

Innovations

Perceived Value and Trust on Re-Consumption of Jamu Products in Indonesia: Moderating Role of Demographic

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Abstract: *This study delves into the consumption patterns among residents of the greater Jakarta area, Indonesia, aiming to provide insights into the intricacies of consumer behavior in this urban setting. The research was conducted with a sample size of 425 respondents drawn from various demographic backgrounds within Jakarta. Utilizing a mixed-methods approach. Three hypotheses were formulated to investigate different aspects of consumption behavior among Jakarta residents. Specifically, the research found that socio-economic factors, such as income level and education, have a substantial influence on consumption patterns among respondents. Additionally, cultural preferences were found to play a significant role in shaping consumer behavior, with distinct consumption patterns observed among different ethnic groups in Jakarta. The study also revealed variations in consumption patterns across different demographic groups within Jakarta. Factors such as age, gender, and occupation were found to influence consumer preferences and purchasing decisions. These findings highlight the importance of considering diverse demographic characteristics when analyzing consumption behavior in urban areas. Overall, this research contributes to the existing literature on consumer behavior by providing valuable insights into the consumption patterns among residents of Jakarta, Indonesia. The findings have implications for businesses seeking to tailor their marketing strategies to the preferences of Jakarta consumers, as well as for policymakers aiming to develop targeted interventions to promote sustainable consumption practices in the region. Further research is needed to explore additional factors influencing consumer behavior and to validate the findings in other urban contexts.*

Keywords: *Perceived value, Trust, Demographic, Moderating variable*

Introduction

Indonesians have known jamu as one of their traditional drinks for generations and claim it as an alternative treatment (Kayser, 2014), making jamu popular among Indonesians. It is an herbal drink. Herbal medicine has become an integral part of Indonesia's cultural richness (Bawono, 2011). Due to the large area of the Indonesian archipelago and its biodiversity, the archipelago has a diverse flora that can be used as a medicinal spice in many medicinal plants and as an ingredient in traditional drinks known as herbal medicine. can also be used to improve stamina ¹

A growing number of people are concerned about their overall health. It is influencing the growing number of consumers who are looking for natural ways to maintain their systems ² The coronavirus disease (COVID-19) pandemic that occurred in late 2019 has further increased the consumption of herbal medicine as a supplement to increase endurance, especially in Indonesia, where traditional medicine using spices has a long tradition. It was. This provides an opportunity to increase intake of herbal medicines. (Y. Li et al., 2020).

The post-coronavirus disease (COVID-19) pandemic situation has shown an increase in sales of herbal medicines ³. This shows that consumer confidence in consuming plant-based products is increasing. Consumer trust is created when the product or service consumed can meet the consumer's expectations. When consuming herbs, when consumers feel the benefits of spices, the guaranteed safety and hygiene of herbal products, they can take herbs at ease. Consumers' perceived benefits shape their perceptions of the value of plant-based products and influence their confidence and intention to consume plant-based products again in the future (Mann & Sahni, 2013). (Watanabe et al., 2020). The role of the government in commercializing the use of herbal medicines became clear in 2014 when the government, in this case the Ministry of Commerce, announced that Indonesia has approximately 30,000 plant species that are raw materials for the production of herbal medicines. The rise of modern society's focus on chemical supplements and chemical medicine has made herbal medicine less effective, as evidenced by the fact that the uptake of chemicals is even higher than that of herbal medicine, reaching up to 90.54%.

As a developing country, Indonesia has the advantage of marketing its herbal traditional drink. The issues related to consumer behavior, demographic trends are the most widely documented This is mainly due to the fulfillment and satisfaction of material needs, regardless of consumers' internal/external preferences, which are all closely related to demographic trends ⁴. ⁵state that "demographics" are the most important factor influencing the consumer

decision-making process Consumer demographics are related to consumer behavior, and consumer behavior has an important relationship with environmental responsiveness⁶ Customer demographics, which indicate who buys a product, lead to different purchasing processes⁷ Demographic factors or variables are personal statistics that include information such as gender, age, and monthly income⁸. Some studies suggest that demographic factors can moderate the perceived value and behavioral intentions relation⁹⁻¹¹. The Survey and initial interviews with herbal medicine distributors show that 57% of consumers are middle-aged men who take herbal medicine to improve their physical strength and maintain health The results of the survey of respondents to the distributed questionnaire also showed that 29% of herbal medicine consumers were between 31 and 40 years old, and 32% of consumers were between 41 and 50 years old.

Objectives of the Study

Based on the aforementioned data, this research aims to investigate the moderating effect of the Indonesian demographic on the relationship between perceived value and re-consumption of Jamu products.

Review of Related Literature

The Theory of Consumption Value and Relational Theory

This research was based on two theories, The Theory of Consumption Value and the Relational Theory. The Theory of Consumption value stated that values are important beliefs that guide consumer behavior¹² Values also influence people's decision-making behavior (Raza et al, 2021) The concept of consumption value is commonly discussed in marketing literature in the context of the exchange or return of something, presents the concept of a trade-off between cost and expected value, and is a multidimensional conceptualization developed in many fields caused research¹³ found that consumer behavior depends on consumer values. These values are their beliefs about what is important in life, meanwhile, Relational Theory rooted in relationship quality according to¹⁴ defines relationship quality (RQ) as "the level of comfort a relationship provides in meeting customer needs" RQ can be viewed as a mega construct composed of other important components that reflect the overall nature of the exchange relationship between two parties.

Perceived Value

Consumer perceived value is a consumer's subjective evaluation of the benefits he or she perceives after consuming a product or service and is related to the level of sacrifice the consumer makes to consume the product or

service¹⁵ Perceived value is an important factor in consumers' decisions about whether to consume a product or service again. Consumers who properly evaluate the value of a product or service will have more trust in that product or service. Based on the aforementioned above, this research then propose the following hypotheses:

H1: Perceived value has positive and significant effect on consumer re-consumption intention for jamu products.

Trust

Consumers who have a positive experience after consuming a product or service will develop trust in that product or service; trust is important in influencing consumer decisions to re-consume a product or service in the future and recommend it to others. To gain consumer trust in a product or service, producers must be dependable and consistent in meeting consumer expectations.¹⁶⁻¹⁸

Consumer trust is a very fragile thing. If a consumer loses trust in a product or service, they will stop using it, especially if it is health-related. Consumers will be more cautious in their purchasing decisions. As a result, maintaining consumer trust is a top priority for producers. Several previous studies have found that consumers' perceived value influences their trust and, as a result, their purchasing decisions. Based on the foregoing, the following hypothesis is proposed in this study:¹⁹⁻²¹ Based on the aforementioned above, this research then propose the following hypotheses:

H2: Trust positively and significantly affects consumer re-consumption intention for jamu products.

Consumers Demographic

Demographics are the most documented referential variable when segmenting consumer groups²². Demographic is often used interchangeably with demography, which studies the human population, including population growth and social change²³ Demographics are critical for consumer segmentation and understanding of changes in shopping ability and customer shopping behavior (Bramillari and Nerjaku, 2021).²⁴ add that this demographic is excellent for studying the urban life of these pockets as well as their money management behavior.

In terms of issues related to consumer behavior, demographics are most documented. This is mainly due to not caring in consumers' internal/external preferences, fulfillment and satisfaction of material needs, all of which are strongly related to demographics (Wang and Pang, 2021). Berman and Evans (2001) suggest that "demographics" are the most critical factor influencing

consumer decision processes. Consumer demographics are interrelated consumer behavior results in a significant relationship to environmental responses (Bui et al., 2022). Customer demographic characteristics that state who buys products will lead to different shopping processes (Braimllari and Nerjaku, 2021). Demographic factors or variables are personal statistics that include information such as gender, age, monthly income and so on (Cantiello et al., 2015).

a. Demographics by Gender

b. Demographics Based on Age

c. Demographics Based on Monthly Income

Based on the aforementioned above, this research then propose the following hypothesis:

H3a: Gender-based demographic has a moderating effect on the relationship between perceived value and re-consumption intention of jamu products.

H3b: Age-based demographic has a moderating effect on the relationship between perceived value and re-consumption intention of jamu products.

H3c: Income-based demographic has a moderating effect on the relationship between perceived value and re-consumption intention of jamu products.

Methodology

This research is confirmatory quantitative research as its objective is to validate the interrelation among the variables examined, which include demographics, perceived value, trust, and consumer re-consumption intention. AMOS is employed to facilitate the application of confirmatory-based-structure equation modeling (CB-SEM) as an analytical technique in this study. The research was carried out at DKI Jakarta, which is an economic hub for community activities due to its high level of diversity and cultural background, high community mobility, and diverse activities. Jakarta, being the capital of Indonesia and one of the megapolitan cities, is undoubtedly influenced by these factors in its citizens' consumption patterns. Moderation analysis was conducted in this study utilizing SEM-PLS and multi-group analysis. The t-value test will be applied to the predetermined respondent category, which serves as a moderation variable and demographic variable in this research. Demographic variables that are ascertained comprise age, gender, and income. Rigdon et al (2010) cited profiles as an example of the diversity of research respondents. Aspects of the profile such as age, education, income, or specific consumers may compromise the reliability of research findings.

Consequently, this diversity should be incorporated into the moderator's analysis by the researchers.

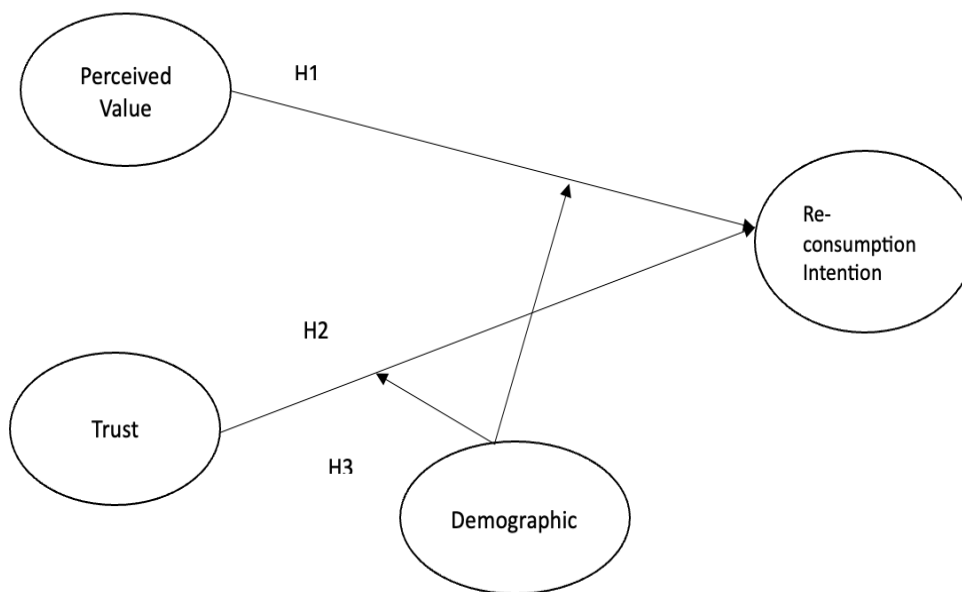
Measurement

This study adopts measurements used by Zhu et al. (2022) and Adasme-Berrios et al. (2022) for consumer-perceived value variables consisting of functional, social, emotional, conditional, and epistemic values. For trust variables adopted the measurements used by Arifin et al. (2019), Isaeva et al (2020), and Oliveira et al. (2017), which consist of willingness to rest, ability, benevolence, integrity, and trust.

Sample

The unit of analysis in this study comprises herbal medicine consumers residing in DKI Jakarta. This study's population consists of the inhabitants of DKI Jakarta. The sample for this study, on the other hand, consists of residents of DKI Jakarta who voluntarily consume herbal medicine on a regular basis. The research utilized a purposive sampling technique to select the 425 respondents for this study. This method establishes particular criteria for sample selection, which in this case were the following: individuals must be at least five times 18 years old and have used herbal medicine. Data were gathered during the period of January 1, 2023, to March 31, 2023.

Figure 1 Perceived Value and Re-consumption Intention



Result

Demographic of Respondents

Total of 425 valid responses to this research questionnaire, which were distributed to all districts in DKI Jakarta, were collected for further analysis. The questionnaire under consideration is deemed valid when all required fields are filled out. A summary of the demographic information of the participants in this study is provided below.

Table 1. Summary of Respondents Demographic

Respondent Profile		Frekuensi	Percentage (%)
Gender	Female	219	51,5
	Male	206	48,5
Generation	Boomers	18	4,2
	X	79	18,6
	Y	160	37,6
	Z	168	39,5
Income	< Rp 4.900.000	146	34,4
	Rp 4.900.000 - Rp 9.800.000	133	31,3

	Rp 9.800.000 - Rp 14.700.000	76	17,9
	> Rp 14.700.000	70	16,5
Frequency	1x	184	43,3
	2-3 x	195	45,9
	4-5x	46	10,8
Brand	Jamu SNI	43	10,1
	TolakAngin	44	10,4
	TolakLinu	17	4,0
	Susu Jahe	11	2,6
	Imunku	11	2,6
	Kiranti	11	2,6
	Madu TJ	7	1,6
	Antangin	8	1,9
	Sari TemuLawak	12	2,8
	KunyitAsam	10	2,4
Lain-Lain	251	59,1	

Source: Field Survey, 2023

The demographic information of the participants in this study is summarized in Table 1. The proportion of male and female respondents is nearly equal; however, an intriguing finding from this research is that 39.5% of respondents belong to Generation Z (Gen-Z), despite the fact that this cohort is characterized by its contemporary way of life and relative unfamiliarity with traditional beverages in comparison to the baby boomers.

Respondents with incomes below Rp.4,900,000 dominated the demographic results of this study. This indicates that herbal medicine is more widely recognized among the lower middle class, with TolakAnginas the most consumed brand.

Structural Model Test

Testing the measurement model can be seen from several indicators: the value of the indicator loading factor, indicator reliability, internal consistency, and convergent validity.

Table 2 Validation of Instrument

Constructs	Items	I_i	α	CR	AVE
Perceived Value	PV_1	0,849	0,945	0,946	0,597
	PV_2	0,831			
	PV_3	0,757			
	PV_4	0,791			
	PV_5	0,812			
	PV_6	0,759			
	PV_7	0,748			
	PV_8	0,749			
	PV_9	0,807			
	PV_10	0,795			
	PV_11	0,764			
	PV_12	0,574			
Trust	TR_1	0,952	0,961	0,962	0,863
	TR_2	0,955			
	TR_3	0,945			
	TR_4	0,860			
Re-consumption	RE_1	0,693	0,859	0,867	0,624
	RE_2	0,921			
	RE_3	0,72			
	RE_4	0,805			

Source: Field Survey, 2023

The loading factor values for each measurement variable indicator are all greater than 0.5, as shown in Table 2. This indicates that the indicators can be considered valid measures of their respective constructs. When the internal consistency (CR) and Cronbach alpha values are greater than 0.7, it can be concluded that the model's test results satisfy the internal consistency criteria. The concurrent validity value (AVE) exceeds 0.5, signifying that this assessment's outcomes also satisfy the convergent validity criteria ²⁵.

When evaluating structural models, various metrics are considered, such as the root mean square residue, the Tucker-Lewis index, the goodness of fit index (GoF), the normed fit index, and the comparative fit index. The results of these evaluations are summarized in Table 3. As shown in Table 4, the structural value testing conducted for this study meets all of the criteria.

Table 3. Summary of Goodness of Fit Index

Table 3. Result of Model's Goodness of Fit

Goodness of fit	Cut-off value	Value	Description
RMSEA	<0.08	0,051	Good fit
CMIN/df	<2	2.121	Good fit
CFI	>0.90	0,958	Good fit
TLI	>0.90	0,954	Good fit

Table 4. Hypothesis result for direct relation on variables

Hypothesis	Beta Value	T Value	P Value	Lower	Upper	Description
(H1) PV \square RE	0,06	1,175		-	-	Significant
(H2) TR \square RE	-0,021	-0,402	0,688	-	-	Not Significant

Shown in Table 4 Indicating that customers' intentions to re-consume herbal items are influenced by their assessment of the value they place on a product or service, Hypothesis 1, which investigates the direct correlation between perceived value characteristics and such intentions, is confirmed. Consistent with findings from other research, this conclusion indicates that customers' future purchasing decisions are significantly impacted by perceived value. [2020a, 2020b] E. A. de M. Watanabe et al. and Atsti et al. (2021); Li, Long, Laubayeva, Cai, et al. (2020). It is concluded that customers' trust in a product or service does not necessarily influence their desire to re-consume that product or service in the future, as opposed to the direct relationship between trust and the intention to re-consume herbal goods that is investigated in Hypothesis 3. These results suggest that consumer re-consumption of specific products or services is not solely determined by the level of trust they have in the offering, particularly in this instance where the given product is a herbal drink that has a direct physiological effect on the user. Muharam et al., 2021; Damghanian et al., 2016; Asti et al., 2021 respectively.

In addition to examining direct and indirect influences, this study also examines demographic influences in moderating perceived value on re-consumption intentions, those results can be seen in the findings presented in Table 5 indicate that the intention to re-consume is significantly impacted by perceived values that are regulated by demographics based on male sex ($\beta = 0.414$; p-value <0.001). The demographic moderation of perceived value by female gender did not have a statistically significant impact on re-consumption intention (p-value = 0.563). Demographic moderating by generation X age, the influence of perceived value on re-consumption intention was not statistically significant (p-value = 0.517).

Demographic moderating by generation Y age, the influence of perceived value on re-consumption intention was insignificant (p -value = 0.745). Demographically regulated by generation Z's age, the perceived value significantly influenced the intention to re-consume (β = 0.301; p -value <0.001). The demographic moderating effect of low monthly income on perceived value on re-consumption intentions was statistically significant (β = 0.287; p -value <0.001). The demographic moderating effect of moderate monthly income on perceived value did not have a statistically significant impact on re-consumption intention (p -value = 0.199). There was no significant influence of demographically modulated perceived value on re-consumption intentions concerning high monthly income (p -value = 0.061). There was no significant impact on re-consumption intentions due to the perceived value that demographic moderation based on extremely high monthly income produced (p -value = 0.478).

Table 5. Hypothesis result for moderating effect on demographic

Relations among variables	Characteristic	β	T Statistics	P-value	Result
Gender-based demographic					
X1*Z1 → Y1	Male	0,414	6,487	< 0,001	S
	Female	-0,047	-0,579	0,563	NS
Age-based demographic					
X1*Z1 → Y1	43 to 58 yo (Gen X)	0,061	0,648	0,517	NS
	27 to 42 yo (Gen Y)	0,039	0,325	0,745	NS
	17 to 26 yo (Gen Z)	0,301	3,953	< 0,001	S
Income-based demographic					
X1*Z1 → Y1	< Rp 4.900.000 (lower income)	0,287	3,324	< 0,001	S
	Rp 4.900.000 - Rp 9.800.000 (middle income)	0,121	1,283	0,199	NS
	Rp 9.800.000 - Rp 14.700.000 (high income)	0,221	1,876	0,061	NS
	> Rp 14.700.000 Higher amount of income)	0,118	0,71	0,478	NS

Discussion of Findings

Demographically influenced perceived value has a considerable impact on the intention to repurchase, according to the third hypothesis of this study. With a β value of 0.414 and a p-value of less than 0.001, the test results indicated that the intention to re-consume was regulated by demographics in terms of male sex concerning perceived value. A p-value of 0.563 indicates that the intention to re-consume is affected by the perceived value in relation to women's gender. A p-value of 0.517 indicates that the intention to re-consume is demographically regulated by the age of generation X in terms of perceived value. Having a p-value of 0.745%, the demographic moderating effect of generation Y age on the perceived value and intention to re-consume. With a β value of 0.301 and a p-value of less than 0.001, the demographic moderating effect of generation Z age on the perceived value of a product on the intention to recreate is evident. The p-value for the aspect of perceived value on re-consumption intentions that was influenced by demographics in relation to low monthly income was less than 0.001. The β value was 0.287. With a p-value of 0.199, the intention to re-consume is influenced by demographic factors that moderate the perceived value of modest monthly income. The propensity to re-consume was significantly influenced by the demographic moderating effect of high monthly income on perceived value ($p = 0.061$). The desire to re-consume is significantly influenced by the perceived value of demographic moderation based on monthly income, as indicated by the p-value of 0.478. As each variation in respondent characteristics yields a unique result, these findings demonstrate that demographic moderating factors substantially impact re-consumption intentions in relation to perceived values. Acceptance of this study's third hypothesis would indicate this.

The concept of "perceived value" in the context of this research pertains to the comprehensive evaluation that customers make regarding the advantages they derive from utilizing herbal goods, encompassing epistemic, emotional, functional, conditional, and social dimensions. Re-consumption intent was not significantly impacted by perceived value, according to the findings of this study. According to these findings, consumers' favorable perceptions of the benefits they will receive from herb consumption may not necessarily influence their intention to re-consume the herbs. Numerous prior studies have concluded that perceived values substantially impact behavioral

intentions. However, our result contradicts those findings (Huang et al., 2020; Li et al., 2020; Toni et al., 2018). Consistent with the conclusions drawn by Sharma and Klein (2020) and Fiandari et al. (2019), this study's results indicate that perceived value has no substantial impact on behavioral intentions.

Constraints about the relative importance of the benefit and the necessary sacrifices prevent consumers from developing repeating behavioral intentions, according to Fiandari et al. (2019). Given that the majority of respondents are herbal consumers with modest incomes, this outcome is consistent with this demographic. Despite the affordability of herbal medicine for low-income consumers, they may continue to perceive the associated sacrifices as unreasonable in comparison to the potential benefits they may obtain. Furthermore, in terms of comfort, individuals are less likely to repurchase products that do not meet their essential needs, particularly when considering features such as flavor, color, and aroma. The propensity to re-consume herbs is further influenced by scientific concerns about the adverse effects of herbal medication, including kidney damage, irregularities in clinical studies, and the lack of specificity in extracts derived from herbal constituents. As a result of these factors, individuals tend to ingest herbs that are known to them or their surroundings, as determined by preliminary interviews and Prof. Bernard's expert judgment. Consequently, the fact that consumers prefer a limited number of herbal products is unexpected.

In the context of this research, consumer trust pertains to circumstances in which individuals depend on herbal remedies to surmount health challenges, signifying their conviction in the remedies' efficacy and the advantages they have perceived. According to the findings of this research, trust had no statistically significant impact on the desire to re-consume. The findings of this study suggest that customers' confidence in herbal products does not translate into a desire to re-consume the herbs, despite their reliance on them to resolve health issues. This discovery contradicts prior investigations that establish a substantial correlation between consumer trust and consumer behavioral intentions (Chin et al., 2020; Cui et al., 2019; Park et al., 2018).

Cui et al. (2019) and Kim et al. (2008) discovered that consumer trust can raise consumer tolerance to perceived risks and amplify the possible benefits of products, hence indirectly influencing consumer behavioral intentions. However, the investigation yielded divergent findings. This discrepancy in outcomes could potentially be attributed to the demographics of the respondents, who are predominately consumers of generation Z. Munsch (2021) said that despite the fact that generation Z comprises the highest proportion of potential consumers at present, their inability to place trust in certain items is due to the abundance of alternatives available to them. It is

rational that customers who have experimented with herbal therapy may possess a limited comprehension of the medicinal properties associated with the herbs they ingest. Furthermore, the quantity of knowledge that consumers acquire regarding diverse product categories that offer comparable benefits to herbal medication can deter them from repurchasing the herbal medicine. Re-consumption intentions were not significantly impacted by perceived value moderation in demographics based on female gender, according to the study. On the contrary, re-consumption intentions are notably impacted by the perceived values that modulate demographics according to male sex. These findings indicate that male herbal consumers are more likely to repurchase items if they hold a higher favorable opinion on the benefits of the products. Female consumers are not affected by these findings. In addition, demographic moderation based on the age of generation X did not significantly influence re-consumption intent as measured by perceived value. In addition, re-consumption intentions were not significantly impacted by the age-based perceived value of demographic moderation. In the context of generation Z's demographic moderating influence on perceived values, the intention to reconsume is significantly impacted. In other words, members of generation Z will be more inclined to maintain their consumption of herbal goods if they see greater benefits associated with them. Conversely, other consumer generations exhibit contrasting outcomes.

Conclusion and Recommendations

The findings of this research align with the conclusions drawn by Yuen et al. (2020) and Hariguna et al. (2020), which also indicate that consumer confidence is significantly impacted by perceived value. According to Hariguna et al. (2020), despite the fact that perceived value and trust are defined in a variety of ways, the influence of perceived value on customer trust is consistently substantial and crucial.

According to the findings of Sumarni et al. (2019), there are additional circumstances in which the public's confidence in the dependability of herbal medicines is founded upon empirical or believed facts rather than the truth. Further investigation is required to ascertain the bioactive content of compounds present in the primary ingredients, with the intention of developing a safe and effective traditional medicine herb. This finding is consistent with the research conducted by Silva et al. (2018), which shown that patients favor herbal products as a gentle method to get favorable treatment results for specific clinical problems, even when such approaches do not always meet their clinical requirements. It is crucial that consumers understand the relationship between the advantages and hazards of utilizing

medicinal herbs and the fundamental constituents and applications of these plants.

Furthermore, the results corroborate prior research emphasizing the significance of demographic factors in shaping consumers' behavioral intentions. Consistent with findings from Calza et al. (2019), Hu et al. (2020), and Merhi et al. (2020), which indicate that demographics may moderate the impact of perceived value on consumer behavior, this conclusion is supported by research. The present study demonstrates the intricate nature of the relationship between demographics and perceived value as it relates to the re-consumption intentions of consumers regarding herbs. The findings of this research demonstrate the significance of incorporating consumer demographics into the analysis of more comprehensive and intricate consumer behavior, with a particular focus on consumer behavior about herbal medicine.

Implication

Numerous implications can be deduced from the findings of this research. Such as the following,

1) This study concludes, based on the characteristics of respondents, that men and women comprise the majority of herbal medicine customers in Jakarta by a negligible percentage difference. Additionally, low to moderate monthly salaries comprise the majority of herbal medicine users, demonstrating that herbal medicine is regarded as an affordable alternative to conventional healthcare. The prevalence of Generation Z and Y as consumers of herbal medicine demonstrates the substance's appeal to the youth demographic. Herbal medication is still consumed frequently, with the majority of customers doing so two to three times each week. Individual preferences influence the selection of a herbal brand; whereas some individuals seek the herb as a daily supplement, others prioritize product quality. Herbal medicine continues to be a fundamental component of public health practices in Jakarta, where consumers exhibit a wide range of traits. This diversity offers manufacturers and marketers valuable insights as they confront the expanding herbal market.

2) It is imperative for manufacturers and marketers of herbal products to comprehend that while consumers may hold a favorable opinion regarding the perceived advantages of herbal medicine, which may influence their trust in the field, this opinion does not have a substantial impact on their inclination to reconsider herbal medicine. Efforts to promote consumer intentions to continue using herbal medicine must therefore place a greater emphasis on consumer confidence factors. This may encompass tactics for establishing

robust confidence via frank and open correspondence, product validations, or favorable endorsements.

3) Herbal product manufacturers and marketers must recognize the significance of fostering consumer attachment to their products. While the impact of perceived value on customer attachment is not substantial, attachment serves as a substantial mediator in the connection between perceived value and the intention of consumers to repurchase. Consequently, greater emphasis can be placed on marketing tactics to foster consumer connection to herbal products. This may encompass the creation of loyalty programs, educational materials, interactions that foster an emotional bond between consumers and products, or the delivery of satisfactory customer experiences. By comprehending the significance of consumer involvement and its potential to moderate the impact of perceived value, marketers and producers in the herbal medicine sector can develop more efficacious approaches to customer retention, growth, and enhancement.

This study is subject to the following limitations: 1). This study primarily examined herbal consumers residing in Jakarta, Indonesia, a place whose consumer profiles and preferences can differ from those of consumers in other areas of the country. The results of this study may not be directly applicable to inhabitants in rural areas or beyond Jakarta, given that Jakarta is an urban hub with greater access to a vast array of products and services. Due to the possibility that cultural and geographical diversity in Indonesia would have an impact on herbal medicine consumer behavior, caution should be exercised when extrapolating research findings.

2) An attempt is made to provide a synopsis of developments in the herbal medicine sector, with a particular focus on technical convergence and scientific advancements in the field of herbal medicine. Yet, it is possible that the information presented does not encompass every facet of the intricate nature of the herbal medicine sector. Insufficient attention was devoted to investigating potential influences on customer behavior from factors such as competitive dynamics, regulatory change, and product innovation.

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