EFFECTS OF SUBJECTIVE NORM, ATTITUDE AND CONSUMER DESIRE TOWARD INTENTION TO PURCHASE INDONESIAN HERBAL

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Abstract: Jamu is a traditional Indonesian medicinal beverage that has been a heritage product for generations. This research focuses on testing latent constructs used in empirical models to measure the intention of consumers to purchase Javanese Traditional Herbal Medicine Beverage, which is called Jamu or Indonesian herbal. This study involved 318 survey responses from society in Central Java, Indonesia. Data were collected using purposive sampling and analyzed using structural equation modeling (SEM) with AMOS. The results showed that two hypotheses were rejected of the six hypotheses tested there. Subjective norms are proven to positively affect consumer attitudes and desires but do not significantly to consumer purchase intention on Jamu. Furthermore, consumer attitude successfully contributed positively to increasing consumer desire but insignificant toward consumer purchase intention on Jamu. The other findings revealed that consumer attitude has the greatest role in increasing consumer desire, and consumer desires proved the best precursor of consumer intention to purchase Jamu.

Keywords: subjective norm, attitude, intention, jamu, java

Abstrak: *Jamu merupakan minuman obat tradisional Indonesia yang merupakan produk warisan turun temurun dari generasi ke generasi. Tujuan penelitian ini berfokus pada pengujian konstruk laten yang digunakan dalam model empiris untuk mengukur niat konsumen membeli minuman obat tradisional Jawa yang dikenal dengan nama Jamu. Penelitian ini melibatkan 318 responden dengan metode survei pada masyarakat di Jawa Tengah, Indonesia. Data dikumpulkan dengan menggunakan tehnik purposive sampling dan dianalisis menggunakan structural equation modeling (SEM) dengan AMOS. Hasil penelitian menunjukkan bahwa dari enam hipotesis yang diuji ada dua hipotesis yang ditolak. Norma subyektif terbukti berpengaruh positif terhadap sikap konsumen dan keinginan konsumen, namun tidak signifikan terhadap niat beli konsumen pada Jamu. Selanjutnya sikap konsumen berhasil memberikan kontribusi positif terhadap peningkatan keinginan konsumen namun tidak signifikan terhadap niat beli konsumen pada Jamu. Temuan lain mengungkapkan bahwa sikap konsumen memiliki peran terbesar dalam meningkatkan keinginan konsumen, dan keinginan konsumen terbukti merupakan prekursor terbaik dari niat konsumen untuk membeli Jamu.*

Kata kunci: *norma subyektif; sikap; niat, jamu, jawa*

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INTRODUCTION

Healthy is very important for humans and the most important need for humans. Increasing health awareness can affect consumers to pay special attention to their health and improve their healthy lifestyle (Vicentini et al. 2016). One of the healthy lifestyles shown by consumers is by consuming healthy food and drinks (Gramza-michałowska, 2016). Food or drink is very important in maintaining good health for prevention or treatment (De, LC & De, T, 2019). In addition to food, health drinks are increasingly popular among consumers (Rani & Tjong, 2020), and they prefer traditional drinks to maintain health rather than taking drugs when sick.

In Indonesia, one type of traditional health drink made from plants can be used as an alternative medicine from generation to generation. This traditional herbal medicine drink is called Jamu. Jamu is a recipe for traditional herbal medicine to maintain health and is used as medicine when sick. Herbal medicine is made from natural ingredients such as roots, flowers, and seeds, but animal products such as honey and milk are also often used. Herbal products in the modern era are the main alternative for consumers because they are seen without side effects and are less dangerous. Herbal medicine, known as traditional products, is now growing to become a modern product. Rani & Tjong (2020) shows that the herbal market's growth in Indonesia has significantly increased. The herbal market value in Indonesia is 19 trillion rupiahs (around USD 1.3 Billion). Although drinking herbal medicine is a tradition and culture of Indonesia down and down, herbal medicine in the modern medical era is difficult to survive with conditions that only rely on vintage, past, experience, and tradition, especially in the younger generation who like things that are practical and instant.

Based on the description of the problem above, it is necessary to do further research on how to increase consumer purchase intention toward Jamu in Indonesia. Nurhayati & Hendar (2019) states that consumer intention is a very important index to predict the actual behavior of consumers, in this case, the behavior to consume herbal medicine. We use a modified theory of reason action (TRA) to measure consumer intentions. Fishbein and Ajzen (1975) introduced the postulate of the theory of reaction action. This theory explains the rational choice of critical consumer behavior in processing information and recognizes the role of social influence in this rationality (Ajzen & Fishbein, 1980). Several researchers have previously tested TRA to measure consumer intentions and behavior for consumer health promotion (Fishbein, 2008), consumer intentions to consume healthy food (Ackermann & Palmer, 2014), collaborative consumption (Barnes & Mattsson, 2017), use of medication for non-medical reasons (Alfetlawi et al. 2020).

Although researchers have widely used the theory of reason action model to measure consumer intentions, there are still many gaps in research results. Shin & Hancer (2016); Kim et al. (2020) That subjective norm can influence increasing consumer intentions, but Duggal & Verma (2016) find different results. Likewise, for the attitude variable, Shin & Hancer (2016) and Wong et al. (2018) state that a positive consumer attitude can be a good predictor of intention. However, Ackermann & Palmer (2014) reveal different results: less attitude can contribute to increasing consumer purchase intentions. At the same time, some other researchers have tried to modify the theory of reason action model (Y. Kim & Han, 2010; Zhanang et al. 2014; Wibisono & Putri, 2018). Furthermore, Fry et al. (2014); Hwang & Lyu (2019) stated that desire is a direct antecedent of intention. Desire is an important component of the predecessor of consumer intentions and a good predictor of increasing consumer intentions. Based on the theory of model goal-directed behavior (Perugini & Bagozzi, 2001), desire is the most important antecedent to escalating intention. Therefore, this study measures the intention of consumers to purchase Jamu using a modification of the theory of reason action model by placing the consumer desire variable as the antecedent of intention.

METHODS

The population of this research is consumers in Central Java, Indonesia. Data were collected by distributing questionnaires to 318 consumers using convenience sampling. The questionnaire was developed based on instruments employed and tested in previous studies. All items were rated using a 7-point Likert-type scale where the response format was: 1-completely disagree and 7-completely agree. The measurement of consumer purchase intention variables on Jamu uses four questionnaire items adapted from previous researchers (Rezai et al. 2015; Nurhayati & Hendar, 2019). The

measurement of the consumer desire to buy variable on Jamu uses three-question items adopted from previous researchers (Fry et al. 2014; Hwang & Lyu, 2019; Maria et al. 2020). In the subjective norm variable in Jamu, the measurement uses four-question items adopted from previous researchers (Paul et al. 2016). Consumer attitude variables on Jamu are measured using a four-item question adopted from previous researchers (Shin & Hancer, 2016; Teh et al. 2017). A total of 350 questionnaires were distributed. There were only 318 completed questionnaires that could be evaluated at a later stage.

Intention to Purchase *JAMU*

The intention is the likelihood of someone engaging in the behavior (Fishbein & Ajzen, 1975). Consumer intentions have a positive relationship with behavior. This means that the stronger consumers' intention will be, the stronger the behavior will be carried out (Paul et al. 2016; J. Kim et al. 2020). In the reason theory, action intention is the strongest predictor of certain behaviors. Some researchers have previously applied TRA to test purchase intentions on purchase intentions on natural functional food (Rezai et al. 2015), green products (Paul et al. 2016), purchase intentions on suboptimal foods (Wong et al. 2018), Purchase intentions in pharmaceutical products (Alfetlawi et al. 2020). The intention of consumers to buy herbs needs further research. This is because they prefer modern drinks or even instant drinks. Therefore, increasing intention becomes very important for the behavior of consumers to buy and consume Jamu.

Relationship between Subjective Norm, Attitude, Desire to Buy and Intention to Purchase *Jamu*

Subjective norm is the social pressure on someone to carry out certain behaviors. Social pressure in question can be given from the closest people such as family, parents, relatives, spouse, dean friends, or friends. The role of the closest people, such as family, is very important for the intention and behavior of the younger generation to consume Jamu. This has been regarded as a tradition (Rani & Tjong, 2020) passed down from generation to generation. Previous researchers stated that subjective norms could predict consumer attitudes (Shin & Hancer, 2016; Riptiono, 2022). Then the other researchers also showed that the pressure of social norms could foster their desire to create certain behaviors (Perugini & Bagozzi, 2001; Fry et al. 2014).

Furthermore, subjective norms can also increase consumer intentions to buy a product (Ajzen, 2015; Shin & Hancer, 2016; Osburg, 2016; Riptiono et al. 2020; J. Kim et al. 2020). Therefore, the hypothesis proposed are:

H1: Subjective norm positively and significant influence on attitude toward *Jamu*

H2: Subjective norm positively and significant influence on consumer desire to purchase *Jamu*

H3: Subjective norm positively and significant influence on purchase intention to purchase *Jamu*

Relationship between Attitude toward *Jamu*, Desire to Buy and Intention to Purchase *Jamu*

Attitude is an important variable in TRA, which is considered capable of predicting one's intentions and behavior. Consumer attitudes reflect attitudes toward a service or a product and are important in designing competitive strategies (Hwang & Lyu, 2019). In general, attitudes can represent an individual's assessment of a behavior positively or negatively (Ajzen, 1991). This means that the attitude is described as an evaluative concept that does not benefit consumers from a behavior (Han et al. 2014). Some previous studies state that positive consumer attitudes toward an object will be able to foster consumer desires for the object (Fry et al. 2014; Hwang & Lyu, 2019). This means that the relationship between consumer attitudes and consumer desires is linear. Likewise, the relationship between consumer attitudes and intentions. Rehman et al. (2007); Ajzen (2015); Wong et al. (2018); Riptiono et al. (2020) Prove that consumer attitudes are strong predictors to increase consumer intentions. Therefore, the hypotheses tested are:

H4: Consumer attitude positively and significant influence on consumer desire to purchase *Jamu*

H5: Consumer attitude positively and significant influence on consumer intention to purchase *Jamu*

Relationship between Desire to Buy and Intention to Purchase *Jamu*

Desire and intention are two distinguishing concepts. Desire is defined as a state of individuals who have the motivation to take action based on various sources (such as emotional, evaluative, and social) and are antecedents of intention to behave and actual behavior (Perugini & Bagozzi, 2004). This means that desire is different from the concepts of intention, attitude,

and purpose. Desire is a basic human nature that can be used to understand consumer behavior and as the main motivation for consumers to behave (Rauf et al. 2019). Previous studies have shown that desire plays an important role in explaining intention and behavior (Fry et al. 2014; Hwang & Lyu, 2019). As such, the following hypotheses predict:

H6:   Consumer desire positively and significant influence on consumer intention to purchase *Jamu*

RESULTS

Sample Profile

Summary of descriptive statistics of the respondents (318 respondent) present in Table 1. The majority respondent of sample was male 176 persons or 55.35%, age of sample dominated 20 – 19 years old were 143

persons or 44.97%, unmarried respondent were 197 persons or 61.95%, student were 134 persons or 42.14& and 156 persons or 49.05% with educated high school and below.

Reliability and Validity Test

Data were tested for validity and reliability, and then a path analysis was performed using SPSS tools. The results of the reliability and validity tests on each variable are presented in Table 2. Based on Table 2, it can be seen that the results of the acquisition of Cronbach's alpha values exceed the threshold recommended by (Hair et al. 2010). It can be concluded that all question items used in this research model were declared reliable. Likewise, with the results of the validity test, all items of questions in this study were declared to have passed the validity test because all items' questions had a value less than 0.05.

Table 1. Descriptive sample profile of respondent

Variable	Categories	Frequency	Percentage
Gender	Male	176	55.35%
	Female	142	44.65%
Age	Less than 20 years	74	23.27%
	20 – 29 years	143	44.97%
	30 – 39 years	54	16.98%
	40 – 49 years	36	11.32%
	More than 50 years	11	3.50%
Marital Status	Married	121	38.05%
	Unmarried	197	61.95%
Family Size	1 person	35	11.01%
	2-3 persons	63	19.81%
	4-5 persons	84	26.42%
	4-6 persons	97	30.50%
	More than 7 persons	39	12.26%
Occupation	Student	134	42.14%
	Government	41	12.89%
	Private sector	79	24.84%
	Business owner	52	16.35%
	Other	12	3.78%
Education	High school and below	156	49.05%
	Diploma	40	12.58%
	Bachelor	89	17.99%
	Master	22	6.92%
	Doctor	11	3.46%

Table 2. Reliability and validity result

Construct Variable	Items	Factor Loading	AVE	Composite reliability (CR)	Cronbach's Alpha
Subjective Norm (SN)	SN1	0.763	0.693	0.900	0.921
	SN2	0.846			
	SN3	0.876			
	SN4	0.852			
Attitude toward Jamu (ATT)	ATT1	0.794	0.754	0.924	0.899
	ATT2	0.894			
	ATT3	0.910			
	ATT4	0.871			
Desire to Buy (DTB)	DTB1	0.856	0.774	0.911	0.912
	DTB2	0.863			
	DTB3	0.920			
Purchase Intention (PI)	PI1	0.808	0.726	0.914	0.915
	PI2	0.868			
	PI3	0.929			
	PI4	0.900			

Based on Table 2, it can be seen that the magnitude of the acquisition of Cronbach alpha values ranged from 0.899 – 0.921 above the minimum limit of 0.7. Therefore all the variables used in this research model are reliable. Further, convergent validity testing was carried out using three components: (a) all factor loadings were significant and above 0.5 (Bagozzi et al. 1991). (b) all Average Variance Extracted (AVE) values were above 0.5 (Ruvio and Shogam, 2008; Fornell and Larcker, 1981), and composite reliabilities (CR) were above 0.7. In Table 2, it can be concluded that the calculation results are declared to meet the requirements of convergent validity.

Results of Hypothesis Testing

Testing the influence and relationship between variables as outlined in the hypothesis is done using structural equation modelling (SEM) captured in Figure 1. The first hypothesis (H1) was tested to predict the relationship and influence between subjective norms and consumer attitudes on Jamu. Based on Table 3, it can be seen that the significance value obtained is 0.000 less than 0.05 with a critical ratio value is 10.650. This means that subjective norms can predict consumer attitudes on herbal medicine, the influence exerted by 0.077. Therefore, the first hypothesis is accepted. This study's results align with previous research (Shin & Hancer, 2016; Riptiono, 2022), which states that subjective norms are variables that can predict consumer attitudes toward behavior.

In contrast to the results of the second hypothesis testing (H2), which examines the influence and relationship between subjective norms and purchase intentions on Jamu, the results are rejected. Based on the table above, it can be seen that the significance value of 0.442 exceeds 0.05, with a critical ratio value is -1.671. Social pressure cannot influence consumers' intention to purchase Jamu. However, some previous researchers (Ajzen, 2015; Shin & Hancer, 2016; Osburg, 2016); (Riptiono, 2022; J. Kim et al. 2020) stated that subjective norms as an antecedent of intention, but this study shows the results that are different. Consumers feel that traditional herbal medicine is a traditional health drink with a distinctive aroma and taste. This is what allows people to dislike drinking Jamu.

Likewise, the results of testing the third hypothesis (H3) to test the effect and relationship between subjective norms and consumer desire to buy, the results of which are declared acceptable. This can be seen in Table 3, which shows the acquisition of a significance value of less than 0.05, which is 0.000, with critical ratio of 4.691. This means that the social pressure exerted on consumers from the closest people can foster consumer desire for Jamu by contributing its influence worth 0.081. The results of this study are supported by previous studies conducted by (Perugini & Bagozzi, 2001; Fry et al. 2014). They stated that the more frequent social pressures (such as closest people, family, close friends, spouse) that consumers obtained would impact the greater consumer desire for certain behavior.
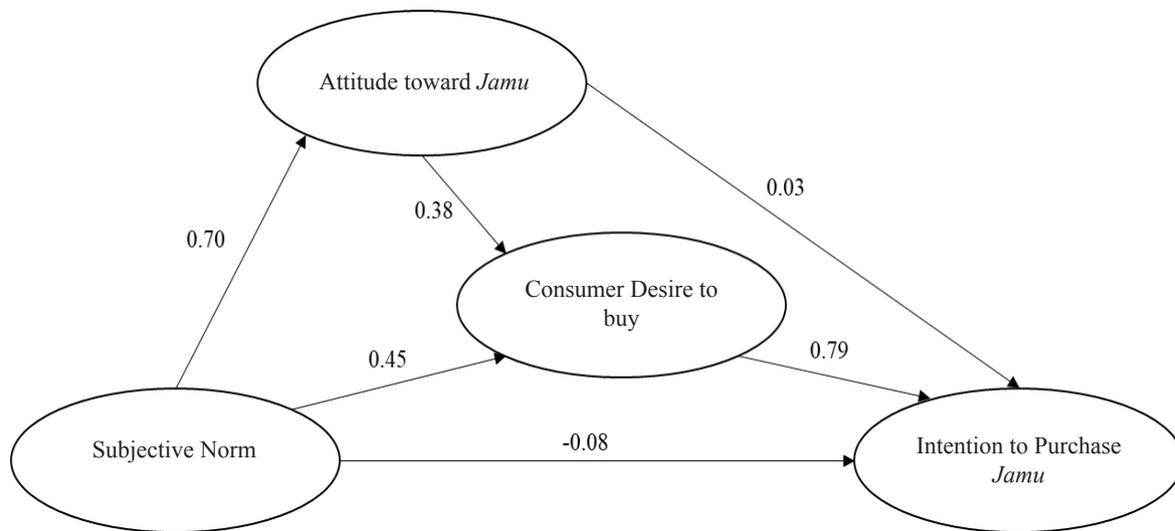
Figure 1: Result of full structural equation modelling (SEM)

Table 3. Hypothesis results

Hypothesis	Regression			Estimate	C.R	P	Decision
H1	SN	→	ATT	0.077	10.650	***	Supported
H2	SN	→	PI	0.049	-1.671	0.422	Not Supported
H3	SN	→	DTB	0.081	6.503	***	Supported
H4	ATT	→	DTB	0.067	5.732	***	Supported
H5	ATT	→	PI	0.039	0.803	0.095	Not Supported
H6	DTB	→	PI	0.062	14.811	***	Supported

Furthermore, testing the fourth hypothesis (H4) examines the effect and relationship between consumer attitude on consumer desire to purchase Jamu. Can be seen from Table 3 shows that the significance value of less than 0.05 is equal to 0,000, with a critical ratio value is 5.732 and the estimated value is 0.067. This means that the results of testing the fourth hypothesis are accepted. The more positive the consumer's attitude towards Jamu (Harmful/beneficial, Bad/good, Unpleasant/pleasant, Worthless/useful), the higher the consumer's desire to purchase Jamu. This study's results align with previous research (Fry et al. 2014; Hwang & Lyu, 2019), which states that consumer desire can be predicted by consumer attitude toward a particular behavior.

The results are also displayed in the fifth hypothesis testing (H5), testing the effect and relationship between consumer attitude and consumer purchase intention toward Jamu. Based on the results presented in Table 3, it can be seen that the acquisition of a significant value higher than 0.05 is equal to 0.095, with a critical value is 0.803. This means that consumer attitude cannot influence consumer purchase intentions on Jamu. Therefore, it can be concluded that the fifth hypothesis testing was rejected. This study's results differ from previous researchers (Rehman et al. 2007; Ajzen, 2015; Wong et al. 2018; Riptiono, 2022), who suggested that consumer attitude is an important predictor to increase consumer intentions.

Furthermore, the sixth test (H6) examines the influence and relationship between consumer desire to purchase Jamu and Intention to purchase Jamu. Based on Table 3, it can be seen that the significance value obtained is less than 0.05, that is 0.000, and the critical ratio value is 8.224. This means that in testing, the sixth hypothesis is otherwise accepted. The stronger the desire of consumers will affect the higher the intention of consumers to buy Jamu, with an estimated value is 0.062. The results of this study are supported by previous research, which states that desire is the best predictor of consumer intentions (Fry et al. 2014; Hwang & Lyu, 2019). This study has several limitations. We investigated consumers in central java who had experience in buying Jamu. As such, the generalizability

of this result is difficult. Therefore, future research can enlarge the sample size to represent all of Indonesia's areas. Furthermore, this current study investigates a theoretical model based on intention. Future research may examine consumers' actual behavior.

Managerial Implication

Specifically, the results of this study provide a general description that consumers' purchase intentions for herbal beverage products (in this study: Jamu) are directly influenced by strong consumer desires, while consumer desires are formed by subjective norms and consumer attitudes. Therefore, it is important for business owners to create consumer preferences for herbal medicine so that applicable subjective norms can further increase desire so that they can influence consumers' purchase intentions. The influence of subjective norms such as parents, friends, partners and best friends create positive consumer attitudes towards herbal medicine. Furthermore, business owners must be able to always communicate and establish good relationships with consumers such as holding traditional health drink festivals, promotions, and other activities about herbal products to consumers.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The research tests latent constructs used in empirical models to measure consumer purchase intention of traditional medicine drink products known as Jamu. Based on the analysis described above, it is known that subjective norms are proven to have a positive effect on consumer attitudes and consumer desire but do not affect intention to purchase Jamu. Consumer attitude is a variable that can influence consumer desire but is insignificant to consumer intention to purchase Jamu. Furthermore, it can be concluded that consumer attitude is the most dominant variable in increasing consumer desire to purchase Jamu, while consumer intention to purchase Jamu gets the biggest influence from consumer desire to purchase Jamu.

Recommendations

Based on the results of the study, several recommendations can be put forward. First, attitude is a strong antecedent in increasing purchase intention but

in this study, it is not significant, desire is the strongest influencer. Need to be tested using other antecedents in different framework models. Second, the object of this study is local product that have regional cultural attachments, especially Java. Thus, it is necessary to develop a research model by adding other variables related to liking or love for local products such as ethnocentrism, culture, and so on. The sample in this study is still not extensive, therefore it is necessary to test on a larger sample and in different locations.

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