



DETERMINANTS OF CONSUMER PURCHASE INTENTION TOWARD ESSENTIAL OIL-BASED PERFUMES: EVIDENCE FROM SUBANG REGENCY

Rohayati Suci Indrianingsih^{1*}, Rahmi Rahmawati²

^{1,2}Program Studi Agroindustri, Jurusan Pertanian, Politeknik Negeri Subang, Indonesia

Email: rohayati.ndrianingsih@polsub.ac.id

Abstract

The trend of using natural products, including essential oil perfumes, is currently growing in society. However, essential oil perfume producers have not been able to optimize marketing strategies that can attract consumers. Despite this growth, empirical studies that explain consumer purchasing intention and its determining factors for essential oil-based perfumes at the regional level remain limited. This study aims to analyze consumer purchasing intention in essential oil perfumes and the factors that influence it. The study was conducted in Subang Regency from August to December 2025. The approach used was quantitative with a survey method. The sample size in this study was 100 and was determined by accidental sampling technique. The data analysis employed was quantitative descriptive analysis and multiple linear regression analysis. The results of the study indicate that consumer intention in essential oil perfumes is relatively high. Price perception and quality perception have a significant influence on purchasing intention simultaneously. While partially, only price perception has a significant influence on purchasing intention in essential oil perfumes. Scientifically, this study contributes to consumer behavior literature by identifying price perception as a more dominant determinant than quality perception in shaping purchasing intention for natural perfume products in emerging local markets. These findings provide practical implications for essential oil perfume producers in formulating pricing strategies and enhancing product quality.

Keywords: Consumers, Essential Oils, Natural Perfumes, Purchase Intention

1. Introduction

The use of natural products is currently growing in Indonesia, accompanying growing public awareness of the importance of healthy living. This trend is also reflected in the perfume industry, where consumers are increasingly seeking natural fragrances that minimize the use of synthetic chemicals. Essential oil-based perfumes are one such natural product that has gained popularity. Essential oils are volatile, aromatic compounds extracted from various plant parts, including leaves, flowers, stems, seeds, and roots (Chandra et al., 2024). Essential oils are oils derived from various parts of plants, such as stems, leaves, flowers, fruit, seeds, seed coats, and roots. Essential oils offer benefits such as aromatherapy, which can provide a calming effect and improve mood (Yulia et al., 2024).

Essential oils have many uses and one of them is that they can be used as raw materials for perfume (Jati, 2022). The volatile nature of essential oils shows that essential oils have the potential to be used as perfume (Primadina, 2021). Perfume is a mixture of essential oils and aroma compounds, fixatives, and solvents used to provide a pleasant smell to the human body, objects, or a room (Eka Putri et al., 2022). The perfume industry in Indonesia has grown substantially in recent years, boosting the potential of the fragrance business. Indonesia has the potential to produce 40 essential oil-producing plant commodities, but only about 15 have been recognized and can reach the global market (Itamar et al., 2023). This condition indicates significant opportunities for downstream development and value addition within the essential oil-based perfume industry.

Subang Regency is one of the areas in West Java with potential for developing essential oil commodities and developing them into perfume products. Since February 2025, the cultivation of essential oil-producing commodities, such as patchouli and



citronella, has been encouraged to meet the demand for essential oil raw materials. The primary cultivation areas for patchouli and citronella are along the Sagalaherang and Serangpanjang routes (Solihat, 2025). In 2020, 190 hectares of Subang Regency produced 795 tons of citronella. In addition to citronella, Subang Regency has also begun producing essential oils from other commodities such as cloves, nutmeg, and cinnamon (Ditjen Perkebunan, 2020). Despite this production potential, the successful commercialization of essential oil-based perfumes depends not only on resource availability but also on consumer acceptance and purchasing behavior.

Despite the growing development of essential oil-based perfumes and the increasing cultivation of essential oil commodities in Indonesia, particularly in Subang Regency, empirical studies that specifically examine consumer purchasing intention toward essential oil-based perfumes at the regional level remain limited. Most previous studies have focused on the production potential, physicochemical properties, or general market prospects of essential oils, while research that analyzes consumer behavior and the key factors influencing purchasing intention for essential oil-based perfumes is still scarce. This research gap highlights the need for a consumer-oriented study that can support product development and marketing strategies for the essential oil-based perfume industry.

Therefore, this study aims to: analyze the level of consumer purchasing intention toward essential oil-based perfumes in Subang Regency; and identify the key factors influencing consumer purchasing intention toward essential oil-based perfumes.

2. Methods

The research was conducted in Subang Regency from August to December 2025. This study used a quantitative research design with a survey method. The survey was conducted on respondents with a research questionnaire instrument. The population in this study was the people of Subang Regency whose size was unknown. Therefore, the sample size was determined using the formula of Levy & Lemeshow (1997). Based on this formula, a sample size of 96 was obtained and rounded up to 100 respondents. Respondents who became the sample in this study were determined by a non-probability sampling technique, namely the accidental sampling technique. Accidental sampling was chosen due to the absence of an accurate population frame and to facilitate efficient data collection from consumers who were readily accessible and met the predetermined criteria. This technique is commonly used in exploratory consumer behavior studies; however, its use implies that the findings may not be fully generalized to the entire population of Subang Regency and should be interpreted with caution. The criteria for respondents in this study were individuals domiciled in Subang Regency, aged 15–64 years, and willing to participate in the survey.

Prior to data analysis, the questionnaire instrument was tested for validity and reliability. The validity test results showed that all measurement items had correlation coefficients exceeding the critical value ($r > r\text{-table}$), indicating that all items were valid. Reliability testing using Cronbach's alpha demonstrated values greater than 0.70 for all variables, confirming that the instrument was reliable and internally consistent.

The collected data were analyzed quantitatively using quantitative descriptive analysis and multiple linear regression analysis. Quantitative descriptive analysis was used to answer the first research objective, which is to describe consumer purchasing intention

in essential oil perfumes. Consumer purchasing intention will be described using a Likert scale. The Likert-scale data were transformed using the Method of Successive Interval (MSI) to convert ordinal data into interval data, thereby fulfilling the assumptions required for parametric statistical analysis, particularly multiple linear regression. The use of MSI is commonly applied in social science research when Likert-scale measurements are used as input for regression analysis. The measurement instrument was adapted from previous consumer behavior studies related to purchase intention, perceived price, and perceived quality, with adjustments made to fit the context of essential oil-based perfume products. Prior to the main analysis, the questionnaire underwent validity and reliability testing.

The scores obtained related to purchasing intention in essential oil perfumes are then described based on the results obtained according to their categories. The categories of consumer purchasing intention in essential oil perfumes are presented in Table 1.

Table 1. Consumer purchasing intention categories for essential oil perfumes

No	Score	Category
1	1 – 2,33	Low
2	2,34 – 3,67	Medium
3	3,68 – 5	High

Source: Processed Primary Data (2025)

Multiple linear regression analysis was used to answer the second research objective, namely analyzing factors influencing consumer purchasing intention in essential oil perfumes. The multiple linear regression equation is presented in the following equation.

$$Y = a + b_1X_1 + b_2X_2 + e$$

Keterangan :

- Y = Consumer Purchase Intention
- A = Constant
- b = Coefficient of Determination
- X₁ = Price Perception
- X₂ = Quality Perception
- e = Error

The selection of independent variables price perception and quality perception was theoretically grounded in consumer behavior and marketing literature, which identifies perceived price and perceived quality as key determinants of consumer purchase intention, particularly for experiential and natural products such as perfumes. These variables were chosen to represent the economic and functional evaluations made by consumers when considering essential oil-based perfume products.

3. Results and Discussion

Respondent Characteristics

Respondent characteristics are factors within consumers that can influence purchasing decisions (Kumbara, 2021). Respondent characteristics examined in this study included age, gender, education, occupation, income, expenses, and number of dependents. General respondent characteristics are presented in Table 2.

Table 2. Respondent characteristics

No	Characteristics	Average	Percentage (%)
1	Usia (tahun)	25	
2	Gender		
	Male		37,00
	Female		63,00
3	Education		
	Elementary School		2,00
	Junior High School		2,00
	Senior High School		66,00
	Diploma 3		2,00
	Bachelor's Degree/ Diploma 4		12,00
	Master's Degree		16,00
4	Occupation		
	Student		63,00
	Private Employee		6,00
	Self Employed		4,00
	Housewife		3,00
	Civil servant		7,00
	Teacher/ Lecturer		13,00
	Other		4,00
5	Income (Rp.)	2.010.959	
6	Expenses (Rp.)	1.801.370	
7	Number of Dependents (Orang)	1	

Source: Processed Primary Data (2025)

Table 2 shows that the average age of respondents was 25 years. This age indicates that the average respondent is of productive age. When viewed by generational groups, the average respondent belongs to Generation Z. Respondents of productive age were one of the selection criteria. This aims to ensure that respondents have a relatively easy tendency to accept innovation. (Syafuruddin et al., 2025). Considering that the object of this research is essential oil-based perfume, which is an innovation of perfumes already available on the market, Generation Z is also a generation that is relatively sensitive to change. Generation Z considers innovation to be essential in developing creativity. (Imtihani et al., 2024). Hal ini menunjukkan bahwa parfum berbahan dasar minyak atsiri memiliki peluang diterima oleh konsumen. In line with research by Alghumaidha (2024) which states that essential oil perfume products can be targeted at consumers aged 17-30 years who care about health and the environment.

Respondent characteristics, based on gender, show that the majority of respondents were women, at 63%. Women are generally more active in using perfume in their daily activities. This is evident in the wide range of perfume options available to women (Pitaloka, 2022). In fact, some time ago perfume was very synonymous with women, although now it has started to shift (Handayani et al., 2025). Women tend to be more open to innovation in perfume products. This suggests that essential oil-based perfumes have potential market potential, particularly among the female segment. However, both men and women are relevant and potentially attractive target markets (Tasya et al., 2023).

The majority of respondents in this study had a high school education (66%). Education level can influence consumers' understanding of a product's benefits. Given the advantages of essential oils related to safety, naturalness, and health benefits, consumer education is necessary. Respondents with a relatively high level of education will be able to understand the advantages and benefits of essential oil-based perfumes.

Respondents' occupational characteristics are dominated by students, at 63%. In terms of education, the majority are high school graduates, with the majority currently pursuing higher education. Students are part of the essential oil perfume market segment. Students generally require practical perfume products that can boost their self-confidence. This can be used as a basis for producing essential oil perfumes. Furthermore, some respondents are also workers, such as private sector employees, civil servants, teachers/lecturers, and others, who generally require perfume to support their professionalism in the workplace. This can also be used as a basis for developing essential oil product variants. Offering essential oil perfume products is highly relevant to students and consumers who are already employed (Tasya et al., 2023).

In terms of income, the average respondent's income was Rp. 2,010,959. The average respondent's expenditure was Rp. 1,801,370. These average incomes and expenditures indicate that respondents are still classified as lower-middle class. Therefore, considering consumer segmentation based on income, pricing strategy is crucial. The price set must be tailored to the financial situation of most consumers. However, when examined by linking several respondent characteristics, income is relatively low because the majority of respondents are students who do not have an income. In addition to the benefits provided, essential perfume products can be tailored to reach consumers with relatively low incomes, for example by providing travel sizes, refill systems, and so on. Other attributes can be optimized to attract consumer purchasing intention, such as packaging design, promotions, and so on. (Sunarti et al., 2024).

Respondent characteristics, as seen from the number of dependents in the family, showed an average of one person. This is relevant considering the average age of respondents was 25 years. The number of dependents in the family is closely related to spending on basic necessities. The greater the number of dependents in the family, the higher the expenditure on basic necessities (Indriawati et al., 2023). Relatively few family dependents indicate that the average respondent's financial allocation is relatively flexible. This flexibility means there's a chance they'll purchase secondary needs like essential oil perfume. This suggests the potential for essential oil perfume products is quite promising, provided they're coupled with the right marketing strategy.

Consumer Purchase Intention in Essential Oil Perfumes

Intention is something personal and related to a person's attitude (Yandi et al., 2023). Intention typically relates to how a person behaves in certain situations. Regarding product purchases, interest reflects a person's attitude, whether they want to buy or not. A person's purchasing interest is explained by several indicators, including transactional interest, referential interest, preferential interest, and exploratory interest. The level of consumer purchasing interest in essential oil perfumes is shown in the table 3.

Table 3. Consumer purchase intention in essential oil perfumes

No	Indikator Minat	Skor	Kategori
1	Minat Transaksional	3,70	Tinggi
2	Minat Referensial	3,64	Sedang
3	Minat Preferensial	3,65	Sedang
4	Minat Eksploratif	3,83	Tinggi
	Minat Pembelian	3,70	Tinggi

Source: Processed Primary Data (2025)

Overall, consumer purchase interest in essential oil perfumes scored 3.70, which is considered high. The table shows that exploratory interest scored the highest at 3.83, falling into the high category. Exploratory interest describes a person's behavior of constantly seeking information related to the product they are interested in (Ferdinand, 2006). Exploratory interest is a consumer's interest in exploring matters related to a product. Consumer exploratory interest is characterized by consumers actively seeking information about essential oil perfumes and exploring their uses. For most consumers, perfumes have the same purpose and often ignore whether the perfume is natural or not. Therefore, when presented with information about essential oil perfumes, consumers exhibit a high exploratory interest in order to understand the benefits of essential oil perfumes. This exploratory interest can be an important indicator in determining consumer purchasing interest and, therefore, can lead to decisions to purchase essential oil perfume products.

The second-highest score was for the transactional interest indicator, at 3.70, which is considered high. Transactional interest is a consumer's tendency to purchase a product or take action related to a purchase, as measured by the consumer's likelihood of making a purchase (Putri et al., 2022). Transactional interest is a person's tendency to purchase a product, including essential oil perfume. Consumers responding to this study had relatively high transactional interest. Consumers who already know the benefits of essential oils are eager to transact and use these products. This high transactional interest arises because natural essential oil perfumes align with the healthy lifestyle trend among the public.

Preferential interest scored 3.65, categorized as moderate. Preferential interest is a consumer's interest in a product based on personal preferences or likes (Al Faris et al., 2025). Preferential interest is demonstrated by consumers who consistently purchase essential oil perfumes over other fragrances and believe in the efficacy and benefits they offer. Essential oil perfumes made from natural ingredients can minimize allergies and are relatively safe for sensitive skin. In addition to their fragrance, essential oil perfumes have a calming and relaxing effect.

Consumers' referential interest in essential oil perfumes scored 3.64 and is categorized as moderate. Referential interest refers to the desire to recommend the product to others, and transactional interest refers to the willingness to purchase a product based on a high level of trust (Al Faris et al., 2025). Consumers' referential interest in essential oil perfumes scored 3.64 and is categorized as moderate. Referential interest refers to the desire to recommend the product to others, and transactional interest refers to the willingness to purchase a product based on a high level of trust.

Factors Influencing Consumer Purchase Interest in Essential Oil Perfumes

Factors influencing consumer purchasing intention in essential oil perfumes were analyzed using multiple linear regression analysis. The collected data were transformed into an interval scale using the Method of Successive Interval (MSI) because the data collected had an ordinal scale. Prior to simultaneous and partial analysis, classical assumption tests were conducted as a requirement for multiple linear regression analysis. If the classical assumptions are met, the regression model is considered eligible for further multiple linear regression analysis. Classical assumption tests include normality tests, multicollinearity tests, and heteroscedasticity tests.

1. Normality Tests, the normality test is used to determine whether the data used is normally distributed or not. The results of the normality test are presented in Figure 1.

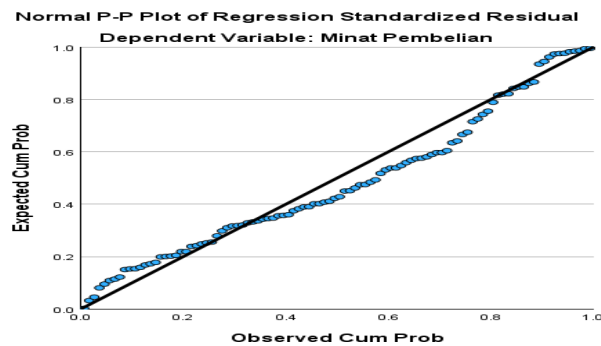


Figure 1. Normal p-plot

Source: Processed Primary Data (2025)

Based on Figure 1, it can be seen that the pattern points are on the diagonal line and follow the direction of the line, which shows that the normality assumption is met (Ghozali, 2016).

2. Multicollinearity Tests, the multicollinearity test is used to determine whether there is a correlation between the independent variables in the regression model. If the VIF (Variance Inflation Factor) value for each variable is greater than 10, it indicates high collinearity, and the regression model cannot be used (Hanum & Sinarasri, 2018). The VIF values for each independent variable are presented in the table 4.

Table 4. Multicollinearity tests

Variable	Tolerance	VIF
Price Perception	0,482	2,074
Quality Perception	0,482	2,074

Source: Processed Primary Data (2025)

3. Heteroscedasticity Test, the heteroscedasticity test is performed to determine whether there is inequality in the variance of the residual observations or other observations in the regression model. The heteroscedasticity assumption is met if the points are spread above and below 0 on the Y-axis without forming a clear pattern. The heteroscedasticity results are presented in Figure 2.

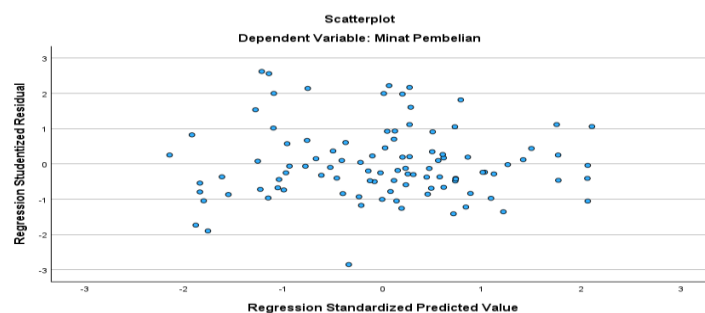


Figure 2. Graphics scatterplot

Source: Processed Primary Data (2025)

Factors Influencing Simultaneous Purchase Intention of Essential Oil Perfumes

The independent variables analyzed that may influence the intention to purchase essential oil perfumes are price perception and quality perception. The f-test is used to analyze the factors that influence the intention to purchase essential oil perfumes simultaneously. The statistical hypothesis for the f-test is as follows: $H_0: \beta = 0$: Price perception and quality perception do not simultaneously influence purchase intention. $H_0: \beta \neq 0$: Price perception and quality perception simultaneously influence purchase intention. The results of the f test are presented in table 5.

Table 5. F tests result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	.475	2	.238	5.235	.007 ^b
Residual	4.403	97	.045		
Total	4.878	99			

*Sig. (0,001) < α (0,05) => Reject H_0

Source: Processed Primary Data (2025)

Based on the results of the F-test, it was found that the decision is to reject H_0 . This means that the independent variables, including price perception and quality perception, simultaneously influence purchase intention simultaneously. This means that when both independent variables are considered simultaneously, they can have a significant influence on purchase intention. Manufacturers can use these two variables to develop marketing strategies to attract consumers. Price and quality are usually interrelated, so there is often a saying "there is a price for quality." Essential oil perfumes generally have a relatively high price, so manufacturers must emphasize the superior quality of their products.

Factors That Partially Influence the Intention in Purchasing Essential Oil Perfumes

The t-test was used to partially analyze the factors influencing purchase intention for essential oil perfumes. The statistical hypothesis for the f-test is: $H_0: \beta = 0$: Perceived price and perceived quality have no effect on partial purchase intention. $H_0: \beta \neq 0$: Perceived price and perceived quality have a partial effect on purchase intention. The t-test results are presented in the table 6.

Table 6. T-tests result

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	2.339	.230			10.155	<.001
Price Perception	.244	.113		.283	2.158	.033
Quality Perception	.002	.006		.041	.310	.757

*Sig. (0,001) < α (0,05) => Reject H_0

Source: Processed Primary Data (2025)

Based on the table above, it can be seen that price perception has a significance value below 0.05 while quality perception has a significance value above 0.05. This indicates that for the quality perception variable with a significance value above 0.05, the decision is to Accept H_0 . This means that quality perception does not have a significant effect on consumer purchasing intention in essential oil perfume products. Meanwhile, for the price perception variable with a significance value below 0.05, the decision is to Reject H_0 . This indicates that there is an influence of price perception on consumer purchasing

intention. Purchase intention has the potential to act as a mediating variable for other dependent variables, such as purchase decision (Fikroh et al., 2024; Putra et al., 2022).

Price perception can be a benchmark for manufacturers to attract consumers and increase their intention in purchasing essential oil perfumes. Essential oil perfumes are generally relatively expensive, but the adage "you get what you pay for" is inherent in many people. Therefore, manufacturers can position their products as relatively expensive but with benefits. The price perception coefficient is positive, meaning the better the consumer's perception of price, the higher their intention in purchasing essential oil perfumes.

The results of this study are also closely related to the local and cultural context of Subang Regency. Most respondents were young consumers (Generation Z) with relatively limited income, dominated by students. In this context, price sensitivity becomes more prominent, even for products positioned as natural and health oriented. Although essential oil perfumes are perceived as higher-quality and safer products, purchasing decisions are still strongly influenced by affordability. This reflects the consumption behavior of lower-middle-income consumers in developing regions, where functional benefits must be balanced with economic considerations.

Moreover, local cultural values emphasizing practicality and financial prudence may explain why perceived quality did not show a significant partial effect. Consumers may acknowledge the benefits of essential oil-based perfumes, but without strong brand differentiation or social endorsement, quality alone is insufficient to drive purchase intention. This finding contrasts with studies conducted in higher-income or urban markets, where perceived quality often plays a more dominant role in influencing purchase intention. Therefore, this study highlights the importance of contextualizing consumer behavior research within specific regional and socio-economic settings. The equation formed from this regression model is:

$$Y = 2,339 + 0,002X_1 + 0,244X_2 + e$$

The equation shows the relationship between independent variables, including price perception (X1) and quality perception (X2), with consumer purchasing intention (Y). The regression coefficient for each variable is positive, meaning that the better the quality perception and price perception, the higher the consumer purchasing intention in essential oil perfume.

4. Conclusion

Consumer purchase intention in essential oil perfumes is categorized as high. Based on purchase intention indicators, exploratory intention has the highest value and referential intention has the lowest value. Based on regression analysis, perceived quality and perceived price have a significant influence on purchase intention simultaneously. Meanwhile, partially, only perceived price has a significant influence on consumer purchase intention in essential oil perfumes. Theoretically, this study contributes to consumer behavior literature by confirming the dominant role of price perception in shaping purchase intention for natural and locally produced perfume products, particularly in emerging regional markets. Practically, the findings provide guidance for essential oil

perfume producers to prioritize competitive and transparent pricing strategies while maintaining acceptable product quality to enhance consumer purchasing intention.

This study is limited by the use of accidental sampling and a restricted set of variables. Future research is suggested to apply probability sampling, increase sample size, and include additional factors to better explain consumer purchase intention toward essential oil-based perfumes.

References

- Al Faris, A. N., Seyma, Q. N., Soegiarto Asep, Imsa, M. A., & Abdul. (2025). Pengaruh Kredibilitas Konten TikTok @dokterdetektif terhadap Minat Beli Produk Skincare. *MUKASI: Jurnal Ilmu Komunikasi*, 4(3), 496–510. <https://doi.org/10.54259/mukasi.v4i3.4353>
- Alghumaidha, G. S. (2024). *Natural Solid Perfume dengan Bahan Dasar Minyak Atsiri (Essential Oil)*. Universitas Sebelas Maret.
- Chandra, P. P. B., Efrilia, M., & Handayani, I. A. (2024). Formulasi Sediaan Roll On Aromaterapi Kombinasi Minyak Atsiri Krangean (*Litsea cubeba* (Lour.) Pers.) dan Minyak Atsiri Lavender (*Lavandula angustifolia* Miller). *Jurnal Insan Farmasi Indonesia*, 7(1), 95–104. <https://doi.org/https://doi.org/10.36387/jifi.v7i1.1947>
- Ditjen Perkebunan. (2020). *Kementan Siapkan Subang Kembangkan Serai Wangi*.
- Eka Putri, L., Kamal, S., Surya, S., Rizal, R., Aprilia Yulfi, N., Rahma Putri, W., & Alhabil, L. (2022). Penyuluhan Pemanfaatan Minyak Atsiri Cengkeh dan Serai sebagai Aromaterapi Aplikasi Parfum Masker. *Jurnal Pengabdian Masyarakat Dharma Andalas*, 01(01). <https://doi.org/10.47233/jpmda.v1i1.609>
- Ferdinand. (2006). *Metode Penelitian Manajemen*. Badan Penerbit Universitas Diponegoro.
- Fikroh, N., Muhaimin, A. W., & Maulidah, S. (2024). The Influence Of The Marketing Mix On Herbal Coffee Purchase Decision Through Consumer Buying Attitude And Interest As A Title Mediation Variable. *Jurnal Ekonomi Pertanian Dan Agribisnis (JEPDA)*, 8(2), 668–676. <https://doi.org/10.21776/ub.jepa.2024.008.02.22>
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23 (Edisi 8)*. Badan Penerbit Universitas Diponegoro.
- Handayani, H. C., Risman, R., Diniah, S., & Khair, O. I. (2025). Analisis Studi Kelayakan Bisnis Pada PT Parfume Que Adiwarna. *Jurnal Sains, Ekonomi, Manajemen, Akuntansi Dan Hukum*, 2(3), 216–222. <https://doi.org/10.60126/sainmikum.v2i3.1029>
- Hanum, A. N., & Sinarasri, A. (2018). Analisis Faktor yang Mempengaruhi Adopsi E Commerce dan Pengaruhnya terhadap Kinerja UMKM (Studi Kasus UMKM di Wilayah Kota Semarang). *Maksimum Media Akuntansi Universitas Muhammadiyah Semarang*, 8(1), 1–15.
- Imtihani, H. N., Permatasari, I. K., Zulfa, I. M., & Yuliarni, F. F. (2024). Pelatihan Pemanfaatan Bunga Telang (*Clitoria ternatea* L) Menjadi Produk Lip Balm untuk Inovasi Di Kalangan Generasi Z. *Jurnal Abdi Masyarakat Kita (ASTA)*, 4(1), 1–10. <https://doi.org/https://doi.org/10.33759/asta.v4i1.442>
- Indriawati, N., Mandei, J. R., & Jocom, S. G. (2023). Socio-Economic Life Of Patchouli Farmers In Tambarana Village, Poso Pesisir Utara District, Central Sulawesi Province. *Agri-Sosioekonomi*, 19(1), 129–138. <https://doi.org/https://doi.org/10.35791/agrsosek.v19i1.46028>
- Itamar, S., Utomo, T. P., Fadhallah, E. G., & Al Rasyid, H. (2023). Formulasi Minyak Atsiri (Essential Oil) Cengkeh (*Oleum syzygium aromaticum*) pada Pembuatan Eau De Parfum. *JURNAL KELITBANGAN*, 11(2), 211–226. <https://doi.org/https://jurnal.balitbangda.lampungprov.go.id/index.php/jip/article/view/398>
- Jati, K. (2022). Edukasi Manfaat Ekonomi Minyak Atsiri. *Prosiding the 4rd Seminar Nasional ADPI Mengabdikan Untuk Negeri*, 2(2), 2746–1246. <https://doi.org/https://doi.org/10.47841/semnasadpi.v4i1.38>
- Kumbara, V. B. (2021). Determinasi Nilai Pelanggan dan Keputusan Pembelian: Analisis Kualitas Produk, Desain Produk, dan Endorse. *JIMT: Jurnal Ilmu Manajemen Terapan*, 2(5), 604–630. <https://doi.org/https://doi.org/10.31933/jimt.v2i5>
- Levy, P. S., & Lemeshow, S. (1997). *Sampling of Populations : Methods and Applications* (4th ed.). Wiley Publisher.

- Pitaloka, K. D. (2022). Analisis Bisnis Ilegal Penjualan Parfum pada Shopee. *OSF*. <https://doi.org/https://doi.org/10.31219/osf.io/jbhy5>
- Primadina, N. (2021). Parfum Atsiri: Manfaat dan Kelebihan vs Parfum Sintetik: Potensi Bahaya untuk Kesehatan. *Minyak Atsiri: Produksi Dan Aplikasinya Untuk Kesehatan*, 122–141. <https://doi.org/10.15294/.v0i0.21>
- Putra, Y. P., Purwanto, H., & Sulistiyowati, L. N. (2022). Kualitas Produk dan Persepsi Harga terhadap Keputusan Pembelian Melalui Minat Beli sebagai Variabel Intervening. *MBR (Management and Business Review)*, 6(1), 69–80. <https://doi.org/10.21067/mbr.v6i1.6952>
- Putri, S. I., Yulianti, E., Saputra, G. G., & Ningrum, H. F. (2022). Faktor Penentu Minat Beli Konsumen Melalui E-Commerce Berbasis Marketplace. *JIPB: Jurnal Ilmiah Poli Bisnis*, 14(1). <https://doi.org/https://doi.org/10.30630/jipb.v14i1.734>
- Solihat, K. (2025). *Minyak Atsiri Asal Jabar 2025 Makin Diminati Dunia, Masyarakat di Subang Bergairah Tanam Nilam*.
- Sunarti, Prayoga, A., & Puspitojati, E. (2024). Pengaruh Aroma dan Desain Kemasan terhadap Minat Beli Produk Minyak Serai Wangi (*Cymbopogon nardus* L.) UMKM Shafaluna, Daerah Istimewa Yogyakarta. *Jurnal Agrita: Jurnal Program Studi Agribisnis*, 6(2), 165–182. <https://doi.org/https://doi.org/10.35194/agri.v6i2.4743>
- Syafruddin, Euriga, E., & Kusuma, Y. R. (2025). Adoption of Liquid Organic Fertilizer (LOF) from Rabbit Urine to Horticultural Farmers in Alat Village, Hantakan District, Hulu Sungai Tengah Regency. *Prosiding Seminar Nasional Politeknik Pembangunan Pertanian Yogyakarta Magelang*, 27–38. <https://jurnal.polbangtanyoma.ac.id/index.php/pros2025yoma>
- Tasya, A., Valentini, C., Melsen, F., Flesya, V., & Sinambela, F. A. (2023). Hasil Pengelompokan Konsumen untuk Menentukan Konten Pemasaran Parfum 20 ml. *SENTRI: Jurnal Riset Ilmiah*, 2, 431–444. <https://doi.org/https://doi.org/10.55681/sentri.v2i2.523>
- Yandi, A., Mahaputra, M. R., & Mahaputra, M. R. (2023). Faktor-Faktor Yang Mempengaruhi Minat Kunjungan Wisatawan (Literature Review). *Jurnal Kewirausahaan Dan Multi Talenta (JKMT)*, 1, 14–27. <https://doi.org/10.38035/jkmt.v1i1>
- Yulia, M., Safitri, R., & Rahmayulis. (2024). Formulasi Lilin Aromaterapi Kombinasi Minyak Atsiri Sereh Wangi (*Cymbopogon nardus*) Dan Minyak Atsiri Nilam (*Pogostemon cablin*). *SITAWA: Jurnal Farmasi Sains Dan Obat Tradisional*, 3(1), 18. <https://doi.org/https://doi.org/10.62018/sitawa.v3i1.74>