Factors Influencing the High Consumer Interest in Herbal Medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District

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ABSTRACT

Herbal medicine is herbal medicine that uses infusions that will be mixed according to consumer demand. The use of herbal medicine by Indonesian people reaches more than 50%. This study aims to analyze personal, social, cultural and psychological factors that influence the high consumer interest in herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District. This research method is a quantitative descriptive study with a purposive sampling technique in July with data collection using a questionnaire, in this study the population was residents of Selorejo Hamlet, Jemekan Village, Ringinrejo District with a total of 144 respondents. Statistical tests use parametric with data analysis using multiple regression analysis. The results of the study show that: (1) personal factors that influence the high level of consumer interest in herbal medicine are proven by a t value of $0.03 < 0.05$ and a coefficient of determination of 0.387; (2) social factors that influence the high level of consumer interest in herbal medicine are proven by a t value of $0.247 > 0.05$ and a coefficient of determination of 0.387; (3) cultural factors that influence the high level of consumer interest in herbal medicine are proven by a t value of $0.04 < 0.05$ and a coefficient of determination of 0.387; (4) psychological factors that influence the high level of consumer interest in herbal medicine are proven by a t value of $0.00 < 0.05$ and a coefficient of determination of 0.387; (5) the influence of personal, social, cultural and psychological factors that influence the high level of consumer interest in herbal medicine is proven by the F value. $0.000 < 0.05$. The conclusion of this study is that personal factors H1 are accepted, social factors H2 are rejected, cultural factors H3 are accepted, psychological factors H4 are accepted, H5 are accepted..

Keywords : Cultural, High Consumer Interest in Herbal Medicine, Personal, Psychological
          Factors, Social

INTRODUCTION

Herbal medicine as a traditional medicine native to Indonesia has been widely known and has become an alternative choice for treatment other than modern medicine by the majority of Indonesian people. This can be seen from the many applications of traditional medicine (such as herbal medicine) both to maintain, treat disorders and restore health. The types of medicinal plants and parts of medicinal plants that are often used for herbal medicine include leaves, flowers, roots, fruits and other parts that have been proven to be efficacious.

Herbal medicine produced by modern herbal medicine entrepreneurs can now be compared to modern medicine with clinical trials or phytopharmaceuticals that guarantee the quality of herbal medicine is better and more efficacious. This proves that herbal medicine, although only using natural ingredients from medicinal plants, still has good properties for healing diseases, and is safe with minimal side effects compared to modern pharmaceutical drugs.

The use of herbal medicine in various regions and ethnic groups in Indonesia, apart from Java, has not been well recorded. According to Pols (2010) since the Dutch colonial era

in the early 17th century, Dutch, English and German doctors were interested in studying herbal medicine to the point that some of them wrote it down in books, for example "Practical Observations on a Number of Javanese Medications" by Dr. Carl Waitz in 1829. The contents of the book include explaining that medicines commonly used in Europe can be replaced by Indonesian herbs/plants (jamu), for example boiled betel (Piper bettle) for coughs, boiled cinnamon bark (Cinnamomum) for persistent fever, while the leaves are used for digestive disorders. The Weltevreden Military Hospital in 1850, a health expert Geerlof Wassink created a medicinal plant garden and instructed doctors to use herbs for treatment. Based on the background that has been explained, the author is interested in conducting a study on "Factors Influencing the High Demand for Herbal Medicine as an Alternative to Using Modern Medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District" because not many researchers have studied the high demand for herbal medicine as an alternative to using modern medicine, so this study focuses on whether there are factors that influence the high number of consumers interested in herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

METHOD

This study uses quantitative descriptive, namely describing the factors that influence the high number of consumers interested in herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District. This study was conducted in Selorejo Hamlet, Jemekan Village, Ringinrejo District. In collecting data, researchers used cross-sectional and questionnaire observational methods. Cross-sectional observation is a type of research that emphasizes the time of measurement/observation of independent and dependent variable data only once, at one time (point time approach) (Notoatmodjo, 2010). Researchers used a questionnaire data collection method, namely by distributing questionnaires to respondents in the form of closed questions, then from the answers the score was determined using an ordinal scale. The respondents of this study were selected using a purposive sampling technique on residents of Selorejo Hamlet, Jemekan Village, Ringinrejo. While the research instrument used an instrument developed by Kotler and Armstrong in 2001. The research instrument must really be able to reveal what should be revealed in order to obtain the required data.

RESULTS

The results of this study are about the factors that influence the high consumer interest in herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District, which was conducted by researchers in July with a total of 144 respondents.

A. Respondent characteristics

1. Respondent characteristics based on gender

Jenis kelamin	Jumlah	prosentase
laki-laki	79	55%
perempuan	65	45%

Based on the table above, it is known that almost half of the respondents are male, namely 79 respondents (55%).

2. Respondent characteristics based on age

Usia	Jumlah	Presentase
>55	37	26%

25-34	29	20%
35-54	78	54%

Based on the table above, it is known that the majority of respondents are aged 35-54 years, as many as 78 respondents (54%).

3. Respondent characteristics based on occupation

Pekerjaan	Jumlah	Prosentase
PNS	5	3.40%
SWASTA	9	6.25%
WIRASWASTA	7	4.90%
IRT	32	22%
PETANI	61	42%
DAGANG	25	17%
LAINNYA		3%

Based on the table, it is known that almost half of the respondents have jobs as farmers, as many as 61 respondents (42%).

4. Respondent characteristics based on education

Tingkat pendidikan	jumlah	Prosentase
SD	34	24%
SMP	62	43%
SMA	39	27%
D3	2	1%
S1	7	5%

B. STATISTICAL TEST RESULTS

1. Normality Test

To meet the requirements of the product moment test in parametric statistical testing, it is necessary to test the data distribution. Therefore, the researcher will conduct a normality test to determine the type of data distribution. The following are the results of the data normality test from the results of the questionnaire.

a. Data Result Normality Test

From the data above, it can be seen that based on the Kolmogorov-Smirnov normality test, it is as follows:

Kategori	Kaidah Sig > 0,05 (Normal) Sig < 0,05 (Tidak Normal)	Keputusan
Variabel X pribadi	.012< 0,05	Data berdistribusi normal
Variabel X sosial	.006< 0,05	Data berdistribusi normal
Variabel X budaya	024< 0,05	Data berdistribusi normal
Variabel X psikologi	132< 0,05	Data berdistribusi normal
Variabel Y kepuasan pembeli	013< 0,05	Data berdistribusi normal

Tests of Normality

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	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Pribadi	.237	144	.000	.910	144	.012
Sosial	.331	144	.000	.769	144	.006
Budaya	.257	144	.000	.873	144	.024
Psikologii	.148	144	.000	.931	144	.132
kepuasan pembeli	.286	144	.000	.843	144	.013

Based on the above explanation from the normality test conducted, it can be seen that the results of the questionnaire data processing are normally distributed, therefore parametric analysis will be used for analysis.

1. Linearity Test

Basis for decision making:

If the sig. value > 0.05 then there is a linear relationship between variable X and variable Y. If the sig. value < 0.05 then there is no linear relationship.

a. Linearity results of variables X1 and Y

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
kepuasan pembeli * pribadi	Between Groups	(Combined)	36.762	10	3.676	8.316	.000
		Linearity	29.158	1	29.158	65.960	.000
		Deviation from Linearity	7.603	9	.845	1.911	.055
	Within Groups		58.794	133	.442		
	Total		95.556	143			

Based on the table above, it is known that the sig. value of deviation from linearity is 0.055 <0.05. So it can be concluded that there is a linear relationship between personal factors and the high number of consumers interested in herbal medicine

b. The results of the linearity of variables X2 and Y

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
kepuasan pembeli * sosial	Between Groups	(Combined)	20.889	6	3.481	6.388	.000
		Linearity	15.809	1	15.809	29.007	.000
		Deviation from Linearity	5.079	5	1.016	1.864	.105
	Within Groups		74.667	137	.545		
	Total		95.556	143			

Based on the table above, it is known that the sig. value of deviation from linearity is 0.105 <0.05. So it can be concluded that there is a linear relationship between social factors and the high number of consumers interested in herbal medicine.

c. Linearity results of variables X3 and Y

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
kepuasan pembeli * budaya	Between Groups	(Combined)	8.758	6	1.460	2.304	.038
		Linearity	6.062	1	6.062	9.567	.002
		Deviation from Linearity	2.696	5	.539	.851	.516
	Within Groups		86.798	137	.634		
	Total		95.556	143			

Based on the table above, it is known that the sig. value of deviation from linearity is 0.516 <0.05. So it can be concluded that there is a linear relationship between cultural factors and the high number of consumers interested in herbal medicine.

d. Linearity results of variables X4 and Y

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
kepuasan pembeli * psikologii	Between Groups	(Combined)	49.929	31	1.611	3.954	.000
		Linearity	29.617	1	29.617	72.701	.000
		Deviation from Linearity	20.313	30	.677	1.662	.050
	Within Groups		45.626	112	.407		
	Total		95.556	143			

Based on the table above, it is known that the sig. value of deviation from linearity is 0.50 <0.05. So it can be concluded that there is a linear relationship between psychological factors and the high number of consumers interested in herbal medicine.

2. Hypothesis Testing

a. H 1: There is an influence between personal factors (X1) on the high number of herbal medicine consumers in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

b. H 2: There is an influence between social factors (X2) on the high number of herbal medicine consumers in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

c. H 3: There is an influence between cultural factors (X3) on the high number of herbal medicine consumers in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

d. H 4: There is an influence between psychological factors (X4) on the high number of herbal medicine consumers in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

e. Hypothesis 5: There is an influence between factors X1 X2 X3 X4 on the high number of consumers of herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

3. Research Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.067	.729		4.205	.000
	pribadi	.117	.039	.338	2.998	.003
	sosial	.068	.058	.101	1.162	.247
	budaya	-.227	.077	-.268	-2.968	.004
	psikologii	.055	.015	.407	3.585	.000

Basis for decision making.

a. T-test
1. If the sig. value <0.05 then there is an influence of variable X on variable Y
2. If the sig. value> 0.05 then there is no influence of variable X on variable Y
b. F-test
1. If the sig. value <0.05 then there is an influence on variable X as a whole on variable Y

2. If the sig. value> 0.05 then there is no influence of variable X as a whole on variable Y

Hypothesis results:
1. The influence or correlation of personal factors (X1) on the high number of consumers of herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

It is known from the table above that the Sig. value for the influence of X1 on Y is 0.03 <0.05 so it can be concluded that H1 is accepted. This means that there is an influence between variables X1 and Y.

2. The influence or correlation of social factors (X2) on the high number of consumers of herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

It is known from the table above that the Sig. value for the influence of X1 on Y is 0.247> 0.05 so it can be concluded that H2 is rejected. This means that there is no influence between variables X2 and Y.

3. The influence or correlation of cultural factors (X3) on the high number of consumers of herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

It is known from the table above that the Sig. value for the influence of X3 on Y is 0.04 <0.05 so it can be concluded that H3 is accepted. This means that there is an influence between variables X 3 and Y.

4. The influence or correlation of psychological factors (X4) on the high number of consumers of herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

It is known from the table above that the Sig. value for the influence of X4 on Y is 0.00> 0.05 so that it can be concluded that H 4 is accepted. This means that there is no influence between variables X 4 and Y.

5. F test results: the influence between factors X1 X2 X3 X4 on the high number of consumers of herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.984	4	9.246	21.942	.000[b]
	Residual	58.571	139	.421		
	Total	95.556	143			

Based on the table above, it is known that the significance value for the influence of X1, X2, X3 and X4 simultaneously on Y is 0.000 <0.05. So it can be concluded that H5 is accepted. This means that there is an influence between variables X1, X2, X3 and X 4 with Y.

c. Coefficient of determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622[a]	.387	.369	.649

Based on the table above, it is known that the R-Square is 0.387. This means that the influence of variables X1, X2, X3, X4 simultaneously on variable Y is 38.7%.

DISCUSSION

This study aims to determine the influence of factors including: personal factors, social factors, cultural factors, psychological factors that influence the high number of consumers interested in buying herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District. The discussion of each factor is presented as follows:

1. Personal Factors That Influence the High Number of Consumers Interested in Herbal Medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

The results of the study indicate that personal factors have a positive effect on the influence of the high number of consumers interested in buying herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District. This is proven by the statistical results of the t-test for personal factors, known from the table of significant values of 0.03 <0.05 and the coefficient of determination has a positive value of 0.387, so this study has succeeded in proving the first hypothesis which states that "personal factors influence the high number of consumers interested in herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District".

According to Kolter 1994: 183 in Puspitasari Dian., 2013, the first factor that influences purchasing interest is personal factors. Personal factors are defined as a person's psychological characteristics that are different from others which cause relatively consistent and long-lasting responses to the environment. Personal factors consist of: age and stage of the cycle, occupation, economic situation, lifestyle, personality and self-concept.

The results of this study support previous research conducted by (Puspitasari Dian., 2013) entitled "The Influence of Cultural, Social, Personal, and Psychological Factors on the Decision Process of Buyers of Pizza Products"

2. Social Factors that Influence the High Consumer Interest in Herbal Medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

The results of the study indicate that social factors influence the influence of high consumer interest in buying herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District. This is evidenced by the results of the t-test statistics for social factors, known from the table of significant values of 0.247> 0.05 and the coefficient of determination has a positive value of 0.387, so this study has succeeded in proving the first hypothesis which states that "social factors do not influence the high consumer interest in herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District".

According to Kotler (1994:183) in Puspitasari Dian., 2013, the second factor that does not influence purchasing behavior is social factors. Social factors are formal and informal interactions in a relatively permanent society whose members share similar interests and behaviors in their efforts to achieve common goals. Social factors consist of: reference groups, family, roles and status. The family plays an important role in influencing the purchasing decision-making process, habits carried out in a family will be carried into daily activities. The results of this study support previous research conducted by (Jannah Khusnul & Priwati S.N.,

2019) entitled "Interest in Traditional Medicine in the Blacksmith Environment, Sekarabela District, Mataram City"

3. Cultural Factors Influencing the High Consumer Interest in Herbal Medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

The results of the study indicate that cultural factors influence the high influence of consumers in interest in buying herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District. This is evidenced by the results of the t-test statistics for social factors, known from the table of significant values of 0.04 <0.05 and the coefficient of determination has a positive value of 0.387, so this study has succeeded in proving the first hypothesis which states that "social factors influence the high consumer interest in herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District".

According to Kotler (1994:183) in Puspitasari Dian., 2013, the third factor that influences purchasing behavior is cultural factors. Cultural factors are the most basic determinants of desires and behavior to obtain values, perceptions, preferences and behavior from other important institutions. Cultural factors have the most extensive influence on consumer behavior.

Cultural factors include culture, sub-culture, social class. Culture is the most fundamental cause of a person's desires and behavior. When growing up in a society, a person will learn basic values, desires, and behavior from family and other important institutions. Every group or society has a culture, and culture will influence the consumer's purchasing decision process. Culture in each country is different, the stronger the national culture held by a person, the more difficult it is to change it, or the less cultural influence on consumers, the greater the product purchasing decision process.

The results of this study support previous research conducted by (Hartono B, Utami H.D & Amanatullaili N., 2010) entitled "Analysis of Factors Influencing Consumers in Buying Pasteurized Milk Products in Kudus Regency".

4. Psychological Factors Influencing the High Consumer Interest in Jamu Racik in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

The results of the study indicate that psychological factors have an influence on the high influence of consumers in interest in herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District. This is evidenced by the results of the t-test statistics for social factors, known from the table of significant values of 0.00 <0.05 and the coefficient of determination has a positive value of 0.387, so this study has succeeded in proving the first hypothesis which states that "psychological factors have an influence on the high level of consumers in interest in herbal medicine in the Selorejo Hamlet, Jemekan Village, Ringinrejo District".

According to Kotler (1994: 183) in Puspitasari Dian., 2013, the fourth factor that influences purchasing behavior is psychological factors. Psychological factors as part of the influence of the environment in which he lives and lives at the present time without ignoring the influence of the past or his anticipation of the future. Psychological factors include: motivation, perception, knowledge, beliefs and attitudes. The more knowledge you have, the higher the belief in the product, as well as the firmness of attitude and clarity.

motivation in fulfilling their needs for a product, the greater the decision-making process for purchasing the product. The motivation that exists in each person directs someone to find a way to satisfy their needs. At first, someone tries to satisfy the most important needs, if they are satisfied, then those needs are no longer a motivator and then the person will try to satisfy other most important needs. Perception is the process that people go through in choosing, organizing and interpreting information to form a meaningful picture of the world. A motivated person is ready to act. How the person acts is influenced by their perception of the situation. Through action and learning, people will gain confidence and 104 attitudes. Both of

these, in time, can influence buying behavior. Belief is a descriptive thought that someone has about something. Belief is based on actual knowledge, opinion or belief and may or may not raise emotions. The results of this study support previous research conducted by Ghoni A & Bodroastuti T., 2016 entitled "The Influence of Cultural, Social, Personal, Psychological Factors on Consumer Behavior (Study on Home Purchases in Griya Utama Housing, Banjardowo, Semarang)"

5. The Influence of Personal, Social, Cultural and Psychological Factors Affecting the High Consumer Interest in Herbal Medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District

From the test results, the F table value was obtained 21.942 with a significance of 0.000 smaller than 0.05, so it can be concluded that "Personal, social, cultural, and psychological factors influence the process of high consumer interest in herbal medicine in Selorejo Hamlet, Jemekan Village, Ringinrejo District.

Interest is something personal and related to attitude, individuals who are interested in an object will have the strength or drive to carry out a series of behaviors to approach or obtain the object. Purchase interest is a desire to buy a product or service due to both external and internal influences where previously an evaluation was carried out on the product or service to be purchased (Helmi Sukri., 2015).

The results of this study support previous research conducted by Ghoni A & Bodroastuti T., 2016 entitled "The Influence of Cultural, Social, Personal, Psychological Factors on Consumer Behavior (Study on Home Purchases in Griya Utama Housing, Banjardowo, Semarang)"

CONCLUSION

Based on the results of the study and discussion, several conclusions can be drawn as follows.

a. Personal factors that influence the high level of consumer interest in herbal medicine in the Selorejo Hamlet, Jemekan Village, Ringinrejo District. This is evidenced by the t value of 0.03 <0.05 and the determination coefficient value of 0.387, so it can be concluded that H1 is accepted

b. Social factors that influence the high level of consumer interest in herbal medicine in the Selorejo Hamlet, Jemekan Village, Ringinrejo District. This is evidenced by the t value of 0.247 > 0.05 and the determination coefficient value of 0.387, it can be concluded that H2 is rejected.

c. Cultural factors that influence the high consumer interest in herbal medicine in the Selorejo Hamlet, Jemekan Village, Ringinrejo District. This is evidenced by the t value of 0.04 <0.05 and the determination coefficient value of 0.387, so it can be concluded that H3 is accepted.

d. Psychological factors that influence the high consumer interest in herbal medicine in the Selorejo Hamlet, Jemekan Village, Ringinrejo District. This is evidenced by the t value of 0.03 <0.05 and the determination coefficient value of 0.387, so it can be concluded that H4 is accepted.

e. Personal, social, cultural and psychological factors that influence the high consumer interest in herbal medicine in the Selorejo Hamlet, Jemekan Village, Ringinrejo District. This is evidenced by the F value of 0.000 <0.05, so it can be concluded that H5 is accepted.

SUGGESTIONS

Further researchers can develop this research by examining other factors that can influence the interest process, for example interest in product type, interest in product shape, interest in brand, interest in sales. Further researchers can also use other methods in examining

the purchasing interest process, for example through in-depth interviews, so that the information obtained can be more varied than questionnaires whose answers are already available.

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