

Effect of Availability of a Variety of Herbal Medicine Product, Price, and Decision to Purchase Herbal Medicine Product on Consumer Repurchase Intention in the Technical Implementation Unit of the Herbal Materia Medica Laboratory

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ABSTRACT

The purpose of this research is to analyze effect of availability of a variety of herbal medicine product, price, and decision to purchase herbal medicine product on consumer repurchase intention in the Technical Implementation Unit of the Herbal Materia Medica Laboratory. This research is quantitative in nature using an observational research plan in a cross-sectional manner. Population in this study are consumers who purchased herbal medicine product at the Technical Implementation Unit of the Herbal Materia Medica Laboratory with a sample of 100 respondents taken using a simple random sampling technique. In this research, multiple linear regression analysis is used. The research results showed that availability of a variety of herbal medicine product has a positive and significant effect consumer repurchase intention in the Technical Implementation Unit of the Herbal Materia Medica Laboratory. Price has a positive and significant effect consumer repurchase intention in the Technical Implementation Unit of the Herbal Materia Medica Laboratory. Decision to purchase herbal medicine product has a positive and significant effect consumer repurchase intention in the Technical Implementation Unit of the Herbal Materia Medica Laboratory.

Keywords: Availability, Price, Decision to Purchase, Consumer Repurchase Intention

INTRODUCTION

Jamu is a traditional medicine that uses natural medicinal plant ingredients which are used as cultural heritage and passed down from generation to generation. In the Regulation of the Minister of Health of the Republic of Indonesia Number 003/MENKES/PER/I/2010, traditional medicine is an ingredient or concoction of ingredients in the form of plant ingredients, animal ingredients, mineral ingredients, extract preparations (galenic), or mixtures of these ingredients that have been passed down from generation to generation used for treatment, and can be applied in accordance with the norms applicable in society.

Indonesia has 7,500 types of medicinal plants that can be used as basic ingredients for herbal medicine. The use of traditional Indonesian medicine is still very popular among several groups of people, not only to treat disease complaints, but is also believed to maintain health and fitness.

Through the Decree of the Head of the Food and Drug Monitoring Agency number HK.00.05.4.2411 concerning Basic Provisions for Grouping and Labeling Indonesian Natural Medicines, grouping natural medicines into three dosage forms, namely herbal preparations, standardized herbal preparations, and phytopharmaceutical

preparations. When using herbal medicine, it must meet 3 criteria, namely safety in accordance with established requirements, efficacy claims proven based on empirical data, and meeting applicable quality requirements. The types of claims for the use of herbal medicine are in accordance with the traditional types of evidence and the level of evidence, namely the general and medium levels of evidence. Claims for herbal medicine are based on experience of use for at least 3 generations (empirical claims).

Since ancient times, herbal medicine has been used for treatment and health maintenance by people, even though it tastes bitter, for centuries, herbal medicine has always had an important place in the lives of most Indonesian people. The use of traditional health services has been going on for quite a long time in Indonesia as an effort to improve the level of public health and continues to this day. Traditional health services using herbs are quite widely known in Indonesia as herbal medicine and have been used empirically as promotive, preventive, and are currently developing in curative and palliative directions (Lestari, 2018).

The use of herbal medicine as an alternative to the use of modern medicine in low-middle economic communities is relatively high at 58%, this shows that herbal medicine has been consumed by all levels of society. The level of use of herbal medicine as an alternative to modern medicine in society is influenced by many aspects. Factors that influence consumers to buy herbal medicine include belief factors (benefits, availability, product safety, lifestyle, and experience), environmental factors (influence of other people and traditions), and excellence factors (practical and efficient, price affordability, and promotion) (Rahmawati, 2019).

This decline in people's buying interest began when the head of the Technical Implementation Unit of the Herbal Materia Medica Laboratory instructed him to

temporarily stop the production of this empirical herbal medicine from November 2021 to September 2022 to optimize the existing empirical herbal medicine, besides that it also aims to educate consumers about want to switch to scientific herbal medicines that have undergone evidence testing. This policy causes consumers who have been accustomed to consuming empirical herbal medicines for a relatively long period of time to become less enthusiastic about single powdered herbal medicines and scientificized herbal medicines. Apart from that, there are still limited types of scientific herbal medicine that have been researched so that it does not meet all consumers' needs for the benefits of this herbal medicine.

Repurchase interest is a behavior that appears as a response to an object. Several factors that influence repurchase interest according to Kotler and Keller (2011) are cultural factors, psychological factors, personal factors, and social factors. Repurchase interest shows the buyer's desire to make repeat visits in the future. so that through this research it is hoped that it can provide an evaluation of matters related to the factors that influence repurchase interest in herbal medicine products sold at the Technical Implementation Unit of the Herbal Materia Medica Laboratory. This aims to determine the public's needs for the types of herbal medicine that are most popular so that in the future the sales value of herbal products will increase again, as well as providing information gradually to consumers to adapt to herbal products that have undergone evidence testing.

Repurchase interest is purchasing interest that is based on purchasing experiences made in the past. High repurchase interest reflects a high level of satisfaction from consumers when deciding to adopt a product (Sugiharto and Renata, 2020). The decision to adopt or reject a product arises after consumers try the product and then develop feelings of liking or disliking the product (Thamrin and Tantri, 2012). A feeling of liking for a product arises when consumers

have the perception that the product they use is of good quality and can meet or even exceed consumer desires and expectations. In other words, this product has high value in the eyes of consumers both in terms of value, efficacy and benefits.

The purpose of this research is to analyze effect of availability of a variety of herbal medicine product, price, and decision to purchase herbal medicine product on consumer repurchase intention in the Technical Implementation Unit of the Herbal Materia Medica Laboratory

RESEARCH METHODS

This research is quantitative in nature using an observational research plan in a cross-sectional manner. A cross-sectional study is defined as a type of observational research that analyzes variable data collected at one specific point in time across a sample population or a predetermined subset (Notoatmodjo, 2002).

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2017). Population in this study are consumers who purchased herbal medicine product at the Technical Implementation Unit of the Herbal Materia Medica Laboratory, totaling 524 people. Sampling is a process in which a portion of a population is selected in order to be representative of that population (Patilima, 2007). The aim of sampling is to obtain a sample that is truly appropriate and can describe the population to be used as research subjects. A study or research that uses a representative sample of the population will provide results that have the ability to be generalized or generally applied to the population. The criteria for a representative sample depend on two interrelated aspects, namely accuracy and thoroughness of the sample. In this study, researchers used simple random sampling. Simple random sampling is taking sample members from a population randomly

without paying attention to the strata in that population (Dharma, 2017). Sample of 100 respondents taken using a simple random sampling technique.

In this research, multiple linear regression analysis is used. Multiple linear regression analysis is usually used to prove the truth of the research hypothesis. Multiple linear regression analysis was carried out to create a mathematical model that can show the relationship between the independent variables and the dependent variable (Mahmud, 2011).

RESULT AND DISCUSSION

Respondent Characteristic

This research describes the influence of the availability of various herbal products, prices and purchasing decisions for herbal products on consumer repurchase interest at the Technical Implementation Unit of the Herbal Materia Medica Laboratory. These respondent characteristics are useful for describing and explaining the description of the respondent's identity according to the research sample that has been determined. One of the aims of describing the characteristics of respondents is to provide an overview of the objects sampled in this research. The characteristics of the respondents sampled in this study are then grouped according to gender, age, occupation and income. The respondents involved in this research are 100 consumers who shopped for herbal medicine products at the Technical Implementation Unit of the Herbal Materia Medica Laboratory.

Of the 100 respondents involved, 57% (57 respondents) are female. The largest number of respondents are in the 28–37-year age range at 36% (36 respondents). Based on this, it can be seen that consumers who shop for herbal medicine products at the Technical Implementation Unit of the Herbal Materia Medica Laboratory are dominated by adults. Of the 100 respondents, 42 respondents (42%) work as civil servants. As many as 63% of

respondents had incomes above Rp2,500,000. **Hypothesis Test Result**

Table 1. Hypothesis Test Result

| Coefficients ^a | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | | |
|---------------------------|----------------------|-----------------------------|------------|---------------------------|-------|------|--|--|
| Model | | B | Std. Error | Beta | | | | |
| 1 | (Constant) | 1.640 | 1.649 | | 0.995 | .324 | | |
| | Availability | .049 | .056 | .063 | 2.874 | .032 | | |
| | Price | .057 | .069 | .068 | 2.821 | .041 | | |
| | Decision to Purchase | .654 | .072 | .832 | 3.050 | .000 | | |

a. Dependent Variable: Minat Beli Ulang

The research results showed that availability of a variety of herbal medicine product has a positive and significant effect consumer repurchase intention in the Technical Implementation Unit of the Herbal Materia Medica Laboratory. Consumers can buy a wide variety of herbal medicine products and sizes, such as single simplicia (dry or powder), empirical and scientifically formulated herbal medicine, and traditional health drinks. Some herbal medicine products that sell well, such as herbal medicine for cholesterol, uric acid, cancer, fitness, and several herbal products that are rarely ordered by the public, can be pre-ordered by consumers (pre-order) through Herbalmart officers so that when they arrive, consumers only need to make a good payment process cash or via virtual account. The availability of a variety of herbal medicine products is important and is the responsibility of strategic planners in the Technical Implementation Unit of the Herbal Materia Medica Laboratory in order to continue serving the community, one of which is by providing types of concocted herbal medicine as a curative and promotive health tool, as well as to preserve the culture of this country. Strategic planners must know the sales performance and profits of each type of herbal medicine sold to determine what types of herbal medicine can be developed, considered, reduced, or even stopped production without having to reduce consumer demand for repeat purchases.

Price has a positive and significant effect consumer repurchase intention in the Technical Implementation Unit of the

Herbal Materia Medica Laboratory. Price is the only marketing element that brings income or income to the company. Price is the value of a good or service expressed in money. It can be concluded that price is the amount of money or other value that consumers must pay to the seller to obtain the desired product or service. Price is an important factor in consumer purchasing decisions and also influences the profits and competitive position of a business.

Decision to purchase herbal medicine product has a positive and significant effect consumer repurchase intention in the Technical Implementation Unit of the Herbal Materia Medica Laboratory. Purchasing decision theory is a consumer's decision to buy after evaluating several factors such as brand, place of purchase, quantity to be purchased, time of purchase, and payment methods that can be made. Purchasing decisions are an approach to solving problems in customer activities that aim to purchase goods or services in order to satisfy consumer desires. Purchasing decisions that consumers have previously made will have an impact on repeat purchases in the future, this means that purchasing decisions have a significant influence on repeat purchases.

CONCLUSION AND SUGGESTION

The research results showed that availability of a variety of herbal medicine product has a positive and significant effect consumer repurchase intention in the Technical Implementation Unit of the Herbal Materia Medica Laboratory. Price has a positive and significant effect consumer repurchase

intention in the Technical Implementation Unit of the Herbal Materia Medica Laboratory. Decision to purchase herbal medicine product has a positive and significant effect consumer repurchase intention in the Technical Implementation Unit of the Herbal Materia Medica Laboratory.

Based on the research results, the suggestions are as follows:

1.For Respondents

It is hoped that respondents will be able to provide suggestions, input and constructive criticism to improve traditional health services at the Technical Implementation Unit of the Herbal Materia Medica Laboratory so that they meet expectations.

2.For the Technical Implementation Unit of the Herbal Materia Medica Laboratory

It is hoped that the Technical Implementation Unit of the Herbal Materia Medica Laboratory can use the results of this research as evaluation material in optimizing availability of a variety of herbal medicine product, price, decision to purchase herbal medicine product, and consumer repurchase intention so that people can reach the herbal medicine product produced by the Technical Implementation Unit of the Herbal Materia Medica Laboratory.

3.For Further Researchers

It is hoped that future researchers will deepen and add other specific research regarding the factors that influence consumer repurchase intention at the Technical Implementation Unit of the Herbal Materia Medica Laboratory.

Declaration by Authors

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