Analysis of the Determinants of Purchasing Decisions for Traditional Herbal Medicine in Nguter District Sukoharjo Regency

Analisis Faktor Penentu Keputusan Pembelian Jamu Tradisional di Kecamatan Nguter Kabupaten Sukoharjo

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ABSTRACT

Traditional herbal medicine is a product made from medicinal plants that are still very popular among the public. This study aimed to analyze the internal and external factors that influence consumer decisions in purchasing traditional herbal medicine products in Nguter District, Sukoharjo Regency. This research was conducted from January to March 2024. The research method used was the survey method. The research location was chosen purposively with the consideration that Nguter District is the center of traditional herbal medicine production. The sampling method used was accidental sampling. The sample size was determined using Purba's formula and 100 respondents were taken. The data collected consisted of primary data through interviews based on structured questionnaires and field observations, meanwhile secondary data were obtained from various relevant literature sources. The data analysis method was statistical analysis using logistic regression analysis. Hypotheses were tested with a significance level of 5%. The results showed that the factors of motivation, perception, attitude, product, price, place and promotion simultaneously have a significant effect on decisions to purchase traditional herbal medicine, while the factors that have a partially significant effect are attitude, product and place. This research was recommended to pay attention to internal and external factors to encourage consumer sustainability to utilize traditional herbal medicine, and the herbal medicine industry should pay attention to these factors.

Keywords: consumer behavior, motivation, price, product

ABSTRAK

Jamu tradisional merupakan produk berbahan baku tanaman obat yang saat ini masih banyak digemari oleh masyarakat. Penelitian ini bertujuan untuk menganalisis faktor internal dan eksternal yang mempengaruhi keputusan konsumen dalam membeli produk jamu tradisional di Kecamatan Nguter, Kabupaten Sukoharjo. Penelitian ini dilaksanakan pada bulan Januari hingga Maret 2024. Metode penelitian yang digunakan adalah metode survei. Lokasi penelitian dipilih secara purposive dengan pertimbangan bahwa Kecamatan Nguter merupakan sentra produksi jamu tradisional. Metode penentuan sampel yang digunakan adalah accidental sampling. Penentuan jumlah sampel menggunakan rumus Purba dan diambil sebanyak 100 responden. Data yang dikumpulkan terdiri dari data primer melalui wawancara berdasarkan daftar pertanyaan terstruktur dan observasi lapang serta data sekunder diperoleh dari berbagai sumber literatur yang relevan. Metode analisis data adalah analisis statistik menggunakan analisis regresi logistik. Hipotesis diuji dengan taraf signifikansi 5%. Hasil penelitian menunjukkan bahwa faktor internal dan eksternal yang terdiri dari motivasi, persepsi, sikap, produk, harga, tempat dan promosi secara simultan berpengaruh signifikan terhadap keputusan pembelian jamu tradisional, sedangkan faktor yang berpengaruh signifikan secara parsial adalah sikap, produk, dan tempat. Penelitian ini direkomendasikan untuk memperhatikan faktor internal dan eksternal dalam upaya mendorong keberlanjutan konsumen untuk memanfaatkan jamu tradisional dan industri jamu untuk memperhatikan faktor tersebut.

Kata kunci: harga, motivasi, perilaku konsumen, produk

INTRODUCTION

Horticulture is a farming subsector consisting of various types of plants that provide agricultural products such as fruits, vegetables, and medicinal plants (biopharma), which are needed by the

community for daily consumption and improving the quality of health. Since ancient times, Indonesians have utilized medicinal plants for various needs, including making traditional herbal medicine. Traditional herbal medicine, as a cultural heritage, is used for health purposes and must be maintained and developed. According to the Regulation of the Minister of Health, herbal medicine is an ingredient or concoction of plants, animals, minerals, galenic preparations, or mixtures that have been used for generations for treatment and according to community norms. Consumption of herbal medicine continues to increase along with public awareness of health. Data from the World Health Organization (WHO) shows that 80% of the population in some Asian and African countries use traditional medicine to treat health problems. Meanwhile, in some developed countries, 70%-80% of people use alternative medicine and herbal medicine (Hadijah, 2015). The herbal medicine industry in Indonesia has increased during the pandemic, driven by high demand. BPS data in 2020 shows that there has been an increase in the average consumption of health drinks from 0.081% in 2019 to 0.085% in 2020. This increase was triggered by people's desire to return to using natural products and the higher price of chemical drugs and awareness of their side effects.

Sukoharjo Regency, especially Nguter District, is known as one of the centers of traditional herbal medicine. The district has a long history of traditional herbal medicine production, with many people working as traditional herbal medicine compounders and sellers. Nguter District has great potential in the cultivation of medicinal plants such as ginger, turmeric, and others, which support herbal medicine production. Data from the Indonesian Jamu Cooperate (KOJAI) in 2021 shows that most of the herbal medicine industries in Sukoharjo Regency are located in Nguter District, with several large factories producing large quantities of herbal medicine. Two herbal medicine industries in Nguter District that require large amounts of raw materials are Sabdo Palon with a raw material requirement of 48,000 kg/year and Gujati 59 with a raw material requirement of 43,200 kg/year (Widagdo, 2021).

The growing traditional herbal medicine industry in Nguter District makes traditional herbal medicine products easy to find in various places such as modern markets, traditional markets, shops, and traveling sellers. Nguter Herbal Market is the center of herbal medicine sales in Nguter District, selling the main raw materials for making herbal medicine and packaged herbal medicine products. The development of the herbal medicine industry in the Nguter District indicates that in the midst of advancing times, the culture of drinking herbal medicine as a traditional Indonesian heritage has survived and is still favored by some people. However, amidst the development of the traditional herbal medicine industry in Nguter District, there are differences in people's perceptions of traditional herbal medicine consumption. Some people see traditional herbal medicine consumption as a healthy lifestyle and culture that must be preserved, while others see it as something less relevant to health needs in the modern era.

Consumers consider several factors when making decisions to buy traditional herbal medicine. External factors that come from outside the consumer, such as product, price, location, and promotion, affect consumer purchasing decisions. Diverse herbal products with various benefits give people a choice according to their needs. Affordable prices and easily accessible purchase locations also influence purchasing decisions. Consumers tend to compare costs with the benefits obtained and choose products that fit their budget. In addition, product promotion can provide information and increase consumer confidence, thereby encouraging the purchase of traditional herbal products. Internal factors that come from within consumers, such as motivation and attitudes also influence consumer purchasing decisions. Motivation is the urge to take specific actions, while attitudes are responses to environmental stimuli that can direct a person's behavior (Purnamasari & Murwatiningsih, 2015). The beliefs that arise in consumers will influence their attitudes and decisions when buying traditional herbal medicine products.

These differences in perceptions and various factors provide considerations for consumers when buying traditional herbal medicine. The purchase decision is the final action after going through the product selection and evaluation stages. This decision will be followed by consumer satisfaction with the product purchased. Satisfaction will result in good perceptions, and producers need to know consumer perceptions and behavior in order to develop their business better. Therefore, this study aims to analyze the internal and external factors that influence purchasing decisions for traditional herbal medicine in Nguter District, Sukoharjo Regency.

RESEARCH METHOD

This research was conducted from January to March 2024 in Nguter District. The research location was chosen purposively, considering that the majority of residents in Nguter District work as herbal medicine sellers and there is also an herbal medicine sales center, namely the Nguter Sukoharjo Herbal Medicine Market. In addition, there is also an herbal medicine factory in Nguter District, so the herbal medicine industry has the potential to be developed.

This study used a survey method and conducted sampling using nonprobability sampling techniques, namely accidental sampling. The number of samples used in this study was 100 respondents. The data used in this study were primary and secondary data. Primary data were obtained directly from respondents through interviews using questionnaires and by conducting field observations. In contrast, secondary data were obtained from various relevant literature sources such as BPS publication data, books, journals, and other sources regarding traditional herbal medicine. The questionnaire used in this study first be tested for validity and reliability. The validity test measures whether or not each question item in the questionnaire is valid so that the instrument can explain something being studied with certainty. The reliability test tests the consistency of an instrument when used from time to time.

The data analysis method used was a statistical analysis using logistic regression analysis. Logistic regression analysis was carried out to determine the effect of motivation (X_1), perception (X_2), attitude (X_3), product (X_4), price (X_5), place (X_6), and promotion (X_7) factors on purchasing decisions for traditional herbal medicine in Nguter District (Y). Logistic regression analysis was used because the dependent variable is a dummy variable in this study. Logistic regression analysis can be formulated as follows:

$$Y = \ln\left(\frac{p}{1-p}\right) = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + b\beta_6 X_6 + \beta_7 X_7 + e$$

The tests that carried out in logistic regression analysis are:

1. Overall Model Assessment (Overall Model Fit)

The overall model fit test was used to determine whether the hypothesized model in the study will fit the data or not by comparing the -2Log Likelihood value in the initial phase with the -2Log Likelihood value in the next phase. The hypothesized model will fit the data if there is a reduction in the value between -2LL at the beginning (block number = 0) and the -2LL value in the next phase (block number = 1).

2. Hosmer and Lemeshow Test

Hosmer and Lemeshow's test was measured using the Chi-square value to determine whether the empirical data fit the model, which is characterized by no difference between the model and the data. In addition, the criteria used for the basis of decision-making according to Ghozali (2018) are if the value of Hosmer and Lemeshow's Goodness of Fit Test statistic> 0.05, then the H_0 is accepted, which indicates that there is no significant difference between the model and its observation value so that the model is able to predict its observation value.

3. Coefficient of Determination (Nagelkerke's R Square)

Nagelkerke R Square was used to determine the extent to which the independent variable is able to explain the dependent variable. If the Nagelkerke R Square value is close to 1, it means that the independent variables are able to provide almost all the information needed to predict the variability of the dependent variable.

4. Omnibus Test

The Omnibus test was used to determine whether the independent variables used in the study simultaneously affect the dependent variable. If the significance value is <0.05, then H_0 is rejected and H_1 is accepted, which means that the independent variable simultaneously affects the dependent variable.

5. Wald Test

The Wald test was used to determine whether the independent variables used in the study partially affect the dependent variable. If the significance value is <0.05, then H_0 is rejected, which means that the independent variable partially affects the dependent variable.

RESULT AND DISCUSSION

General Situation of Nguter District

Nguter District is one of the districts in Sukoharjo Regency, with an area of 5,964 hectares, or about 12.19% of the total area. The area consists of 2,418 Ha of paddy fields and 3,546 Ha of non-paddy fields. Administratively, Nguter District is directly adjacent to the following areas:

1. North   : Bendosari District and Sukoharjo District

2. East   : Karanganyar Regency

3. South   : Bulu District and Wonogiri Regency

4. West   : Sukoharjo District, Tawangsari District, and Bulu District.

Nguter District is divided into 16 villages, 55 hamlets/services, 122 RW, and 352 RT. Based on BPS data (2023) the population of Nguter District until 2022 was 47,599 people, with a male population of 23,966 people and a female population of 23,633 people. The majority of people in Nguter District work as farmers and traders. One of the businesses that are often found in the Nguter District is the herbal medicine trader, which is easily found at the traditional herbal medicine sales center, namely at the Nguter Herbal Market. Nguter Herbal Market is located in Dusun II, Nguter, Nguter District and has been inaugurated since April 1, 2015. A variety of empon-empon and homemade traditional herbal medicine brands with the health department and small industry business codes are offered at the market. The market also has a place to enjoy herbal medicine directly at the Jamu Nguter Cafe. As the center of traditional herbal medicine sales, Nguter Herbal Market is a favorite place for herbal medicine lovers to stop by.

Characteristics of Respondents

Respondents in this study were 100 consumers who had bought herbal powder or empon-empon at the Nguter Herbal Market for personal needs or family consumption. The characteristics of respondents studied consisted of gender, age, education level, occupation, monthly income, and number of family members.

Table 1. Respondent Profile

No	Characteristics	Amount	Percentage (%)
	Gender		
1	Male	13	13
	Female	87	87
	Age (Years Old)		
	18 – 27	46	46
2	28 – 37	11	11
	38 – 47	13	13
	> 47	30	30
	Family Members (Person)		
3	1-2	13	13
	3-4	51	51
	> 4	36	36
	Education Level		
	Elementary School	16	16
4	Junior High School	3	3
	Senior High School	44	44
	Diploma	11	11
	Bachelor	26	26
	Occupation		
	Students	31	31
5	Civil Servants	3	3
	Self-employed	24	24
	Housewife	28	28
	Others	14	14
	Monthly Income Level		
6	< Rp2.000.000	56	56
	Rp2.000.000 – Rp5.000.000	36	36

Rp5.000.000 – Rp8.000.000	4	4
> Rp8.000.000	4	4

Source: Processed Data (2024)

Gender

The results of the study in Table 1 show that respondents who buy traditional herbal medicine products at the Nguter Herbal Market are dominated by women, namely 87 people, with only 13 male respondents. Rahmawati et al. (2019) state that in order to meet family needs, women have a greater role as purchasing decision makers, especially for purchasing food and beverage products.

Age

Based on Table 1, it is known that most respondents are in the 18-27 age group, namely 46 people. In this age group, consumers begin to enter productive age, so they must pay attention to a healthy lifestyle to support productivity.

Family Members

The results in Table 1 explain that the majority of traditional herbal medicine respondents have a family of 3 - 4 members. With a relatively small number of family members, they can more easily monitor and manage the consumption of herbal medicine for each individual and ensure that everyone benefits according to their individual health needs. Yanti & Murtala (2019) stated that the more family members, the higher the consumption expenditure.

Education Level

Based on Table 1, the majority of respondents had the latest education level, namely Senior High School/equivalent, as many as 44 people. The level of education is related to the respondent's ability to receive health information. Rahmawati et al. (2019) explained that the higher a person's level of education, the sharper the thought process and analysis will be in deciding something.

Occupation

Based on Table 1, it can be seen that traditional herbal medicine respondents have different jobs. Consumers who are still students are 31 people. Students and college students are millennials who see herbal medicine as a back-to-nature lifestyle that is good to implement (Ekadipta & Arthono, 2020). In addition, herbal medicine consumers also consist of housewives and parents who work in various fields. They need herbal medicine as a health product that is practical to obtain.

Monthly Income Level

Based on Table 1, it can be seen that traditional herbal medicine consumers are dominated by 56 people who earn less than IDR 2,000,000 per month. Consumers in this group tend to choose traditional herbal medicine because it is considered a more affordable and effective alternative for maintaining health compared to modern medicines, which are relatively more expensive. Andriati & Wahjudi (2016) explained that herbal medicine is used as a preventive effort to replace expensive drugs.

Validity and Reliability Test

Table 2. Validity and Reliability Test Results

Variable	Question Items	*Sig.*	Information	*Alpha Cornbach*	Information
Motivation (X_1)	X1.1	0,000	Valid		
	X1.2	0,000	Valid	0,768	Reliable
	X1.3	0,000	Valid		
	X1.4	0,000	Valid		
Perception (X_2)	X2.1	0,000	Valid		
	X2.2	0,000	Valid	0,805	Reliable
	X2.3	0,000	Valid		
	X2.4	0,000	Valid		
Attitude (X_3)	X3.1	0,000	Valid		
	X3.2	0,000	Valid	0,773	Reliable
	X3.3	0,000	Valid		
	X3.4	0,000	Valid		
Product (X_4)	X4.1	0,000	Valid	0,724	Reliable

	X4.2	0,000	Valid		
	X4.3	0,000	Valid		
	X4.4	0,000	Valid		
Price (X_5)	X5.1	0,000	Valid		
	X5.2	0,000	Valid	0,792	Reliable
	X5.3	0,000	Valid		
	X5.4	0,000	Valid		
Place (X_6)	X6.1	0,000	Valid		
	X6.2	0,000	Valid	0,944	Reliable
	X6.3	0,000	Valid		
	X6.4	0,000	Valid		
Promotion (X_7)	X7.1	0,000	Valid		
	X7.2	0,000	Valid	0,914	Reliable
	X7.3	0,000	Valid		
	X7.4	0,000	Valid		

Source: Processed Data (2024)

Based on Table 2, all question items used in the research instrument are valid and reliable. This can be seen from the significance value of less than 0.05 and the Cronbach alpha value of more than 0.6, which indicates that the questionnaire in this study can be used for further analysis.

Logistic Regression Analysis

The results of the logistic regression analysis can be seen in Table 3 below.

Table 3. Results of Logistic Regression Analysis

Test		Result
-2 Log Likelihood (Block Number=0)		77,277
-2 Log Likelihood (Block Number=1)		30,273
Hosmer and Lemeshow Test	Chi-square	2,344
	Sig.	0,969
Nagelkerke R Square		0,697
Cox & Snell R Square		0,375

Source: Processed Data (2024)

Overall Model Fit Test

Table 3 shows that the -2 Log Likelihood value at the beginning (Block Number = 0) is 77.277, and the -2 Log Likelihood value at the end (Block Number = 1) is 30.273. It shows a reduction in the value between the initial -2 Log Likelihood and the final -2 Log Likelihood, which means that the hypothesized model fits the data.

Hosmer and Lemeshow Test

Based on Table 3, it is known that the results of the Hosmer and Lemeshow test are the calculated Chi-square value of 2.344 < 15.507 (Chi-square table value) and a significance value of 0.969 > 0.05, so the H_0 decision is accepted, which means that there is no significant difference between the model and its observation value so that the model can be accepted and the hypothesis can be carried out.

Nagelkerke R Square Results

Based on Table 3, it can be seen that the Nagelkerke R Square value is 0.697 and the Cox & Snell R Square value is 0.375. The Nagelkerke R Square value of 0.697 indicates that the ability of the independent variables to explain the dependent variable is 69.7%, and the remaining 30.3% is explained by other factors not examined in the study.

Hypothesis Test

Omnibus Tests of Model Coefficients

The results of the Omnibus test can be seen in Table 4 below.

Table 4. Omnibus Tests of Model Coefficients Results

		Chi-square	df	Sig.
Step 1	Step	47,004	7	0,000
	Block	47,004	7	0,000
	Model	47,004	7	0,000

Source: Processed Data (2024)

Based on Table 4, the significance value resulting from the Omnibus Tests of Model Coefficients test is 0.000. According to Ghozali (2018), if the significance value <0.05, then H_0 is rejected and H_1 is accepted, which means that the independent variable simultaneously affects the dependent variable. The resulting significance value is 0.000 <0.05, so H_0 is rejected and H_1 is accepted. It means that the independent variables, namely motivation, perception, attitude, product, price, place, and promotion, simultaneously affect the decision to purchase traditional herbal medicine in Nguter District.

Wald Test

Table 5. Wald Test Results

Step 1[a]	B	Wald	df	*Sig.*	Exp (B)
Motivation (X_1)	-0,234	0,436	1	0,509	0,791
Perception (X_2)	0,080	0,132	1	0,716	1,083
Attitude (X_3)	1,322	4,465	1	0,035	3,752
Product (X_4)	-1,098	6,339	1	0,012	0,334
Price (X_5)	0,280	0,979	1	0,323	1,324
Place (X_6)	0,732	9,676	1	0,002	2,079
Promotion (X_7)	0,322	1,903	1	0,168	1,380
Constant	-17,926	5,793	1	0,016	0,000

Source: Processed Data (2024)

Based on Table 5, the Wald test results show that the attitude variable (X_3), product (X_4), and place (X_6) affect the purchasing decision variable (Y). Each of these variables has a significance value of less than 0.05, so H_1 is accepted and H_0 is rejected, which means that the attitude, product, and place variables have a partial influence on purchasing decisions for traditional herbal medicine. Based on the research results, it can be seen that the logistic regression equation formula formed for the influence of internal and external factors on purchasing decisions for traditional herbal medicine is as follows:

$$Y = \ln\left(\frac{p}{1-p}\right) = -17{,}926 - 0{,}234X_1 + 0{,}08X_2 + 1{,}322X_3 - 1{,}098X_4 + 0{,}28X_5 + 0{,}732X_6 + 0{,}322X_7 + e$$

Based on the logistic regression equation above, it can be analyzed that:

1. The constant value is -17.926, meaning that if the independent variable is fixed, the purchase decision will be negative. Without any supporting factors (independent variables), consumers tend not to buy traditional herbal medicine.

2. The attitude variable (X_3) has a positive coefficient value of 1.322, meaning that if every one unit increase in attitude assumes the value of other variables remains, the purchase opportunity increases by 132.2%.

3. The product variable (X_4) has a negative coefficient value of 1.098, meaning that if each unit increase in the product assumes that the value of other variables remains, the purchase opportunity decreases by 109.8%.

4. The place variable (X_6) has a positive coefficient value of 0.732, meaning that if there is one unit increase in place with the assumption that the value of other variables remains, the purchase opportunity will increase by 73.2%.

The motivation variable (X_1) has a significance value of 0.509, where the value is greater than 0.05, so H_0 is accepted and H_1 is rejected, which means that motivation has no significant effect on

purchasing decisions for traditional herbal medicine. Motivation does not have a significant effect on purchasing decisions for traditional herbal medicine because the motivation that consumers have to buy traditional herbal medicine is still low. Consumer motivation is low because traditional herbal medicine products are not a primary need. Consumers are more concerned with buying primary needs and will buy traditional herbal medicine at the Nguter Herbal Market when they are shopping for food and other necessities. This is in accordance with Rahmawati et al. (2019), who state that consumers will prioritize the budget to spend on basic needs.

The perception variable (X_2) has a significance value of 0.716, where the value is greater than 0.05 so H_0 is accepted and H_1 is rejected, which means that perception has no significant effect on purchasing decisions for traditional herbal medicine. Consumers will buy herbal medicine based on something other than the perception that drinking herbal medicine is a tradition that must be preserved. However, consumers will buy herbal medicine products because they need the benefits contained in traditional herbal medicine products. This is in line with Kumala (2022), who states that when purchasing a product, consumers will consider information about the benefits, practicality, and safety of the product.

The attitude variable (X_3) has a significance value of 0.035, where this value is less than 0.05, so H_0 is rejected and H_1 is accepted, which means that attitude has a significant effect on the purchase of traditional herbal medicine. Consumers consider and believe that the herbal medicine products they buy at the Nguter Herbal Market are trusted products and according to what they need. In addition, consumers who have experienced the benefits of consuming traditional herbal medicine themselves are more confident and willing to purchase herbal medicine products. This is in accordance with the opinion of Purnamasari & Murwatiningsih (2015), who state that a positive attitude towards a product will allow consumers to buy the product.

The product variable (X_4) produces a significance value of 0.012 where the value is less than 0.05 so that H_0 is rejected and H_1 is accepted, which means that the product affects purchasing decisions for traditional herbal medicine. Herbal products that meet consumer expectations in terms of quality and benefits will affect consumer interest and decisions to buy herbal medicine. Conversely, if herbal products cannot meet consumer expectations, then consumers will tend to avoid future purchases and will look for other alternatives. This is in accordance with Trianti et al., (2024) that the better the quality of the herbal medicine presented will affect the frequency of purchases.

The price variable (X_5) has a significance value of 0.323, where the value is greater than 0.05, so H_0 is accepted and H_1 is rejected, which means that price has no significant effect on purchasing decisions for traditional herbal medicine. Herbal medicine consumers at the Nguter Herbal Market will buy herbal medicine according to their needs. Consumers are willing to pay a higher price for herbal medicine if they have bought the herbal medicine before and have felt its benefits. This is in accordance with the opinion of Dewati & Saputro (2020) which states that price is not a benchmark that influences consumers when buying herbal products, so consumers are willing to pay any price after feeling the effect.

The place variable (X_6) has a significance value of 0.002, where the value is less than 0.05, which means that place has a significant effect on purchasing decisions for traditional herbal medicine. Nguter Herbal Market has a strategic location and is easily accessible because it is on the edge of the highway and not far from residential areas. In addition, the Nguter Hrbal Market is also a center for selling traditional herbal medicine, so the market provides various types of herbal medicine needed by consumers. The results of this study are in line with the research of Setiawan et al. (2016) that the location factor has a significant effect on product purchases and customer satisfaction due to products that are easily accessible and found in the product marketing store.

The promotion variable (X_7) has a significance value of 0.168, where the value is greater than 0.05, which means that promotion has no significant effect on purchasing decisions for traditional herbal medicine. Herbal medicine traders at the Nguter Herbal Market are not vigorous in promoting their herbal medicine products, so they do not attract consumers to make purchases due to a lack of information for consumers. In addition, consumers who already believe and are familiar with a particular herbal product and brand tend to buy the herbal medicine they are used to buying, so promotions are not strong enough to change consumer purchasing behavior. This is in accordance with the research of Cahyaningrum et al., (2021) who stated that promotion does not have a

significant effect on purchasing decisions because promotions that are not yet optimal will make consumers not too dependent on the products produced.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of research that has been conducted at the Nguter Herbal Market, it can be concluded that all independent variables (motivation, perception, attitude, product, price, place, and promotion) simultaneously have a significant influence on purchasing decisions for traditional herbal medicine, while the factors that partially influence purchasing decisions for traditional herbal medicine are attitude, product, and place. The ability of the independent variables to explain the dependent variable is 69.7%, and the remaining 30.3% is explained by other factors not examined in the study.

Suggestion

1. Herbal medicine traders in the Nguter Herbal Market need to improve their promotions further, such as conducting promotions through social media, to form consumer trust and loyalty and reach a wider market so that sales of herbal medicine products also increase.
2. Herbal medicine producers located in Nguter District should always maintain and improve the quality of their products and develop flavors that suit consumer tastes so that traditional herbal medicine products produced can meet consumer expectations and can influence consumer purchasing decisions.
3. Future researchers are expected to conduct research in different places to compare the research that has been done and use other indicators besides those used in this study to see how much other factors influence purchasing decisions for traditional herbal medicine.

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