



## THE INFLUENCE OF SOCIAL FACTORS ON HONEY CONSUMPTION INTEREST AMONG EARLY CHILDHOOD VISITORS AT PT. KEMBANG JOYO SRIWIJAYA MALANG

### PENGARUH FAKTOR SOSIAL TERHADAP MINAT KONSUMSI MADU DI KALANGAN PENGUNJUNG ANAK USIA DINI DI PT. KEMBANG JOYO SRIWIJAYA MALANG

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#### Abstract

Honey consumption in Indonesia is still relatively low, at only around 10–15 grams per capita per year, far behind developed countries. This low consumption presents a challenge for honey industry players, including PT. Kembang Joyo Sriwijaya, which actively welcomes educational visits from young children. These visits have the potential to shape healthy consumption habits through direct interaction with the beekeeping process and education on the benefits of honey. This study aims to analyze the social factors that influence young visitors' interest in honey consumption, including product appeal, destination image, and knowledge. The study used a quantitative method with a convenience sampling technique on 50 respondents who were parents or guardians of children aged 4–5 years who visited PT. Kembang Joyo Sriwijaya for educational purposes. Data were collected through questionnaires, interviews, and observations, then analyzed using multiple linear regression to test the influence of each variable on consumption interest. The results showed that all three social factors product appeal, destination image, and knowledge play a significant role in shaping young children's interest in honey consumption. Product appeals such as packaging, flavor, and interactive experiences have been shown to increase children's interest. The image of a clean, safe, educational, and child-friendly destination strengthens visitors' positive perceptions. Meanwhile, knowledge about the benefits of honey and its production process increases parents' motivation to introduce honey as a healthy consumption. This research provides strategic recommendations for PT. Kembang Joyo Sriwijaya in developing more effective educational and marketing programs to increase interest in honey consumption in children from an early age.

**Keywords :** Product Attractiveness, Destination Image, Knowledge, Visitor Interest.

#### Abstrak

Konsumsi madu di Indonesia masih relatif rendah, hanya sekitar 10–15 gram per kapita per tahun, jauh di bawah negara-negara maju. Konsumsi yang rendah ini menjadi tantangan bagi para pelaku industri



madu, termasuk PT. Kembang Joyo Sriwijaya, yang secara aktif menyambut kunjungan edukasi dari anak-anak kecil. Kunjungan-kunjungan ini berpotensi membentuk kebiasaan konsumsi yang sehat melalui interaksi langsung dengan proses peternakan lebah dan edukasi tentang manfaat madu. Studi ini bertujuan untuk menganalisis faktor sosial yang memengaruhi minat pengunjung muda dalam mengonsumsi madu, termasuk daya tarik produk, citra destinasi, dan pengetahuan. Studi ini menggunakan metode kuantitatif dengan teknik pengambilan sampel kemudahan pada 50 responden yang merupakan orang tua atau wali anak usia 4–5 tahun yang berkunjung ke PT. Kembang Joyo Sriwijaya untuk tujuan pendidikan. Data dikumpulkan melalui kuesioner, wawancara, dan observasi, kemudian dianalisis menggunakan regresi linier berganda untuk menguji pengaruh setiap variabel terhadap minat konsumsi. Hasil penelitian menunjukkan bahwa ketiga faktor sosial yaitu daya tarik produk, citra destinasi, dan pengetahuan memainkan peran penting dalam membentuk minat anak-anak kecil terhadap konsumsi madu. Daya tarik produk seperti kemasan, rasa, dan pengalaman interaktif telah terbukti meningkatkan minat anak-anak. Citra destinasi yang bersih, aman, edukatif, dan ramah anak memperkuat persepsi positif pengunjung. Sementara itu, pengetahuan tentang manfaat madu dan proses produksinya meningkatkan motivasi orang tua untuk memperkenalkan madu sebagai konsumsi yang sehat. Penelitian ini memberikan rekomendasi strategis bagi PT. Kembang Joyo Sriwijaya dalam mengembangkan program pendidikan dan pemasaran yang lebih efektif untuk meningkatkan minat konsumsi madu pada anak-anak sejak usia dini.

**Kata Kunci :** Daya Tarik Produk, Citra Destinasi, Pengetahuan, Minat Pengunjung.

## 1. INTRODUCTION

Honey is a natural food product widely recognized for its nutritional value and health benefits (Gebremariam & Brhane, 2014). Despite its potential, honey consumption in many developing countries remains relatively low, suggesting limited public awareness and interest, particularly among early childhood populations (Sarah et al., 2019). Early childhood is a critical period for the development of long-term dietary habits, during which consumption behavior is strongly shaped by social and environmental influences. Educational tourism and experiential learning have been increasingly recognized as effective approaches to promoting healthy food consumption among children. Beekeeping-based educational visits provide opportunities for children and their parents to learn about honey production, its nutritional benefits, and sustainable food practices through interactive experiences. Such environments may play an important role in shaping children's interest in honey consumption by combining product-related attributes, destination characteristics, and parental knowledge. Therefore, this study aims to examine the influence of social factors, including product attractiveness, destination image, and knowledge, on honey consumption interest among early childhood visitors in an educational beekeeping setting. The findings of this study are expected to contribute to the literature on early childhood food consumption behavior and to provide practical insights for developing effective educational and marketing strategies in the honey and agri-tourism sectors.

## 2. RESEARCH METHOD

This study employed a quantitative research design with a descriptive and explanatory approach to examine the influence of social factors on interest in honey consumption among



early childhood visitors in an educational beekeeping setting (Amelia et al., 2023). Data collection was conducted during organized educational visit programs. A convenience sampling technique was applied, involving 50 parents or guardians of children aged 4–5 years who participated in the educational activities. Primary data were collected through structured questionnaires using a Likert scale, supported by interviews and field observations to enhance contextual understanding. Secondary data were obtained from relevant literature, scientific journals, and supporting documents. The collected data were analyzed using multiple linear regression analysis to assess the effects of product attractiveness, destination image, and knowledge on honey consumption interest. Prior to the regression analysis, the data were subjected to validity, reliability, and classical assumption tests. Statistical analyses were performed using SPSS software.

### 3. RESULT AND DISCUSSION

#### a. Results of Validity and Reliability Tests

The validity test was conducted to assess the appropriateness of each statement in the research questionnaire. An item was considered valid if the calculated correlation coefficient (r-count) exceeded the critical value (r-table). The validity testing involved 50 respondents and was conducted using IBM SPSS Statistics version 29 at the 5% significance level (0.05). Based on the calculation, the r-table value was 0.279; therefore, each questionnaire item was deemed valid if its r-count value was greater than 0.279.

**Table 1. Results of Validity and Reliability Test**

Statement Code	Item	R Count	R Table	Information
X1.1		0,467	0,279	Valid
X1.2		0,714	0,279	Valid
X1.3		0,624	0,279	Valid
X1.4		0,639	0,279	Valid
X1.5		0,605	0,279	Valid
X1.6		0,707	0,279	Valid
X1.7		0,646	0,279	Valid
X1.8		0,679	0,279	Valid
X2.1		0,701	0,279	Valid
X2.2		0,845	0,279	Valid
X2.3		0,781	0,279	Valid
X2.4		0,744	0,279	Valid
X2.5		0,794	0,279	Valid
X2.6		0,805	0,279	Valid
X3.1		0,728	0,279	Valid
X3.2		0,808	0,279	Valid
X3.3		0,837	0,279	Valid
X3.4		0,785	0,279	Valid
X3.5		0,784	0,279	Valid
X3.6		0,615	0,279	Valid



Based on the test results, all questionnaire items for the visit interest variable (Y) have r-count values greater than 0.279, indicating that they are valid and clearly understood by the respondents. Furthermore, all items for product attractiveness (X1), destination image (X2), knowledge (X3), and visit interest (Y) meet the criteria of r-count > r-table and significance values < 0.05, confirming that all questionnaire statements are valid

**Table 2. Results of Validity and Reliability Test**

Statement Code	Item	R Count	R Table	Information
Y1.1		0,651	0,279	Valid
Y1.2		0,672	0,279	Valid
Y1.3		0,520	0,279	Valid
Y1.4		0,403	0,279	Valid
Y1.5		0,682	0,279	Valid
Y1.6		0,626	0,279	Valid
Y1.7		0,747	0,279	Valid
Y1.8		0,625	0,279	Valid

**Table 3. Results of Validity and Reliability Test**

Reliability Test			
Items	Cronbach's alpha	Batas Minimum Cronbach's alpha	Information
Daya Tarik (X2)	0,783	0.70	Reliabel
Citra Destinasi (X2)	0,869	0.70	Reliabel
Pengetahuan (X3)	0,854	0.70	Reliabel
Minat Kunjungan (Y)	0.764	0.70	Reliabel

Based on the reliability test results, the Cronbach's Alpha values for product attractiveness (X1), destination image (X2), knowledge (X3), and visit interest (Y) are 0.783, 0.869, 0.854, and 0.764, respectively. All values exceed the acceptable threshold of 0.70, indicating that the questionnaire items used in this study are reliable. This result confirms that the respondents' answers are consistent, demonstrating the reliability of the measurement instruments.

## b. Classical Assumption Test

### 1) Normality Test

The normality test was conducted to determine whether the research data were normally distributed. Normality testing in this study employed the Kolmogorov–Smirnov (K–S) method using SPSS IBM version 29 for Windows. The data were considered normally distributed if the p-value was greater than 0.05 and not normally distributed if the p-value was less than 0.05. The test results show a p-value of 0.20, indicating that the data in this study are normally distributed, as the p-value exceeds the established significance threshold of 0.05.

### 2) Multicollinearity Test

The multicollinearity test was conducted to examine the presence of correlations among the independent variables in the regression model. This test is based on the Tolerance and



Variance Inflation Factor (VIF) values: the model is considered free of multicollinearity if the Tolerance value exceeds 0.1 and the VIF value is less than 10. The test results indicate that all variables have tolerance values above 0.1 and VIF values below 10, suggesting that no multicollinearity is present in the research model.

### 3) Heteroskedasticity Test

The heteroskedasticity test in this study was conducted using the scatterplot method in SPSS IBM version 29 for Windows. The regression model is considered free from heteroskedasticity when the data points are randomly distributed, do not form a specific pattern, and are scattered above and below the zero line on the Y-axis. The test results indicate that the points are randomly distributed, without any discernible pattern, suggesting that heteroskedasticity is not present in the regression model.

**Table 4. Results of Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardize Coefficients	T	Sig
	B	Std. Error	B		
(constan)	9,133	2,698		3,385	0,001
X1	0,610	0,138	0,692	4,407	0,001
X2	-0,295	0,165	-0,300	-1,792	0,080
X3	0,279	0,138	0,285	2,028	0,048

The data in this study were analyzed using multiple linear regression analysis because more than one independent variable was involved. The independent variables included product attractiveness (X1), destination image (X2), and knowledge (X3), while the dependent variable was visit interest (Y). This analysis aimed to examine the effect of each independent variable on visit interest  $Y = 9,133 + 0,610 X1 - 0,295 X2 + 0,279 X3 + e$

The constant value of 9.133 indicates that when all independent variables are equal to zero, the value of visit interest is 9.133. The regression coefficient for product attractiveness (X1) is 0.610, indicating that a one-unit increase in product attractiveness increases visit interest by 0.610 units. The destination image (X2) coefficient is negative (-0.295), suggesting that an increase in destination image is associated with a decrease in visit interest by 0.295 units. Meanwhile, the regression coefficient for knowledge (X3) is 0.279, indicating that a 1-unit increase in knowledge is associated with a 0.279-unit increase in visit interest, assuming other variables remain constant.

**Table 5. Coefficient of Determination Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,681	0,464	0,458	1,671

Based on the coefficient of determination ( $R^2$ ) test results, the R-square value obtained in this study is 0.458 (45.8%), indicating that the independent variables social factors consisting of product attractiveness, destination image, and knowledge explain 45.8% of the variation in



visit interest. The remaining 54.2% is influenced by other factors not included in this study, such as product marketability and income level.

#### 4) Hipotesis Test

**Table 6. F Test**

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
<i>I</i>	128,306	3	42,769	13,276	<,001 <sup>b</sup>
<i>Regression</i>					
<i>Residual</i>	148,194	46	3,222		
Total	276,500	49			

a. *Dependent Variable:* Interest in visiting

b. *Predictors:* (*Constant*), Attraction, Destination Image, Knowledge

The F-test was conducted to determine whether the independent variables jointly influence the dependent variable. In this study, the test was performed using SPSS IBM version 29. The simultaneous F-test is considered significant when the calculated F-value exceeds the critical F-value, and the probability value is less than the significance level of 0.05. The results of the F-test show a significance value of 0.001, which is lower than 0.05, indicating a significant effect of the social factors (X) on visit interest (Y). In addition, the F-calculated value of 13.276 is greater than the F-table value of 2.81, leading to the rejection of  $H_0$  and acceptance of  $H_1$ . Therefore, the social factors collectively have a significant influence on visit interest.

**Table 7. t Test**

Model	T	Sig
Attraction (X1)	4,407	0,001
Destination Image (X2)	-1,792	0,080
Knowledge (X3)	2,028	0,048

The t-test is used to determine whether independent variables, whether partially or collectively, influence the dependent variable. The t-test indicator is the t-value, which is < alpha 0.05, indicating that  $H_0$  is rejected and  $H_1$  is accepted. The independent variable is considered to have no effect on the dependent variable if the t-value is > alpha 0.05, indicating that  $H_0$  is accepted and  $H_2$  is rejected, resulting in an insignificant result. Furthermore, if the calculated t-value is greater than the t-table value, the independent variable can be considered to have an effect on the dependent variable. For a sample size of 50 respondents, the t-table value was 1.678. Based on the partial t-test results, the attractiveness variable (X1) exhibits a positive and significant effect on visit intention (Y). This is indicated by a significance value less than 0.05 and a calculated t-value greater than the t-value from the t-table, thus accepting the alternative hypothesis. This means that the higher the perceived attractiveness, the higher the visit intention. The destination image variable (X2) has a negative regression coefficient and indicates a statistically significant effect on visit intention. These results indicate that increased perception of destination image is not always accompanied by increased interest in visiting, especially among young visitors. This condition shows that destination image is not a



dominant factor in shaping children's interest in visiting, compared to direct experience and visual appeal. Meanwhile, the knowledge variable (X3) has a positive and significant effect on interest in visiting. A significance value of less than 0.05 and a calculated t value greater than the t table value indicate that the greater the parents' knowledge of honey's benefits and composition, the greater the interest among young children in visiting and consuming honey.

### c. Discussion

The results of the t-test indicate that attractiveness has a calculated t-value of 4.407, which exceeds the t-table value of 1.678 at the 0.001 significance level ( $< 0.05$ ). Therefore,  $H_0$  is rejected, and  $H_2$  is accepted, indicating that attractiveness has a significant effect on visit intention. One of the primary factors influencing revisit intention is tourism attractiveness. According to Basiya and Abdul (2012), destination attractiveness represents a key motivational factor driving tourists to engage in travel activities. Kotler and Armstrong (1997) define a product as anything that can be offered to a market to satisfy needs or desires. In this study, the product is represented by the core tourism attraction offered as a key feature of the destination. The relationship between a product or service and revisit intention can be explained through consumers' level of interest and the experiences they obtain during their initial visit. A product or service is considered attractive when it provides benefits and value that exceed consumer expectations. When tourism attractiveness is positively perceived, it tends to encourage visitors' intention to return. These findings are consistent with Damayanti (2015), who found that tourism attractiveness significantly influences visitors' intention to revisit.

Samodro (2018) suggests that enhancing the attractiveness of souvenir products can be achieved through visually appealing packaging designs that incorporate local cultural elements. Such visual representations serve as creative expressions that meet tourists' aesthetic preferences and imaginative expectations. Products with weak visual appeal tend to receive less consumer attention and are more likely to be overlooked. Therefore, designing visually attractive packaging for food and beverage souvenirs is an effective strategy to increase product attractiveness and purchase intention. Samodro (2018) further emphasizes that one key strategy to attract consumer attention is to create packaging designs that are visually distinctive and contrast with competing products. Each brand has unique product characteristics that can be highlighted through packaging design, helping the product stand out at the point of sale. In consumer behavior studies, packaging serves as a *visual cue* quickly processed by the senses, especially when consumers are exposed to shelves filled with similar products. Visual elements such as color, shape, typography, and illustrations play a critical role in forming initial impressions. Consequently, packaging differentiation serves not only an aesthetic function but also acts as a visual communication strategy to enhance product visibility and increase purchase opportunities. Maliza and Supardan (2024) state that aroma strongly influences overall taste perception because the olfactory and gustatory senses complement each other. Aroma plays an important role in enhancing product attractiveness; however, the presence of off-odors can reduce consumer acceptance. In food consumption, taste perception is not solely determined by basic sensations detected by the tongue but is largely influenced by aroma perceived through



olfactory and retronasal pathways. As a result, aroma becomes a dominant factor in consumers' evaluation of product quality and palatability. Promotion is another essential component in building product and destination attractiveness. From a consumer behavior perspective, promotion functions as a communication medium that connects producers with consumers by delivering information, shaping understanding, and increasing interest in a product. Effective promotional activities can strengthen positive perceptions, enhance brand image, and stimulate consumers' intention to try or purchase a product. Price is a crucial element of the marketing mix that directly affects consumer perception and interest. Within the attractiveness dimension, price serves as a value signal that helps consumers assess a product or service's feasibility and value. Price is not merely a cost but also an indicator of quality, benefits, and compatibility with consumers' purchasing power. Theoretically, these findings support Kotler and Armstrong (2014), who argue that price perception reflects how consumers evaluate a product or service based on the benefits received. When visitors perceive that the prices offered by PT Kembang Joyo Sriwijaya are reasonable and aligned with the quality and benefits obtained, their intention to revisit increases. This result is consistent with Kotler and Keller (2016), who emphasize that repeat purchase or revisit decisions result from a comprehensive evaluation of multiple factors, including price and service quality.

The results further show that destination image has a calculated t-value of  $-1.792$ , which is lower than the t-table value of  $1.678$ , with a significance level of  $0.080 (> 0.05)$ . Thus, destination image does not have a significant effect on visit intention. This finding indicates that destination image is not a primary factor motivating visitors to visit. This may occur because some respondents focus more on educational objectives, available activities, and perceived benefits rather than emotional or cognitive perceptions of the destination. Consequently, destination image does not serve as the main determinant of visit intention. This result is inconsistent with previous research by Hendrawan (2015), which found that destination image significantly influences revisit intention. The discrepancy may be explained by local tourists' tendency to rely more on experience-based evaluations than on promotional images. When previous experiences are less memorable or inconsistent, destination image alone may not be strong enough to influence decision-making. Additionally, this finding contradicts the study by Iqbal and Sujana (2021), which reported that facilities have a positive and significant effect on revisit intention, as indicated by a t-value greater than the t-table ( $4.893 > 1.66$ ) and a significance value below  $0.05$  ( $0.000 < 0.05$ ). Destination image reflects tourists' subjective perceptions and is influenced by personal feelings and experiences.

Finally, the analysis indicates that knowledge has a calculated t-value of  $2.028$ , which exceeds the t-table value of  $1.678$ , with a significance level of  $0.048 (< 0.05)$ . Therefore,  $H_0$  is rejected and  $H_2$  is accepted, indicating that knowledge has a significant effect on visit intention. Studies examining tourism knowledge and visit intention are particularly relevant for destinations offering nature-based or educational tourism experiences (Abidin et al., 2022). In educational tourism settings such as PT Kembang Joyo Sriwijaya, information regarding honey production processes, bee colonies, site safety, and the health benefits of honey for children



plays a critical role in shaping positive perceptions among accompanying parents or guardians. These findings are consistent with prior research by Kotler and Keller (2016), which emphasizes that consumer knowledge is a key factor in decision-making processes, enabling individuals to evaluate the benefits of a product or service, including tourism destinations. Adequate knowledge reduces uncertainty and enhances consumers' confidence in making visitation decisions.

#### 4. CONCLUSION

- a. Honey consumption interest among early childhood is influenced by several social factors, particularly product attractiveness, destination image, and the level of knowledge of both children and their accompanying guardians.
- b. The attractiveness of honey products, including packaging, taste, promotion, and price, has the potential to serve as a primary trigger that encourages children to try honey.
- c. The destination image of PT Kembang Joyo Sriwijaya as a clean, safe, interactive, and child-friendly beekeeping education site plays an important role in promoting positive consumption behavior during educational visits.

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