

EXPLORING FACTORS THAT SHAPE INDONESIAN'S INTENTIONS TO PURCHASE HERBAL MEDICINE

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Abstract: *The pharmaceutical industry is one of the fastest-growing worldwide, and Indonesia is no exception. In Indonesia, herbal medicine is popular in this market. This treatment uses natural and traditional ingredients with little or no chemicals. The present study seeks to understand Indonesians' herbal medication purchasing preferences. The study adds perceived value to attitude and subjective norm from the Theory of Reasoned Action (TRA) paradigm to achieve this. A survey-based strategy is used to obtain data from selected people via questionnaires. Non-probability purposive sampling ensures that only people who have bought herbal medications in the prior six months participate. On a 7-point Likert scale, 156 respondents were collected. The investigation used SmartPLS 4 software for Partial Least Squares Structural Equation Modeling (PLS-SEM). After analyzing the data, the authors find that attitude, subjective norms, and perceived value greatly influence Indonesian consumers' herbal medicine purchases. Attitude was also found to mediate subjective norms' effect on purchase intention. This study suggests the pharmaceutical business should promote consumer acceptance of herbal therapy.*

Keywords: Attitude, Subjective Norm, Perceived Value, Purchase Intention, Pharmaceutical Industry in Indonesia

INTRODUCTION

Over the past few years, the pharmaceutical industry has emerged as a sector experiencing relatively stable growth and development over the last two decades. According to data published by [Statista.com](https://www.statista.com) (2023) (and which had been presented on Figure 1), it is evident that the revenue generated by the global pharmaceutical industry has been on an upward trajectory from 2001 to 2022. During this period, the revenue has escalated from \$390 billion in 2001 to

\$1.482 trillion in 2022. This data indirectly underscores the pharmaceutical industry's crucial role in sustaining and fortifying the economic activities of nations worldwide.

Similar phenomena are observed in Indonesia, where statistical data from the same source ([Statista.com](https://www.statista.com), 2023) reveal a similar upward trend in revenue over the past decade. In 2012, the revenue generated by this industry amounted to \$1.91 billion. However, by 2022, this figure had surged nearly ninefold to \$9.58

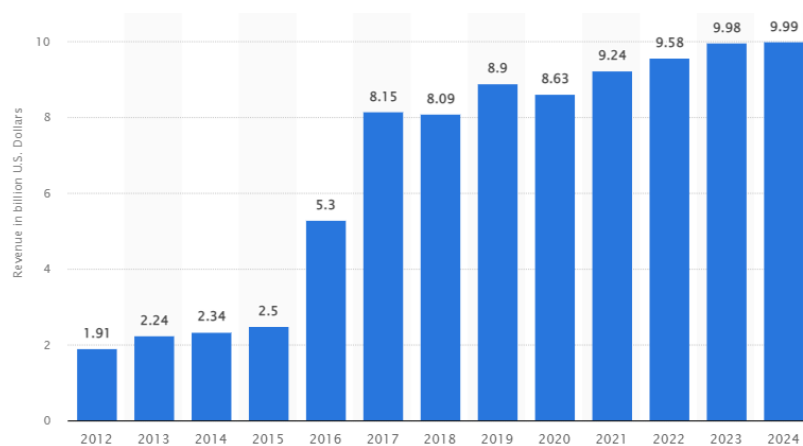


Figure 1. Revenues Generated by Pharmaceutical Industry in Indonesia from 2012 to 2022

Source: ([Statista 2023](#))

billion. Predictions indicate a continued rise to \$9.99 billion by 2024. These occurrences underscore that, beyond other significant industries such as food and beverage, tourism, manufacturing, and automotive, the pharmaceutical industry has transformed not only into a sector with substantial growth potential in Indonesia but also into a pivotal force supporting the country's economic activities and growth.

Moreover, concerning the evolution within the pharmaceutical industry, medicines purchased by consumers can be broadly categorized into two primary types: herbal medicine and factory-made medicine, commonly known as modern medicine. Herbal medicine is derived from natural plant-based ingredients, whereas modern medicine is manufactured using advanced technology and chemical compounds for therapeutic applications ([www.NHS.uk, 2023](#)). Despite their disparities, both kinds of medicines share the common objective of addressing various health issues faced by consumers ([Mpelangwa et al. 2021](#)). Each category comes with distinct merits and drawbacks.

A notable advantage of herbal medicine lies in its natural and safe approach to healing. The natural constituents in herbal medicine are regarded as safer due to their minimal or lack of adverse side effects

([Karalliedde, 2009](#); [Tian et al., 2013](#)). Additionally, herbal medicine is readily accessible to communities, particularly in rural areas or developing countries where access to modern medicine might be limited. However, herbal treatments often require more time to yield results, and their effectiveness hinges on the quality and dosage of the herbal components employed ([Law et al., 2020](#)). Conversely, modern medicine offers prompt and potent treatment outcomes ([Dzeparoski and Jolevska, 2018](#)). Stringent clinical testing ensures the safety and efficacy of modern medicine before it enters the market. Nevertheless, modern medicine is frequently associated with more frequent and potentially perilous side effects, as well as higher costs compared to herbal medicine. The chemical compounds present in modern medicine can also pose health risks, particularly with extended usage. Furthermore, modern medicine typically incurs higher costs compared to herbal alternatives ([Ng et al., 2021](#)). Notwithstanding these distinctions, herbal medicine remains exceedingly popular in Indonesia. Sales data for herbal medicine products reveal consistent high and escalating demand over the years ([Kumparan Bisnis 2022](#)). Projections indicate that herbal medicine sales in Indonesia could reach Rp 23 trillion by 2025 ([Warta Ekonomi 2022](#)), underscoring the

substantial growth potential of the industry within the country. Furthermore, the increasing adoption of herbal medicine closely aligns with the strong demand and intent among Indonesians to procure these products for the treatment or prevention of various ailments. A preliminary study undertaken by the researcher unveiled that among 58 randomly selected respondents, 41 out of 58 confirmed their purchase of herbal medicine in the past year. Moreover, when asked if they would still prefer herbal medicine over modern medicine with similar efficacy, 21 out of 41 respondents responded affirmatively. These findings bolster the argument that Indonesian society harbors a robust inclination toward herbal medicine, thus making the exploration of the factors impacting their intent and interest in purchasing such products all the more intriguing.

Progressing to a conceptual context, the Theory of Reasoned Action (TRA) holds a significant standing in marketing and social psychology, frequently embraced by researchers to scrutinize individuals' intentions in engaging specific behaviors. The TRA, conceived by ([Ajzen 1991](#)), posits that human behavior is guided by intention, influenced by two core factors: attitude and subjective norm. Attitude encompasses society's evaluation of a particular behavior, encompassing judgments regarding whether the behavior is perceived as positive or negative. When a behavior is deemed to yield positive outcomes, the inclination to engage in that behavior is heightened, and vice versa ([Beyzeniz et al. 2023](#)).

In addition to attitude, subjective norm plays a pivotal role in shaping one's intention toward a particular action. Subjective norm encapsulates an individual's personal evaluation of how those in their vicinity react to or assess the behavior in question ([Duong et al. 2023](#)). These individuals could encompass family, friends, neighbors, colleagues, and other close acquaintances. Adverse viewpoints from these individuals can sway the individual's

choice not to pursue the behavior, and vice versa. In essence, negative opinions from those in proximity can weaken the intention to engage in the desired behavior, and conversely ([Effendi et al. 2020](#)). These two factors, attitude and subjective norm, are pivotal determinants presumed to impact an individual's intention toward engaging in a desired behavior ([Jiang et al. 2019](#)).

Expanding upon this foundation, the TRA has been widely adopted in prior studies to predict individuals' intentions to perform specific actions. Earlier research by [Zhikun and Fungfai \(2009\)](#) employed the TRA to analyze factors influencing knowledge-sharing behavior among project team members in China. Similarly, [Troudi and Bouyoucef \(2020\)](#) utilized TRA to assess Algerian consumers' intent to purchase environmentally friendly products (green food). [Zeinabadi \(2022\)](#) employed the TRA to predict factors affecting knowledge-sharing behavior among teachers and students in Iran, while [Wiesweg \(2023\)](#) implement the framework of TRA into the realm of real estate sector. Similarly, [Kiconco et al. \(2019\)](#) had utilized TRA to assess tax compliance behavior among companies in Uganda, while [Effendi et al. \(2020\)](#) had adopted TRA (theory of reasoned action) to adopt or use services offered by Islamic Rural Banks. However, none of these studies applied the TRA framework to predict consumers' intention to purchase herbal medicine. Furthermore, in addition to embracing the original TRA framework, this study expands its scope by incorporating the concept of Perceived Value into the conceptual framework. Perceived Value encapsulates the subjective assessment consumers place on products or services offered ([Ampadu et al. 2023](#)). It encompasses the consumer's perception of the benefits received from a product or service in relation to the cost incurred. Generally, perceived value is closely tethered to the pricing of products or services presented by a company ([Iman et al. 2023](#); [Lavuri et al. 2023](#)). When consumers sense

that the perceived value surpasses the price, they are more inclined to make the purchase. Conversely, if consumers find the price disproportionately high compared to the perceived value, they are likelier to seek more affordable alternatives ([Le et al. 2023](#); [Zhang et al. 2023](#)). Therefore, grounded in the aforementioned explanations, this study adopts and extends the TRA model to examine the influence of attitude, subjective norm, and perceived value on Indonesians' intention to purchase herbal medicine.

Literature Review and Hypothesis Development

Attitude

Attitude can be understood as a psychological concept referring to an individual's evaluation of an object, situation, or person ([Aydin and Aydin 2022](#)). This evaluation encompasses positive or negative feelings, beliefs, attitudes, and behaviors associated with the object. Attitudes can stem from personal experiences, acquired information, social influences, and other factors that shape an individual's perception of the world around them. Attitudes can exert a significant impact on an individual's behavior ([Ding et al. 2023](#)). For instance, someone with a positive attitude towards environmentally friendly products may tend to actively purchase, consume, or use such products, whereas conversely, an individual with a negative attitude towards such products might exhibit weaker intentions to purchase, use, or consume them due to the perception that environmentally friendly products are comparable to non-environmentally friendly ones ([Wilson and Edelyn 2022](#); [Ong et al. 2023](#)).

Subjective Norm

Furthermore, apart from attitude, another variable hypothesized by [Ajzen \(1991\)](#) as a determinant of human intent to perform a specific behavior is subjective norm. Subjective norm can be understood as an individual's perception of the degree of social pressure they face when making certain decisions ([Ding et al. 2023](#); [Wallace and Buil 2023](#)). This perception

encompasses an individual's view of prevailing social norms and the expectations placed on them by close individuals such as family, friends, or specific social groups. Subjective norm can influence an individual's decisions and behaviors, especially within complex social contexts ([Fenitra et al. 2023](#)). For example, if the opinions or judgments of those around an individual lean negatively towards a certain behavior, it can affect that individual's decision not to undertake the desired action due to the risk of being perceived negatively by those in their immediate circle if they were to engage in the behavior ([Mutybere et al. 2023](#); [Cahigas et al. 2023](#)).

Perceived Value

Perceived Value is another variable that has been extensively studied by various scholars as a crucial determinant in gauging the extent of an individual's intent to act as planned. Perceived Value refers to customers' perception of the value offered by a product or service ([Dobre et al. 2023](#)). This perception encompasses customers' assessment of the benefits versus costs incurred to obtain the product or service. Perceived value holds considerable importance in marketing, as it can influence purchase decisions and customer loyalty ([Li et al. 2023](#); [Fu 2023](#)).

Perceived value is of paramount importance for companies to comprehend, as customers' evaluation of the benefits or value derived from purchasing goods or services can impact their purchasing decisions ([Fattahi et al. 2022](#); [Mainardes and Freitas 2023](#)). If customers perceive that the value offered by a product or service outweighs the cost, they are more likely to purchase and remain loyal to the brand. Thus, companies need to consider Perceived Value in their marketing strategies by offering clear and appealing benefits at a proportional cost. Doing so can enhance the probability of customers purchasing the offered products, thereby influencing the company's profitability ([Stephens et al. 2023](#)).

Purchase Intention

Purchase intention has been a variable that marketing researchers have extensively investigated over time. Purchase intention can be understood as an individual's desire or intent to purchase a specific product or service ([Song et al. 2023](#)). This concept is pivotal in marketing as it helps companies understand customer purchasing intent and design effective marketing strategies to influence these purchasing decisions ([Pandey and Yadav 2023](#)). Despite having been studied for decades, this variable remains crucial in determining a company's success and consumer behavior, especially their customers' loyalty ([Wilson et al. 2019; 2021](#)). This is because before a behavior is manifested, there must first be an intention within the consumer to engage in that behavior. Companies can leverage the concept of purchase intention to design effective marketing strategies to influence customer purchase decisions ([Sun et al. 2023](#)). For instance, by reinforcing positive perceptions of the offered products to enhance customers' purchase intentions. Additionally, creating a positive Perceived value in consumers' minds is another approach to strengthening their intentions to purchase the company's products ([Kim and Park 2023](#)).

Effect of Attitude on Purchase Intention

Several prior research studies conducted by [Boubker and Douayri \(2020\)](#), [Yaakop et al. \(2021\)](#), and [Zhu and Kanjanamekanant \(2021\)](#) have found that an individual's attitude toward a specific action or behavior significantly influences the extent of their intention to carry out or engage in the desired action. Based on these findings, it can be understood that a positive or negative evaluation held by an individual can impact their desire to execute the desired behavior. Specifically, a favorable viewpoint or assessment of an action tends to weaken the intention to engage in that behavior, and conversely. Drawing from these outcomes, the researchers present the following hypothesis:
H₁: Attitude significantly affects Purchase Intention.

Effect of Subjective Norm on Purchase Intention

Similar to attitude, several previous studies conducted by [Wasaya, Prentice, and Hsiao \(2022\)](#), [Suk, Kim, and Kim \(2021\)](#), and [Aslan \(2023\)](#) have discovered that subjective norm – referring to an individual's subjective perceptions or feelings regarding the judgments of those around them regarding the behavior they intend to undertake – can significantly influence the strength of their intention to carry out or engage in the desired action. Accordingly, it can be comprehended that positive or negative evaluations held by the individuals around the person (such as family members, relatives, friends, colleagues, etc.) can impact the individual's intention to perform the desired behavior ([Ganjipour and Edrisi, 2023](#)). In this context, an individual's intention or actual desire to engage in a specific behavior tends to increase or strengthen when those around them tend to have a positive viewpoint or assessment of that behavior, and vice versa ([Judge, Warren-Myers, and Paladino 2019](#)). Based on these findings, the researchers propose the following second hypothesis:

H₂: Subjective Norm significantly affects Purchase Intention.

Effect of Perceived Value on Purchase Intention

Prior studies conducted by [Liu et al. \(2021\)](#) and [Konuk \(2018\)](#) have identified a positive and significant connection between perceived value and purchase intention. This suggests that the extent to which consumers perceive value in a product can influence the likelihood of them purchasing the desired product. In this regard, the greater the value perceived by consumers in a product (in comparison to the cost involved), the higher the individual's desire or intention to purchase that product, and vice versa ([Hamari, Hanner, and Koivisto 2020](#); [Khoi et al. 2018](#)). Building on these findings, the researchers posit the following third hypothesis:

H₃: Perceived value significantly affects Purchase Intention.

Effect of Subjective Norms on Attitude & the Mediating Effect of Attitude

Subjective norms wield a formidable influence over the manner in which individuals shape their attitudes, driven by the anticipation of societal expectations (Aji and Dharmmesta, 2019). This influence is notably rooted in the opinions and approval of significant individuals in their lives, encompassing family, friends, and colleagues. At its core, this impact stems from the intrinsic human need for a sense of belonging and the instinct to steer clear of rejection (Kaba et al. 2023). Consequently, individuals find themselves adjusting their attitudes to align with what they perceive as socially acceptable or appealing, underscoring a profound psychological imperative to seamlessly integrate into and comprehend the collective ethos of their community (Hua and Mi, 2023).

Beyond merely sculpting attitudes, subjective norms play a multifaceted role in shaping the intentions of individuals with regard to their behaviors (Ganjipour and Edrisi, 2023; Khoi et al. 2018). When an individual senses that their social network favors a particular attitude, there is a heightened likelihood of them intending to comport themselves in alignment with those perceived expectations. This intricate connection unveils the dynamic

interplay between an individual's personal beliefs and the broader social context, exerting an influence over both cognitive processes and behavioral tendencies.

Moreover, subjective norms assume a pivotal role in the realm of normative social influence, wherein individuals adhere to perceived norms as a means to secure social approval and avert social disapproval (Hosen et al. 2022). The resultant pressure engenders a social framework that not only guides but also fortifies attitudes, fostering a collective sense of unity and shared values within the community. As individuals internalize and adopt these norms as their own, their attitudes seamlessly integrate into the communal psyche, thereby magnifying the profound impact of subjective norms on the intricate tapestry of individual perspectives and actions (Madias et al. 2023). In essence, the assimilation of these norms into the collective mindset serves to deepen their imprint on the shaping of individual views and behaviors (Keni et al. 2023). Based on these explanations, the following hypotheses were posited:

H₄: Subjective Norms significantly affects Attitude

H₅: Attitude mediates the effect of Subjective Norms toward Purchase Intention

Figure 2 describes the research framework.

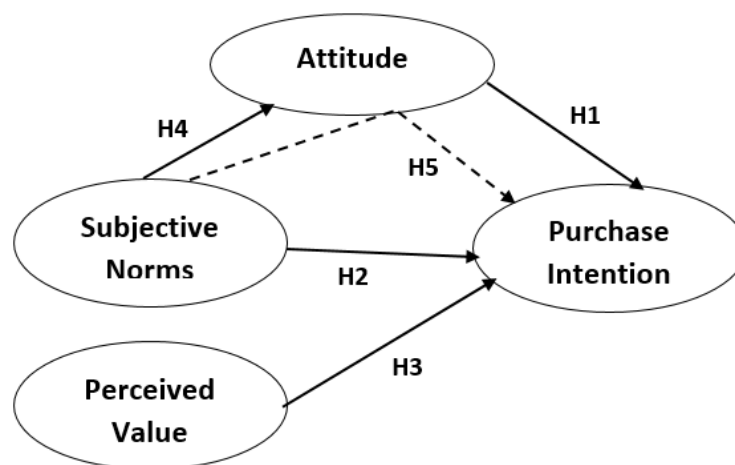


Figure 2. Research Framework

METHOD

This study utilizes a survey methodology, employing a carefully crafted questionnaire as the primary tool to gather data from the respondents. In addition, purposive sampling is the selected sampling technique for this research endeavor. Through this sampling strategy, all samples included in the study - drawn from the population of Indonesians living in Indonesia - must meet specific criteria set by the researcher. The respondents engaged in this study comprise individuals or consumers living in the Jabodetabek area of Indonesia who have made purchases of herbal medicines at least once within the last six months. Following this, the distribution of questionnaires took place online using Google Forms, resulting in the accumulation of 156 respondents for analysis in this study. The collated data will subsequently undergo analysis through the utilization of the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique, facilitated by SmartPLS software version 4.

Additionally, this research comprehends three independent variables and one dependent variable. The variables of Attitude, Subjective Norm, and Perceived Value operate as the independent variables, while the variable of Purchase Intention assumes the role of the dependent variable (as illustrated in Figure 2). Pertaining to the indicators embedded within the research questionnaire, a total of 15 indicators are harnessed for this study. Within this set, four indicators encapsulate the Attitude variable, four

indicators represent the Subjective Norm variable, an additional trio of indicators portray the Perceived Value variable, and the remaining four indicators symbolize the Purchase Intention variable. All these indicators have been assimilated from the works authored by [Yaakop et al. \(2021\)](#), [Aslan \(2023\)](#), and [Liu et al. \(2021\)](#). All of these indicators had been illustrated in detail in Table 1.

RESULTS & DISCUSSIONS

Subsequently, a total of 156 data was analyzed by utilizing the PLS-SEM approach, facilitated by SmartPLS 4 software. In the course of conducting data analysis through the application of PLS, outer model and inner model assessments were carried out sequentially. Here, the evaluation of the outer model aimed to gauge the validity and reliability of the entire dataset, while the inner model aimed to dissect the interactions among variables.

Assessment of the Outer Model

[Hair and Alamer \(2022\)](#) emphasize the importance to embark on measurement model testing (outer model analysis) as a means to gauge the validity and reliability of a research model. The measurement model testing involves a meticulous evaluation of the validity and reliability of the research model. In this context, it is imperative for the research model to initially demonstrate its validity and reliability before delving into more extensive analysis in order to comprehend the relationships existing among the variables. The results of outer model testing are presented across Tables 1 to 4.

Table 1. Measurements of Each Variable

Indicators	Measurement	Variable
ATT1	Buying herbal medicine is a good thing to do	<i>Attitude</i>
ATT2	Buying herbal medicine is a positive thing to do	
ATT3	Buying herbal medicine is a responsible thing to do	
ATT4	I think herbal medicines is better than their non-herbal counterparts	
PUR1	If I'm sick and in need of medicines, I will consider buying herbal medicines	<i>Purchase Intention</i>
PUR2	When I have a choice between herbal and non-herbal medicines, I'm willing to choose herbal medicines	
PUR3	If I'm sick and in need of medicines, I'm willing to buy herbal medicines	
PUR4	If I'm sick and in need of medicines, I prefer herbal medicines compared to their non-herbal counterparts	
PV1	If I'm sick and in need of medicines, I'm more comfortable taking herbal medicines compared to the non-herbal ones	<i>Perceived value</i>
PV2	Herbal medicines provide me great value as compared to the non-herbal ones	
PV3	Herbal medicines offer good value for the price	
SUB1	The opinion of my family about herbal medicines is important to me	<i>Subjective Norm</i>
SUB2	It is expected of me by my friends that I should buy herbal medicines when I'm sick	
SUB3	The opinion of my friends about herbal medicines is important to me	
SUB4	My family is important to me, and they support me to buy herbal medicines if I got sick	

Table 2. Outer Model Assessment – Convergent Validity

Indicators	Variable	Factor Loading	AVE
ATT1	<i>Attitude</i>	0.910	0.825
ATT2		0.903	
ATT3		0.928	
ATT4		0.901	
PUR1	<i>Purchase Intention</i>	0.920	0.867
PUR2		0.953	
PUR3		0.955	
PUR4		0.897	
PV1	<i>Perceived value</i>	0.783	0.708
PV2		0.863	
PV3		0.876	
SUB1	<i>Subjective Norm</i>	0.792	0.650
SUB2		0.865	
SUB3		0.701	
SUB4		0.897	

Table 3. Outer Model Assessment – Discriminant Validity (Fornell-Larcker)

	<i>ATT</i>	<i>PV</i>	<i>PI</i>	<i>SN</i>
<i>ATT</i>	0.921			
<i>PV</i>	0.760	0.842		
<i>PI</i>	0.774	0.744	0.931	
<i>SN</i>	0.668	0.624	0.765	0.882

Table 4. Outer Model Assessment – Reliability

Variable	Cronbach's Alpha	Composite Reliability (<i>rho_A</i>)	Composite Reliability (<i>rho_C</i>)
Attitude	0.929	0.930	0.950
Perceived value	0.804	0.872	0.879
Purchase Intention	0.949	0.951	0.963
Subjective Norm	0.815	0.844	0.880

Table 5. Outer Model Assessment – Discriminant Validity (HTMT)

	<i>ATT</i>	<i>PV</i>	<i>PI</i>	<i>SN</i>
<i>ATT</i>				
<i>PV</i>	0.849			
<i>PI</i>	0.831	0.801		
<i>SN</i>	0.738	0.705	0.830	

Based on the outcomes of the measurement model analysis, as displayed in Table 2, 3, 4 and 5, it can be concluded that all criteria within the measurement model analysis have been met. This is evidenced by the fact that the Average Variance Extracted (AVE) values for all variables and the factor loading values for all indicators surpass 0.5. Furthermore, the Composite Reliability (CR) and Cronbach's alpha values for all variables exceed 0.7. Additionally, the Heterotrait-Monotrait Ratio of Correlations (HTMT) values for all variables are below 0.9, and the square root of AVE values for all variables surpass the correlation values between these variables and other variables. As a result, it can be asserted that all data in this study fulfill the criteria for reliability and validity. The subsequent step, therefore, involves conducting the inner model testing.

Assessment of the Inner Model (Path Coefficient Analysis)

Next, a Path Coefficient Analysis is carried out to ascertain the influence exerted by all independent variables on the dependent variable. In this context, the Path Coefficient Analysis employs a reference to the p-value to determine the significance of the influence conferred by independent variables (X) upon the dependent variable (Y). Herein, an influence exerted by a variable on another is considered significant when the p-value associated with that influence is below 0.05 (indicating the acceptance of the hypothesis). Conversely, an influence is deemed significant when the p-value surpasses 0.05 (leading to the rejection of the hypothesis). The results of the inner model assessment are presented in the table 6, 7 and 8.

Table 6. Inner Model Assessment – R² and Q²

Variable	R ²	Q ²
Attitude	0.500	0.401
Purchase Intention	0.761	0.649

Table 7. Path Coefficient Analysis

Path Analysis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Attitude -> Purchase Intention	0.295	0.287	0.076	3.868	0.000
Perceived Value -> Purchase Intention	0.211	0.219	0.076	2.798	0.005
Subjective Norm -> Attitude	0.707	0.708	0.052	13.475	0.000
Subjective Norm -> Purchase Intention	0.460	0.458	0.065	7.075	0.000
Subjective Norm -> Attitude -> Purchase Intention	0.208	0.204	0.057	3.631	0.000

Table 8. Hypotheses Testing Results

Relationships	Original Sample (O)	p-Value	Conclusion
Attitude → Purchase Intention	0.295	0.000	Significant (H ₁ Supported)
Perceived Value → Purchase Intention	0.211	0.005	Significant (H ₂ Supported)
Subjective Norm → Purchase Intention	0.707	0.000	Significant (H ₃ Supported)
Subjective Norm → Attitude	0.460	0.000	Significant (H ₄ Supported)
Subjective Norm → Attitude → Purchase Intention	0.208	0.000	Significant (H ₅ Supported)

The data presented in table 6 showed both the R² and the Q² value obtained in this study. With the R² value of 0.500, then it can be interpreted or concluded that 83% of the variation in attitude is accounted for by subjective norms, and that with the R² value of 0.761, then it can be interpreted or concluded that 76.1% of the variation in purchase decision is accounted for by attitude, subjective norms and perceived value. Meanwhile, since the Q² values of both attitude and purchase intention had been greater than 0, then it can be concluded that the model proposed in this study has predictive relevance.

Next, the results presented on both table 7 and 8 illustrate the relationships between variables discussed in this study, together with the results of the hypotheses

testing performed in this research. The first hypothesis formulated in this study is as follows: Attitude significantly influences Purchase Intention (H₁). Based on the data analysis results, the obtained significance value (p-value) for H₁ is 0.000. From these findings, it can be asserted that the significance value (p-value) for H₁ is lower than the established minimum threshold of 0.05. Consequently, it can be concluded that this hypothesis, denoted as H₁, is accepted. The second hypothesis formulated in this research is: Subjective Norm significantly affects Purchase Intention (H₂). Through data analysis, the significance value (p-value) for H₂ is found to be 0.000. In light of these outcomes, it can be stated that the significance value (p-value) for H₂ is lower than the predetermined threshold of 0.05, thus being

accepted. The third hypothesis established in this study is: Perceived value has a significant impact on Purchase Intention (H₃). Upon scrutinizing the data analysis results, the obtained significance value (p-value) for H₃ is 0.001. From these findings, it can be affirmed that the significance value (p-value) for H₃ is below the established minimum threshold of 0.05. Therefore, it can be concluded that this hypothesis, denoted as H₃, is accepted.

Moreover, since the p-value of both H₄ and H₅ are also significant, then it can also be concluded that subjective norms significantly affect attitude, and that attitude significantly mediates the impact given by subjective norms toward purchase decision. In this case, both hypotheses were supported.

Discussions

The objective of this research was to ascertain the influence of Attitude, Subjective Norm, and Perceived Value on purchase intentions of the Indonesian population towards herbal medicine products. The analysis of the data resulted in the acceptance of all formulated hypotheses in this study. The first hypothesis (H₁) posited that attitude significantly influences purchase intention. Through the conducted hypothesis testing, it can be concluded that there exists a noteworthy and meaningful impact of attitude on purchase intention. These findings underscore the significance of fostering a favorable attitude among consumers towards herbal medicine products. The positive perception of herbal products carries substantial implications within Indonesia's herbal medicine industry. Manufacturers and marketers need to comprehend the necessity of cultivating a positive attitude towards their products in the minds of consumers. When consumers perceive herbal medicines as being more beneficial compared to non-herbal alternatives, it stimulates their desire to engage in purchasing herbal products.

Moreover, the second hypothesis (H₂) asserts that subjective norm significantly impacts purchase intention. Based on the outcomes of the hypothesis testing, it can be deduced that there exists a noteworthy and meaningful influence of subjective norm on purchase intention. The findings of this study highlight the fact that the viewpoints and suggestions of close acquaintances and social circles wield considerable influence over consumers' intentions to procure herbal products. This insight is valuable as it underscores that individuals tend to consider the viewpoints of those around them, including family, friends, and social networks, prior to making purchasing decisions. If an individual's immediate social environment holds a negative stance on herbal products, it can dissuade them from purchasing and consuming herbal medicines available in Indonesia.

Next, the third hypothesis (H₃) posits that perceived value positively impacts purchase intention. Based on the conducted data analysis, it can be deduced that this hypothesis is substantiated. Therefore, it can be affirmed that an individual's perception of the value and benefits derived from herbal products can influence their intention to purchase such products. The findings of this study underscore the fact that individuals are more inclined to acquire herbal products when they perceive these products as offering superior value and benefits compared to analogous alternatives. This perception of added value encompasses health benefits, product quality, reasonable pricing, reliability, and anticipated satisfaction. The higher an individual's perceived value and benefits of herbal products, the greater the likelihood of them making a purchase. These findings emphasize the necessity for herbal product manufacturers to elevate product quality, offer transparent and accurate information about the benefits and advantages of their products, and establish pricing strategies that align with consumers'

expectations to enhance the perceived value associated with purchasing herbal medicines.

Moreover, the research underscores a robust correlation between individuals' perceptions of societal expectations and their inclination to purchase herbal (traditional) medicines. At the crux of this association lies the mediating influence of attitude, representing the subjective evaluation or judgment individuals form about a behavior, product, or concept. In the specific context of herbal medicines, the study emphasizes the paramount role that attitude plays in shaping individuals' purchasing preferences. It posits that the way people perceive societal expectations influences their attitude toward herbal medicines, subsequently influencing their intention to buy. This implies that individuals' attitudes act as a conduit, translating the external pressures of social expectations into tangible purchasing behaviors.

Moreover, the fourth (H4) and the fifth hypothesis (H5) posits that subjective norms significantly affect attitude, and that attitude significantly mediates the effect given by subjective norms toward purchase intention. Based on the conducted data analysis, it can be deduced that both of these hypothesis are supported. These findings elucidates the significance of comprehending the role of

CONCLUSION AND SUGGESTIONS

Based on the preceding data analysis, it is evident that attitude, subjective norm, and perceived value hold significant and positive influence over consumers' purchase intention towards herbal medicine products in Indonesia. In light of these findings, there are several implications and recommendations that the researchers aim to provide for manufacturers and companies marketing herbal medicine products in Indonesia.

Firstly, companies must underscore the importance of cultivating a positive attitude towards herbal medicine among consumers.

attitude within the realm of herbal medicine consumption. This understanding becomes pivotal for crafting targeted interventions and marketing strategies that possess the potential to impact and reshape individuals' perceptions of herbal medicines. By acknowledging attitudes as a linchpin between social influence and consumer intentions, businesses and healthcare providers can tailor their approaches, ensuring they effectively address and mold consumer perspectives. Consequently, the study contributes valuable insights into the intricate dynamics governing consumer decision-making, particularly in the domain of traditional medicine utilization.

The findings, therefore, extend beyond mere correlation, shedding light on the practical implications for those involved in healthcare promotion or marketing of herbal remedies. Armed with this nuanced understanding of the interplay between subjective norm, attitude, and purchasing intent, practitioners can implement more targeted and persuasive communication strategies, ultimately influencing consumer behavior in the realm of traditional medicine utilization. In essence, the research serves as a compass guiding interventions and strategies towards a more informed and effective promotion of herbal medicines in the market.

Achieving this can be facilitated through effective marketing strategies, such as conveying accurate and lucid information concerning the benefits and advantages of herbal medicine. Moreover, companies can undertake educational campaigns to enhance consumer awareness about the efficacy and safety of herbal medicine. By fortifying consumers' positive attitudes towards herbal medicine, companies can enhance consumers' intent to purchase their products.

Furthermore, companies should also acknowledge the significant role played by individuals surrounding consumers, including family members, friends, or other parties

influencing consumers' purchase intent towards herbal medicine. In this context, companies can collaborate with influencers who wield influence among consumers. By involving them in promotions and marketing campaigns for herbal medicine, companies can foster positive perceptions and encourage consumers to buy their products. Additionally, companies need to consider consumers' perception regarding the extent and positivity of the benefits they can derive from purchasing/consuming herbal medicine in comparison to non-herbal alternatives.

Regarding this matter, companies can enhance this perception of value by furnishing clear information about product quality, superior raw materials, and the benefits consumers gain from using herbal medicine. Furthermore, offering competitive prices and ensuring product safety can also affect consumers' perception of value. By reinforcing consumers' perception of the myriad advantages inherent in herbal medicine, companies can augment consumers' purchase intent towards the herbal medicine they market in Indonesia.

Beyond offering insights and recommendations to companies, the authors also wish to outline several suggestions for future researchers contemplating studies on this topic concerning some limitations that exist in this research. Firstly, this study was conducted in Indonesia, with participants hailing from Indonesia and being Indonesian citizens. Given the cultural disparities, nature, preferences, and characteristics between Indonesians and individuals from other countries, it is highly recommended for subsequent researchers venturing into related research topics to select respondents in other countries.

Secondly, since the sample size used in this study comprised of 156 respondents, therefore it is advised for future researchers to develop research on this topic by expanding the sample size to enhance the variability of research outcomes. Thirdly, this study was

conducted to determine the influence of attitude, subjective norm, and perceived value on Purchase Intention, where these variables were determined based on the theory of reasoned action (TRA) adopted in this study. With regard to this, it is suggested for future researchers to adopt other theories (such as TPB, UTAUT, TAM, Social Exchange Theory, etc.) to identify other variables that can also affect Purchase Intention.

Finally, for future researchers interested in conducting studies on this topic, it is highly recommended to refine the research model developed in this study by applying it to industries or types of products other than herbal medicine.

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