

Purchasing Decision for Crystal Guava Fruit: Influence of Product Attributes, Attitudes, and Consumer Interest

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ABSTRACT

*Crystal guava (*Psidium guajava* L.) holds significant growth potential in Indonesia due to its large fruit size, immaculate flesh, minimal seed content (less than 3%), and high vitamin C levels. However, production faces challenges such as inconsistencies in quality and freshness, variations in fruit shape that deviate from market preferences, and inconsistent quality among farmers in Bojonegoro Regency. This study investigates the impact of product attributes, customer attitudes, and consumer interest on purchasing decisions for crystal guava in the region. A descriptive quantitative approach was employed, utilizing Structural Equation Modeling (SEM) with Warp Partial Least Square (WarpPLS). Primary data were gathered through structured questionnaires with 117 respondents, while secondary data were obtained from literature reviews using a non-probability sampling method. The results reveal that product attributes positively influence customer attitudes and consumer interest. Additionally, consumer interest and attitudes significantly affect purchasing decisions. The study underscores the importance of improving product quality and consistency to enhance customer perceptions and interest. Addressing these issues will not only meet consumer expectations but also boost market demand for crystal guava in Bojonegoro Regency. Strengthening product attributes is critical to fostering favorable attitudes, increasing interest, and driving purchasing decisions.*

1. INTRODUCTION

Crystal guava (*Psidium guajava* L.) is one of the guava varieties that currently has good development prospects in Indonesia. Crystal guava has large fruit, clean pulp, few seeds (less than 3% of the whole fruit), and high vitamin C content. Based on the roadmap of crystal guava in Indonesia from 2015 to 2035, crystal guava has a very promising opportunity and has the potential to replace the availability of imported fruits, especially pears and apples. The reason is that the texture of the fruit is similar to crunchy, which reduces fruit consumption. Spending on imported pears and apples is scheduled to be reduced in 2015. It is estimated that the funds disbursed amounted to IDR 2 Trillion in 2011 (Astrini *et al.*, 2018). In addition to substituting some imported fruits, the Ministry of Agriculture also promotes the productivity of crystal guava to replace the seasonal fruits available each year (Rosita, 2023).

Consumer purchasing decisions for crystal guava fruit are influenced by a variety of factors related to product attributes, attitudes, and consumer interest. Crystal guava is known for its high vitamin C content, making it a desirable choice compared to other fruits like citrus fruits, papaya, and bananas (Mayasari *et al.*, 2023). The effectiveness of product promotion activities also plays a significant role in influencing the purchasing decision of crystal guava (Pratama *et al.*, 2021). Additionally, the price of the product is a crucial attribute that impacts consumer decision-making across various food products, including fruits and vegetables (Massaglia *et al.*, 2019). Consumer preferences for fresh fruits are influenced not only by physical attributes but also by credence attributes such as fruit

origin and production methods, which strongly affect consumer perceptions of fruit quality and ultimately influence their choices (Fernández-Serrano *et al.*, 2020). Appearance is a primary factor in quality perception during fruit purchase decisions, with consumers considering it a key sensory characteristic (Bartolini & Carlotti, 2022). Furthermore, the influence of product attributes, consumer attitude, and interest are pivotal in shaping purchasing decisions for fruits like crystal guava (Eldisthia *et al.*, 2023).

Health consciousness emerges as a key driver of consumer purchase decisions in the fresh fruit industry, highlighting the importance of understanding how consumer attitudes towards health impact their choices (Tran *et al.*, 2020). The sensory and non-sensory attributes of fruits significantly influence consumers attitudes towards purchasing decisions, emphasizing the importance of considering both aspects in marketing strategies (Grusovnik & Rozman, 2020). Additionally, providing samples of sweet fresh fruits for consumers to taste can motivate them to make purchases, indicating the impact of sensory experiences on consumer behavior (Ramalho Marques *et al.*, 2021). In the context of fruit purchasing decisions, factors such as household income, education levels, presence of children in the household, and the type of fruit purchased regularly all play a role in influencing consumer choices (Khanal *et al.*, 2023). Understanding the drivers of consumption behavior for healthy foods like fruits and vegetables is crucial for developing effective health promotion and intervention programs, especially considering the significant health benefits associated with adequate consumption of fruits and vegetables (Lwin *et al.*, 2020). The significance of fruit packaging elements on the purchasing behavior of female consumers underscores the importance of visual and design aspects in influencing consumer motivations and decision-making processes (Yuting & Mohamed, 2023). Moreover, the role of innovation in increasing fruit consumption highlights how consumer perceptions of usefulness and buying intentions are shaped by factors such as product novelty and perceived benefits (Stangierska *et al.*, 2022). Additionally, the positive attitude towards fruits and vegetables among consumers translates into their purchasing decisions, emphasizing the link between consumer attitudes and buying behavior (Azam *et al.*, 2022).

This study was conducted to determine how consumer interests and attitudes towards several attributes of crystal guava in Bojonegoro Regency. Consumer attitudes will later form into perceptions and will influence consumer purchasing decisions, so consumer perceptions are closely related to decisions regarding the selection and consumption of guava fruit. Understanding how consumer interests so that preferences are formed in themselves is needed for important market information. With this information, it can be known how things are actually desired by potential consumers, which is realized by what kind of fruit attributes can make consumers feel satisfied. The information compiled from this research can also be used as a marketing strategy for crystal guava fruit so that it can become a fruit that is in great demand by consumers.

2. MATERIALS AND METHODS

2.1. Location, Time, and Materials

Bojonegoro Regency is one of the cities that has Agrotourism such as Starfruit Garden Agrotourism, Salak Wedi Agrotourism, and Crystal Guava Agrotourism. One of the developments of Crystal Guava Agrotourism in Bojonegoro Regency is in Padang Village, Trucuk District, Bojonegoro Regency (Darsan & Nikmah, 2023). In Padang Village there are 33 farmers who grow crystal guava with a land area of 12 hectares with the number of crystal guava plants planted between 400 to 500 plants per herkar. The average production of farmers in the Crystal Guava Agrotourism of Padang Village, Trucuk District is 20 kg to 30 kg of crystal guava per tree per season. This means that crystal guava farmers in Padang Village, Trucuk District can produce 40 kg to 60 kg of crystal guava from one tree per year. The market opportunity for crystal guava in Indonesia is quite large due to the growing number of farmers, relatively easy maintenance and trees that continue to bear fruit throughout the year (Purnamasari *et al.*, 2023).

Understanding the roles of product attributes, attitudes, and consumer interest is crucial in influencing purchasing decisions, particularly in the context of Crystal Guava Agrotourism. Product attributes, such as size, flesh quality, and freshness, directly shape consumer perceptions and satisfaction. Attitudes reflect consumer evaluations and predispositions toward the product, which affect their willingness to purchase. Meanwhile, consumer interest represents the level of enthusiasm or attention toward crystal guava, driving their decision-making process. Focusing on these aspects not only supports the core objectives of the research but also provides actionable insights for

improving marketing strategies and enhancing the appeal of Crystal Guava Agrotourism in Bojonegoro Regency. To gain deeper insights into consumer preferences, researchers conducted a targeted survey in Bojonegoro Regency, East Java, Indonesia. They distributed questionnaires directly to local residents who had purchased crystal guava within the past six months. This approach ensured responses from individuals familiar with the fruit and its qualities. The data collection window spanned three months, from January to March 2023, capturing a representative sample of consumer experiences during that period.

2.2. Research Design and Observation

The research design used in this study is a quantitative approach, utilizing ordinal data with the help of a Likert scale. This approach quantifies qualitative data with a scale level of 1-5, ranging from strongly disagree to strongly agree. The research method employed is a survey method, which collects information in the form of opinions from a large number of people on the consumption of crystal guava fruit. The data collection was carried out using a questionnaire, which was distributed directly to respondents living in Bojonegoro Regency who had bought crystal guava fruit in the last six months. The data collection process took place from January 2023 to March 2023. The data analysis method used was Partial Least Square (PLS) analysis, which is an approach in structural equation modeling (SEM) (Ghozali & Latan, 2015). The questionnaire was designed to gather primary data, and the data collection method used was cross-sectional, meaning the data was collected at one point in time. The research also involved a literature study to get an overview and conditions of the research results. This study has several limitations. First, the cross-sectional design restricts the ability to infer causal relationships, as data was collected at only one point in time. This limitation may affect the understanding of how consumer attitudes and behaviors evolve over time. Second, the reliance on self-reported data may introduce bias, as respondents might provide socially desirable answers rather than their true opinions. Additionally, the sample was limited to respondents in Bojonegoro Regency, which may not be representative of broader consumer behavior in other regions. Finally, the use of a Likert scale, while useful for quantifying opinions, may oversimplify complex consumer attitudes and motivations, potentially overlooking nuanced insights. Future research could address these limitations by employing longitudinal designs, expanding the geographic scope, and incorporating qualitative methods to gain a deeper understanding of consumer behavior.

2.3. Data Analysis

The data analysis method used in this study is Partial Least Square (PLS) analysis, which is an approach in Structural Equation Modeling (SEM). PLS can be applied to all data scales, does not require many assumptions, and the sample size does not have to be large. The steps of data analysis using PLS include questionnaire validation and reliability tests. The analysis was conducted using the WarpPLS 8.0 application, which involves testing the validity and reliability of the instrument, testing the relationship between variables, and finding a suitable model to predict outcomes (Ghozali & Latan, 2015).

2.4. Research Model

The SEM model (Figure 1) used in this study explains the various aspects that influence the purchase decision of crystal guava through product attribute variables (AP), consumer attitudes (SK), consumer interest (MK), and purchase decisions (KP). Product attributes include affordable prices that are competitive in the market (AP₁), attractive fruit shape (AP₂), refreshing taste (AP₃), suitability of taste to consumer tastes (AP₄), and selling price in accordance with quality (AP₅). Consumer attitudes towards crystal guava include trust in quality (SK₁), confidence in the safety of consumption (SK₂), health benefits offered (SK₃), and product reliability in providing satisfaction (SK₄). Consumer interest includes the desire to recommend Kristal Guava to the closest person (MK₁), making it the first choice compared to other fruits (MK₂), buying to fulfill needs and desires (MK₃), and seeking further information related to the product (MK₄). Purchasing decisions include purchases for daily food needs (KP₁), supporting a healthy lifestyle (KP₂), confidence to buy based on their own desires or the encouragement of others (KP₃), and the desire to make repeat purchases in the future (KP₄). This whole model describes the relationship between product attributes, attitudes, interests, and their influence on crystal guava purchasing decisions holistically.

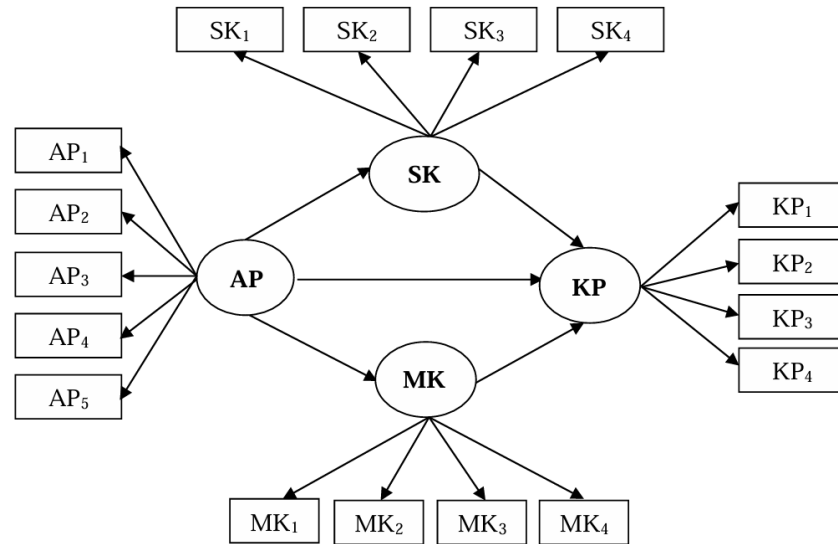


Figure 1. Research structure model

Description:

- AP₁ : Crystal guava fruit has an affordable price and can compete with similar products in the market;
 AP₂ : Crystal guava fruit has an attractive fruit shape appearance;
 AP₃ : Crystal guava fruit has a refreshing taste;
 AP₄ : Crystal guava fruit has a taste that matches consumer tastes;
 AP₅ : Crystal guava fruit has a selling price that matches the quality;
 SK₁ : Consumers have confidence in the quality contained in crystal guava fruit;
 SK₂ : Consumers believe that crystal guava fruit is a fruit that is relatively safe to consume at all times;
 SK₃ : Consumers believe that crystal guava fruit has benefits for body health;
 SK₄ : Consumers feel that crystal guava fruit can be relied upon to provide satisfaction for them;
 MK₁ : Consumers will recommend the closest people, such as friends and family to buy crystal guava fruit;
 MK₂ : Consumers will make crystal guava the first choice in consuming guava fruit compared to other similar fruits;
 MK₃ : Consumers will buy crystal guava fruit to fulfill their wants and needs;
 MK₄ : Consumers are willing to seek further information related to crystal guava fruit;
 KP₁ : Consumers buy crystal guava fruit to fulfill their daily food needs;
 KP₂ : Consumers buy crystal guava fruit to support a healthy lifestyle;
 KP₃ : Consumers feel confident to buy crystal guava fruit due to their own desires or encouragement from others;
 KP₄ : Consumers have the desire to buy crystal guava fruit again in the future.

3. RESULTS AND DISCUSSION

3.1. Validity and Reliability Test

The validity test ensures that the questionnaire accurately measures the intended variables and reflects real-world circumstances effectively. This involves evaluating how well the items correspond to the constructs they are designed to assess. Discriminant Validity and Average Variance Extracted (AVE) are used to assess the validity, higher values indicate that the items measure distinct constructs appropriately. The reliability test demonstrates the consistency of the questionnaire in measuring variables across different situations and samples. This is quantified through indicators such as Cronbach Alpha and Composite Reliability, with higher values signifying stronger internal consistency and reliability of the instrument. Before conducting the main study, a pilot test was carried out to refine the questionnaire, ensuring clarity and appropriateness of the items. This step also helped in identifying potential issues with question phrasing or scale interpretation. The pilot test results were analyzed to verify the initial validity and reliability of the questionnaire, ensuring that it meets the required standards for the larger study. The instrument was adjusted and finalized to ensure its validity in capturing the constructs and its reliability in yielding consistent and accurate data.

Table 1. Validity and reliability test

Indicator	Question	CL	p-value	CR	CA	AVE
AP1 (Price)	Crystal guava fruit has an affordable price and can compete with similar products on the market.	(0.662)	<0.001	0.78	0.64	0.64
AP2 (Product Display)	Crystal guava fruit has an attractive fruit shape appearance	(0.661)	<0.001			
AP3 (Freshness)	Crystal guava fruit has a refreshing taste	(0.674)	<0.001			
AP4 (Taste)	Crystal guava fruit has a taste that matches consumer tastes	(0.537)	<0.001			
AP5 (Quality)	Crystal guava fruit has a selling price that matches the quality	(0.664)	<0.001			
SK1 (Trust in Quality)	I have confidence in the quality of crystal guava fruit.	(0.780)	<0.001	0.74	0.53	0.65
SK2 (Safety of Consumption)	I believe that crystal guava fruit is a fruit that is relatively safe to consume at all times	(0.571)	<0.001			
SK3 (Health)	I believe that crystal guava fruit has benefits for body health	(0.641)	<0.001			
SK4 (Product Reliability)	I feel that crystal guava fruit can be relied upon to provide satisfaction for them	(0.568)	<0.001			
MK1 (Referential Interest)	I would recommend the closest people. such as friends and family to buy crystal guava fruit	(0.645)	<0.001	0.74	0.54	0.65
MK2 (Preferential Interest)	I will make crystal guava as the first choice in consuming guava fruit compared to other similar fruits	(0.525)	<0.001			
MK3 (Transactional Interest)	I will buy crystal guava fruit to fulfill my wants and needs	(0.741)	<0.001			
MK4 (Explorative Interest)	I am willing to look for more information related to crystal guava fruit	(0.668)	<0.001			
KP1 (Needs)	I buy crystal guava fruit to fulfill my daily food needs	(0.663)	<0.001	0.78	0.63	0.69
KP2 (Healthy Lifestyle)	I buy crystal guava fruit to support a healthy lifestyle	(0.690)	<0.001			
KP3 (Purchase Stability)	I feel confident to buy crystal guava fruit because of my own desire or encouragement from others	(0.638)	<0.001			
KP4 (Repurchase)	I have the desire to buy crystal guava fruit again in the future	(0.766)	<0.001			

Source: Primary Data Processed, 2024

Based on the analysis results presented in Table 1, the AVE value of all latent variables in this study is > 0.5 . While the Composite Reliability value of all variables is > 0.7 and for the Cronbach Alpha value of all latent variables is > 0.6 . The criteria for determining the validity and reliability of the SEM research model seen from the Composite Reliability value is > 0.7 and Cronbach Alpha is > 0.6 . So it can be concluded that the measurement model has shown good validity and reliability (Solimun *et al.*, 2017).

3.2. Goodness of Fit Model

Based on the analysis results presented in Table 2. The model fit criteria and quality indicators suggest that the model (GoF) fits the data well. The average path coefficient and average R-squared, as well as average adjusted R-squared, all have extremely low p-values (< 0.001) and meet the criteria, indicating a strong relationship between the variables in the model and its ability to predict the data. Additionally, the average block VIF and average full collinearity VIF have values below 3.3, indicating the absence of significant multicollinearity problems. The Tenenhaus GoF has a high value of 0.46, indicating the model has good predictive power. Furthermore, the Sympson Paradox Ratio, R-squared Contribution Ratio, and Statistical Suppression Ratio all have ideal values of 1, indicating no issues with Simpson paradox, low R-squared contribution ratio, or statistical suppression. Finally, the nonlinear bivariate causality has an acceptable value of 1, indicating no problems with non-linear bivariate causality.

Integrating these insights into marketing strategies can help amplify the impact of product attributes on consumer interest. Educational campaigns focusing on the health benefits of crystal guava, supported by credible certifications and innovative packaging, can create a competitive advantage. Moreover, adopting sustainable practices in production and distribution can align with the growing consumer preference for environmentally responsible products. To strengthen the discussion further, future studies should explore regional and demographic variations in consumer preferences for fruits like crystal guava. Examining how cultural, economic, and social factors intersect with product

Table 2. Evaluation of Goodness of Fit Model (GoF)

Model Fit and Quality Indicators	Criteria	Value	P-Value	Description
Average path coefficient	$p < 0.05$	0.43	$p < 0.001$	Fulfilled
Average R-squared (R^2)	$p < 0.05$	0.50	$p < 0.001$	Fulfilled
Average adjusted R-squared (R^2)	$p < 0.05$	0.49	$p < 0.001$	Fulfilled
Average block VIF	Acceptable if ≤ 5 , ideal if ≤ 3.3	2.70		Ideal
Average full collinearity VIF	Acceptable if ≤ 5 , ideal if ≤ 3.3	2.25		Ideal
Tenenhaus GoF	Small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	0.46		Large
Sympson paradox ratio	Accepted if ≥ 0.7 , ideal = 1	1		Ideal
R-squared contribution ratio	Acceptable if ≥ 0.9 , ideal = 1	1		Ideal
Statistical suppression ratio	Acceptable if ≥ 0.7	1		Accepted
Nonlinear bivariate causality	Acceptable if ≥ 0.7	1		Accepted

Source: Primary Data Processed, 2024

attributes could provide deeper insights into consumer behavior. Additionally, longitudinal studies could assess the long-term impact of enhanced product attributes, such as improved shelf life or eco-friendly packaging, on consumer loyalty and market growth. By comprehensively understanding and addressing these aspects, producers and marketers can leverage product attributes not only to attract consumers but also to build lasting relationships, thus driving the success of crystal guava in competitive fruit markets. These findings underscore the importance of product innovation and strategic communication in aligning with consumer needs and fostering sustainable growth in the fruit industry.

3.3. Hypothesis Test

The analysis results is presented in Table 3 and Figure 2. The results of the hypotheses testing indicate that there are significant positive relationships between product attributes and consumer attitudes (H1), product attributes and consumer interest (H2), and product attributes and purchase decisions (H3). The path coefficients for these relationships are 0.69, 0.65, and 0.48, respectively, indicating that changes in product attributes can strongly influence consumer attitudes, interest, and purchasing decisions. Additionally, consumer attitudes are found to have a significant positive influence on purchase decisions (H4), although this relationship is weaker than those involving product attributes. Finally, consumer interest is found to have a slightly significant positive influence on purchase decisions (H5), with the weakest path coefficient among all hypotheses, indicating that consumer interest has the least influence on purchasing decisions.

Table 3. Hypothesis test result

	Path Correlation	Path Coefficient	p-Value	Description
H1	Product Attributes => Consumer Attitude	0.69	<0.01	Accepted
H2	Product Attributes => Consumer Interest	0.65	<0.01	Accepted
H3	Product Attributes => Purchase Decision	0.48	<0.01	Accepted
H4	Consumer Attitude => Purchase Decision	0.21	<0.01	Accepted
H5	Consumer Interest => Purchase Decision	0.15	0.05	Accepted

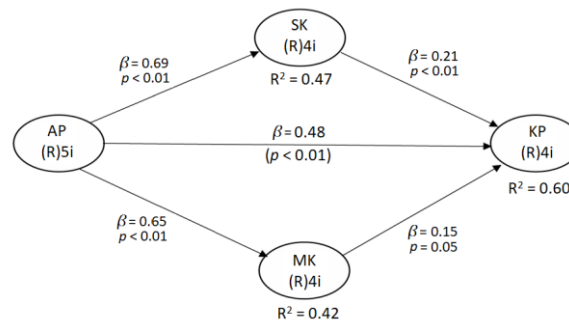


Figure 2. Hypothesis test results using warPLS 8.0

3.4. The Effect of Product Attributes on Consumer Attitudes

The results of hypothesis testing in the table above show that there is a significant positive direct effect between Product Attributes on Consumer Attitudes. The product attribute variable has an influence (path coefficient) on consumer attitudes of 0.69 with a p -value of <0.01 . The path coefficient value and significance level of the analysis results explain that product attributes have an influence of 69% on consumer attitudes. Product attributes play a crucial role in shaping consumer attitudes and purchase decisions. Research indicates that consumers assess products based on their attributes, which subsequently influence their intentions to adopt the products (Li *et al.*, 2023). Core attributes that align with consumers expectations and schemas have a positive impact on their attitudes towards products (Lee & Kim, 2022). Furthermore, product attributes significantly contribute to consumer interest, with these attributes explaining a substantial portion of consumer interest (Eldisthia *et al.*, 2023). Consumer attitudes towards products are influenced by their trust in product attributes and the perceived importance of these attributes (Wartaka & Sumardjono, 2020). The presentation of product attributes in advertising can also affect consumer attitudes, with the clarity of descriptions impacting attitudes differently depending on the attribute type (Huang *et al.*, 2021). Overall, consumers generally prefer products with positive attributes and hold negative attitudes towards products with unfavorable attributes (Wassenaar *et al.*, 2019). The multi-attribute attitude model serves as a valuable framework for understanding how consumers form attitudes based on the evaluation of various product attributes (Zhan *et al.*, 2019).

3.5. The Effect of Product Attributes on Consumer Interest

The results of hypothesis testing in the table above show that there is a significant positive direct effect between Product Attributes on Consumer Interest. The product attribute variable has an influence (path coefficient) on consumer interest of 0.65 with a p -value of <0.01 . The path coefficient value and significance level of the analysis results explain that product attributes have an influence of 65% on consumer interest. Product attributes such as nutritional content, flavor, aroma, and shelf life play a crucial role in consumer interest in crystal guava fruits. Novel packaging technologies, coatings with embedded nanostructures, and the use of essential oil coatings can enhance the fruits shelf life and quality, influencing consumer perception positively (Costa *et al.*, 2023; Grande Tovar *et al.*, 2019; Yadav *et al.*, 2022). Additionally, factors like health risk perception, trust in traceability, and sustainability claims can impact consumer purchase intentions for products like guava fruits (Arboleda & Pilar, 2024; Dionysis *et al.*, 2022; Zhai *et al.*, 2022). Understanding these aspects and emphasizing the benefits of the product attributes can significantly influence consumer behavior towards crystal guava fruits.

3.6. The Effect of Product Attributes on Purchasing Decisions

Based on the results of the analysis that has been carried out, the path coefficient value and p -value in this study indicate that Product Attributes have a positive and significant effect on Purchasing Decisions. The product attribute variable has an influence (path coefficient) on purchasing decisions of 0.48 with a p -value of 0.01. The path coefficient value and significance level of the analysis results explain that product attributes have an influence of 48% on purchasing decisions. Product attributes significantly influence purchasing decisions. Studies show that attributes like aesthetics, durability, and eco-label information play a crucial role in consumer choices (Rachmi *et al.*, 2023; Zhang & Dong, 2020). The quality of a product, including its physical appearance and flavor, has been found to have a significant impact on purchasing decisions (Ali, 2019; Tannady & Alvita, 2023; Pratama *et al.*, 2021; Wydyanto & Ilhamalimy, 2021). Additionally, factors like product innovation and environmental sustainability claims also affect consumer purchase behavior (Arboleda & Pilar, 2024; Saptaria & Zamzam, 2022). Understanding these influences is essential for businesses to tailor their products to meet consumer preferences effectively.

3.7. The Effect of Consumer Attitudes on Purchasing Decisions

The results of hypothesis testing in the table above show that there is a significant positive direct influence between Consumer Attitudes on Purchasing Decisions. The consumer attitude variable has an influence (path coefficient) on purchasing decisions of 0.21 with a p -value of 0.01. The path coefficient value and significance level of the analysis results explain that consumer attitudes have an influence of 21% on purchasing decisions. Consumer attitudes play a crucial role in purchasing decisions, as supported by various studies. Positive attitudes towards products, such as fruits

and vegetables, directly influence consumer purchasing decisions (Azam *et al.*, 2022). Additionally, consumer attitudinal disposition significantly impacts purchase intentions (Shanbhogue & Ranjith, 2023). Studies have shown that consumer attitudes have a positive effect on purchasing decisions, highlighting the importance of attitudes in shaping consumer behavior (Putri & Anjaningrum, 2022). Furthermore, the mediating role of purchasing attitude between consumer values and purchasing decisions emphasizes the significance of attitudes in the decision-making process (Oh & Shin, 2023). Overall, consumer attitudes are key determinants in influencing purchasing decisions, underscoring the need for businesses to understand and cater to consumer attitudes to drive sales effectively.

3.8. The Effect of Consumer Interest on Purchasing Decisions

The results of hypothesis testing in the table above show that there is a significant positive direct influence between Consumer Interest on Purchasing Decisions. The consumer interest variable has an influence (path coefficient) on purchasing decisions of 0.15 with a p-value of <0.05. The path coefficient value and significance level of the analysis results explain that consumer interest has a 15% influence on purchasing decisions. Consumer interest plays a crucial role in purchasing decisions, acting as a mediator between various factors. Studies have shown that consumer interest positively influences purchasing decisions (Al Hafizi & Ali, 2021; Nuraeni & Hadita, 2022; Wikantari, 2022). Additionally, consumer motivation has been identified as a significant factor affecting purchasing choices (Samsuranto, 2021). Furthermore, brand awareness is essential in increasing consumer interest in products, thereby impacting purchasing decisions (Clarissa & Bernarto, 2022). These findings highlight the intricate relationship between consumer interest, motivation, and brand awareness in shaping consumer behavior and influencing purchasing decisions. Future research could explore several key areas to enhance understanding of this dynamic. Investigating the influence of digital marketing strategies, particularly on social media, can reveal how influencer marketing and user-generated content shape brand awareness. Additionally, examining the impact of sustainability practices on consumer preferences will provide insights into how eco-friendly initiatives influence brand loyalty. Cross-cultural comparisons could elucidate variations in consumer interest and motivation globally, while longitudinal studies can track changes in attitudes over time. Furthermore, delving into the emotional and psychological factors driving consumer motivation can enhance understanding of cognitive biases. Researching the effectiveness of brand loyalty programs and investigating the consumer decision-making process will also help businesses tailor their marketing strategies more effectively, ultimately improving engagement and sales.

4. CONCLUSION

The study findings reveal that product qualities influence consumers views by 69% and their interest by 65%, with attitudes and interests contributing 21% and 15%, respectively, to purchase decisions. These findings underscore the significant role of product features in shaping customer attitudes and interests, ultimately driving purchases of crystal guava fruits in Bojonegoro Regency. Freshness emerged as a critical determinant, with product qualities having the most substantial impact on consumer behavior and purchase decisions. To address this, the study suggests enhancing freshness, developing processed products, and diversifying offerings to attract more consumers and boost sales. These strategies also support the local economy by benefiting farmers, customers, and researchers. To enhance the credibility and applicability of these findings, future research could explore various areas. Investigating consumer demographics and preferences, such as age, gender, income, and cultural factors, would provide insights for tailoring marketing strategies to specific segments. Studies on the impact of branding, innovative packaging, and sustainability claims could reveal their effects on consumer trust, interest, and purchasing decisions. Longitudinal analyses are essential to evaluate how improvements in product attributes, such as extended shelf life and processed product offerings, influence consumer loyalty and market demand over time. Exploring regional market dynamics would help identify potential markets and guide localized marketing strategies. Additionally, future research on technology integration in farming, including precision agriculture and IoT-based monitoring, could demonstrate how these advancements enhance product quality and meet consumer expectations. Assessing the role of eco-friendly farming practices and reduced carbon footprints would provide valuable insights into how sustainability factors influence consumer interest and behavior. Addressing these areas comprehensively would deepen the understanding of consumer behavior and market dynamics, ensuring the sustainable growth of crystal guava production and sales.

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