

# Green Consumer: Factors of Interest in Consumption and Decision to Purchase Herbs at Kampoeng Djamoek Organik Martha Tilaar Cikarang, Indonesia

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# 2 Green Consumer: Factors of Interest in Consumption and Decision to Purchase Herbs at Kampoeng Djamoek Organik Martha Tilaar Cikarang, Indonesia

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**Abstract**—Green Consumer - which is an interesting discussion among researchers - illustrates the awareness of human needs related to environmentally friendly or health in the use of green products. Integration in health aspects has led to a shift in consumption from chemical drugs to traditional medicines or herbal medicine (*jamu*). However, the *jamu* is often identified as local wisdom of Javanese which is entering the world. Through (1) identification of socio-demographic influences - ethnicity, gender, age, last education, occupation, and income per month - on the interest in herbal consumption, this study aims to prove the shift in herbal consumers from the local context into global environment; (2) to identify the interest of *jamu* consumption, and (3) to <sup>27</sup>ve the influence of interest on purchasing decisions. The research in KaDo Marta Tilaar Cikarang, Indonesia with **Least Square Structural Equation Modeling (PLS-SEM)** and descriptive **analysis** shows that merely the ethnicity has a close relationship with the *jamu* consumption interest which indicates that the popularity of *jamu* is still in the local context. In addition, the positive attitudes, affordability, and subjective norms affect the consumption interest of *jamu*. Finally, the own consumption interest of *jamu* has a big effect on purchasing decisions.

**Keywords**—Herbal Medicine, Consumption Interest, Purchasing Decision, KaDo Martha Tilaar

## Introduction

The process of human life in utilizing natural resources has different behavioral characteristics. Each behavior generally generates a habit to create a prosperous and safe life. While the earth that is occupied by humans globally has experienced a transformation in the quality decline and could probably threaten human health conditions. In addition, the recent outbreak of covid-19 has strongly threatened human health [1]. Looking at the flow of history, the concept of humans in preserving the environment and sustainable use of resources makes conditions for the formation of a green consumer trend [2]. For this condition, the green consumer could be exclusive ways to prevent and maintain – as well as to increase the awareness of – the health need. To develop healthy lifestyles in various parts of the world, many sides have taken actions that could lead green consumer trends, namely public awareness to consume or use natural products [3]. Similarly, the green consumer trends in Romania have experienced popularity by increasing public awareness in addressing environmental issues and adopting behaviors in reducing the impact of ecosystem degradation [4].

The public concern in responding the green consumers could clearly be identified in Hojnik, Mitja and Konecnik research [5] in which the Slovenian people has been starting to have a tendency to consume environmentally friendly products; and the attitudes towards green consumerism psychologically has been expressed by some consideration of consumer purchase intentions. The importance of green consumer trends does not merely consider environmental safety but also provides a healthy lifestyle for each family [6]. Amberg and Fogarassy's research [7] shows the active role of the cosmetics industry in addressing green consumers to produce natural products. Referring to Western industry, the green consumerism has accessed pro-environment behavior and sustainable systems to reduce negative environmental effects [8, 9]. The continuation of the action of green consumerism globally starts from the awareness of getting the right product, such as the shift of consumption of chemical drugs to herbal medicines [10]. For Indonesia, Sardi *et al.* [11] argues the green consumerism trends include using medicinal plants as herbs to enhance the immune system.

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The use of herbal medicine (*jamu*) is one of the important alternative types of traditional medicine that has been passed down from ancestors of Indonesian people [12]. Accordingly, China, India and Arabic herbal medicines have

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increased, according to the World Health Organization, almost 75% of herbal medicines are becoming basic health care needs in the countries [13]. The study suggests, the herbal medicines have some advantages, such as the diversity of chemical structures, biological activity and abundant clinical experience [14]. While the interest of herbal medicines in developing countries has shifted from subsistence to commercial, and is becoming popular among consumers [15, 16]. In this regard, 49.0% of households in Indonesia have used herbal medicine as a health care alternative. Accordingly, according to WHO, 80% of the population of Asian and African countries overcome their health issues by using herbal medicines [17, 18].

The habit of *jamu* consuming in Indonesia is believed to have a great effect on the prevention, treatment of a disease, maintaining fitness, beauty and increasing stamina [19]. However, there are several views about the consumption of *jamu* that have been discussed and often cause debate related to supporting or opposing their use [20]. Apart from that, the excess chemical content of *jamu* is varied and safe for health care facilities [21]. However, the public health services have not been able to use herbal medicine commercially, so that it becomes input in the development process in accordance with technological advances [22]. Referring to Vera *et al.* [23], the internet advances have greater access to know herbal products – as well as herbal medicines -- in various parts of the world. In Europe, the use of herbal medicines is increasingly popular, reaching 23% in Denmark and 49% in France [24]. In Taiwan 90% of the population has adopted conventional therapy combined with Chinese herbal medicine; while in Australia the use of herbal medicines is around 48.5% [25].

Furthermore, the value of Indonesian herbal medicine exports increased and market share growth experienced better than before [26]. Citing 2013 Ministry of Health research data, the achievement of consumption of Indonesian herbal medicine is pleasant, in which about 30.4% and 95.6% of the population expressed the benefits of its consumption [27, 12]. This becomes a very important alternative access for every individual to get a healthy life [28]. If an individual experiences a complaint or a health threat, it will seriously affect the disruption of the activity; and the worst condition is an increase in mortality [29]. However, unfortunately, there is a tendency that *jamu* are predominantly consumed by rural communities [30]. For Indonesia, the biggest problem about *jamu* is public doubt about product contamination, counterfeiting, lack of standardization of the quality of *jamu*, and unclear information on the use of *jamu* based on clinical trial results [31].

In accordance with the trend of green consumerism, the Kampoeng Djamoek Organik (KaDO) Martha Tilaar Cikarang, West Java, Indonesia, is trying to develop *jamu* in a global context, in line with Indonesia's natural resources conservation program, especially TOKA (Medicinal Plants, Cosmetics and Aromatherapy), with the motto of "Local Wisdom Go Global." This is very important because in Indonesia itself, the *jamu* is still in the local market share, also in the context of rural communities [32,15]. Therefore, what extent has the *jamu* successfully entered the global market and consumed in non-local consumers? For this reason, this research focuses on identifying the characteristics of consumers of *jamu* and the decision to purchase herbs for visitors of KaDO. It is hoped that the research will show the globalization trend of *jamu*, and successfully identify the factors influence the interest of herbal consumption and decision making in purchasing herbs.

## Literature Review and Framework Development

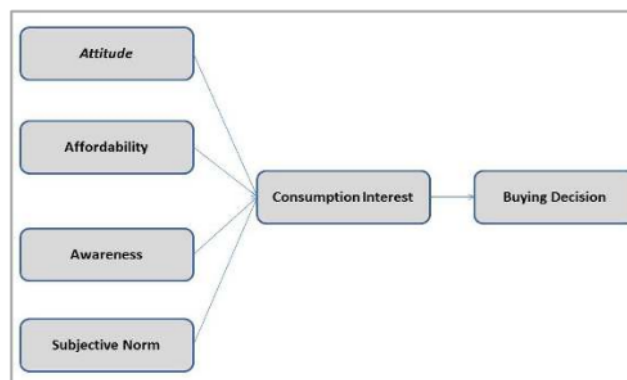
The global attention to the trend of green consumerism is actually a review of consumer behavior that reflects the attitudes and actions of consumers towards environmental protection, as well as the shift of public awareness from chemical products to green products. The social, cultural and economic aspects are assumed as a framework to support the green consumer. Every country has its own traditions, norms and habits. This design was established as a tool in planning social marketing campaigns that have been replicated in various countries. If we think about green consumers and the buying situation, each individual is placed as a user of green products designed to minimize environmental impacts and to support human health [2]. Integration in health is reflected in the development of green consumer trends that divert people's attention from chemical drugs to traditional medicines (herbal). Du *et al.* [33] found the consumption of natural ingredients (herbs) as an alternative supplement and addition to chronic health problems in teen consumers in Germany. According to Pengpid and Peltzer [34], the use of traditional and complementary medicine is a general trend in Southeast Asia, including Indonesia, indicated by the fact of 24.4% of Indonesian adults have used traditional medicine and 32.9% have used complementary medicine.

The natural products and traditional medicines have many advantages, such as the unique diversity of chemical structures and biological activities [14]. Every year people turn to herbal treatments because the herbal medicine is believed not to have side effects [35]. Oppositely, the use of chemical drugs is believed to have negative side effects for human health. Citing data from Nasri and Shirzad [36], about 8% of all hospital patients in the United States are caused by adverse reactions from synthetic drugs; and at least 100,000 people per year die from poisoning pharmaceutical drugs. In developing countries which the majority represent human populations globally, the use of herbal plants aimed at a treatment is very important as the only affordable treatment [37]. This applies, for example, to some countries or regions in Latin America and Africa where health services are not available for all population

groups [38]. For Indonesia the use of herbal medicine by the community reaches more than 50% and is an alternative as modern medicine [12].

The *jamu* (herbal medicine) as a traditional wisdom does have advantages, but this medicine as developed in a grounded society still has a number of weaknesses, and this is certainly a challenge for *jamu* developers. The 1994 Global WHO survey proved, the challenge of this traditional medicine was a lack of research data and often inaccurate product control mechanisms [39]. Similarly, the problem of *jamu* was also in manufacturing process, in which according to Center for Research and Development of Domestic Trade (2009), the problems include: 1) the number of illegal and fake herbal medicine in circulation, 2) the lack standardization of herbal quality, and 3) unclear information, including the content, side effects, and dosage, 4) the lack user community knowledge of *jamu*, 5) the weakness of user loyalty to the *jamu*, in which they still place the *jamu* as an alternative medicine, not the main way for their health care. However, apart from this problems, PT Martina Berto, Tbk. – as the industrial manufacturer who got succeeded in development of *jamu* and has met international ISO 14001 standards and GMP certificates ([http://www.kampoengjamoemarthatilaar.com/subpage.php?page=about\\_kami&id=134](http://www.kampoengjamoemarthatilaar.com/subpage.php?page=about_kami&id=134)) -- has systematically tried to solve these problems. Previously, this industrial manufacturer engaged in the industry of natural cosmetics and herbal products; and furtherly, this company has been creating a wider botanical garden in urban areas and industrial areas in which it is well known as KaDO in the Cikarang area, Indonesia. To create "Sustainable Business," the KaDO also provides education especially for teen consumer to understand the benefits of medicinal plants. By this fact, the research was conducted in this KaDo.

Assuming that KaDO has succeeded in educating the public about the urgency of *jamu* and has succeeded in overcoming the problem of the production of *jamu*, the research focuses on the question: to what extent are people interested in *jamu* consumption? As a predictor for this interest, this study identified the socio-demographic characteristics of *jamu* consumers, identified factors that influence the consumption interest of *jamu*, and to emphasize how much the interest in *jamu* consumption affected the purchasing decisions. The study itself was conducted on KaDO visitors. Referring to the Theory of Planned Behavior (TPB), the individuals can act based on their intentions or interests (behavior intention) if he is able to control over his behavior [40]. Then, his interest (intention) will be influenced by the main factors, namely the attitudes towards behavior and subjective norms that involve moral concepts that function in the development of individual attitudes. However, the extent to which the consumers will be influenced by social aspects, it depends upon sensitivity and vulnerability to social pressure [41]. Persuasion theory shows that an individual can change their attitude indirectly because of the internalization process [42]. Therefore, the important people around him, such as friends and family hypothetically can produce some inhibiting or encouraging effects on equality in product consumption because people tend to stay in line with norms. The awareness is actually the first stage of the process of adopting a new product or idea. Therefore, the awareness is expected to lead to the process of increasing consumption interest continuously [43]. Muzayanah *et al* [44] practically concluded that the factors that cause resistance to the consumption of organic products are negative attitudes, product affordability and lack of awareness. Thompson and Thompson [45] found, that affordability as part of behavioral control in influencing consumer interest and intentions. To simplify the scope of the research, the researcher formulates a following framework (Figure 1).



**Figure 1.** Framework Analysis of Interest Factors for Consumption and Purchasing Decisions

This research focuses on the interest of end consumers -- individuals or households who loyally buy *jamu*. Theoretically, all end customers combine to form purchasing decisions. The consumers' decision making to purchase

*jamu* is hypothetically preceded by interest of a product. In this context, the research of Khoirinnisa *et al.* [46] suggested the majority of consumer interest will lead to a person's behavior in purchasing and fulfilling the desired need. Based on this frame, the research explored the interest of *jamu* consuming among the KaDo visitors, and specifically its influence on decision making of buying. The socio-demographic is a key point to detect who is interested in *jamu* consuming, based on assumption that *Jamu* has not yet come out of its local ethnicity.

## Materials and Methods

This research is a survey type with a case approach, namely objective disclosure of reality relating to nature, social, economy, and producing knowledge to be implemented according to human needs [32]. More specifically, referring to Guney [15], this study is a consumer survey conducted by face-to-face interviews using a questionnaire to ask respondents' characteristics, factors of interest in herbal consumption and purchase behavior of herbal medicine.

### Object and Research Location

KaDo MarthaTilaar is a green area with an organic garden concept located in Cikarang City, West Java, Indonesia (Figure 2), covering an area of 10 ha that is strategic and easily accessible. Initially, KaDO was a garden that collected Indonesia-native-medicinal plants (around 600 species of plants), then functioned as an environmental education center equipped with modern technology. KaDO places research and development as a means of increasing added value for consumers. One of the KaDO's programs is to preserve Indonesia's natural wealth, especially TOKA (Medicinal Plants, Cosmetics and Aromatherapy), which can be investigated for the benefit of beauty and health [33].



**Figure 2.** The Map of Organic KaDO Martha Tilaar Cikarang, West Java, Indonesia

Since 2000 in collaboration with Ministry of Agriculture, the KaDo has been actively cultivating medicinal plants, ranging from planting, harvesting, to drying the crop to be made into quality and standardized extract products. Then KaDO actively collaborates with schools to provide experiences for students to become more familiar with environment, plant crops and recognize the ecosystem. The general public can also visit to get know more closely the nature, as well as recreational facilities while touring organic gardens, planting trees, yoga, healthy exercise, healthy

juice demonstrations, jamu demonstrations, making biopore wells, compost fertilizer, painting for children and lunch with organic menus at Kedai Sehat Alam (Natural Health Shop)

### Populasi & Sample

The research population is visitors of KaDO Martha Tilaar Cikarang who has consumed jamu in the last three months. Refer to Hair et al. [37], the minimum sample size in survey research is 5-10 times of the number of parameters, by which the samples are at least 100-200. Due to various limitations, the samples of this study are 150 people. The research adopts non-probability sampling, namely accidental sampling, that is, every visitor who is willing to be interviewed. [36].

### Data Collection

The research adopted a structured questionnaire and applied a face-to-face interview with simple questions, avoiding scientific terms that are probably less understood [34]. The questionnaire was filled out in August-December 2018. The concept of the contents of the questionnaire was in accordance with research variables, namely the interest and habits of consuming jamu, the level of acceptance of herbal usage and jamu consumption behavior, socio-demographic characteristics including ethnicity, gender, age, last education, work and monthly income. [15,12,35] The questionnaire consisted of twenty-six attributes with five levels of Likert scale to determine consumer knowledge (attitude, awareness, affordability, subjective norms) as independent variables, and jamu consumption interest and purchasing decisions as dependent variable.

### Data Analysis

This research adopts descriptive methods - including frequency distribution tables and graphs - to identify respondents' socio-demographic characteristics. Furthermore, this study determines the association of socio-demographic characteristics with the consumption interest of jamu, using Chi-square analysis at 5% confidence level or p value <0.05 which is statistically significant [34, 38]. Furthermore, this study adopts the Least Square Structural Equation Modeling (PLS-SEM) equation to analyze the research model [40]. Since the number of indicators is not proportional to the relatively small sample, this study is more predictions oriented, not a model formulation [41, 42]. The SEM is a statistical model that simultaneously evaluates measurements (relationships between constructs and measurements) and path models (relationships between constructs) to test theoretical relationships [40]. Path analysis is used to measure the significance and statistical acceptance of the proposed structural model, with SmartPLS software version 3.3.2 for Windows. In addition, the SmartPLS software version 3.3.2 is capable to calculate measurement errors for each unobserved construct and supports testing the significance of structural paths simultaneously [39].

## Results and Discussion

### Social-Demographic Characteristics and Attributes of Consumption Interest

The result of descriptive analysis presents the social-demographic characteristics of KaDO visitors with a total of 150 respondents who have consumed the jamu for the past three months. Based on the field findings, the Javanese ethnic group is dominant, namely 77 people (51.33%), followed by Sundanese as many as 40 people (26.67%), and subsequently the Betawi, Batak, Toraja, Malay, Minang, and Koto tribes. This is consistent with research conducted by Kartika [43] in which the tradition of jamu drinking was built by the Javanese community. In the distribution of sex characteristics, the majority of respondents were women (72.67%), while men were merely 27.33% (Table 1). This finding occurred because KaDO upheld the beauty and independence of women shown in the concept of the "4 Pillar Value Of Martha Tilaar Group," namely; (1) Beauty Green, (2) Beauty Education, (3) Beauty Culture, (4) Women Empowerment, so it is more attractive for female visitors which is currently 15 to 34 years old.

In addition, most respondents have quite high formal education. The majority of respondents who have a minimum background of senior high school are 96 people (64%) and 28 graduates (18.67%). When most of the respondents' work, of course, consisted of students (43.33%). Accordingly, 60.00% of sample had an average monthly income below IDR 1,000,000.00. This is in line with the concept of KaDO as a means of edutainment for school children, providing experiences for students to know the ecosystem better, and adults can get know more closely the nature, as well as recreation facilities while touring around organic gardens.

This finding shows that knowledge about green consumerism and issues about jamu is still a local understanding, because culturally the KaDO visitors who consume jamu still mostly come from Javanese ethnicity, where for them the jamu is a habit of family, and is local wisdom [44]. This is in line with Kartika's research [43] that Indonesian people understand drinking jamu from generation to generation, and the reason for jamu drinking is as a heritage,

where the habit is obtained from parents and community. Accordingly, the KaDO has the motto "Local Wisdom Go Global," with the spirit of expanding market segmentation.

**Table 1.** Socio-Demographic Characteristics of KaDO Visitor

	Characteristics	Frequency	Percentage
<b>Ethnic</b>	Javanese	77	51.33
	Sundanese	40	26.67
	Betawi	16	10.67
	Batak	6	4.00
	Toraja	6	4.00
	Malay	1	0.67
	Minang	2	1.33
	Koto	2	1.33
<b>Gender</b>	Male	41	27.33
	Female	109	72.67
<b>Ages</b>	Under 17 year	3	2.00
	17-22 years	73	48.67
	23-28 year	39	26.00
	29-34 year	12	8.00
	35-40 Year	12	8.00
	More than 40 year	11	7.33
<b>Last Education</b>	SD	2	1.33
	Junior High School	2	1.33
	Senior High School	96	64.00
	Diploma	13	8.67
	Graduate	28	18.67
	Post-Graduate	9	6.00
<b>Work</b>	Students/University Students	65	43.33
	Civil Servant	7	4.67
	Private Worker	30	20.00
	Businessman	1	0.67
	Housewife	13	8.67
	Others	34	22.67
<b>Income</b>	Under IDR 1.000.000,00	90	60.00
	IDR 1.000.000,00 –IDR 2.000.000,00	21	14.00
	IDR 2.000.000,00 –IDR 3.000.000,00	7	4.67
	IDR 3.000.000,00 –IDR 4.000.000,00	16	10.67
	IDR 4.000.000,00 –IDR 5.000.000,00	7	4.67
	More than IDR 5.000.000,00	9	6.00

The next description analysis (table 2) is related to the attributes of consumer interest (attitudes, awareness, affordability, subjective norms). The results of this study revealed, the majority of respondents (98.67%) were accepting to consume jamu; also the respondents dominantly (95.33%) thought about the importance of jamu

consuming; and all of them (100%) consider that affordability is an important aspect in the jamu consumption. Accordingly, 94.67% of respondents thought that subjective norms were related to herbal consumption. These results are in accordance with Ismail [24] which illustrates that factors of consumption interest (attitude, awareness, affordability, subjective norms) are the drivers for the jamu consumption. In addition, this finding is similar with recent research conducted in East Java by Andriati and Wahyudi [12] that attitudes, awareness, affordability, subjective norms play important role in the level of jamu acceptance.

**Table 2.** Responden Distribution Based on the Attributes of Consumption Factors

	Attribute	Frequency	Percentage
Attitude	Accept	148	98,67
	Reject	2	1,33
Awareness	High	143	95,33
	Low	7	4,67
Affordability	Economic	150	100
	Expensive	0	0
Subjective Norm	Related	142	94,67
	Unrelated	8	5,33

### The Relationship between the Socio-Demographic and the Interest in Jamu Consumption

The relationship of respondents' Social-Demographic characteristics to the jamu consumption -- as a results of chi-square test -- is provided in Table 3 in which it presents 150 of KaDo visitors. The respondent characteristics in this study include ethnicity, gender, age, education, occupation, and income. These six aspects are some of the benchmark factors in determining a person's maturity in action, including consumption interest and decision to purchase goods/services.

**Table 3.** The Chi-Square Test between Socio-Demographic and the Interest of *Jamu* Consumption

No	Respondent Characteristics	Consumption Interest	
		Chi-square Test	
		p-Value	Asymp. Sig. (2-sided)
1	Ethnicity	56,375 <sup>a</sup>	0,045
2	Gender	3,524 <sup>a</sup>	0,474
3	Ages	26,187 <sup>a</sup>	0,160
4	Education Level	25,746 <sup>a</sup>	0,174
5	Job	11,380 <sup>a</sup>	0,936
6	Monthly Income	19,148 <sup>a</sup>	0,512

In the light of chi Square test, the ethnicity is the merely a variable significantly related with the jamu consumption interest with P-Value of 56.375 (Asymp. Sig. (2-sided) <0.05). This finding is relevant with Kristiana et al. [45], in which the ethnicity influence dominantly the belief in using traditional medicine as an alternative treatment. The trust is an important attitude to receive or interest in using goods or services. The growth of a belief can be influenced by the socio-cultural (ethnic) of every person who has the same goal in maintaining health, or the use of efficient medicinal plants as alternative family medicine. While the five other characteristics -- gender (0.474), age (0.160), education (0.174), employment (0.936), and monthly income (0.512) -- have the values greater than alpha (Asymp. Sig. (2-sided) > 0.05), in which it strongly indicates the absence of relationship between these five variables with the interest of jamu consumption. This is in line with Geertz's [46], the consumption patterns of herbal medicine (jamu) as traditional medicine are not solely for women but are also available for men and children. The number of female respondents who were more dominant in the consumption of jamu did not become one of the causes of the existence of a relationship between the gender and the interest in jamu consumption.

Regarding the age which is not related to jamu consumption, it is actually not surprising because the age of respondents is relatively uniform - where they are high school as well as university students -- with their age is about

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15 to 28 years (Table 1). In fact, referring to the Jennifer and Saptutyningsih [28], the jamu consumers generally are elderly where they use jamu- or traditional medicine in general –by the reason of need to maintain health on the basis of awareness of hereditary habits. The education level has also no relationship with the jamu consumption. This is consistent with Purnawaning [44]'s research [47] that the educational aspect does not affect treatment behavior. In this case, Ismiana [48] explains that the level of education does not significantly influence the consumption of jamu because the aspects of ancestral traditions, family habits, and information from the environment have a stronger influence, thus beating the education level. The occupation and monthly income also does not actually have any relationship with the consumption interest of jamu. This is in line with Gao's research [49] which concluded, the education level and income are not related to the jamu consumption. The community trust in medicinal plants due to parental inheritance, beside to the belief in "smart people" who are supernatural in the traditional medicine; and this is the main reason for their treatment. In this context, it is clear, the jamu globalization has not been successful, and the jamu is still in its locality.

#### Analysis of Attributes of Interest Factors For Consumption and Purchasing Decisions

This study adopted structural equation modeling to decide suitability of research instrument to investigate the relationship between structural-constructs. The each tested construct was presented in tabulation form, after it has previously been defined [50]. The first step is test of validity and reliability of research instrument (questionnaire) in which the data obtained by this instrument would strongly be valid and reliable [51]. The instruments related to responses to the factors of consumption interest and purchasing decisions of herbs have adopted the five-level of Likert scale. The validity of the questionnaire was easily assessed in the measurement model with the correlation-ratio approach to the Validation of Discriminant valuation (Table 4). This study applied the correlation ratios because this approach has shown its capability to achieve high levels of specificity and sensitivity [52]. For this study, the authors have examined discriminant validity at the construct and sub-construct levels for all items, as suggested that the validity score should have a weight above 0.55 [53] (Table 4). The items of instrument which have a value below the validity standard are not included at data analysis. However, fortunately, the test results proved that all constructs are above the 0.50 limit [54]. At the construct level, the value of the correlation ratio presented in the diagonal cell for each construct is greater than the correlation between constructs; in which this Validation of Discriminant valuation has strongly supported the quality of this research.

The Partial Least Square Structural Equation Modeling (PLS-SEM) analysis has applied a prediction model of influence between constructs or variables with standardized path coefficient values to investigate the direct effect of each construct. In addition, PLS-SEM - based on the weight of the path coefficient - effectively shows the strength of a construct's influence. The significance of the path coefficient is assessed by the bootstrap t-value, which must have a higher value [t-value  $\geq 1.96$  (t-table)] [58]. The results of the PLS-SEM model equation with an adequate measurement model and an acceptable level of multicollinearity (Table 4) and the path coefficient of the PLS-SEM are presented in Figure 3.

**Table 4.** Validity of Discriminant between Construct

	Affordability	Attitude	Awareness	Subjective Norm	Consumption Interest	Buying Decision
Affordability	<b>0,825</b>					
Attitude	0,423	<b>0,796</b>				
Awareness	0,433	0,505	<b>0,877</b>			
Subjective Norm	0,405	0,878	0,297	<b>0,917</b>		
Consumption Interest	0,546	0,473	0,497	0,519	<b>0,714</b>	
Buying Decision	0,425	0,462	0,467	0,515	0,656	<b>0,753</b>

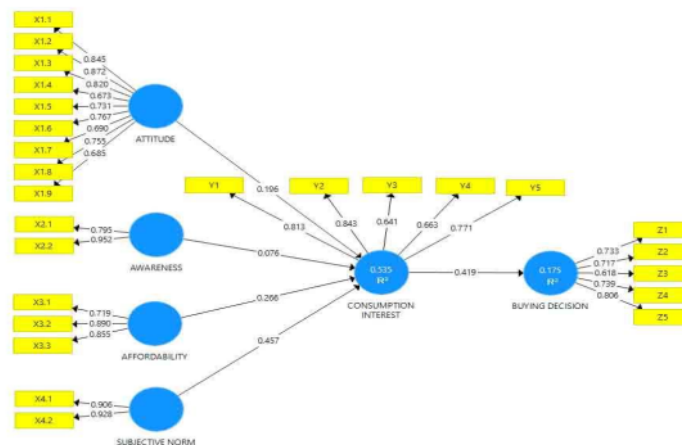
In this study, 150 respondents were collected as a sample with the dependent variable of "consumption interests and purchasing decisions". This research has also assessed the statistical significance by using a bootstrap model, and assisted by the SmartPLS software program version 3.12 for Windows. Referring to the study of Chin [59] and Sumi *et al.* [40] which confirms that PLS-SEM analysis does not explain the overall goodness-of-fit index, but rather emphasizes on the assessment of validity through  $R^2$  investigations and structural paths, such as the regression model. Then the findings of this study are also a structural modeling (Figure 3). Based on this model, the interest of jamu consumption has a positive influence on purchasing decisions, with a significance of  $p < 0.05$ . More clearly, around 17.5% of the variant in the consumption of jamu can explain the decision to purchase the jamu. Furthermore, the factors of consumption interest (attitude, awareness, affordability and subjective norms) in the model ( $R^2=0.535$ ) can

explain about 53.5% of the jamu consumption interest (Figure 3). The rest of 46.5% can be explained by other variables outside this study. Therefore, the research should be continued to explore these undetected variables.

**Table 5.** Construct Reliability

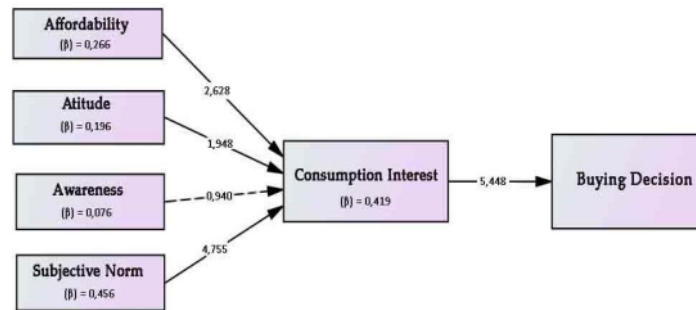
	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Affordability	0,766	0,864	0,680
Attitude	0,772	0,826	0,556
Awareness	0,726	0,868	0,769
Subjective Norm	0,811	0,913	0,841
Consumption Interest	0,765	0,836	0,609
Buying Decision	0,711	0,783	0,526

Regarding reliability, the internal consistency is measured by composite reliability. Analysis in PLS-SEM and actual loading depends on the reliability of the composite which calculates factor scores and determines a construct that is better than reliable internal consistency on Cronbach's Alpha values [55]. The Cronbach's Alpha values of each construct in the model must be above the recommended threshold of 0.7 [56,57] and thus support the reliability of the measurement (Table 5).



**Figure 3.** Path Analysis of Validity and Reliability of Each Sub-Construct

The next is the measurement of the effect strength of the independent variables on the dependent variable simultaneously [60]. To determine the effect size simultaneously or simultaneously, this study calculates a value ( $f^2$ ) where this value has a threshold ( $f^2 = 0.02$  for small effects), ( $f^2 = 0.15$  for intermediate effects), and ( $f^2 = 0.35$  for large effect sizes) [61]. The F-statistic results explain the simultaneous influence of the independent variables (attitudes, awareness, affordability and subjective norms) on the dependent variable (consumption interest) which is noted that the value of  $F = 0.452$  is significant at the 5% level. That is, the independent variable simultaneously has a large effect size on the dependent variable, namely consumption interest with a value of  $F = 0.213$ . This indicates the size of the intermediate effect on the purchase decision of the herbal medicine. The PLS-SEM analysis results in the t-value indicate that attitudes, affordability, and subjective norms which are behavioral controls consistent with Theory of Planned Behavior (TPB) and are factors that influence the jamu consumption. This is in line with research by Puspita and Nugrahani [62] and Widiarti et al. [27] which states that subjective attitudes and norms have a positive influence on the use of traditional medicine and herbal medicine as a local wisdom of family heritage, especially for Javanese and Madurese. Affordability that has a significant influence is in accordance with Andriati and Wahjudi's research [12] that consumers can easily buy at economical prices and easily obtain herbal medicine in stores, minimarkets, and mobile sales.



**Figure 4.** Standardized Total Effect. (The dotted line indicates the t-test does not reach the significance level  $|t\text{-value}| \geq 1.96$ )

The data presented in Table 5 is intended to compare and analyze the effect of each variable on the final decision as shown in the PLS-SEM analysis model. The t-value for the affordability path shows 2,628, attitude 1,948, and subjective norm 4,755, which is higher than the standard value ( $|t\text{-value}| \geq 1,96$  t-table); while, the t-value for awareness is 0.940, smaller than the standard setting ( $|t\text{-value}| \geq 1.96$  t-table). This shows that this variable has no effect on the consumption interest of jamu. Therefore, the interest in consumption of jamu is supported by affordability, positive attitude, and subjective norms in which or all three of these variables have a significant positive effect on the consumption of jamu. In addition, the t-value of the consumption interest pathway (5,488) which has a significant positive influence on the purchase decision of jamu, especially for KaDo visitors

**Table 6.** Path analysis of the Research Model

The Effect of Variable	Path			Decision
	Coefficients ( $\beta$ )	t-Value	p-Value	
Affordability ----> Consumption Interest	0,266	2,628	0,009***	Significant
Attitude ----> Consumption Interest	0,196	1,948	0,023**	Significant
Awareness ----> Consumption Interest	0,076	0,940	0,348	Insignificant
Subjective Norm ----> Consumption Interest	0,456	4,755	0,000***	Significant
Consumption Interest ----> Buying Decision	0,419	5,448	0,000***	Significant

\*  $p < 0.1$ ; \*\*  $p < 0.05$ ; \*\*\*  $p < 0.01$ (one-tailed test).

Meanwhile, the awareness does not have strong influence on the consumption of jamu. The different levels of knowledge of jamu owned by consumers differ from non-consumers of jamu. The consumers of jamu have understood the differences between the three types of traditional medicine namely; 1) herbal medicine (jamu), 2) OHT (Obat Herbal Tersan<sup>23</sup> or Standardized Herbal Medicine), and 3) phyto pharmaca whose manufacturing process has been standardized (Republic of Indonesia Drug and Food Control Agency, BPOM RI, 2004). The consumers of herbal medicine in this study do not feel familiar with shops/markets that specifically sell jamu because it is sold with OHT and phyto pharmaca. In addition, the consumers of jamu in this study also did not know the brands of herbal products other than what they usually order at KaDO and what they usually drink at the "traveling herbalists" who sell the jamu from home to home and in the face to face approach.

## Conclusions

This research proves that the jamu's origin (ethnicity) has a high relationship with the consumption of jamu, which strongly indicates the segmentation of jamu consumption is still in the local context. The factors that significantly influence the consumption of jamu are positive attitude, product affordability, and subjective norms. Through the use of strict statistical methods, consumption interest has a significant influence on the decision to buy the jamu. The increasing interest in the consumption of jamu will increase the awareness about the trend of green consumerism. For the KaDO visitor, specifically, the decision to purchase herbal products is partly influenced by the consumption of jamu. Therefore, it is necessary to improve the market education process that can be done by referring to aspects of product attributes that actually symbolize the authenticity of herbal medicine. In this case, the online advertising facilities through the internet can be used as a medium for market education; and the educational messages can be done by instilling the habit of drinking herbal medicine through the aspect of subjective norms.

**Author Contributions:** For research articles with several authors, a short paragraph specifying their individual contributions must be provided. The following statements should be used "Conceptualization, ND and AAH; methodology, ND, 416 and UM; software, AAH and AK; validation, ND, AAH, and U.M.; formal analysis, ND; investigation, AAH; resources, ND; data curation, AK; writing—original draft preparation, ND; writing—review & editing, U.M; visualization, AAH; supervision, AK.; project administration, AK.; funding acquisition, ND. All authors have read and agreed to the published version of the manuscript.", please turn to the CRediT taxonomy for the term explanation. Authorship must be limited to those who have contributed substantially to the work reported.

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