

DAFTAR PUSTAKA

- Acal, C., Aguilera, A. M., & Escabias, M., 2020. New Modeling Approaches Based on Varimax Rotation of Functional Principal Components, *Mathematics*, 8:1–15, <https://doi.org/10.3390/math8112085>.
- Aiken, 1985. Three Coefficients for Analyzing The Reliability And Validity of Ratings, *Educational and Psychological Measurement*, 45:131-142, <https://doi.org/10.1177/0013164485451012>.
- Almanasreh, E., Moles, R., & Chen, T. F., 2019. Evaluation of Methods Used for Estimating Content Validity, *Research in Social and Administrative Pharmacy* 15: 214–221, <https://doi.org/10.1016/j.sapharm.2018.03.066>.
- Arum, L. S., Zahrani, A., & Duha, N. A., 2023. Karakteristik Generasi Z dan Kesiapannya Dalam Menghadapi Bonus Demografi 2030, *Accounting Student Research Journal* 2:59-72, <https://doi.org/10.62108/asrj.v2i1.5812>.
- Atencio, E., Muñoz, A., Lozano, F., González-Arteaga, J., & Lozano-Galant, J. A., 2024. Calibration of iPad Pro LiDAR Scanning Parameters for the Scanning of Heritage Structures Using Orthogonal Arrays, *Applied Sciences* 14:1-20, <https://doi.org/10.3390/app142411814>.
- Atmojo, C. T., & Laili, I. N., 2024. Analisis Strategi dan Dampak Implementasi Inovasi Produk Terhadap Volume Penjualan UMKM Buket di Kabupaten Jombang. *Jurnal Pendidikan Ekonomi Akuntansi Kewirausahaan* 4:45–51, <https://doi.org/10.29407/jpeaku.v4i1.22915>.
- Badan Pusat Statistik. 2021. *Jumlah Penduduk menurut Wilayah, Klasifikasi Generasi, dan Jenis Kelamin, INDONESIA, Tahun 2020*. <https://sensus.bps.go.id/topik/tabular/sp2020/2>. Diakses tanggal 16 Januari 2025.
- Badan Riset dan Inovasi Nasional (BRIN), 2024. 11,3 Juta Ton Sampah di Indonesia Tidak Terkelola dengan Baik. <https://brin.go.id/drid/posts/kabar/113-juta-ton-sampah-di-indonesia-tidak-terkelola-dengan-baik>. Diakses tanggal 26 Juni 2025.
- Bavani, M., Tjahjono, Y. M., Airell, V., Brilliant, N., & Malelak, M. I., 2024. Pendampingan Penyusunan Laporan Keuangan Sesuai Standar Akuntansi Keuangan pada UMKM Toko Bunga, *Prima Abdika: Jurnal Pengabdian Masyarakat* 4:383–395, <https://doi.org/10.37478/abdika.v4i2.4245>.
- Behe, B., Nelson, R., Barton, S., Hall, C., Safley, C. D., & Turner, S., 1999. Consumer Preferences for Geranium Flower Color, Leaf Variegation, and Price, *HORTSCIENCE* 34:740-742, <https://www.doi.org/10.21273/HORTSCI.34.4.740>.
- Beitia, A., Heredia, A. G. D., Amondarain, A. B., & Vergara, M., 2009. Kansei Engineering: The Influence of The Scale in The Application of The Semantic Differential, *Selected Preceedings from the 13th International Congress on Preject Engineering* 452-462.
- Bpjsketenagakerjaan, 2024. *6 Ide Bisnis Kreatif untuk Kamu yang Mau Jadi Entrepreneur*. <https://www.bpjsketenagakerjaan.go.id/artikel/18333/artikel->

- [6-ide-bisnis-kreatif-untuk-kamu-yang-mau-jadi-entrepreneur.bpjs.](#) Diakses tanggal 16 Januari 2024.
- Chiu, M. C., & Lin, K. Z., 2018. Utilizing text mining and Kansei Engineering to support data-driven design automation at conceptual design stage, *Advanced Engineering Informatics* 38:826–839, <https://doi.org/10.1016/j.aei.2018.11.002>.
- Daniel, C. M., Nugroho, S., Pramono, W., Rosyada, Z. F., & Korespondensi, P., 2024. Perancangan Desain Produk Tote Bag UMKM Lurik Senthir Menggunakan Kansei Engineering, *Industrial Engineering Online Journal* 13:1-10, <https://ejournal3.undip.ac.id/index.php/ieoj/article/view/47113>.
- Darma, B., 2021. *Statistika Penelitian Menggunakan SPSS*. Penerbit Guepedia
- Das, S., Mandal, T., dan Sultana, S., 2015. ‘Flower Arrangement Toward Value Addition’, in AB Sharangi & S Datta (eds), *Value Addition of Horticultural Crops: Recent Trends and Future Directions*, Springer, India, 101-112.
- Firstinsight, 2021. The State of Consumer Spending: Gen Z Influencing All Generations to Make Sustainability-First Purchasing Decisions. <https://www.firstinsight.com/white-papers-posts/gen-z-influencing-all-generations-to-make-sustainability-first-purchasing-decisions>. Diakses pada 26 Juni 2025.
- Frank, R. H., 2008. *Microeconomics and Behavior 7th Edition*. McGraw-Hill.
- Genarsih, T. & Tisngati, U., 2024. *Belajar Statistika: Konsep Dasar dan Pengantar Statistika Penelitian*. Zahir Publishing
- Ghodang, H., & Hantono., 2020. *Metode Penelitian Kuantitatif: Konsep Dasar & Aplikasi Analisis Regresi dan Jalur dengan SPSS*. Penerbit Mitra Grup.
- Ginting, R., Ishak, A., Fauzi Malik, A., & Satrio, M. R., 2020. Integration of Kansei Engineering and Quality Function Deployment (QFD) for Product Development: A Literature Review, *IOP Conference Series: Materials Science and Engineering* 1003:1-6, <https://doi.org/10.1088/1757-899X/1003/1/012020>.
- Gomes, S., Lopes, J. M., & Nogueira, S., 2023. Willingness to pay more for green products: A critical challenge for Gen Z, *Journal of Cleaner Production*, 390: 1-8, <https://doi.org/10.1016/j.jclepro.2023.136092>.
- Gumasing, M. J. J., & Niro, R. H. A. 2023. Antecedents of Real Estate Investment Intention among Filipino Millennials and Gen Z: An Extended Theory of Planned Behavior, *Sustainability*, 15:1-35, <https://doi.org/10.3390/su151813714>.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E., 2019. *Multivariate Data Analysis Eighth Edition*. Cengage Learning EMEA.
- Hu, H., Liu, Y., Lu, W. F., & Guo, X., 2022. A Quantitative Aesthetic Measurement Method for Product Appearance Design, *Advanced Engineering Informatics* 53 101644:1-17, <https://doi.org/10.1016/j.aei.2022.101644>.
- Hûla, M., & Flegr, J., 2016. What flowers do we like? The influence of shape and color on the rating of flower beauty, *PeerJ* 6:1-29, <https://doi.org/10.7717/peerj.2106>.
- Indrayani, I. G. A. P. W., Adi, I. A. S. P., & Iswarini, N. K., 2022. The Power of Floral: Pembentukan Unit Usaha dan Pemanfaatan Potensi Lokal di Desa

- Wisata Taro, *Jurnal Pemberdayaan Pariwisata* 4:66-75, <https://doi.org/10.30647/jpp.v30647/jpp.v4i2.1639>.
- Jugenheimer, D. W., Kelley, L. D., Hudson, J., & Bradley, S. D., 2015. *Advertising and Public Relations Research*. Routledge.
- Jumawan, J., Saputra, F., & Prabowo, P. B., 2023. Determinasi Pelatihan Florist dan Kualitas Pelayanan Kewirausahaan Pada Kejutbypugo Kota Bekasi, *OPTIMAL Jurnal Ekonomi dan Manajemen* 3:216-227, <https://doi.org/10.55606/optimal.v3i4.2333>.
- Kahawandala, N., Peter, S., & Niwunhella, H. 2020. Profiling purchasing behavior of Generation Z, *International Research Conference on Smart Computing and Systems Engineering (SCSE)* 155–160, <https://doi.org/10.1109/SCSE49731.2020.9313038>.
- Kementerian Lingkungan Hidup dan Kehutanan (LHKH), 2025. *Capaian Kinerja Pengelolaan Sampah*. <https://sipsn.kemenlh.go.id/sipsn/>. Diakses tanggal 26 Juni 2025.
- Khodor, S., Aránega, A. Y., & Ramadani, V., 2024. Impact of Digitalization and Innovation in Women's Entrepreneurial Orientation on Sustainable Start-up Intention, *Sustainable Technology and Entrepreneurship* 3:1-11, <https://doi.org/10.1016/j.stae.2024.100078>.
- Kimecopak, 2025. *Eco-Friendly Flower Wraps Every Florist Needs: Win Hearts, Save Money*. <https://www.kimecopak.ca/blogs/news/eco-friendly-flower-wrap>. Diakses tanggal 14 Juni 2025
- Knuth, M., Woods, V., Wu, X., Hall, C., & Palma, M. (2023). Elements of Style in Floral Arrangements: How Discerning Are Consumers Toward Floristry Design Principles and How Much Are They Willing to Pay?, *HortScience* 58:1560–1567, <https://doi.org/10.21273/HORTSCI17273-23>.
- Larasati, I., Setiadi, A., & Prasetyo, E., 2024. Faktor-faktor yang Memengaruhi Keputusan Pembelian Buket Bunga di Pasar Bunga Kalisari Semarang, *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis* 10:1031–1038, <https://dx.doi.org/10.25157/ma.v10i1.12776>.
- Li, M., He, C., Lu, Z., & Huang, L., 2020. Quantitative Research on the Relationship Between Design Elements and Kansei Image of Electric Vehicle Styling, *Advances in Interdisciplinary Practice in Industrial Design: Proceedings of the AHFE 2019 International Conference on Interdisciplinary Practice in Industrial Design* 968:240-250, https://doi.org/10.1007/978-3-030-20470-9_26.
- Li, M., Zhang, J., Guo, F., Liao, Y., Hu, X., & Ham, J., 2025. Audiovisual Affective Design of Humanoid Robot Appearance and Voice Based on Kansei Engineering, *International Journal of Social Robotics* 17:15-37, <https://doi.org/10.1007/s12369-024-01202-5>.
- Li, Y., & Zhu, L., 2020. Multi-objective Optimisation of User Experience in Mobile Application Design via a Grey-fuzzy-based Taguchi Approach, *Concurrent Engineering Research and Applications* 28:175–188, <https://doi.org/10.1177/1063293X20938842>.
- Li, Z., McCracken, V., & Connolly, J., 2016. An Evaluation of Factors Influencing Consumer Purchase Decisions of Cut Flowers: A Study of Washington

- Consumers. *AgEcon Search*, 9252:1–3, <http://dx.doi.org/10.22004/ag.econ.235227>.
- Lim, W. M., 2024. A Typology of Validity: Content, Face, Convergent, Discriminant, Nomological and Predictive Validity, *Journal of Trade Science* 12:155–179, <https://doi.org/10.1108/JTS-03-2024-0016>.
- Machung, 2021. *Pemilihan Warna yang Cocok Untuk Desain Logo Anda!*. <https://machung.ac.id/artikel-prodi-dkv/pemilihan-warna-yang-cocok-untuk-desain-logo-anda/>. Diakses tanggal 4 November 2024.
- Mahapatra, G. P., Bhullar, N., & Gupta, P., 2022. Gen Z: An Emerging Phenomenon, *NHRD Network Journal* 2:246–256, <https://doi.org/10.1177/26314541221077137>.
- Mebakerlin, M. S. & Chakravorty, S., 2015. ‘Value Addition in Flowers’, in AB Sharangi & S Datta (eds), *Value Addition of Horticultural Crops: Recent Trends and Future Directions*, Springer, 83-100, <https://doi.org/10.1007/978-81-322-2262-0>.
- Mh-chine, 2024. *Bouquet Wrapper: A Guide to Flower Wrapping*. <https://www.mh-chine.com/scenarios/festival-decoration/flower-wrapping>. Diakses pada 16 Desember 2024.
- Mh-chine, 2025. What Paper is Used to Wrap Flowers? A Guide for Florists and Flower Lovers. <https://www.mh-chine.com/blog/products/what-paper-is-used-to-wrap-flowers>. Diakses pada 24 Juni 2025.
- Muliana, N., Pada, A. U. T., & Nurmaliah, C., 2020. Content Validity of Conation Assessment, *Journal of Physics: Conference Series* 1460: 1-6, <https://doi.org/10.1088/1742-6596/1460/1/012057>.
- Munandar, A., & Fahrulrozi, M., 2024. Pengembangan Desain Kemasan Produk Kopi Djamudju Roast Bean Berdasarkan Preferensi Konsumen Menggunakan Metode Kansei Engineering. *TECHNO-SOCIO EKONOMIKA* 17: 118–132, <https://doi.org/10.32897/techno.2024.17.2.3019>.
- Muston, K. S., 2017. *Seni Merangkai Bunga*. Zahara Pustaka.
- Nagamachi, M., 1995. Kansei Engineering: a New Ergonomic Consumer-oriented Technology for Product Development. *International Journal of industrial ergonomics* 15: 3-11, [https://doi.org/10.1016/0169-8141\(94\)00052-5](https://doi.org/10.1016/0169-8141(94)00052-5).
- Nagamachi, M., 2011. *Innovations of Kansei Engineering*. CRC Press
- Nurhasanah, S., 2023. *Statistika Pendidikan: Teori, Aplikasi, dan Kasus*. Penerbit Salemba Humanika.
- Ozen, E., Singh, A., Taneja, S., Rajaram, R., & Davim, J. P., 2024. *Sustainability, Innovation, and Consumer Preference*. IGI Global Scientific Publishing.
- Pane, D. N., Dayu, W., & Hasanah, N., 2024. *Determinasi Minat Beli Konsumen*. Serasi Media.
- Paperfor, 2025. *Sydney Paper*. <https://paperfor.id/product/sydney-paper/>. Diakses tanggal 25 Juni 2025.
- Patnasari, Y., 2024. *Potensi Ekonomi Usaha Toko Bunga dan Rangkaian Bunga di D.I. Yogyakarta*. <http://lebfbe.uajy.ac.id/potensi-ekonomi-usaha-toko-bunga-dan-rangkaian-bunga-di-d-i-yogyakarta/index.html>. Diakses tanggal 9 Desember 2024.

- Polit, D. F., & Beck, C. T., 2006. The Content Validity Index: Are You Sure You Know What's Being Reported? Critique and Recommendations, *Research in Nursing and Health* 29:489–497, <https://doi.org/10.1002/nur.20147>.
- Qiu, Q., Watanabe, S., & Omura, K. (2017). Images and Anatomy of Latin Typefaces, *International Journal of Affective Engineering* 16:121–130, <https://doi.org/10.5057/ijae.IJAE-D-16-00028>.
- Qusaeri, M. A. al, Khasbulloh, M. W., Wiliyanto, & Khasanah, M., 2023. Pelatihan Handycraft Buket Bunga Untuk Unit Kegiatan Mahasiswa Uninversitas Bhamada Slawi, *EJOIN: Jurnal Pengabdian Masyarakat* 1: 110–115, <https://doi.org/10.55681/ejoin.v1i3.638>.
- Ramadhani, R. & Bina, N. S., 2021. *Statistika Penelitian Pendidikan: Analisis Perhitungan Matematis dan Aplikasi SPSS*. Penerbit Kencana.
- Redzuan, F., Lokman, A. Moh., & Othman, Z. A., 2014. Kansei Semantic Space for Emotion in Online Learning, *3rd International Conference on User Science and Engineering (i-USER)* 1:168-173, <https://doi.org/10.1109/IUSER.2014.7002697>.
- Retnawati, H., 2016. *Analisis Kuantitatif Instrumen Penelitian (Panduan Peneliti, Mahasiswa, dan Psikometrian)*. Parama Publishing.
- Salma, Z., Kuchi, V.S., & Tesjawi, 2020. 'Floral Arrangement: The Language of Art that Speaks', in VM Prasad, A Gupta, B Singh, N Mishra, & A. Mani (eds), *Trends & Prospects in Food Science & Processing Technology*, Satish Serial Publishing House, India, 415-457.
- Saputra, M. R. A., Chalid, F. I., & Budianto, H., 2023. *Metode Ilmiah dan Penelitian: Kuantitatif, Kualitatif, dan Kepustakaan (Bahan Ajar Madrasah Riset)*. Nizamia Learning Center.
- Sari, E. V., & Maemunah, M., 2024. Analisis Permasalahan Bisnis Buket Bunga @Bouquet.Elsavs Menggunakan Metode SWOT, *BHATARA: Jurnal Multidisiplin* 1:59-65, <https://subset.id/index.php/BHATARA/article/view/177>.
- Sari, N. P., Immanuel, J., Cahyani, A., & Siwabessy, J. G., 2020. Aplikasi Kansei Engineering dan Fuzzy Analytical Hierarchical Process dalam Pengembangan Desain Kemasan, *Journal Printing and Packaging Technology* 1:9-21, <https://doi.org/10.32722/printpack.v1i1.2469>.
- Schütte, S., 2002. *Designing Feeling in to Products: Integrating Kansei Engineering Methodology in Product Development*. Linköping University.
- Schütte, S., Lokman, A. M., Marco-Almagro, L., Ishihara, S., Yanagisawa, H., Yamanaka, T., Valverde, N., & Coleman, S., 2024. Kansei for the Digital Era, *International Journal of Affective Engineering* 23:1-18, <https://doi.org/10.5057/ijae.IJAE-D-23-00003>.
- Shrotryia, V. K., & Dhanda, U., 2019. Content Validity of Assessment Instrument for Employee Engagement, *SAGE Open* 9:1-7, <https://doi.org/10.1177/215824401882175>.
- Socialimpact, 2025. *Konsumen Indonesia Lebih Memilih Produk dari Perusahaan Berkelanjutan*. <https://www.socialimpact.id/news/konsumen-indonesia-lebih-memilih-produk-dari-perusahaan-berkelanjutan>. Diakses tanggal 26 Juni 2025.

- Sugiyono, 2007. *Statistika Untuk Penelitian*. Penerbit Alfabeta.
- Supriyanto, & Rawung, S. S., 2023. *Buku Ajar Ekonomi Mikro Menengah: Kajian Perilaku Konsumen dan Teori Permainan*. PT. Sonpedia Publishing Indonesia.
- Swarjana, I. K., 2022. *Populasi-Sampel, Teknik Sampling, & Bias Dalam Penelitian*. Penerbit ANDI.
- Tan, R., 2022. Research Methods of Product Perceptual Image Recognition in Kansei Engineering, *Kansei Engineering* 40:79-87, <https://doi.org/10.54941/ahfe1001764>.
- Trujillo, J. L. H., Aviñó, A. M. I., & Millán, C. L., 2017. User Evaluation of Neonatology Ward Design: An Application of Focus Group and Semantic Differential, *HERD: Health Environments Research & Design Journal* 10: 23-48, <https://doi.org/10.1177/1937586716641275>.
- Ushada, M., Suryandono, A., & Khuriyati, N., 2016. *Kansei Engineering untuk Agroindustri*. Gadjah Mada University Press.
- Valsalan, J., Sadan, T., & Venketachalapathy, T., 2020. Multivariate Principal Component Analysis to Evaluate Growth Performances in Malabari Goats of India, *Tropical Animal Health and Production* 52:2451–2460, <https://doi.org/10.1007/s11250-020-02268-9>.
- Wahyudi, L., 2009. *Panduan Merangkai Bunga: A Guide to Flower Arranging*. PT Gramedia Pustaka Utama.
- Widjaja, D., 2007. *Merangkai Bunga Segar*. Tiara Aksa
- Wu, X. J., Knuth, M. J., Hall, C. R., & Palma, M. A., 2021. Increasing Profit Margins by Substituting Species in Floral Arrangements, *HortTechnology* 31:19-26, <https://doi.org/10.21273/HORTTECH04695-20>.
- Xue, L., Yi, X., & Zhang, Y., 2020. Research on Optimized Product Image Design Integrated Decision System Based on Kansei Engineering, *Applied Sciences* 10:1-19, <https://doi.org/10.3390/app10041198>.
- Yohanny, D. K., Mulyono, A., & Purwaningrum, L., 2023. An Established Scholar Review Towards Kansei Engineering for Railway Product Design, *Proceedings of the International Conference on Railway and Transportation (ICORT 2022)* 67–77, https://doi.org/10.2991/978-94-6463-126-5_8.
- Yue, C., & Hall, C., 2010. Traditional or Specialty Cut Flowers? Estimating U.S. Consumers' Choice of Cut Flowers at Noncalendar Occasions, *HORTSCIENCE* 45: 382-386, <https://www.doi.org/10.21273/HORTSCI.45.3.382>.
- Yuniar, Desrianty, A., & Widyani, V., 2017. Rancangan Konsep Produk Alat Makan Portable Menggunakan Metode Kansei Engineering, *Journal Industrial Services* 3:135-142, <https://doi.org/10.36055/jiss.v3i1b.2074>.
- Yunita, R., 2023. Meningkatkan Kemampuan Merawat Tanaman Hias Bunga Potong melalui Metode Inquiry Learning, *Jurnal Terapan Pendidikan Dasar dan Menengah* 3:266-277, <https://doi.org/10.28926/jtpdm.v2i44.1108>.