

# Analyzing Factors Considered by Career Housewives in Bandung, Indonesia in Using Ready-to-Cook (RTC) Product in Daily Life

Ega Anda Rista<sup>1\*</sup>, Shimaditya Nuraeni<sup>1</sup>

<sup>1</sup> School of Business and Management, Institut Teknologi Bandung, Indonesia

\*Corresponding Author: [ega\\_andarista@sbm-itb.ac.id](mailto:ega_andarista@sbm-itb.ac.id)

Received: 15 June 2023 | Accepted: 10 August 2023 | Published: 1 September 2023

DOI: <https://doi.org/10.55057/aje.2023.4.3.2>

---

**Abstract:** *In Indonesia, the trend of Ready-to-Cook (RTC) products began to emerge in 2010, which provides more practical daily food needs by reducing cooking time. Even so, these products are often misinterpretation, that leads difficulty to penetrate the market. This study aims to determine the effectiveness of Ready-to-Cook (RTC) product segmentation including characteristics, factors considered by customers, to barriers in using the products, especially for market penetration in Bandung, West Java. The objective is to be able to determine the general barriers, hereby provide the best strategy and implementation for product penetration. This research is a qualitative method which was conducted through in-depth interviews with 12 informants using a purposive sampling method. The results of this study indicate 3 main characteristics of the target market for career housewives based on cooking frequency; every day, at least 2 times a week, and undefined. More than half of the informants misinterpreted the definition of Ready-to-Cook (RTC) products which leads to Ready-to-Eat (RTE) products, this caused high barriers which leads products perception about unhealthy ingredients, questionable quality, variety to the convenience of the product. The important factors considered by career housewives is menu variety, food quality, and convenience of food based on functional value. The current strategy is to focus on the characteristic approach of career housewives who cook every day and pursue the aspects of the product menu served to become more varied for daily meals, and convenience to keep up with the busy life of career housewives.*

**Keywords:** Ready-to-Cook (RTC), menu variety, food quality, convenience, functional value

---

## 1. Introduction

The high level of needs and busyness during Indonesia's developing economy requires women not only to take care of the family but also to pursue the highest career and educational needs. Indonesia itself is one of the developing countries with a growing population of female workers. The Central Statistical Agency (BPS) reported in 2020 that women made up 106.7 million or 40.6% of women work, with 39.5% having a working housewife background. More specifically, the labour force participation rate of women in West Java province (which includes Bandung) was 50.52%. Of the many working women, especially women who are married and have children, being busy working and taking care of the family is one unit that cannot be separated from responsibilities and obligations.

As housewives who work smart and live a healthy lifestyle, apart from providing comfort and meeting their needs, they also consider optimization and effectiveness in the family economy. One product that can make it easier for housewives to create effectiveness in cooking activity is Ready-To-Cook (RTC). Ready-to-cook (RTC) substantially benefits consumers by enabling them to cut down on driving and grocery shopping time while also appealing to their enthusiasm and interest in learning how to create high-quality meals in the privacy of their own homes using cutting-edge, yet practical recipes (Hill & Maddock, 2019).

The pandemic has had a big effect on consumer behaviour and lifestyles, which includes food preferences. The ready-to-cook trend has accelerated in Indonesia due to people spending more time at home and seeking out quick, simple dinner options yang supported by increased online shopping and home delivery services. On the other hand, there is a product that is a competitor of ready-to-cook (RTC) which can also meet the needs of working housewives due to their limited time called Ready-to-Eat (RTE) products, those are foods that do not require preparation, or only moderate heating before they can be consumed (Cho et al., 2020). Based on statistical data, the demand for Ready-to-Eat (RTE) has a positive significance, because the market is expected to grow annually by 2.42% with segment revenue in Indonesia in 2023 amounting to US\$7.53 billion in 2023, or Rp111,767,790,000,000.00 Indonesian Rupiah. Even so, Ready-to-Cook (RTC) has superior points in terms of the many variations, of food ingredients that can be seen from the menu, quality, and portions, to health-oriented that are more in line with career housewives needs. With that opportunity, SYFO company is here to provide Ready-to-Cook (RTC) products that help provide practicality for career housewives, but the problem lies in the ambiguity of target market segmentation and their barriers in using these products. Hereby, the researcher would like to conduct research regarding the characteristics, factors considered, and barriers in using ready-to-cook (RTC) products by career housewives in Bandung, Indonesia.

## **2. Literature Review**

### **2.1 Ready-to-cook (RTC) Product**

Ready-to-Cook (RTC) refers to foods that are minimally prepared (trimmed, shelled, peeled, cut, and washed) or prepared meals that only require re-heating but still require some or all its components to be fully cooked (Costa et al., 2001). Preparing a home-cooked meal is uncomplicated, incredibly simple, and quick thanks to the delivery of pre-portioned goods, recipes, and cooking advice to the designated address (Levy, 2018). Because of this, housewives began using ready-to-cook (RTC) foods to save time (Yadav and Pimpale, 2018).

### **2.2 Ready-to-cook (RTC) product attributes**

Based on (Cho et al., 2020), Ready-to-Cook (RTC) products have attributes seen from consumers in the form of food quality, menu variety, health-oriented, convenience, and reasonable prices.

#### **2.2.1 Food Quality**

Food quality is a composite of a food's traits or qualities that are important in determining the degree of customer acceptance of the product. Compliance with requirements, fitness for usage, customer happiness, and exceeding customer expectations are the primary factors that affect food quality (Pittia, 2018).

### **2.2.2 Menu Variety**

Menu variety refers to the range of dishes and beverages that are offered. Various foods, ingredients, cooking methods, and tastes can be included in this (Peters and Hervé Remaud, 2020).

### **2.2.3 Health-oriented**

Health-oriented factors in food composition are intended to promote health in regular personal or family meals. This can include foods high in nutrients, such as fruits and vegetables, whole grains, and lean protein, as well as foods low in saturated and trans fats, added sugar, and salt (World Health Organization, 2020).

### **2.2.4 Convenience**

Convenience refers to the ease and accessibility of getting, preparing, and consuming food. The level of convenience provided by pre-prepared food goods is often described by the amount of preparation time, culinary skills, appliance use, and energy input (Cho et al., 2020).

### **2.2.5 Reasonable Price**

Pricing that is considered reasonable and economical given the quality and amount of food supplied are referred to as reasonable food pricing. A fair price might differ based on a variety of circumstances, including the type of food, location, and degree of service (Chandon and Wansink, 2012).

## **2.3 The Customer's Perceived Value Towards Ready-to-cook (RTC)**

Perceived value sees consumer choice because of many 'consumption value' dimensions, with these dimensions making various contributions in different choice scenarios (Sweeney and Soutar, 2001). Sheth (1983) proposed that two universal value perceptions, emotional (or hedonic) and functional, were most suited for forecasting consumer behaviour (Cho et al., 2020).

### **2.3.1 Hedonic Values**

Hedonic values indicate a person's need for emotional enjoyment in the form of entertainment and affective benefits (such as joy, fun, and excitement). The need for emotional pleasure, which pertains to subjective, highly emotional, and experienced demands, is represented by the hedonic value. Hedonic values are more subjective, influenced by customers' views of self-improvement and sensory pleasure.

### **2.3.2 Functional Value**

Functional value is an individual's appraisal of functional advantages and is more tied to cognitive factors such as value for money, time savings, and convenience (Cho et al., 2020). This value is more objective and is measured based on efficiency and economic factors (Overby & Lee, 2006).

## **2.4 Purchase Intention in Ready-to-Cook (RTC) Product**

Purchase intention is the assumption that customers' future sentiments may be converted into conduct. It can also indicate the possibility of customers' perceptual reactions to items or services, as well as positive brand interactions, such as attachment and product purchase (Kim and Park, 2023). The emerging shift in consumer perception, as well as socioeconomic and political factors, has resulted in a shift in consumer purchasing intentions toward Ready-to-Cook (RTC) Food Products, creating a massive business opportunity (Yadav and Pimpale, 2018).

## 2.5 Theoretical Framework

This research uses a theoretical framework from Cho, et al. (2020) as a basis to examine the factors considered by working housewives in Bandung, Indonesia in using ready-to-cook (RTC) products.

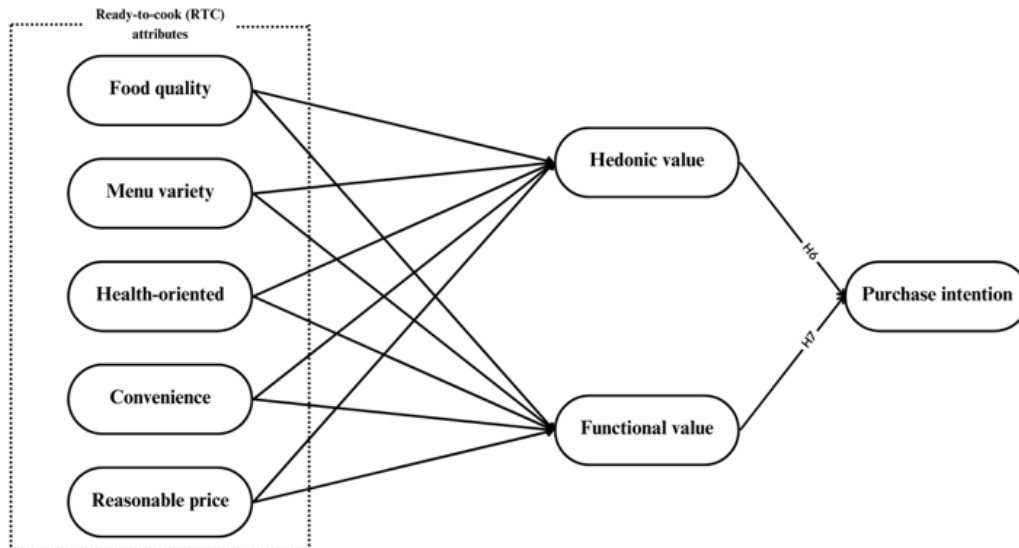


Figure 1: Theoretical framework

## 3. Methodology

### 3.1 Population and Sample

The population of this research is working housewives in Bandung, Indonesia. Sample selection was carried out using non-probability sampling with a purposive sampling type to identify informants who are most likely to provide relevant and helpful information (Campbell et al., 2020). In research the researcher will conduct interviews with 12 informants (Guest et al. 2006), who are career housewives, live in Bandung, and are aged 25-35 years old.

### 3.2 Data collection

In this research, data collection method used was in-depth interviews that conducted using the WhatsApp Video Call, Google Meet, and Zoom Meeting platforms to make it easier for researchers to reach informants with various informants' residences.

### 3.3 Data Analysis Technique

During the analysis phase, the researcher will collect, assess, and interpret the data acquired from the interviews. The transcribed interviews' conclusions will be analyzed using Excel and coding processes.

#### a. Open coding

This is an analytical approach in which concepts of data and observable phenomena are connected during qualitative data analysis, and the researcher tries out several concepts and themes for classification (Mohajan and Mohajan, 2022).

#### b. Axial Coding

Axial coding considers and then develops links between job categories and subcategories (Mohajan and Mohajan, 2022).

### c. Selective Coding

Strauss and Corbin define selective coding as the process of integrating and refining categories.

## 4. Data Analysis and Discussion

This data analysis and discussion chapter consist of four sections where the first part discusses the characteristics of career housewives, followed by part two which discusses the factors considered by career housewives, and part three discusses barriers to ready-to-cook (RTC) products.

### 4.1 Career Housewives Characteristics

Based on Table 1, Table 2 and Table 3, the combination of characteristics of career housewives based on the results of interviews that have been conducted with 12 informants, for type 1, has a balanced cooking time of around less than 30 minutes and 31-60 minutes, without having a household assistant and they are motivated from themselves, they are enjoying daily cooking. For types 2, have a cooking time of around 31-60 minutes and the majority have household assistants, with the motivation to cook more towards fulfilling their obligations as housewives. Then for type 3, they have cooking time mostly less than 30 minutes, some have household assistants, but most do not have household assistants, and most of the cooking motivation based on their obligations as housewives.

**Table 1: Characteristics Based on the Frequency and Duration of Cooking**

| Cooking duration         | Cooking Frequency     |  |                       |
|--------------------------|-----------------------|--|-----------------------|
|                          | Type 1<br>(Every day) | Type 2<br>(Not every day, at least twice a week) | Type 3<br>(Undefined) |
| Type A (<30 minutes)     | 2                     | 0  | 3                     |
| Type B (31 - 60 minutes) | 2                     | 3  | 1                     |
| Type C (>61 minutes)     | 0                     | 0  | 1                     |
| <b>Total</b>             | <b>4</b>              | <b>3</b>   | <b>5</b>              |

**Table 2: Characteristics Based on the Frequency and Duration of Cooking**

| Attributes                        | Cooking Frequency     |  |                       |
|-----------------------------------|-----------------------|--|-----------------------|
|                                   | Type 1<br>(Every day) | Type 2<br>(Not every day, at least twice a week) | Type 3<br>(Undefined) |
| Have household assistant          | 0                     | 2  | 1                     |
| Does not have household assistant | 4                     | 1  | 4                     |
| <b>Total</b>                      | <b>4</b>              | <b>3</b>   | <b>5</b>              |

**Table 3: Characteristics Based on the Frequency and Duration of Cooking**

| Motivation          | Cooking Frequency     |  |                       |
|---------------------|-----------------------|--|-----------------------|
|                     | Type 1<br>(Every day) | Type 2<br>(Not every day, at least twice a week) | Type 3<br>(Undefined) |
| Type 1 (Obligation) | 0                     | 3  | 4                     |
| Type 2 (Desire)     | 0                     | 1  | 1                     |
| Type 3 (Enjoy)      | 2                     | 1  | 0                     |
| <b>Total</b>        | <b>2</b>              | <b>5</b>   | <b>5</b>              |

### 4.2 Factor Considered by Career Housewives

In finding aspects of coding and analysis, the researcher focused on analyzing the opinions of respondents who indicated leading words on aspects that influenced the respondents' considerations which were then drawn as coding based on factors in the framework. In

determining aspects such as freshness of ingredients, ingredients display and ingredients composition, the researcher looked at the main framework and then matched them with the key sentences derived from the open coding keyword in the form of the tendency of the researcher to mention the word fresh which was mentioned four times by the respondent, and the presence of the keyword cleanliness which is combined with quality keywords to the mention of keywords that lead to concerning composition in food ingredients. These things are combined to compile aspects of axial coding which are drawn from coding themes based on a framework, namely Food Quality. A similar thing was done to find aspects of axial coding that were drawn from other factors based on the framework; Menu variety (axial coding: variety of groceries, variety of ideas and varied menu tastes), Health-oriented (axial coding: nutritional and ingredients), Convenience (axial coding: ease of preparation, ease of processing and practicality in time and usability), and Reasonable price (axial coding: price comparison and price considerations).

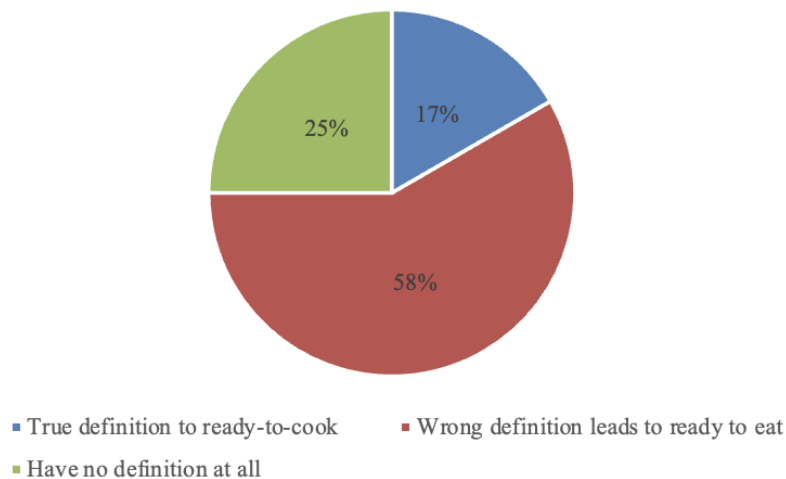
An Apart from previous, some keywords do not match the factor aspects of the objective framework but provide new insight into the factors considered by career housewives: Stock (axial coding: habit of stocking up on groceries and grocery stock needs), Distance (axial coding: near home, and does not have to be close to home), Portion (axial coding: portion suitability, shopping as an experience), Experience (axial coding: shopping as an experience), Time (axial coding: the need for cutting time, and the influence of time), Consideration (axial coding: considerations in selecting materials, and seasoning comparison), Completeness (axial coding: the need for completeness), Appearance (axial coding: the urge to buy), to coding those factors, the researcher looks at several keyword patterns that are mentioned a lot and have the potential to be considered factors by career housewives.

### 4.3 Barriers Ready-to-Cook (RTC) Product

#### 4.3.1 Ready-to-Cook (RTC) Product Knowledge

The high existence of misinterpretation from these informants towards Ready-to-Cook (RTC) products which are leading to Ready-To-Eat (RTE) products shows in Figure 2, gives ambiguity in product selection decisions, and views on product use. During the interview process, several informants immediately defined Ready-to-Cook (RTC) products as instant food and did not wish to consume them because they were considered unhealthy. This misinterpretation of the existence of Ready-to-Cook (RTC) products and becomes a barrier to the penetration of Ready-to-Cook (RTC) products in the market.

**Ready-to-cook (RTC) Product Knowledge**



**Figure 2: Ready-to-Cook (RTC) Product Knowledge**



### 4.3.2 Ready-to-Cook (RTC) Product Perceived Value

Based on Table 3, most informants have many mention keywords which are categorized as Functional values. They prefer things that are more objective which can facilitate their activities effectively, with economical aspect. Keywords conveyed by informants such as being lazy in cutting vegetables, the desire to buy premium ingredients, purchasing food ingredients that are more expensive but easier to access, until there is the desire to try food ingredients because they are considered visually attractive is classified as hedonic value. Then for functional value, keywords were mentioned by informants such as simplicity of materials, price comparisons, to ease of purchase based on completeness of materials.

**Table 3: Perceived Value Frequency by Career Housewives**

| Perceived Value  | Total Informants |
|------------------|------------------|
| Hedonic Value    | 4                |
| Functional Value | 6                |
| Combination      | 2                |

### 4.3 Ready-to-Cook (RTC) Product Aspect

The aspects that have been fulfilled by Ready-to-Cook (RTC) are as described in Figure 3, products are convenience because the informant considers Ready-to-Cook (RTC) products to have ease of processing because the ingredients provided have been peeled, washed, and helps cut preparation time. For factors that were perceived lack, many informants mentioned concerns about the lack factor for example composition of the seasonings that had been prepared, they expressed their opinion that it would be better if there was a composition in the spices given because so far there has been no Ready-to-Cook (RTC) product that the informant has tried providing that.



**Figure 3: Ready-to-Cook (RTC) Aspect**

Most career housewives with Type 1 or who cook every day feel that Ready-to-Cook (RTC) products have fulfilled many positive aspects that can help them in the process of cooking daily food. Then the majority mentioned about the lack of aspects of Ready-to-Cook (RTC) products mentioned by career housewives' who have Type 3 characteristics or whose cooking frequency is undefined according to mood and busyness.

### 4.3.4 Ready-to-Cook (RTC) Product Purchase Intention

Based on the mapping results related to purchase intention, most of the informants from three different types have an interest in trying to buy Ready-to-Cook (RTC) products, one of them is not interested which is characteristic Type 1 or who cooks every day, the informant is less able imagine the interest in menus offered by Ready-to-Cook (RTC) products that informants have encountered because they are considered too regular or those menu can easily made at home. 3 out of 12 informants who have tried Ready-to-Cook (RTC) products are also frequent buyers who often use the products in their daily food life.

#### **4.4 Discussion**

Based on the interview conducted, 5 out of 12 informants belong to type 3 whose cooking frequency is undefined and only based on their personal desires which are influenced depending on mood and busyness, the majority have less than 30 minutes of cooking time and many of these types of informants do not have household assistants, their motivation to cook is more on the bond as housewives. Then 4 of the 12 respondents belong to characteristic 2 who cook not every day but at least twice a week, they have an average cooking time of 31-60 minutes, most of them have household assistants in their activities, and their cooking activities are also influenced by their obligations as housewives. For type 1 characteristics, where they cook every day with a cooking range that can be less than 30 to 31-60 minutes where they do not have household assistants to help daily, in carrying out cooking activities, most of them say that they enjoy cooking activities which motivates them to prepare food for the family.

A factor considered by career housewives, characteristic type 1 tends to consider aspects of menu variety, convenience, food quality, and reasonable prices. These four factors have a balanced frequency mentioned by the informants in the keywords in the interview results, according to characteristic type 1. The characteristics of type 2, they pay more attention to aspects of food quality, menu variety, stock, and convenience. The characteristics of type 3, they are more inclined towards aspects of menu variety, convenience, distance, and food quality.

Based on the grouping results, 2 informants who answered the definition of product Ready-to-cook (RTC) correctly according to the understanding in Chapter 2, were informants with characteristics of types 1 and 3, one of whom mentioned definitions such as ingredients that had been cut into pieces and they mentioned several Ready-to-Cook (RTC) brands they had purchased. Then 6 out of 12 informants who answered the definition of Ready-to-cook (RTC) products incorrectly and leading to Ready-to-Eat (RTE) products had characteristic types 1 and 2. Then, 2 out of 12 respondents who did not have any definition of Ready-to-Cook (RTC) products were characteristic type 3.

#### **5. Conclusion**

Ready-to-cook (RTC) product market segmentation, mainly to the characteristics of type 1 career housewives, who have purchase intentions based on the characteristics of cooking every day because they have limited cooking time, between less than 30 minutes or 31-60 minutes where most of them do not have a household assistant, and most of them have a cooking motivation in the form of enjoyment. Characteristic type 1 also feels that the Ready-to-cook (RTC) product has met the needs of career housewives. This type considers the menu variety, convenience, food quality and reasonable price more than other factors. With this structured segmentation, Ready-to-cook (RTC) products need to be developed to meet overall needs based on excellence in functional value which is a value that is considered by many career housewives. With the presence of career housewife's barrier factors in understanding Ready-to-cook (RTC) products, it is necessary to increase awareness and brand knowledge of the target market through the channels they usually use, such as online on WhatsApp groups, Instagram, or offline, such as in the career housewife's community to supermarkets to grocery stores.



## References

- Agiani, P., Nursetiawati, S., & Muhariyati, M. (2015). ANALISIS MANAJEMEN WAKTU PADA IBU BEKERJA. *JKKP (Jurnal Kesejahteraan Keluarga Dan Pendidikan)*, 2(1), 27–35. <https://doi.org/10.21009/JKKP.021.05>
- Aspers, P., & Corte, U. (2019). What Is Qualitative in Qualitative Research. *Qualitative Sociology*, 42(2), 139–160. Springer. <https://doi.org/10.1007/s11133-019-9413-7>
- Badan Pusat Statistik. (2014). Bps.go.id. <https://www.bps.go.id/subject/6/tenaga-kerja.html>.
- Badan Kebijakan Perdagangan (BKPERDAG). (n.d.). Bkperdag.kemendag.go.id. <https://bkperdag.kemendag.go.id/referensi/analisisbhp/view/eyJpZCI6IIIIRNkxOZlwyRFwvblwvV1ZxK0VsUGFBekE9PSIsImRhGEiOiJJYjIPIIn0%3D>
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., Bywaters, D., & Walker, K. (2020). Purposive Sampling: Complex or Simple? Research Case Examples. *Journal of Research in Nursing*, 25(8), 652–661. <https://doi.org/10.1177/1744987120927206>
- Chandon, P., & Wansink, B. (2012). Does food marketing need to make us fat? A review and solutions. *Nutrition Reviews*, 70(10), 571–593. <https://doi.org/10.1111/j.1753-4887.2012.00518.x>
- Cho, M., Bonn, M. A., Moon, S., & Chang, H. (Sean). (2020). Home chef meal kits: Product attributes, perceived value and repurchasing intentions the moderating effects of household configuration. *Journal of Hospitality and Tourism Management*, 45, 192–202. <https://doi.org/10.1016/j.jhtm.2020.08.011>
- Convenience Food - Worldwide | Statista Market Forecast. (n.d.). Statista. Retrieved July 5, 2023, from <https://www.statista.com/outlook/cmo/food/convenience-food/ready-to-eat->
- Costa, A. I. A., Dekker, M., Beumer, R. R., Rombouts, F. M., & Jongen, W. M. F. (2001). A consumer-oriented classification system for home meal replacements. *Food Quality and Preference*, 12(4), 229–242. [https://doi.org/10.1016/s0950-3293\(01\)00010-6](https://doi.org/10.1016/s0950-3293(01)00010-6)
- Egan, B. (n.d.). Chapter 4 – Menus. *Psu.pb.unizin.org*. <https://psu.pb.unizin.org/hmd329/chapter/ch4>
- Fabbri, A. D. T., & Crosby, G. A. (2016). A review of the impact of preparation and cooking on the nutritional quality of vegetables and legumes. *International Journal of Gastronomy and Food Science*, 3, 2–11. <https://doi.org/10.1016/j.ijgfs.2015.11.001>
- Global Food Security Index (GFSI). (2022). *Global Food Security Index (GFSI)*. Economist.com. <https://impact.economist.com/sustainability/project/food-security-index>
- Guest, G., Bunce, A., & Johnson, L. (2006). How Many Interviews Are Enough? an Experiment with Data Saturation and Variability. *Field Methods*, 18(1), 59–82. <https://doi.org/10.1177/1525822X05279903>
- Hill, B., & Maddock, S. (2019). (No) time to cook. *Case Studies in Food Retailing and Distribution*, 241–253. <https://doi.org/10.1016/b978-0-08-102037-1.00016-5>
- Jennings, G. R. (2005). Business, Social Science Methods Used in. *Encyclopedia of Social Measurement*, 219–230. <https://doi.org/10.1016/b0-12-369398-5/00270-x>
- Kato, T. (2021). Functional value vs emotional value: A comparative study of the values that contribute to a preference for a corporate brand. *International Journal of Information Management Data Insights*, 1(2), 100024. <https://doi.org/10.1016/j.ijime.2021.100024>
- Kim, H., & Park, M. (2023). Virtual influencers' attractiveness effect on purchase intention: A moderated mediation model of the Product–Endorser fit with the brand. *Computers in Human Behavior*, 143, 107703. <https://doi.org/10.1016/j.chb.2023.107703>

- Imtiyaz, H., Soni, P., & Yukongdi, V. (2022). Understanding Consumer's purchase intention and consumption of convenience food in an emerging economy: Role of marketing and commercial determinants. *Journal of Agriculture and Food Research*, 10, 100399. <https://doi.org/10.1016/j.jafr.2022.100399>
- Jabs, J., & Devine, C. M. (2006). Time scarcity and food choices: An overview. *Appetite*, 47(2), 196–204. <https://doi.org/10.1016/j.appet.2006.02.014>
- Laporan Tren Layanan Pesan-Antar Online 2022. (n.d.). Grab ID. <https://grb.to/LaporanTahunan2022>
- Liu, Y., & Li, S. (2023). An economic analysis of on-demand food delivery platforms: Impacts of regulations and integration with ride-sourcing platforms. *Transportation Research Part E: Logistics and Transportation Review*, 171, 103019. <https://doi.org/10.1016/j.tre.2023.103019>
- Media, K. C. (2023, April 10). Jokowi Kembali Tegaskan Harga Bahan Pokok Turun Jelang Lebaran 2023. KOMPAS.com. <https://nasional.kompas.com/read/2023/04/10/18511301/jokowi-kembali-tegaskan-harga-bahan-pokok-turun-jelang-lebaran-2023>
- Mohajan, D., & Mohajan, H. K. (2022). Exploration of Coding in Qualitative Data Analysis: Grounded Theory Perspective. *Research and Advances in Education*, 1(6), 50–60. <https://doi.org/10.56397/rae.2022.12.07>
- Overby, J. W., & Lee, E.-J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, 59(10-11), 1160–1166. <https://doi.org/10.1016/j.jbusres.2006.03.008>
- Peters, K., & Hervé Remaud, Pr. (2020). Factors influencing consumer menu-item selection in a restaurant context. *Food Quality and Preference*, 82, 103887. <https://doi.org/10.1016/j.foodqual.2020.103887>
- Survei Angkatan Kerja Nasional (Sakernas) BPS 2020 Ungkap Program Kartu Prakerja Tingkatkan Keterampilan Kerja Penerima - Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (n.d.). Ekon.go.id. <https://ekon.go.id/publikasi/detail/663/survei-angkatan-kerja-nasional-sakernas-bps-2020-ungkap-program-kartu-prakerja-tingkatkan-keterampilan-kerja-penerima>
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/s0022-4359\(01\)00041-0](https://doi.org/10.1016/s0022-4359(01)00041-0)
- Terungkap Penyebab Bandung Macet, Jumlah Kendaraan Tidak Dibatasi - Otopedia Trenoto1. (n.d.). Trenoto.katadata.co.id. <https://trenoto.katadata.co.id/otopedia/terungkap-penyebab-bandung-macet-jumlah-kendaraan-tidak-dibatasi-4500>