

Exploring the Factors Influencing Consumer Reconsumption Intention of Herbal Medicine

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Article Info

Article history:

Received Jun, 2025

Revised Aug, 2025

Accepted Aug, 2025

Keywords:

Alternative Medicine;
Consumption Intention;
Perceived Value;
Theory;
Trust

ABSTRACT

The research explores the factors of consumers' trust in herbal medicine, perceived value, and the reconsumption intention that influence Indonesians to use herbal medicine for treatment and protection health conditions. This research uses consumer perceived value and relationship quality theory to explain research phenomena. The regression model was It employed a quantitative approach to determine the relationship of between consumers consumption behavior and herbal products. The sample in this study was selected using a purposive sampling. collected data by questionnaire. The results All proposed hypotheses are accepted, such as the effect of trust and perceived value on reconsumption intention. These results showed that consumer trust in the value and benefits of herbal medicine mediate the effect of perceived value on reconsumption intention. Therefore, there are still other factors included in this study related to consumers' intention to (re)consume herbal medicine.

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1. INTRODUCTION

Many Indonesians use these herbal plants as an alternative medicine to treat and prevent illnesses, particularly in rural areas. Indonesia has recently advanced to an industrial level in the manufacture of natural medicines [1]. According to the company, they need to improve consumer intention through their marketing campaigns [2]. Previous studies have shown that customer intention to use the items is crucial for marketing success and business profitability, especially in marketplaces that are becoming more competitive [3]. The propensity to repurchase herbal medication indicates that

the consumer has a consumption intention [4], [5]. According to the earlier study, people's behavioral intention toward herbal items includes their intention to reconsume [6]. Due to rising demand, the herbal medicine industry's global market value grew consistently between 2010 and 2021, generating an annual return of between \$29.5 and \$40 million [7]. With a high number of indigenous medicinal plants, Indonesia has the second-largest biodiversity in the world [8]. The rise of alternative medicine is contributing to increased competition in the market for herbal medications. Reconsumption intention in food and drink items has been the subject of numerous recent

research; nevertheless, herbal medicine, particularly in underdeveloped nations, has received very little attention [9]. Furthermore, [10], who investigated the trust of herbal goods and customer loyalty, are among the earlier researchers that employed relationship quality theory as a theoretical foundation in their study models. Resumption intention has been found to be strongly influenced by consumers' faith in the product [11]. According to other research, customer involvement is strongly impacted by perceived value [12], [13]. In the choosing process, perceived value is crucial since it frequently fosters customer loyalty and confidence [14]. Additionally, it displays the parties' social interactions [7]. It is frequently acquired when clients are able to offer feedback on the goods they have purchased, claim [15]. The theory's growth frequently involves analyzing how consumer intention influences various values [16]. Consumer choice behavior influenced by functional, conditional, social, emotional, and epistemic values is the focus of the consumption values (TCV) theory, according to [17]. According to the relationship quality hypothesis, perceived value acts as a mediator between consumer trust and value. The relationship quality theory [18] illustrates the degree of comfort a client experiences when their requirements are met, which is consistent with earlier results. People are more likely to buy a product or service when they are pleased and content with their purchase. In order to increase the intention to use alternative medicine, the previous gap examined the factors that were supported by consumer trust in herbal medicine. Reports on customer trust in products as a mediator in the relationship between perceived value and intention to repurchase are scarce, nevertheless. This study examines the mediating function of perceived value in promoting reconsumption intention through consumers' purchase of herbal medicine, drawing on the relationship quality theory and evidence from earlier investigations. People are more likely to buy a product or service when they are pleased and content with their purchase. To improve reconsumption intention for alternative

medicine, prior gaps were taken into account and the elements that bolstered consumer faith in herbal medicine were investigated. According to the earlier study, trust had no discernible impact on consumers' intentions to purchase. According to these findings, consumers do not intend to use herbal medication even if they trust herbal products when using herbs to treat health issues. It is novel since there aren't many publications that combine the relationship quality theory and customer perceived value theory with herbal medicine and marketing. Examining the perceived value variable as a mediator between customer trust and reconsumption intention is what makes this study novel. Furthermore, based on the idea that trust is crucial for items like herbal medicine, where customers are aware of the product but have not yet used it, this comprehensive model takes into account perceived value, trust, and reconsumption intention. Furthermore, no study specifically addresses this occurrence in relation to businesses that manufacture herbal medicines. Strategies to improve reconsumption intention in herbal medicine products are presented in this study.

2. LITERATURE REVIEW

It illustrates how their dedication to client retention may be impacted by customer trust by using the relationship quality (RQ) idea put forward by [21]. This study demonstrates the applicability of using RQ theory to research marketing, particularly with regard to users of herbal medicines. The study's findings indicate that, maybe as a result of contextual variations, trust significantly influences reconsumption intention indirectly. Consequently, trust has a major impact on both reconsumption intention and perceived value. Furthermore, the relationship between trust and intention to reconsume is totally mediated by perceived value. Additionally, this study demonstrates that customer trust in herbal medicine can only boost the intention to repurchase [18].

2.1 *Consumers Trust Herbal Products*

Trust can be linked to consumer expectations, where consumers' hopes

are based on their aspirations in order for certain items to fulfill their needs or desires. One of the characteristics of alternative medicine is product information. When customers are aware of the product's composition, their purchasing decisions will be strengthened. Customers' decisions to purchase a product can be influenced by their level of brand trust. Customers will choose to purchase if they already think the product is the best option (28 Journal Analysis economic business 18(1), 2020). shown that one of the key factors influencing consumers' decisions to buy drugs is trust. In particular, trust has historically played a large role in shaping customer behavior and is crucial for long-term planning. According to [19], consumer trust is a multifaceted term that is connected to a number of targets, including salespeople, products, and businesses. Trust has continuously improved customer intention, building on the relationship quality hypothesis [20]. Furthermore, it is a crucial element that is frequently taken into account when making decisions about purchases [21]. Because they think the items can deliver the anticipated benefits, consumers who have a high level of confidence in them typically have strong reconsumptions [22]. Conversely, inadequate reconsumption intention may result from low product confidence [11]. Consumer trust has a considerable impact on repurchase intention, according to several research [23]. When customer trust is established, products are likely to have a higher possibility of earning reconsumption intention. Because of the positive experience and satisfaction from the perceived value, consumers who find high value in products or services are more likely to have greater trust in the product's dependability and ability to live up to their expectations [24]. pricing, or subpar service), they are likely to become less trusting [25]. Additionally, customer trust is shaped and impacted by

perceived value [26], [27]. Increased consumer trust is frequently the result of higher perceived values [28]. Prior studies have shown a strong correlation between consumer trust and perceived value [29]. Additionally, [30] discovered that consumers' behavioral inclination to utilize online pharmacy services in Qatar is significantly increased by technical trust. This suggests that in order to foster trust, a business must build positive relationships with its customers [31]. According to [32], behavioral intention increases with perceived worth. The following formulation of the theory is based on the earlier findings:

H1: Trust has a positive effect on perceived value.

H2: Trust has a positive effect on reconsumption intention

2.2 *Perceive Value*

The theory of consumption values [17] is in line with the model put forward in this investigation. The impact of perceived value on the propensity to reconsume is also explained by the idea. According to [16], it consists of three basic axiomatic propositions: consumption values are independent; they have varying contributions in specific choice situations; and consumer choice behavior is a function of various consumption values. Additionally, [33] are among the earlier researchers who have utilized the theory of consumption values as the foundation for the impact of consumption values on consumer behavior. Additionally, a meta-analysis by [33] shown that the theory of consumption values framework is dependable for examining consumer behavior in diverse settings. The theory of consumption values is then used as a theoretical foundation in a recent study by [34] to offer new insights into comparable occurrences compared to other alternative theories like the theory of reasoned action and the planned behavior. Additionally, [35] proposed that more research is still needed to fully understand the impact of reconsumption

intention and antecedents. Furthermore, [36] pointed out that the literature review on internal factors influencing the intention to re-consume herbal foods is still lacking. Additionally, customers who think herbal or organic foods and products are valuable will be more likely to repurchase them [35]. The customer's evaluation of the offer's perceived benefits in relation to the expenses incurred is known as perceived value [37]. Furthermore, it describes how a customer weighs the costs and advantages of a marketing offer in relation to rival products [38]. Numerous studies have consistently identified two primary patterns in the literature, the first of which is a one-dimensional approach based on utility theory and economics. According to this method, perceived value is a trade-off between advantages and disadvantages, and utility maximization influences decision-making [39]. Additionally, [40] discovered that value is the value that SMEs create through their skills, as determined by factors like cost and time efficiency, product or service differentiation, and the degree of customer-specific customization. Consumption intention, on the other hand, is a component of behavioral intention [6]. Once a consumer is willing and intends to reuse things, that consumer is said to have a reuse intention [5], [41]. The tendency to buy things to satisfy wants is closely linked to consumer behavior intention, which characterizes the intentionality of completing a task [42]. The theory of consumption values states that a variety of values, such as functional, conditional, social, emotional, and empirical values, have an impact on the choices made by consumers [17]. The theory serves as a basis for comprehending how perceived value affects reconsumption intention. Consumers purchase luxury brands because they feel the products are of the highest quality, according to extensive empirical research, including that

conducted by [32]. Their intention to repurchase is impacted. In a similar vein, [43] discovered that the primary driver of these goods' sales success is customer perception of meals with unique purposes, like herbal drinks.

H3: Perceived value has a positive effect on the consumption intention of herbal medicine

H4: Perceived value mediates a positive effect between trust and the reconsumption intention

2.3 *Reconsumption Intention*

Given its significant influence on the survival and expansion of businesses, marketers should concentrate on understanding consumer reconsumption intention [44]. There is currently little study on consumers' intentions to re-consume traditional Indonesian herbal medication [9]. A person's behavioral intention includes the intention to reconsume [6]. When consumers plan to reuse a product, it is assumed that they have the intention to do so [4], [5], [41]. This idea is directly tied to consumers' propensity to buy goods that satisfy their wants [42]. Additionally, in highly competitive marketplaces, the intention to reconsume is essential to enhancing the company's marketing success and profitability [3]. [45] claim that customer purchasing intent can help a business become sustainable. [46]–[48] it has a major impact on buying behavior. Examining the elements that influence customer intention is also beneficial in the larger framework of comprehending that intention. [49], for example, found that a person's attitude toward entrepreneurship has a major impact on their intents. Although this is more relevant to an entrepreneurial context, it emphasizes the significance of attitude in determining behavioral intention. In a similar vein, consumer intentions connected to sustainability have also been studied. [50] found that green entrepreneurial intention is a key factor in promoting innovation that is focused on sustainability. These findings imply

that a more thorough understanding of customer behavior, including the intention to repurchase herbal medication, can be obtained by taking into account a number of characteristics, such as attitudes and sustainability.

3. METHODS

3.1. Design of the survey and gathering of data

The target respondents for this study were consumers of herbal medicines in Indonesia. Consumers of herbal products from Indonesia made up the sample population. It used a quantitative method to identify causal connections. A purposive sampling technique was used to choose the study's sample. This sample method was categorized as a nonprobability sampling methodology. Because they are the only ones with the information or because they meet certain requirements the researcher has specified, purposeful sampling is limited to particular categories of persons who can supply the needed data [51]. Additionally, because this study used a specific research sample—18-year-olds who had ingested herbal items more than once in the previous month—purposive sampling was chosen. Additionally, the sample size was determined using the [52] framework, with a 95% confidence level and a significant value of 5%. The calculations indicate that 150 samples are required for this study. Direct distribution of questionnaires to participants was used to gather data. The survey was sent directly to consumers of herbal medicines in Indonesian cities after being translated into Bahasa. A total of 150 questionnaires were issued between December 2024 and March 2025, and 150 of those had been successfully returned. The questionnaire was optional, and

participants could choose not to participate if they so desired. A five-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," was employed in this study to measure the variables. Twenty indicators that were modified from earlier research were used to gauge perceived value and trust [53]. Consumers' overall evaluation of the functional, emotional, social, conditional, and epistemological advantages of herbal medicine was known as the trust measurement. Because they share the same trait—the desire to use herbal medicine—the twenty indicators were selected. The trust variable was measured using eight indicators that were modified for consumers who used herbal medication, based on the work of [54]. In order to quantify perceived value in consumer herbal medicine, particularly in Indonesia, the perceived value variable employed four variables that were modified from [55]. By engaging and interacting with herbal medicine in a cognitive, emotional, or behavioral way, customers develop a strong attachment with it, which is linked to perceived value measurement. Six factors were used to determine consumption intention [56]. Because the indicators share a common research object—the medical cosmetology clinic—they were selected. They gauge consumers' awareness of the need to promote herbal medicine to others and to re-consume it sustainably. This study used partial least square regression (PLS) as a validity test to make sure the measurement was reliable and valid (see Figure 2). It used the PLS application and structural equation partial least square modeling (SEM-PLS4) to examine the conceptual model. Several factors led to this study's adoption of PLS: first, the error term requirement required an

extra specification, covariance; second, the research model was not recursive; third, the study's data satisfied the SEM-PLS assumptions regarding sample size and distribution; and fourth, the data set was sizable and satisfied the requirements. Fit.

4. RESULTS AND DISCUSSION

Factor analysis and descriptive statistics for variables included in the analysis. The majority of the participants in this study were males and females between the ages of 17 and 25. The majority of respondents in this study used alternative medicine at a high level because they were influenced by family members and friends who support the use of alternative medicines. Cronbach's alpha and the composite reliability values of each construct can be used to evaluate reliability constructs. Although it is advised that composite reliability and Cronbach's alpha be greater than 0.70, in development research, the loading factor limit is low (0.05), so low Cronbach's alpha and composite reliability values are still acceptable as long as the criteria for discriminant convergent validity are met.

The results of hypothesis testing using bootstrapping using the Smart-PLS 4 program are shown in Table 2. A p-value of 0.000 (less than the 0.05 significance level), a t-statistic of 17.709 (higher than the crucial value of 1.96), and a positive path coefficient of 0.749 all corroborate the analysis's finding that trust significantly improves perceived value. Hypothesis H2 is thus validated. A p-value of 0.012, a t-statistic of 2.527, and a path coefficient of 0.284 all show that perceived value has a significant and positive impact on reconsumption intention, supporting hypothesis H3. With a p-value of 0.000, a t-statistic of 4.324, and a path coefficient of 0.483, trust also has a positive impact on reconsumption intention, confirming hypothesis H1. Additionally, a path coefficient of 0.213, a t-statistic of 2.434, and a p-value of 0.015—all of which satisfy the requirements for statistical significance—

show that hypothesis H4 is accepted. This suggests that the relationship between trust and intention to reconsume is largely mediated by perceived value. This work makes several crucial contributions to logic and the transformational research agenda.

The study's first conclusion is that trust has a big influence on people's intentions to keep taking herbal medicine. The results of this study show that the perceived value of complementary and alternative medicine is significantly impacted by social influence. Consequently, consumers' positive perceptions of the advantages of using pharmaceutical items have little bearing on their intention to repurchase. Since there are other ways to treat illnesses, such as visiting a doctor, herbal treatment is not the primary choice for the modern population. When the benefit aspect is not greater than the sacrifice to be made, consumers are unlikely to repeat the activity [57]. Furthermore, even when the items are reasonably priced, people with lower incomes may still believe that using herbal medications comes with more costs than advantages. The outcome demonstrated the significance of the consumption values theory (TCV) in influencing consumer behavior, which holds that perceived value must act as a mediating factor between trust and the propensity to repurchase a product. Furthermore, it has been shown through empirical research that perceived value boosts trust. This outcome supports [27] conclusion that people are more likely to trust and rely on herbal remedies to help them overcome health issues if they believe they are valuable. According to [26], trust always has a strong and considerable impact on consumer perceived value, even though perceived value and trust are described in various dimensional forms. Certain elements of trust may improve consumers' desire to purchase by assisting them in understanding the hazards associated with utilizing items [27]. The findings of this study corroborated [58] theory of trust, which holds that people have faith in particular items because they anticipate benefits outweighing possible hazards. Furthermore, this study showed that consumers are more inclined to trust herbal

medicine goods when they see great value in them, such as when the product is safe, effective, and reasonably priced. Customers may think that herbal medicine goods can satisfy their needs if they perceive that they offer value beyond their monetary expenses. In the Indonesian context, local customers frequently trust and value herbal medication. The perceived worth of herbal therapy can include natural and organic images linked to good health, effectiveness from inherited use, and belief in herbal formulations that have been used for generations. In this context, trust is derived from the positive experiences and cultural legacy of earlier generations. In the meantime, reconsumption intention is unaffected by trust. According to this study, consumers' belief in herbal remedies to address their health issues does not translate into a higher intention to repurchase. This outcome contradicts the findings of [59]. According to [60], [61], consumer trust can enhance tolerance for perceived value and magnify the possible benefits of the product, which might indirectly alter consumer behavioral intention. However, the results of

this study were different, and this could be because the participants are mostly members of Generation Z. According to [62], because of their product preferences, Generation Z currently represents the largest group of potential markets. Furthermore, low intention to repurchase can result from information about product categories that offer benefits similar to those of pharmaceuticals. Herbal remedies are effective in improving health, but they don't offer comfort in terms of taste or scent. Additionally, the emotional value indicator (comfort and liking) has the lowest value, suggesting that consumers consider herbal medicine to be a low-emotional-value product due to its disagreeable and uncomfortable odor. In line with this, [63] recommended that public health professionals pay attention to the taste of food and beverages. In order to boost sales of food and beverage items, including herbal medicines, flavor and aroma are also crucial [64]. Perceived value is significantly impacted by trust. This study demonstrated that customers' use of herbal medication increases with their perception of its worth.

Table 1. Results of The Analysis Validity and Reliability Item Variables

Items	Loading	α	CR	AVE
Perceived Value		0.774	0.856	0.600
PV1	0.826			
PV2	0.832			
PV3	0.756			
PV4	0.674			
Trust		0.883	0.907	0.550
T1	0.755			
T2	0.758			
T3	0.825			
T4	0.773			
T5	0.744			
T6	0.650			
T7	0.689			
T8	0.730			
Reconsumption Intention		0.806	0.861	0.518
RI1	0.438			
RI2	0.628			
RI3	0.776			
RI4	0.831			
RI5	0.753			
RI6	0.813			

Source: Processed primary data (2025)

Table 2. The Hypotheses Testing

Variable latent	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
PV -> RI	0.284	0.293	0.112	2.527	0.012
T -> PV	0.749	0.756	0.042	17.709	0000
T -> RI	0.483	0.482	0.112	4.324	0000
T -> PV -> RI	0.213	0.221	0.087	2.434	0.015

Source: Processed primary data (2025)

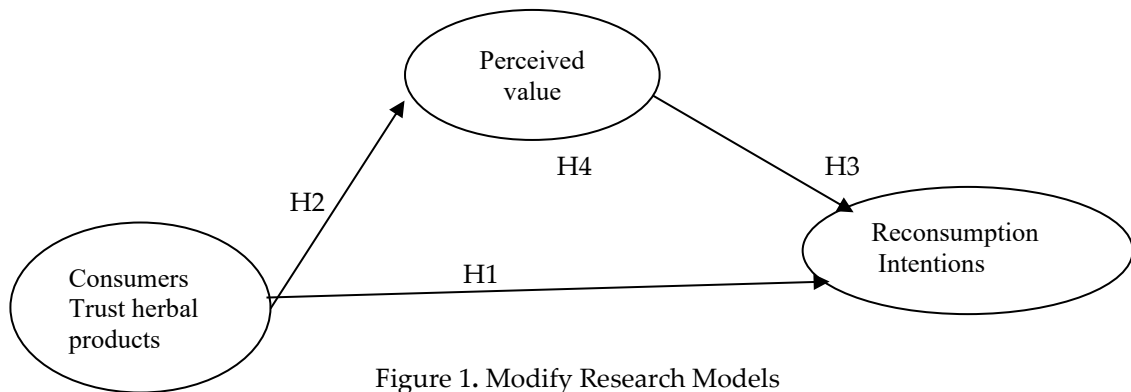


Figure 1. Modify Research Models

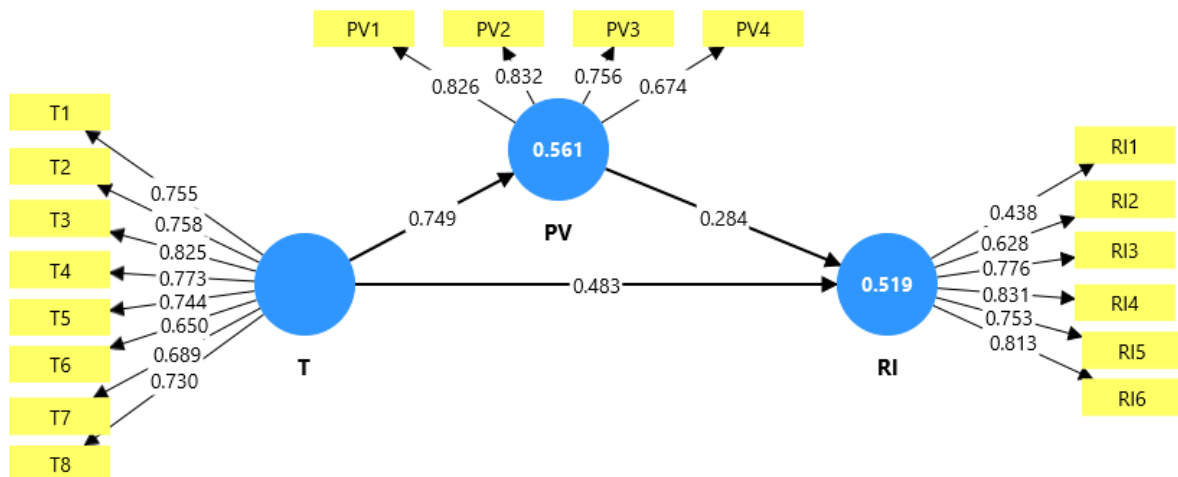


Figure 2. Research Result Model PLS

5. CONCLUSION

The effect of perceived value and trust on reconsumption intention, as well as the mediating role of perceived value in the relationship between trust and reconsumption intention, are all recognized assumptions. A key component of leveraging good perceived value to increase reconsumption intention is perceived value mediation. The direct relationship between trust and reconsumption intention was

negligible in the absence of perceived value. Therefore, making sustainable purchases requires the trust of both buyers and sellers. In the meantime, a number of assumptions are disproved for a variety of reasons, including the direct relationship between trust and intention to repurchase, the influence of perceived value on intention to repurchase, and the function of perception as a mediator between the two. These findings demonstrated that the relationship between perceived value and intention to repurchase is

mediated by customer confidence in the worth and advantages of herbal medicine. Thus, other characteristics pertaining to consumers' intention to (re)consume herbal medication are still included in this study.

ACKNOWLEDGEMENTS

This study does not support by the Project Support Program for Research.

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