

THE INFLUENCE OF HEALTH CONSCIOUSNESS AND E-SERVICE QUALITY ON TRADITIONAL MEDICINE PURCHASING DECISIONS (CASE STUDY OF CV DARI TEMAN SEJATI)

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Abstract-The purpose of this research is to examine and analyze the influence of health consciousness and e-service quality on the purchasing decisions of traditional medicines. The background to this research stems from the discovery of the phenomenon of increasing health awareness in the community but sales to companies are experiencing a downward trend. In addition, in the digital era where people are active in transacting online to meet their needs, companies are interested in developing distribution through e-commerce. The company also wants to develop a new market through a new product, Teki Tea for menstrual pain. Therefore, in this study the respondents who were focused were women aged 15-29 years, with the criteria of having bought traditional medicine online. Total respondents were 154 with data collection through questionnaires and processed using SPSS software. The results of this study indicate that health consciousness and e-service quality have a positive and significant effect on the decision to purchase traditional medicines.

Keywords: Health Consciousness, E-Service Quality, Purchase Decision, Traditional Medicine

1. Introduction

According to the Basic Health Research Survey (Riskesdas) in 2013 30.4% of households use traditional health services, of which 77.2% chose non-equipment-based methods (skills without tools) and 49.0% chose potions. Research by Kim, S., and Seock, Y.K. (2009) on how female consumers choose beauty products shows that growing awareness of the importance of health will lead to more purchases of natural and organic products. The study's findings suggest that health consciousness significantly influences purchasing decisions. CV DTS (CV Dari Teman Sejati) is one of the producers of traditional medicine (jamu) in Indonesia. CV DTS's head office is located in Dawarbandong, Mojokerto, East Java, Indonesia. The company was founded in 2010. Based on an interview with the Owner, now the company plans to increase revenue by increasing demand for traditional medicine (herbal medicine) CV DTS. The plan is carried out by expanding the market size specifically for women aged 15 to 29 years and offers several benefits, namely to help relieve dysmenorrhea (menstrual pain). Efforts to help treat dysmenorrhea, especially by utilizing e-commerce platforms as a medium for purchasing products, are things that CV DTS pays attention to. Therefore, to increase sales and survive in the digital era, the company is developing a website as an e-commerce media CV DTS. Based on this phenomenon, this study focused on the Effect of Health Consciousness and E-Service Quality on Traditional Medicine Purchasing Decisions. The results of this study will be used as a reference for the preparation of new product marketing strategies for CV DTS.

2. Literature Review

2.1 Previous Research

Research by Tran, T.A, (2020) shows that health consciousness has a positive and significant influence on purchasing decisions. Research by Geovanca et al., (2022) shows that health consciousness has a negative and significant impact on product purchasing decisions. Research by Putri et al., (2021) shows the results that e-service quality has a positive and significant impact on consumers in making purchasing decisions.

2.2 Theoretical Foundation

2.2.1 Theory of Reasoned Action

Based on Trafimow D. (2009), the theory of reasoned action is the most proximal cause of what someone wants to do or not do. Ajzen and Fishbein (1980) assume that the theory of reasoned action is an action or behavior carried out by an individual that is determined based on the individual's desire to do or refrain from doing certain actions or behaviors.

2.2.2 Health Consciousness

Health Consciousness is defined as the degree of readiness to perform health measures (Schifferstein and Oude Ophuis, 1998). According to Hong H. (2009), the term health consciousness refers to an individual's view of their health in general, not to a specific health problem.

2.2.3 E-Service Quality

According to the definition given by Chase et al. (2006), e-service quality is measured by how well an e-commerce platform can facilitate the process of purchasing products online and the delivery process efficiently and effectively. by Budiman et, al. (2020), good e-service quality from sellers to buyers on e-commerce platforms Can foster consumer loyalty and influence product purchase decisions in e-commerce.

2.2.4 Purchasing Decision

Purchasing decision is an individual process in deciding whether to buy products or services or not, if consumers make a purchase, it will determine the product to be purchased (Kotler & Armstrong, 2018). Based on research conducted by Kotler & Armstrong (2018), purchasing decisions are the point at which consumers engage in actual buying behavior.

3. Research Framework

3.1 Analysis Model

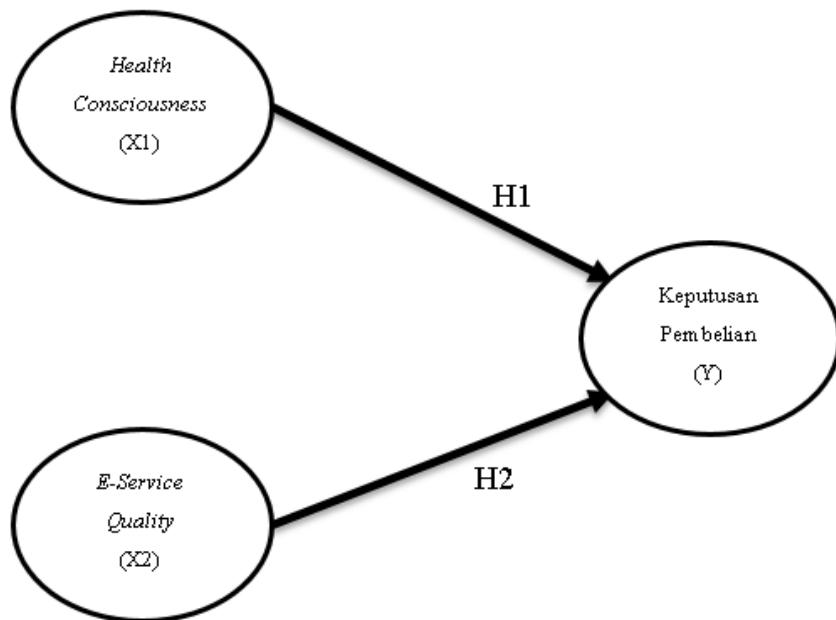


Figure 3.1 Research Framework

Processed by Researchers (2023)

3.2 Hypothesis

H1: health consciousness has a positive and significant effect on purchasing decisions.

H2: e-service quality has a positive and significant effect on purchasing decisions.

4. Research Methods

4.1 Research Approach

This research uses a quantitative approach, the data used is data based on reality, symptoms, and phenomena to obtain validity from the results of the study (Niaz, 2009). The population determined is women aged 15 – 29 years. The number of samples obtained was 154 respondents who had purchased traditional medicine products (jamu) CV Dari Teman Sejati through e-commerce. Primary data was obtained by distributing questionnaires through Google form measured using a Likert scale of 1-5.

4.2 Variable Operational Definition

Table 4.1. Variable Operational Definition

Variable	Operational Definition	Indicators	Items
Health Consciousness	Health Consciousness is defined as the level of readiness to perform health measures. (Schifferstein and Oude Ophuis, 1998)	Health Behavior Integration	<ol style="list-style-type: none"> 1. Sensitive to health hazards 2. Take responsibility for their health 3. Care about their physical fitness 4. Care about stress management 5. Care about nutrition management
		Psychological attention to one's health	<ol style="list-style-type: none"> 1. Health precautions 2. Self-health awareness 3. Health Engagement 4. Self-monitoring of one's health.
		Health Information Search	<ol style="list-style-type: none"> 1. Learn more health information from the media 2. prefer newspapers, magazines, the Internet, and interpersonal networks (e.g., family, friends) as primary sources of health information 3. Remember more health content and incorporate it into their future behavior
		Personal Health Responsibility	<ol style="list-style-type: none"> 1. Take responsibility in managing their own health
		Health motivation. Hong,H. (2009)	<ol style="list-style-type: none"> 2. Health Information Acquisition Behavior 3. Health maintenance behaviors.

Variable	Operational Definition	Indicators	Items
E-Service Quality	E-Service Quality is defined as the expansion of a site's ability to facilitate shopping, purchasing, and distribution activities effectively and efficiently (Chase, et al., 2006)	Efficiency	<ol style="list-style-type: none"> Access the website, search for the desired product Information related to the product Leave the site with minimal effort
		Fulfillment	<ol style="list-style-type: none"> Suitability of Product Stock Availability Product delivery in accordance with the promised time
		System availability	<ol style="list-style-type: none"> Technical functionality of the site in question that functions as intended
		Privacy	<ol style="list-style-type: none"> Company guarantees in maintaining the integrity of data from customers The company's ability to maintain the integrity of data from customers
Purchasing Decision	A purchasing decision is a purchase decision-making process that includes determining what to buy or not to make a purchase (Kotler & Armstrong, 2012).		<ol style="list-style-type: none"> Buy because it suits your wants and needs. Decide to buy because of the most preferred brand. Buy because it suits your wants and needs. Buy because you get recommendations from others. Kotler and Armstrong (2008)

Processed by Researchers (2023)

4.3 Data Analysis Methods

Regression analysis is a data analysis technique often used in statistics to test relationships between many variables and make predictions about a variable (Kutner, Nachtsheim, and Neter, 2004). The regression model used to examine a relationship or influence of one independent variable on a non-free variable is simple linear regression. If the researcher wants to study the relationship or influence of two or more independent variables on non-free variables, the regression model used is multiple linear regression.

5. Result and Discussion

5.1 Descriptive Frequency

The mean value of the Health Consciousness variable is 4.13. The mean value of the E-Service Quality variable is 4.02. The mean value of the Purchase Decision variable is 4.14.

5.2 Data Analysis Results

5.2.1 Coefficient of Determination

The magnitude of the contribution of the influence of Health Consciousness (X1), and E-Service Quality (X2) on Purchasing Decisions (Y) can be known through the coefficient of determination (R2) which is 0.226. This means that the Purchase Decision variable (Y) can be explained by Health Consciousness (X1), and E-Service Quality (X2) by 22.6%, while the rest is contributed by other factors/variables not involved in this study.

5.2.2 Simultaneous Test (Test F)

Simultaneous testing yielded a calculated F value of 22,067 with a p-value of 0.000. The test results show p-value (0.000) < level of significance (a = 0.05) so this means that there is a significant influence simultaneously (together) Health Consciousness (X1), and E-Service Quality (X2) on Purchasing Decisions (Y).

5.2.3 Partial Test (Test t)

Table 5.1 Regression Model Estimation

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	7.761	1.333	5.822	0.000
	X1	0.097	0.020	4.777	0.000
	X2	0.087	0.032	2.705	0.008

a. Dependent Variable: Purchase Decision (Y)

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The regression equation from the **estimation results of multiple linear regression analysis** is:

$$Y = 7.761 + 0.097X1 + 0.087X2$$

The partial test results are described below:

1. Testing the Health Consciousness Effect Hypothesis (X1) resulted in a calculated t-value of 4.777 with a p-value of 0.000. The test results show p-value (0.000) < level of significance (a = 0.05) so that there is a significant influence of Health Consciousness (X1) on Purchase

Decisions (Y). When viewed from the regression coefficient β_1 on the Health Consciousness variable, it has a positive value of 0.097 indicating that Health Consciousness has a positive **effect** on Purchase Decisions. This means that the higher the Health Consciousness, the more it can increase the Purchase Decision.

2. Testing the hypothesis of the effect of E-Service Quality (X2) resulted in a calculated t-value of 2.705 with a p-value of 0.008. The test results show p-value (0.008) < level of significance (a = 0.05) so there is a significant influence of E-Service Quality (X2) on Purchasing

Decisions (Y). When viewed from the **regression** coefficient β_2 in the E-Service Quality variable with a positive value of 0.087 indicates that E-Service Quality has a positive **effect** on Purchasing Decisions. This means that the better the E-Service Quality, the more Purchasing Decisions can be improved.

5.3 Discussion

5.3.1 The Effect of Health Consciousness on Purchasing Decisions

From the results of research that has been conducted, health consciousness (X1) shows a significant influence on purchasing decisions (Y). This is seen from the p-value (0.000) < level of significance ($\alpha = 0.05$). The regression coefficient of β_1 in the positive health consciousness variable of 0.097 indicates that health consciousness has a positive effect on purchasing decisions. Based on the explanation above, it means that the higher the health consciousness will increase the influence on consumers in making decisions on purchasing traditional medicines from CV Dari Teman Sejati. This of course can increase the tendency to buy traditional medicine. Thus, it is important to pay attention to health consciousness in the marketing strategy of CV Dari Teman Sejati's traditional medicine products.

5.3.2 The Effect of E-Service Quality on Purchasing Decisions

From the results of research that has been conducted, e-service quality (X2) shows a significant influence on purchasing decisions (Y). This is seen from the p-value (0.008) < level of significance ($\alpha = 0.05$). The regression coefficient β_2 in the positive e-service quality variable of 0.087 indicates that e-service quality has a positive effect on purchasing decisions. Based on the explanation above, it means that the better the e-service quality, will increase the influence on consumers in making decisions on purchasing traditional medicines from CV Dari Teman Sejati. CV Dari Teman Sejati needs to pay attention to these aspects in selling traditional medicine products through e-commerce because the better the e-service quality provided, it will increase trust in CV Dari Teman Sejati which can encourage consumer attitudes and behavior in purchasing traditional medicine products.

6. Conclusion and Suggestion

6.1 Conclusion

1. From the discussion and data that have been analysed in the previous chapter, it can be concluded that the H1 hypothesis is fulfilled, namely the positive and significant influence of the Health Consciousness variable on purchasing decisions.
2. From the discussion and data that have been analysed in the previous chapter, it can be concluded that the H2 hypothesis is fulfilled, namely the positive and significant influence of the E-Service Quality variable on purchasing decisions.

6.2 Suggestion

6.2.1 Advice for Company CV Dari Teman Sejati

1. As for the marketing strategy carried out by CV Dari Teman Sejati, it must ensure that its traditional medicine products are related and reflect aspects or values of health consciousness, especially about the benefits of natural products and sustainability in the use of traditional medicine. Consistency related to this can affect the value of traditional medicine products CV Dari Teman Sejati which will improve purchasing decisions.
2. Companies can create educational content related to the benefits of using traditional medicine for long-term health, how to manage stress with the use of traditional medicine products, and the relationship between stress management and health.
3. Companies can leverage the information they have about consumers to suggest products that interest them and offer discounts and promotions relevant to customer interests.
4. The company can make sure the user interface is easy to use, the buying procedure is fast. In addition, companies can streamline the purchasing process by getting rid of extraneous stages such as filling out long forms or a lot of data. Companies can also offer several different means of payment.

6.2.2 Suggestions for Further Research

For further research, it is expected to expand the area of the object of research. This study focuses on respondents from CV Dari Teman Sejati, future research can focus on broader respondents. Further research is expected to add other variables such as cultural, social, personal, and psychological.

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