The Behavior of Purchasing Domestic Herbal Products Among Indonesians During the Covid 19 Era

Imam Nuryanto[1]

aDiponegoro University, Doctoral Student of
Economics and Business Faculty, Indonesia
imamnuryanto@students.undip.ac.id

Farida Indriyani[2]

bDiponegoro University, Economics and
Business Faculty, Indonesia

Abstract*: The intention to purchase is a very complex decision for consumers and has become a special concern for academics to be researched in the last few years, however the decision making process in terms of purchase intentions on herbal products have not been well researched. This study applied the Theory of Planned Behavior (TPB) model using its core constructs to predict consumers purchase intentions intends to analyze the effect of attitude, subjective norm and perceived behavioral control on behavioral purchase intention of herbal products in covid 19 era. The population in this study were consumers of Tolak Angin in Semarang the number of which is not known with certainty. The sample was set as 120 respondents. The sampling technique used was purposive sampling, namely the data collection technique was carried out by distributing questionnaires to consumers who had consumed Tolak Angin herbal products. The data analysis method uses structural equation modeling. The originality of this study to predict consumers' purchase intentions in covid 19 era, in which during the pandemic, consumer behavior is faced with various product choices. The results showed that the attitude has a positive and significant effect on behavioral intention, perceived behavioral control has a positive and significant effect on behavioral intention, while, subjective norm has a positive and insignificant effect on behavioral intention.

Keywords: attitude, subjective norm, perceived behavioral control and behavioral intention

I. INTRODUCTION

Corona virus disease (COVID-19) is an infectious disease caused by the corona virus that was recently discovered. Most people who catch COVID-19 will experience mild to moderate symptoms and will recover without special treatment. The virus that causes COVID-19 is mainly transmitted through the droplets that are produced when an infected person coughs, sneezes, or exhales [1].

The following is the development of cases of Coronavirus Disease (COVID-19), using data sources from WHO and PHEOC of the Ministry of Health on 24 November 2020 : Global Situation, Total global confirmed cases of COVID-19 as of 24 November 2020 were 58,900,547 cases with 1,393,305 deaths (CFR 2.4%) in 219 Affected Countries and 178 Local Transmission Countries. The list of countries infected with COVID-19 can be increased every day following the development of data and information obtained in the WHO Situation Report. Whereas in the Indonesian situation, it can be seen in the figure 1 below :

Figure 1: Covid-19 Case

With this phenomenon, consumers, especially Indonesians, are more concerned about their health. This is in accordance with research [2] which explains the impact of atmospheric phenomena on shopping behavior.

The welfare requirement is a broad concept and does not have a general definition. But it relates to health, food, positive emotions, tranquility and life satisfaction. It should be noted that among the elements involved in well-being, food or herbal products can improve the perceived quality of human well-being [3] [4]. Food in the context of welfare associated with the Coronavirus Disease case phenomenon is generally defined as food or supplements, in this case herbal products that have health functions [5], along with the increase in healthy lifestyles and well-being, so research efforts are needed to understand. the role of herbal products in well- being.

Food or supplements are defined as a type of medicinal food or this can be related to herbal products [6]. Likewise, in Indonesia, especially the province of Central Java in the city of Semarang. Tolak Angin herbal products into food or supplements and can be defined as a combination of natural medicines intended to prevent disease and maintain a healthy body. Tolak Angin herbal products is a standardized herb to treat colds with symptoms such as dizziness, chills, chills, nausea, bloating and has been shown to increase endurance. Formulated for the first time in 1930. Now, Tolak Angin herbal products is produced in a GMP (Good Manufacturing Practices) pharmaceutical standard factory owned by PT Industri Jamu dan Farmasi Sido Muncul Tbk. with raw materials that are continuously maintained and hygienic [7].

As the interest and importance of herbal products increases, research continues. There has been a lot of research on purchase intention and the attention of academics, but research on herbal products, which play an important role in trends in well-being and healthy lifestyles during a pandemic, is still lacking. Especially, empirical studies on the relationship between attitude, subjective norm and perceived behavioral control on

behavioral purchase intention. Thus, the Theory of Planned Behavior (TPB) model has been proven to be successful in predicting individual behavioral intentions implemented in this research as a framework for predicting purchase intention of herbal products. This research is very important because current research can show that psychological theories such as TPB can be applied to consumer behavior. Therefore, this study aims to suggest a marketing strategy to encourage PT Industri Jamu and Pharmaceuticals Sido Muncul Tbk by prioritizing the importance of welfare in the herbal industry as well as providing rationales for consumers to consume Tolak Angin herbal products to increase the durability of the body during a pandemic like today.

II. LITERATURE REVIEW AND HYPOTHESIS

This study focuses on the behavior of consumers' intentions in Indonesia, Central Java Province in the city of Semarang, towards Tolak Angin herbal products. Herbal products from Sido Muncul, Tolak Angin, have increased in demand since the Corona virus pandemic. This is because many people try to increase their immune system by consuming medicines made from herbal ingredients, one of which is Tolak Angin herbal products. During a pandemic, people maintained their health by adopting a healthy lifestyle. Tolak Angin herbal products is clinically proven to be able to increase endurance. Based on test results from research institutions, consuming Tolak Angin herbal products can increase T lymphocytes, which are one of the immune supporting factors [8].

Respondents in their study believe that Tolak Angin herbal products help improve health conditions and prevent disease. With the growing awareness of well-being, Tolak Angin herbal products have received tremendous attention in practice and among academics in Indonesia, but have not received global attention because they are uniquely made using herbal compositions.

The Theory of Planned Behavior (TPB) hypothesizes that behavior can be predicted by intention and that individuals tend to behave in certain ways if they think that certain behaviors will produce certain outcomes that are aligned with values. Theory of Planned Behavior consists of constructs such as attitude, subjective norm and perceived behavioral control that guide human behavior, in this case consumers [9]. TPB was first introduced by Ajzen, 1985 [10] with the construction of beliefs and other constructs such as attitude, subjective norm and perceived behavioral control. In 1991, Ajzen introduced a modified model of the TPB without the construction of trust, and measured the relationship between attitude, subjective norm and perceived behavioral control and intention in the model. Since then, the TPB modification model has been widely applied in previous research [11], [12], [13], [14].

A. Attitude

In the early 20th century, the definition of attitude was a major concept that received special attention from social psychologists. Not surprisingly, since then, many psychological studies have discussed and studied attitudes. The attitude itself comes from the Latin word "aptus" which means being ready and healthy in taking action. Attitude in general is a person's thoughts, tendencies and feelings to recognize certain aspects of the environment which are often permanent because they are difficult to change. Attitude toward a behavior is the extent to which an individual evaluates the consequence of the behavior favorably or unfavorably. Subjective norm is the perceived social pressure that influences an individual to perform (or not perform) a particular behavior. Perceived behavioral control is people's perception of their ability to perform a given behavior [15].

B. Subjective Norm

To measure a subjective norm, respondents can be asked to assess the extent to which an important person's approval or disagreement will influence certain behavior. It is also determined by the social pressure recognized by others to act in a certain way and their motivation to follow that person's views. Different types of influential groups can be identified by their ability to contact different groups. Subjective norms are social because whether someone takes an action is based on the opinions of people who are important to him, who are also influenced by the perception of social pressure to act in a certain way. The salient references for buying in this study were friends, family members, and coworkers [16].

C. Perceived Behavioral Control

Perceived Behavior Control represents an individuals expectation of a certain action in a certain environment and can be used as a possible action. Various studies have used Theory of Planned Behavior (TPB) in predicting human intentions and behavior which suggests that this theory has proven useful in predicting human behavior and intentions.

Theory of Planned Behavior constructs sig-nificantly predicted food safety behavioral intention. Subjective norms were identified as the most influentialvariable. The between-study heterogeneity ratio was low and non-significant, suggesting that individual foodsafety intentions were very similar in various service environments. Studies with a large sample tended to havesignificantly stronger individual norms to intention relationships. Stronger individual norms created a corre-spondent group culture that encouraged others to react or conform to the norm. Thus, it is hypothesized that :

1. H1. a positive attitude towards herbal products will positively influence the intention to purchase of herbal products.
2. H2. Subjective norms will have a positive effect on the intention to purchase of herbal products.
3. H3. Perceived behavioral control will positively influence the intention to purchase of herbal products.

III. METHOD

Data collection of Indonesians, Central Java province, Semarang City who have consumed Tolak Angin herbal products from 1 November to 25 November 2020. The population in this study were consumers of Tolak Angin in Semarang the number of which is not known with certainty. The sample was set as 120 respondents. The sampling technique used was purposive sampling, namely the data collection technique was carried out by distributing questionnaires to consumers who had consumed Tolak Angin herbal products. The data analysis method uses structural equation modeling.

IV. RESULT

The data analysis method uses structural equation modeling. The following is the result of the full structural equation modeling. it can be seen in the figure 2, table 1 and table 2 below :
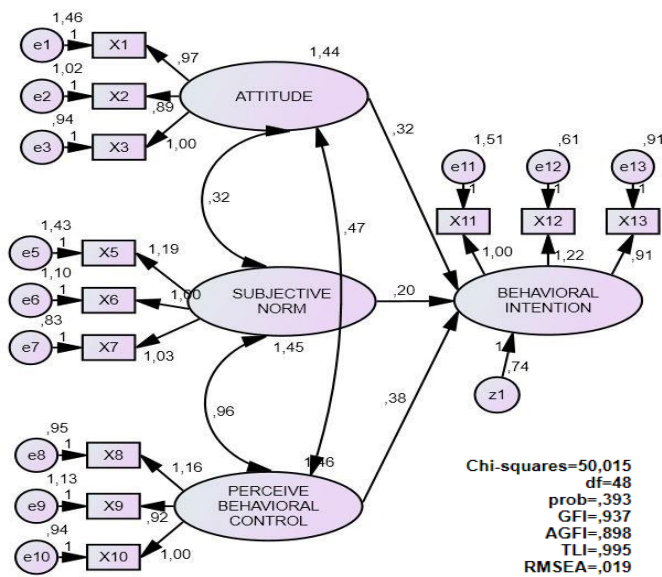

Figure 2 : Full structural equation modeling.

Tabel.1
Standardized Regression Weights

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
BEHAVIORAL_INTENTION	<---	ATTITUDE	,321
BEHAVIORAL_INTENTION	<---	SUBJECTIVE_NORM	,195
BEHAVIORAL_INTENTION	<---	PERCEIVE_BEHAVIORAL_CONTROL	,383
X11	<---	BEHAVIORAL_INTENTION	,701
X12	<---	BEHAVIORAL_INTENTION	,883
X13	<---	BEHAVIORAL_INTENTION	,755
X6	<---	SUBJECTIVE_NORM	,755
X5	<---	SUBJECTIVE_NORM	,768
X3	<---	ATTITUDE	,778
X2	<---	ATTITUDE	,728
X1	<---	ATTITUDE	,694
X7	<---	SUBJECTIVE_NORM	,807
X10	<---	PERCEIVE_BEHAVIORAL_CONTROL	,780
X9	<---	PERCEIVE_BEHAVIORAL_CONTROL	,721
X8	<---	PERCEIVE_BEHAVIORAL_CONTROL	,821

Source : SEM output (2020)

Tabel.2
Regression Weights

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
BEHAVIORAL_INTENTION	<---	ATTITUDE	,322	,110	2,941	,003	par_9
BEHAVIORAL_INTENTION	<---	SUBJECTIVE_NORM	,195	,136	1,442	,149	par_10
BEHAVIORAL_INTENTION	<---	PERCEIVE_BEHAVIORAL_CONTROL	,383	,144	2,650	,008	par_11
X11	<---	BEHAVIORAL_INTENTION	1,000				
X12	<---	BEHAVIORAL_INTENTION	1,215	,157	7,737	***	par_1
X13	<---	BEHAVIORAL_INTENTION	,910	,125	7,299	***	par_2
X6	<---	SUBJECTIVE_NORM	1,000				
X5	<---	SUBJECTIVE_NORM	1,191	,156	7,648	***	par_3
X3	<---	ATTITUDE	1,000				
X2	<---	ATTITUDE	,891	,140	6,363	***	par_4
X1	<---	ATTITUDE	,969	,159	6,083	***	par_5
X7	<---	SUBJECTIVE_NORM	1,034	,136	7,605	***	par_6
X10	<---	PERCEIVE_BEHAVIORAL_CONTROL	1,000				
X9	<---	PERCEIVE_BEHAVIORAL_CONTROL	,916	,122	7,490	***	par_7
X8	<---	PERCEIVE_BEHAVIORAL_CONTROL	1,162	,139	8,340	***	par_8

Source : SEM output (2020)

V. CONCLUSION

The originality of this study to predict consumers' purchase intentions in covid 19 era, in which during the pandemic, consumer behavior is faced with various product choices. The results showed that the attitude has a positive and significant effect on behavioral intention, perceived behavioral control has a positive and significant effect on behavioral intention, while, subjective norm has a positive and insignificant effect on behavioral intention.

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