which protects the cardiovascular system. 76.9% felt calmer due to norepinephrine, which prevents depression and promotes relaxation, though only the same percentage knew about the nutritional benefits like calcium, potassium, vitamins, and minerals.

Consumers felt comfortable and satisfied purchasing Cavendish bananas, although only 61.5% knew they were locally produced. This was illustrated by a comment from Mrs. Anggi, a regular buyer at Superindo, who expressed satisfaction but was unaware that the bananas were locally grown.

“I’m very satisfied and always buy Cavendish bananas. I didn’t know they were locally produced. Cavendish bananas taste better and have higher quality, which is why I prefer them.”

### **Quality Attributes of Cavendish Bananas Influence Consumer Satisfaction**

Cavendish banana attributes—including price, taste, quality, and cleanliness—received positive responses from consumers, with a majority answering “YES” to the questions posed. Furthermore, all consumers expressed satisfaction with Cavendish bananas, indicating that these attributes positively affect consumer satisfaction in Sidoarjo, as explained by Alim, a regular buyer at Superindo:

“Cavendish bananas are the best. I’ve been eating them since I was a kid, and I’m always satisfied because they taste great.”

## Discussion

Bananas have a very soft texture and are easy for people of all ages to consume. Not only are they delicious, but bananas also contain many nutrients beneficial to the body. For instance, they contain 467 mg of potassium, which is excellent for providing strong protection to the cardiovascular system. Therefore, those with a history of high blood pressure or who want to avoid it can regularly consume Cavendish bananas. These bananas can also help prevent the risk of stroke as they are rich in potassium, which supplies the body with electrolytic energy. Additionally, they contain tryptophan, serotonin, and norepinephrine, which can help prevent depression and promote a relaxed and calm demeanor. Bananas can also reduce acidity in the digestive system and alleviate heartburn. Moreover, they contain pectin and fiber, which can help prevent various other diseases (TaniHub, 2021).

Cavendish bananas have attributes that set them apart. A product is anything offered to the market to satisfy a want or need, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas (K. Kotler, 2009; Kusmayasari, 2014). Attributes are defined as the tangible and intangible characteristics of a product that provide subjective satisfaction or meet consumer needs (Ferrinadewi, 2005; Kusmayasari, 2014). According to Permadi & Winarti (2015), the attributes used to evaluate Cavendish bananas include price, taste, freshness, size, shape, skin color, and cleanliness.

Researchers interviewed 12 Cavendish banana consumers at six vendor locations or supermarkets in Sidoarjo (Taman Pinang, Pondok Jati, Superindo Sidoarjo, Hero Sidoarjo, Transmart Sidoarjo, and Hypermart Sidoarjo). The results showed that most consumers gave positive feedback on the attributes of Cavendish bananas, including price, taste, quality, and cleanliness of the display area. All respondents agreed that the Cavendish bananas sold at these locations were reasonably priced, ranging from 20,000 to 25,000 per bunch. Additionally, all consumers agreed that the price matched the quality, with fresh bananas being sold at the standard price of 25,000 per bunch. However, when bananas began to ripen and change color, vendors often offered discounts, sometimes over 50%.

Consumers acknowledged that Cavendish bananas are more expensive than Kepok, Raja, or Ambon bananas. Still, they felt the higher price was justified due to the superior quality, taste, and texture of Cavendish bananas. Nearly all consumers agreed that Cavendish bananas tasted better than Kepok, Raja, or Ambon bananas. The bananas sold at these locations were noted for their freshness and long shelf life. However, not all bananas were large, as some vendors sold smaller ones. Only 84.6% of consumers felt full after eating just one Cavendish banana, while others needed more than one, partly because Cavendish bananas have a thicker skin, leading to less fruit when the size is smaller. Despite size variations, all consumers agreed that the Cavendish bananas sold at these locations were neatly arranged, attractive, and had a beautiful color. Vendors placed the bananas in easily accessible, eye-catching locations to help maintain their freshness.

Besides attributes, the researcher also found facts about consumer satisfaction among regular Cavendish banana consumers. Kusmayasari (2014) states that satisfaction is a consumer's evaluation of product or service features that fulfill needs at a pleasant level, either below or above expectations. Consumer expectations play a crucial role in the satisfaction process (Ferrinadewi, 2005; Kusmayasari, 2014). Another explanation of consumer satisfaction is the pleasure or disappointment felt after comparing the perceived performance of a product with expectations (Kotler et al., 2018). Consumer satisfaction can be measured using the Consumer Satisfaction Index (CSI), which uses data from Importance Performance Analysis (IPA) to analyze overall consumer satisfaction simply and accurately, although it cannot analyze variables separately.

In this study, questions measured by CSI related to the purchase and consumption intensity of Cavendish bananas, the perceived benefits and nutritional content after consumption, and the comfort and satisfaction of shopping for Cavendish bananas. On the first question, it was found that all consumers at these six locations bought Cavendish bananas for personal consumption up to three times a month. Most consumers felt more energized after consuming Cavendish bananas due to the potassium content, which supplies the body with electrolytic energy. All consumers noticed improved digestion due to the fiber in Cavendish bananas, and many also experienced normalized blood pressure and better heart health thanks to the 467 mg of potassium that protects the cardiovascular system and helps avoid high blood pressure. Additionally, consumers felt calmer after consuming Cavendish bananas due to the norepinephrine content, which helps prevent depression and promotes relaxation. Although only some consumers were aware of the beneficial nutrients in Cavendish bananas, the overall findings align with Swastika et al. (2013), who noted that product attributes are crucial for enhancing consumer satisfaction, as measured by the Consumer Satisfaction Index (CSI).

## CONCLUSIONS

The analysis of consumer feedback on Cavendish bananas in Sidoarjo reveals that the majority of consumers have a positive perception of the bananas' attributes, including price, taste, quality, and the cleanliness of the display areas. Consumers purchasing Cavendish bananas from six different vendors or supermarkets in Sidoarjo reported feeling comfortable and satisfied with their purchase. However, only 61.6 percent of consumers were aware that Cavendish bananas are locally produced by farmers. All surveyed consumers expressed satisfaction with Cavendish bananas, indicating that their attributes—price, taste, quality, and cleanliness—significantly contribute to consumer satisfaction in Sidoarjo.

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