



The Influence of Price, Lifestyle and Place on Purchasing Decisions in Marine Ornamental Fish with Buying Interest as an Intervening Variable

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ARTICLE INFO

Article History:

Received: July 17, 2024

Accepted: Aug. 7, 2024

Online: Aug. 16, 2024

Keywords:

Marine ornamental fish business,
Purchase intention,
Purchase decision,
Structural equation modeling

ABSTRACT

Marketing of marine ornamental fish in Makassar City, Indonesia, is currently still not popular among the public due to the stigma and image of marine ornamental fish having expensive prices and difficult maintenance. Therefore, it is necessary to understand the consumer behavior in making purchasing decisions. The purpose of this study was to determine and analyze the indirect factors of price perception, lifestyle and place on purchasing decisions for marine ornamental fish through interest in buying marine ornamental fish in Makassar City, South Sulawesi Province, Indonesia. This study used Partial Least Square 4.0 Structural Equation Modeling for statistical analysis. The findings of this study indicate that price perception variables, lifestyle and place have a positive and significant effect on purchasing decisions. Lifestyle and place variables have a significant effect on purchase intention but not the price perception variable. This is shown by the direct influence of lifestyle in increasing the perception of buying interest and creating purchasing decisions. Hence, it can be concluded that this research emphasizes buying interest as one of the factors in the purchasing decision process. As a result, creating an optimal purchase interest is an increase in purchasing decision considerations

INTRODUCTION

In this era, collecting ornamental fish in aquariums is a popular and growing hobby around the world (Akmal *et al.*, 2020). Indonesia is one of the ornamental fish exporting countries. As a tropical country, Indonesia has a large potential of fish

Influence of Price, Lifestyle and Place on Purchasing Decisions in Marine Ornamental Fish

resources and currently it is ranked 2nd among the top 10 ornamental fish supplying countries. Moreover, Indonesia is one of the largest exporters of marine ornamental fish species in the world (**Evers *et al.*, 2019; Wiadnya *et al.*, 2023**). Indonesia is home to at least 650 species of marine ornamental fish, with 70% associated with coral reefs, and 450 species of freshwater ornamental fish (**Junaidi, 2020; Wiadnya *et al.*, 2023**). Eastern Indonesia, particularly the waters of Sulawesi, Maluku, and Papua, is renowned for its rich coral reef ecosystems. This region is known for its significant potential in marine ornamental fish, thanks to its diverse and abundant marine life (**Mulyati *et al.*, 2023**). The potential of biodiversity needs to be optimized through a sustainable management (**Mulyati *et al.*, 2023**). The increasing demand for ornamental fish, both domestic and international markets, makes ornamental fish a mainstay commodity, having the potential to improve the national economy and support Indonesia's national fisheries development (**Cahyanto *et al.*, 1970**). The export value of seawater ornamental fish in 2022 amounted to US \$ 4.43 million. Data from the Ministry of Maritime Affairs and Fisheries (2021) stated that Indonesia occupies the fourth position as the world's ornamental fish exporter (**Wiranata *et al.*, 2022**). This is also supported by the spread of Indonesia's ornamental fish production centers in 18 provinces throughout Indonesia, one of which is South Sulawesi (**Coordinating Ministry for Maritime Affairs & Investment, 2021**). Marine ornamental fish are predominantly sourced from natural catches, unlike freshwater ornamental fish, which are mostly cultivated and bred in controlled environments. This is particularly true for marine species associated with coral reef ecosystems, where wild populations are often exploited for trade (**Akmal *et al.*, 2020**).

Marine ornamental fish trading activities have become one of the commodities in fisheries agribusiness not only because of Indonesia's favorable climate and natural resources but also because this business has proven to be able to survive in a long crisis period (**Gumilar *et al.*, 2018; Kasmi *et al.*, 2024**). To enhance its global trade competitiveness, Indonesia's fisheries sector must focus on increasing productivity, adopting a systematic marketing approach both internationally and domestically, and prioritizing quality. By doing so, Indonesian fisheries commodities can achieve higher competitiveness in the global market (**Intyas *et al.*, 2023**).

In Indonesia, ornamental fish distribution is notably significant in South Sulawesi. Regions such as Sumatra, Jambi, Riau, Kalimantan, Sulawesi, and Papua primarily depend on natural catches for their ornamental fish resources. Data from the Central Bureau of Statistics (2017-2021) indicates fluctuating conditions in South Sulawesi (**Wiranata *et al.*, 2022**). Makassar City, in particular, has experienced rapid development over the years (**Kasmi & Yusuf, 2023**), as evidenced by its numerous fish market centers located throughout the city. The ornamental fish trade in Makassar City consists of various parties involved including exporters, importers and retailers. Accordingly, marine ornamental fish business units and consumers have a responsibility to ensure that wild-

caught species are obtained sustainably, legally and in accordance with good welfare standards (King, 2019).

In this fast-paced digital era, understanding consumer behavior thoroughly is an important key for a company to face increasingly fierce business competition (Nugraha *et al.*, 2024). The marine ornamental fish commodities are marketed as live commodities and have special market segmentation different from other commodities. Consumers are the center of marketing attention, therefore knowing what consumers need is very important. In decision making, there are factors that influence buying interest and purchasing decisions for ornamental fish in Makassar City. These factors are personal factors such as price and place, as well as social factors such as lifestyle. Various factors influence a consumer to have an interest in buying followed by deciding which product to buy (Jami *et al.*, 2021).

Based on the above background, this research aimed to enhance the understanding of marine ornamental fish consumer behavior. The objective was to identify and optimize factors influencing consumer decisions in purchasing marine ornamental fish, thereby contributing significantly to the comprehension of determinants affecting Indonesian consumers' choices in this market. The findings of this study can help stakeholders in the industry to develop more effective strategies to reach the target market and drive sustainable industry growth.

MATERIALS AND METHODS

1. Study site

This study focused on the Makassar City, South Sulawesi Province, Indonesia. Makassar City was selected for this study due to its role as a central hub for traders, marketing institutions, and ornamental fish farmers. The city's extensive network of ornamental fish marketing locations highlights its significant potential for the distribution and commercialization of ornamental fish (Fig. 1).

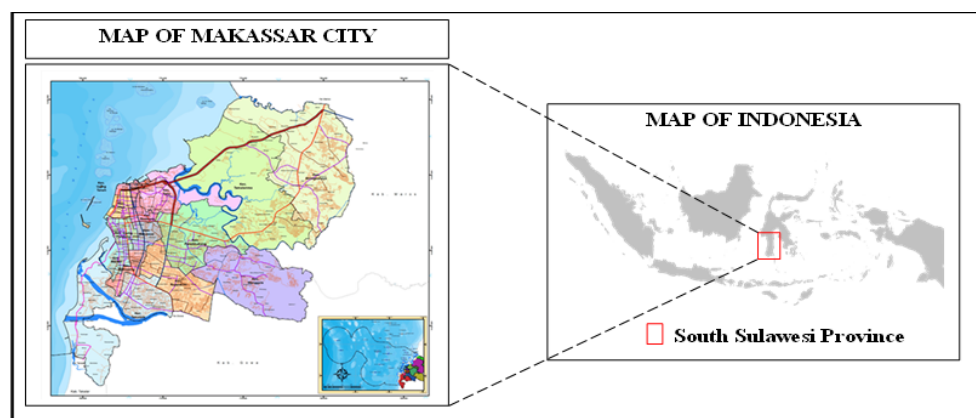


Fig. 1. Map of study sites in Makassar City, South Sulawesi, Indonesia

2. Data collecting method

The sampling technique in this study used purposive sampling, hence the total sample in this study was 129 samples. This is in accordance with the opinion of **Hair *et al.* (2016)** and **Ghozali (2013)** that the analysis technique with a structural equation modeling approach requires a sample size ranging from 100-200 respondents. The researcher chose this approach based on an understanding that targets a specific group with the relevant information which is essential for obtaining the desired data. The participants were selected for their ability to provide the necessary insights and meet the research criteria. A 5-point Likert scale was used for data collection, with responses ranging from 1 (strongly disagree) to 5 (strongly agree). The data sources in this study consist of primary data and secondary data. Primary data were obtained from questionnaires and observations, while secondary data or supporting data were obtained from various literature and documents related to problems in the field. Data collection techniques were carried out by observation, documentation and questionnaires. Furthermore, the data were analyzed using descriptive analysis and statistical analysis, namely Partial Least Square-Structural Equation Modeling (PLS SEM) with SmartPLS4.0 software. SEM is a strong data distribution model and does not depend on many assumptions and normal data distribution, while PLS can handle relatively small sample sizes and reflective and formative indicators (**Riptanti *et al.*, 2024**). Statistical analysis was used to analyze the effect of price, lifestyle and place on purchasing decisions with the intervening variable of purchase intention.

3. Variables and indicators of research

The research variables in this study encompass all elements defined by the researcher to be examined in order to gather information and draw conclusions. The specific variables and their corresponding indicators are detailed in Table (1).

Table 1. Variables and indicators of research

No.	Variable	Indicator	Measurement scale	Source
1.	Price Perception (X1)	a. X1.1 Price affordability b. X1.2 Price certainty of ornamental fish c. X1.3 Congruence between price and quality d. X1.4 Price competitiveness	<i>Rating Scale 1-5</i>	Asmaida (2022), Kurniawan and Tukidi (2020)
2.	Lifestyle (X2)	a. X2.1 Ornamental fish collectors b. X2.2 Following the trend c. X2.3 Enjoyment of ornamental fish/hobby d. X2.4 Self-image	<i>Rating Scale 1-5</i>	Asmaida (2022)
3.	Place (X3)	a. X3.1 Ease of access to the Ornamental Fish Market location b. X3.2 Availability of various ornamental fish species c. X3.3 Existing comfort and safety	<i>Rating Scale 1-5</i>	Asmaida (2022), Zaim (2019)
4.	Purchase Intention (Y1)	a. Y1.1 Seeking more information b. Y1.2 Have a transactional interest or tendency to buy c. Y1.3 Have a primary preference d. Y1.4 Have referential interest	<i>Rating Scale 1-5</i>	Yusuf et al. (2022)
5.	Purchase Decision (Y2)	a. Y2.1 Quickly decide to make a purchase decision b. Y2.2 Steady to decide on a purchase decision. c. Y2.3 Needs and wants for a product d. Y2.4 Repurchase decision	<i>Rating Scale 1-5</i>	Tirtayasa and Ramadhani (2023), Kurniawan and Tukidi (2020)

RESULT

1. Measurement model testing

Partial Least Squares (PLS) utilizes bootstrapping or random sampling techniques, which do not require the assumption of normality. The model measurement analysis results are explained in four stages as follows:

Individual item reliability

A high factor loading value indicates that the indicator effectively explains the variable it measures. According to **Hair et al. (2016)** and **Salsabila et al. (2021)**, indicators with a factor loading value of 0.7 or above are considered acceptable.

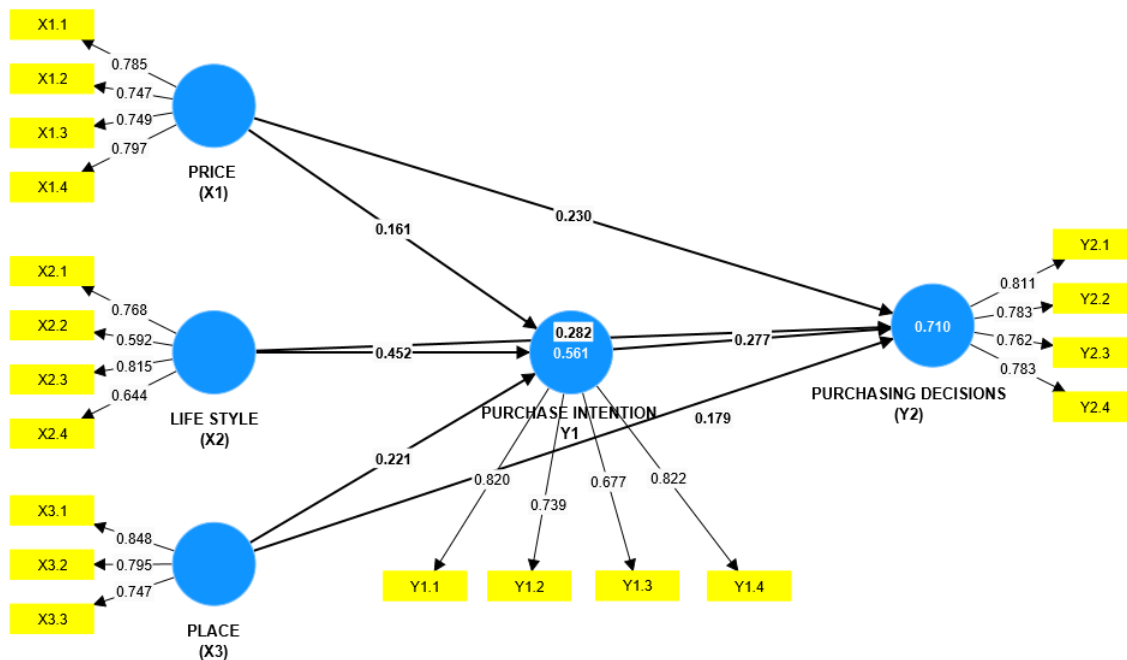


Fig. 2. Output outer loading

Based on Fig. (2), the results indicate that several indicators have an outer loading value below 0.7. Specifically, two indicators on the lifestyle variable (X2.2 and X2.4) and one indicator on the purchase intention variable (Y1.3) with values under 0.7. Consequently, these indicators are eliminated from the analysis due to their outer loading coefficients being less than the acceptable threshold of 0.7. Therefore, all valid indicator items can continue to be used in further data processing stages.

Table 2. Outer model output

Variable	Indicator	Loadings factor	Test result
Price (X1)	X1.1 Price affordability	0.785	Valid
	X1.2 Price certainty of ornamental fish	0.747	Valid
	X1.3 Congruence between price and quality	0.749	Valid
	X1.4 Price competitiveness	0.797	Valid
Lifestyle (X2)	X2.1 Ornamental fish collectors	0.768	Valid
	X2.2 Following the trend	0.592	Invalid
	X2.3 Favour of keeping ornamental/hobby	0.815	Valid
	X2.4 Self-image	0.644	Invalid
Place (X3)	X3.1 Ease of access to the ornamental fish market location	0.848	Valid
	X3.2 Availability of various ornamental fish species	0.795	Valid
	X3.3 Existing comfort and safety	0.747	Valid
Purchase Intention (Y1)	Y1.1 Seeking more information	0.822	Valid
	Y1.2 Have transactional interest or an inclination to buy	0.739	Valid
	Y1.3 Have a primary preference	0.677	Invalid
	Y1.4 Have a referential interest	0.822	Valid
Purchase Decision (Y2)	Y2.1 Quick decision to make a purchase decision	0.811	Valid
	Y2.2 Great for deciding on a purchasing decision	0.783	Valid
	Y2.3 Needs and desires for a product	0.762	Valid
	Y2.4 Repurchase decision	0.783	Valid

Table (2) displays the outer loading values, indicating that some indicators fall below the acceptable threshold of 0.7. These indicators, deemed invalid, must be removed from the model. Following the elimination of the indicator with the smallest loading factor, the revised structural path model is illustrated in Fig. (3).

Influence of Price, Lifestyle and Place on Purchasing Decisions in Marine Ornamental Fish

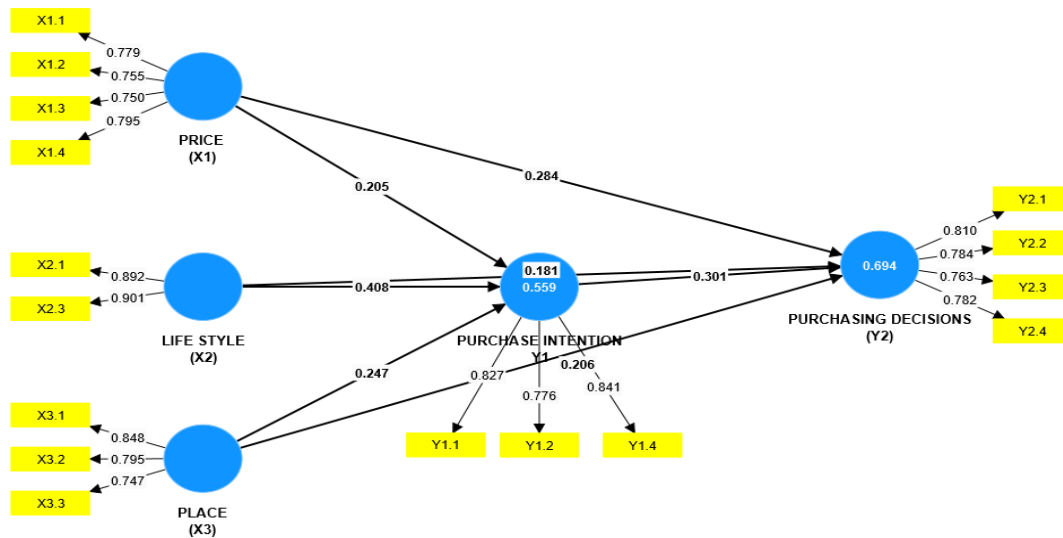


Fig. 3. Outer Model output after adjustment

Fig. (3) shows that all indicators now have outer loadings above 0.7, meeting the necessary requirements. Thus, the data are deemed acceptable, and the next stage of testing can proceed.

Internal consistency reliability

Testing was conducted using the composite reliability (CR) value. This internal consistency is a measure of accuracy between observers or measurement instruments used in research.

Table 3. Composite reliability value

Variable	Cronbach's alpha	Composite reliability (rho_c)	Criteria	Test result
Lifestyle	0.756	0.891	0.700	Valid
Purchase Decision	0.792	0.865	0.700	Valid
Purchase Intention	0.748	0.856	0.700	Valid
Price	0.771	0.853	0.700	Valid
Place	0.714	0.840	0.700	Valid

The composite reliability test in Table (3) can be accepted and declared valid if the value of each variable meets the requirements, namely the value > 0.70 .

Average variance extracted (AVE)

In testing at this stage by looking at the average variance extracted value, a value is declared valid if the AVE test value is above 0.5.

Table 4. Average variance extract value

Variable	Average variance extracted (AVE)	Criteria	Test result
Lifestyle	0.803	0.500	Valid
Purchase Decision	0.616	0.500	Valid
Purchase Intention	0.665	0.500	Valid
Price	0.593	0.500	Valid
Place	0.636	0.500	Valid

The test results in Table (4) show that the results of the AVE value of each variable have exceeded the minimum value of 0.500, therefore all AVE values can be said to be good meeting the requirements in the value test.

Discriminant validity

Discriminant validity testing was carried out to test how far the latent construct is really different from other constructs. Discriminant validity testing was conducted with Fornell-Lacker's cross loading.

Table 5. Cross loading fornell-lacker

	Lifestyle	Purchase decision	Purchase intention	Price	Place
Lifestyle	0.896				
Purchase Decision	0.679	0.785			
Purchase Intention	0.676	0.731	0.815		
Price	0.635	0.735	0.637	0.770	
Place	0.560	0.694	0.620	0.704	0.798

Based on the measurement results, it can be said that there is no problem in the discriminant validity test. Table (5) presents data that the root AVE value was higher than the correlation between constructs and other constructs.

2. Testing the inner model (Structural model)

The inner model, also known as the structural model, specifies the relationships between latent variables. It defines how these latent variables interact with each other within the framework of the overall research model.

Table 6. R-square result

Variable	R-square	R-square adjusted
Purchase Decision (Y2)	0.694	0.684
Purchase intention (Y1)	0.559	0.549

Based on Table (6), it can be seen that the R-square value of the purchase decision has a value of 0.694 which can be interpreted that the variables in the purchase decision can be explained by the price, lifestyle and place constructs by 69.4%, while the purchase interest has an R-square value of 0.559, meaning that the purchase interest is able to

Influence of Price, Lifestyle and Place on Purchasing Decisions in Marine Ornamental Fish

price, lifestyle and place by 55.9% The R-square value of the two constructs is included in the moderate / medium category because the R-square value is > 0.50 .

Table 7. Q-square results

	SSO	SSE	Q ² (=1-SSE/SSO)
Purchase Decision	516	305.766	0.407
Purchase Intention	387	251.953	0.349

The magnitude of Q² has a value with a range of $0 < Q^2 < 1$ and to produce a better model, the model must be close to 1. Based on the research results, Table (6) demonstrates that the Q² values are greater than 0, indicating that the model possesses good predictive relevance. Specifically, the Q² value for the purchasing decision variable is 0.407, which exceeds the threshold of 0.25, signifying moderate prediction accuracy. Similarly, the Q² value for the purchase intention variable is 0.349, also surpassing the 0.25 threshold and reflecting a moderate prediction accuracy.

Table 8. Goodness of fit test (Model feasibility test)

	Saturated model	Estimated model	Cut off value	Description
SRMR	0.078	0.078	≥ 0.08	Good
NFI	0.706	0.706	≥ 0.05 (close to 1)	Good
Chi-square	308.63	308.63	Expectedly small	Good

Table (8) shows the magnitude of SRMR, Chi-Square and NFI have met the expected criteria. SRMR values below 0.08 indicate model fit. In addition, the probability level of the model is significant at 0.706 ($P \geq 0.05$) so that the model analyzed has met the criteria for a good / suitable model. The hypothesis would be accepted if the two tailed significance test and margin of error have a value of 0.05 or 5% in testing the research hypothesis.

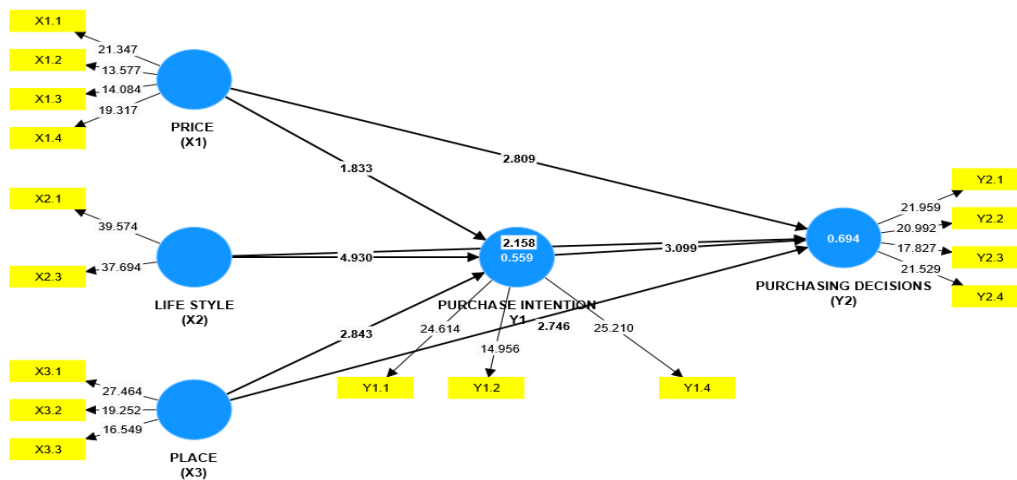


Fig. 4. Bootstrapping results

Fig. (4) shows the results of bootstrapping in this study, conducted with the help of SmartPLS (Partial Least Square) 4.0 software. These values can be seen from the bootstrapping results.

Table 9. Results of path coefficients direct effect

	Original sample (O)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P- value	Description
Lifestyle -> Purchase Decision	0.181	0.084	2.158	0.031	Significant
Lifestyle -> Purchase Intention	0.408	0.083	4.930	0.000	Significant
Purchase Intention -> Purchase Decision	0.301	0.097	3.099	0.002	Significant
Price Perception -> Purchase Decision	0.284	0.101	2.809	0.005	Significant
Price Perception -> Purchase Intention	0.205	0.112	1.833	0.067	Not Significant
Place -> Purchase Decision	0.206	0.075	2.746	0.006	Significant
Place -> Purchase Intention	0.247	0.087	2.843	0.004	Significant

Table 10. Results of path coefficients indirect effect

	Original sample (O)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P- value	Description
Price Perception -> Purchase Intention -> Purchase Decision	0.061	0.042	1.476	0.140	Not Significant
Place -> Purchase Intention -> Purchase Decision	0.074	0.035	2.101	0.036	Significant
Lifestyle -> Purchase Intention -> Purchase Decision	0.123	0.049	2.501	0.012	Signifikan

Influence of Price, Lifestyle and Place on Purchasing Decisions in Marine Ornamental Fish

Table (10) shows that the exogenous variable, namely price with a P - value of $0.140 > 0.05$, does not provide a significant effect on purchasing decisions through the intervening variable of purchase intention.

DISCUSSION

1. The effect of price perceptions on purchase intention

The first hypothesis in this study is the effect between price perceptions on purchase intention, based on the test results and analysis, it shows that the price perception variable (X_1) has no effect on purchase intention, where this result can be seen from the t-statistic value which is lower than the t- table value ($1.833 < 1.964$) and the P -value obtained (0.067) is greater than the specified significant level (0.05). Therefore, the hypothesis of this study shows that H_0 is accepted and H_1 is rejected.

The current marketing process for ornamental fish is lengthy, leading to significant price increases. As a result, the initial price from fishermen to consumers can escalate, with small ornamental fish ultimately selling for tens of thousands to consumers (**Purcell *et al.*, 2018; Elsy, 2020**). However, the higher price for marine ornamental fish is adjusted to the quality and larger size. **Subagio *et al.* (2023)** suggested that the theory of price fairness can be one of the considerations of customers or consumers in making purchasing decisions. **Geffersa (2024)** defined price fairness as an assessment for the process so as to create reasonable and acceptable results. Every consumer has a different type of purchase, there are typical consumers who are more concerned with price, and there are consumers who are not too concerned about price as long as the quality of the product and the service provided are able to make them satisfied. However, the results of this study differ from previous research by **Yap *et al.* (2022)** elucidating that the price variable partially has a significant effect on purchase intention.

2. The relation between lifestyle and buying interest

The test results and analysis show that the lifestyle variable (X_2) has an effect on buying interest, where this result can be seen from the t-statistic value which is higher than the t table value ($4.930 > 1.964$) and the P value obtained (0.000) is smaller than the specified significant level (0.05). Therefore, the hypothesis of this study shows that H_0 is rejected and H_2 is accepted.

This study shows that lifestyle affects buying interest where consumer decisions in buying marine ornamental fish are related to lifestyle. The results of this study confirm the findings of **Retno and Sulhaini (2019)** in their research on the effect of lifestyle on consumer buying interest that the higher the lifestyle of an individual, the higher the consumer's buying interest. This shows that lifestyle has a positive and significant effect on buying interest, meaning that a person's lifestyle will increase the buying interest in a product. In addition, this research is in line with research conducted by **Brata *et al.* (2017)** who postulated that the lifestyle has a significant effect on buying interest.

3. The influence of place on buying interest

The test and analysis results show that the place variable (X_3) has an effect on purchase intention, where this result can be seen from the t-statistic value which is higher than the t- table value ($2.843 > 1.964$), and the *P*- value obtained (0.004) is smaller than the specified significant level (0.05). Therefore, this research hypothesis shows that H_0 is rejected and H_3 is accepted.

This study shows that the role of strategic location needs to be carefully considered in choosing a long-term business location. It can be concluded that the location variable is something that is considered by consumers. The results of the description of the answers of marine ornamental fish consumers to the place variable show that the ease of accessibility to reach the point of sale is one of the indicators that play a role in buying interest. In line with research conducted by **Akbar *et al.* (2021)**, the results show that the location of the business has a significant positive effect on consumer buying interest so that this hypothesis is proven. Location has a positive and significant effect on buying interest. The more strategic the business location provided by the company, the more interested consumers are in making purchases.

4. The influence of price perceptions on purchasing decisions

The test and analysis results show that the price perception variable (X_1) has an effect on purchasing decisions, where this result can be seen from the t-statistic value which is higher than the t- table value ($2.809 > 1.964$), and the *P*- value obtained (0.005) is smaller than the specified significant level (0.05). Therefore, this research hypothesis shows that H_0 is rejected and H_4 is accepted.

Influence of Price, Lifestyle and Place on Purchasing Decisions in Marine Ornamental Fish

Price is an important factor in purchasing decisions, especially for frequently purchased products, and influences choice. Price is a consideration because the price of a product affects consumer responses/perceptions about the product. Price is important for marine ornamental fish hobbies because consumers want to know whether buying a certain price for marine ornamental fish is in accordance with the benefits obtained by consumers. The better the aspects of affordability, competitiveness, quality suitability, and benefit suitability of the price variable (X_1), the higher probability for hobbies to make purchasing decisions. The results of this study show that this study supports previous research conducted by **Halim and Sutanto (2021)** and **Wiadnya et al. (2023)** who noted that the effect of price has a significant effect on purchasing decisions, illustrating that price is an important variable that enhances consumers to buy a product.

5. Lifestyle and purchasing decisions

The test results and analysis show that the lifestyle variable (X_2) has an effect on purchasing decisions, where this result can be seen from the t-statistic value which is higher than the t- table value ($2.158 > 1.964$), and the *P*- value obtained (0.031) is smaller than the specified significant level (0.05). Therefore, this research hypothesis shows that H_0 is rejected and H_5 is accepted.

Based on the results of the research, consumers buy ornamental fish as a means of channeling hobbies from their busy work and their own satisfaction. Lifestyle is an important variable for consumer's behavior toward a product. This happens because a person's lifestyle is in accordance with a person's opinion, so that lifestyle can influence individual behavior for individual habits, which can subsequently increase purchasing decisions made by consumers, as reported in the study of **Halim and Sutanto (2021)**. The results of this study concur with that of **Asmaida (2022)** who postulated that lifestyle has a significant effect on the consumer's decisions.

6. The influence of place on purchasing decisions

The results of the test and analysis show that the place variable (X_3) has an effect on purchasing decisions, where this result can be seen from the t-statistic value which is higher than the t- table value ($2.746 > 1.964$), and the *P*- value obtained (0.006) is smaller

than the specified significant level (0.05). Therefore, this research hypothesis shows that H_0 is rejected and H_6 is accepted.

Location as a place of business offering various types of marine ornamental fish and attributes such as aquarium ornaments by traders for their consumers is good, in other words that there is a reach to locations that are considered easy to reach by consumers, a quiet location and easy accessibility has made consumers feel comfortable in visiting (**Bustomi & Ratnaningtyas, 2024**). The existing place or atmosphere is one of the main factors for customers in visiting, the existing atmosphere will make consumer considerations in determining their choice. The results of this study support the findings of previous research conducted by **Asmaida (2022)** and **Rahmi *et al.* (2023)** where the location/place variable has a real or significant effect on buying decisions.

7. The impact of purchase interest on purchasing decisions

The test and analysis results show that the purchase interest variable (Y_1) has an effect on purchasing decisions, where this result can be seen from the t-statistic value which is higher than the t- table value ($3.099 > 1.964$), and the P - value obtained (0.002) is smaller than the specified significant level (0.05). Therefore, this research hypothesis shows that H_0 is rejected and H_7 is accepted.

The results of hypothesis testing proved that buying interest in marine ornamental fish has a positive and significant influence on purchasing decisions. This means that the higher the customer's buying interest, the higher the consumer's purchasing decision, the consumer's tendency to buy a brand or take action related to the purchase as measured by the likelihood of the consumer making a purchase. According to **Puspita and Budiatmo (2020)**, the buying interest arises because of a feeling of interest and desire to have a product that is expected. In addition, according to **Schiffman and Kanuk (2010)**, purchase intention as consumer transaction behavior that tends to show after evaluating products and consumer reactions adopted products to measure the likelihood of consumer purchases, which means that the purchase intention is the consumer's behavior tending to show behavior after evaluating products to measure the likelihood of consumer's purchases (**Yanti & Budiatmo, 2020**).

8. The relation between price perceptions and purchasing decisions through purchase intention

The test results and analysis show that the price perception variable (X_1) has no effect on purchasing decisions through the intervening variable of buying interest. The results indicated that price perceptions had a significant impact on purchasing decisions. However, buying interest did not significantly mediate this relationship. This implies that

Influence of Price, Lifestyle and Place on Purchasing Decisions in Marine Ornamental Fish

the influence of price perceptions on purchasing decisions is direct and remains significant, even without the mediation of buying interest.

In contrast to the findings of **Halyana and Bangsawan (2023)**, who reported that price positively and significantly affects the purchasing decisions through the mediating variable of purchase intention, the current study found no mediation effect of buying interest. Additionally, these results are inconsistent with those of **Muhtarom *et al.* (2022)**, who demonstrated a positive relationship between price and purchasing decisions, with a buying interest serving as a partial mediator.

9. The influence of lifestyle on purchasing decisions through buying interest

The test results and analysis show that the lifestyle variable (X_2) affects the buying interest through the buying interest. These results indicate that, while lifestyle has a direct effect on purchasing decisions, buying interest plays a complementary role as a partial mediator. This means that the impact of lifestyle on purchasing decisions is partially mediated by buying interest, suggesting that buying interest enhances but does not entirely explain the relationship between lifestyle and purchasing decisions. In addition, in this study, it is known that the path coefficients of the direct influence of lifestyle variables on purchasing decisions are higher than the influence through the mediating variable of buying interest.

The results of this study align with those of **Amri and Prihandono (2019)** and **Rusdiyanto *et al.* (2022)**, who found that the consumer's lifestyle influences the purchasing decisions through purchase intention. This supports Ajzen's Theory of Planned Behavior (TPB) (1991), which posits that a person's buying behavior is initially influenced by their purchase intention.

10. The influence of place on purchasing decisions through purchase intention

The test results and analysis indicate that the place variable (X_3) affects buying interest and purchasing decisions. Specifically, the place variable has a direct impact on purchasing decisions and significantly influences the buying interest, with the latter serving as a complementary partial mediator. The direct effect of the place on purchasing decisions is statistically greater than the indirect effect mediated by buying interest. This suggests that, while buying interest does mediate the relationship between place and purchasing decisions, the direct effect of the place variable remains more substantial.

The findings highlight the importance of strategic location, such as being in the city center with easy road access and a bustling atmosphere, which enhances consumer purchasing decisions. These results are consistent with that of **Ikrom and Pradiani (2023)**, who assessed that location positively and significantly affects purchasing decisions through the consumer's buying interest.

CONCLUSION

In purchasing marine ornamental fish, the factors that directly influence buying interest are lifestyle and place, while price perception does not impact buying interest. Factors with a direct effect on purchasing decisions include purchase intention, price perception, lifestyle and place. The mediating effects of variables on purchasing decisions are as follows:

- Price perception mediates purchasing decisions by 17.7% (direct effect only), indicating no significant mediation effect.
- Place mediates purchasing decisions by 26.4% (partial mediation).
- Lifestyle mediates purchasing decisions by 40.5% (partial mediation).

These results underscore that lifestyle has a substantial influence on the purchase of marine ornamental fish. To effectively attract marine ornamental fish enthusiasts, efforts should focus on evaluating the types of marine ornamental fish frequently kept and enhancing the marketing of aquarium-related attributes.

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