

Factors Affecting Reconsumption Intention in Herbal Medicine: Evidence from Indonesia

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ABSTRACT. This study aims to investigate the mediating role of customer engagement on the effect of trust on reconsumption intention. This study was conducted on herbal medicine consumers in Indonesia. Using a quantitative approach involving 425 herbal consumers in Indonesia with purposive sampling techniques using criteria who are 18 years old and have consumed herbal medicine at least 2 times in the past month. Data analysis using covariance-based structural equation modelling (CB-SEM) using AMOS application. The study found that trust had no significant effect on reconsumption intention. Customer engagement has a significant effect on reconsumption intention. Trust has a significant effect on customer engagement. Then, customer engagement acts as a complete mediation on the influence of trust on reconsumption intention in herbal medicine consumers in Indonesia. These results suggest marketers need to pay attention to engagement to increase reconsumption intention using consumer trust.

1. Introduction

Currently, the industry with great potential to become reliable in the new order of life is the health industry, so naturally, the government has begun to prepare a road map to accelerate the development of the pharmaceutical industry in Indonesia. The market for pharmaceutical products in Indonesia in 2020 is estimated to have reached around IDR. 100 trillion with 12 – 13 per cent growth per year [1]. This market value shows that the potential of pharmaceuticals in

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Indonesia is enormous. Other data also show that the value and growth of gross domestic product in the chemical, pharmaceutical and traditional medicine industries continue to increase from 2018 to 2021 [2]. Today's pharmaceutical industry in Indonesia tends to be associated with the issue of herbal medicine certification and technological convergence [3]. Herbal medicine is a health product of local wisdom made from eight parts of plants with various types of concoctions and full of traditional elements according to the needs of consumers. In line with the changing times and lifestyles of the community and consumers, herbal medicine is used to evolve products tailored to market demand. We have encountered many types of herbal medicine that have developed from traditional production to more modern [4].

Research conducted by [5] states that intention is the most powerful predictor of consumer behaviour. When consumers intend to repurchase from consumers, it will encourage them to make reuse [6]. Marketers must design their marketing programs to increase consumer intent, which will lead consumers to purchase/reuse products [7]. Consumers' intention to use a product is crucial for company profitability and marketing performance, especially in a competitive market [8]. Consumers will be said to have reuse intentions when consumers are willing and intend to reuse a product [9], [10], [11]. It is still challenging to find research that discusses the intention of reconsuming from consumers in Indonesian herbal medicine products [12]. The intention of reconsuming is part of a person's behavioural intention [13]. Behavioural intentions are closely related to the tendency of consumers to reuse to meet their needs [14].

When a product can be trusted, consumers will intend to make a repeat purchase of the product [15]. [16] in his book states that consumers consume medical drugs because they are clinically tested, while herbal products are consumed because they are believed in their health properties. Creating reliable products can also grow consumer trust [17]. Consumers will hesitate to reuse when the product's usefulness is inconsistent, so they will assume that the product they buy cannot be reliable. The findings of previous studies have shown that consumer confidence significantly influences behavioural intentions [18], [19], [20]. When consumers already have confidence in a product, they prefer to reuse it rather than try other products.

Drawing upon the relationship quality theory presented by [21], it explains that customer trust can affect their commitment to consumer retention. [22] considers loyalty to be a commitment. Commitment has been defined as the highest level of relational bonding [23]. [24] explained that consumer trust and commitment will form consumer engagement as a form of satisfaction and

emotional bond. This result is also supported by [25], which states that consumer trust can form consumer engagement in review literature. Other studies have also found that consumer trust significantly affects consumer engagement [26] and [27]. According to [28], consumer trust will increase consumer attachment, where consumer attachment will result in higher consumer loyalty. Several studies explain that reuse intentions are closely related to consumer loyalty [29], [30].

Related to consumer engagement, most studies consider it a multi-dimensional concept consisting of cognitive, emotional and behavioural indicators [31], [32], [33]. [34] revealed that herbal medicine is a way of life in which consumers are cognitively, emotionally, and behaviorally involved. Cognitively, consumers understand that herbal medicine is essential for health. Emotionally, consumers feel close to herbal medicine. In terms of behaviour, consumers always try to consume herbal medicine in order to maintain their health. The existence of health considerations on engagement variables makes customer engagement in this study different from engagement in other studies, so engagement to this study will be referred to as customer engagement in marketing area. Consumer engagement encourages these consumers to be more loyal to certain products with the emergence of reuse intentions (Rather, 2018). Several previous studies have mentioned that product attachment significantly influences reuse intentions [35], [27]. [36] assume that consumer attachment is the same as product engagement because both consumer and product attachment aim to shape the attitude of potential consumers towards a product. Drawing upon relationship quality theory, this study proposes customer engagement as a mediation between trust and reconsumption intention. This study aims to investigate the mediating role of customer engagement on the effect of trust on reconsumption intention in herbal consumers in Indonesia.

2. Literature Review

2.1 Trust, Customer Engagement and Reconsumption Intention

Consumer trust is closely related to the intention to reconsume. Trust is a belief that the commitment of the transaction object can be trusted and that the other party will fulfill its responsibilities and obligations in the transaction relationship [37]. Relationship quality theory [21] explains that customer trust can affect commitment to consumer retention. Based on relationship quality theory, the customer-firm relationship is conceptualised as a high-level

construct of satisfaction, consumer trust, and commitment [38], [39], [40]. These three factors are the most widely used dimensions to represent the strength of the customer-company relationship. [22] considers loyalty to be a commitment. Several studies explain that reuse intentions are closely related to consumer loyalty [29], [30]. Previous literature has shown that consumer trust significantly affects consumer engagement [26], [27]. According to [28], consumer trust will increase consumer engagement, where consumer engagement will result in higher consumer loyalty. Furthermore, consumers will be more willing to continue consuming if they believe that companies that can produce high-quality products provide consumers with authentic and reliable relevant information and are willing to protect consumer interests [37].

Consumer trust has a close relationship with consumer engagement. When consumers have high trust in certain products, they tend to feel more emotionally attached to them [41]. Consumer trust builds confidence that a product is reliable, meets expectations, and provides promised benefits to create a solid foundation for consumer engagement [42]. The existence of trust makes consumers comfortable and confident in maintaining a long-term relationship with the product. They tend to be more loyal and choose the product again in the future [43]. Herbal medicine companies that can build strong consumer trust with consumers will be more likely to generate high consumer engagement. Strong consumer trust provides a solid foundation for consumers to feel an emotional bond with the herbal product, which can increase consumer loyalty, positive recommendations, and business continuity. Consumers with high trust in products will tend to perceive the risks of making lower purchase decisions. This can increase consumer engagement because the product feels more secure and confident when interacting with the product. Previous research has also found that consumer trust significantly affects consumer engagement [26], [27].

2.2 The mediating role of customer engagement

Customer engagement plays a vital role in influencing consumer reconsumption intention. Customer engagement is a psychological state that often causes interaction with focused objects beyond the transactional motive of direct purchase intent [44]. In the modern marketing era, customer engagement is essential in increasing the intention to reconsumption [45]. Customer engagement, including consumption, contribution and creation, plays a penning role in increasing the intention to reconsumption [46]. In the context of herbal products, strong consumer engagement to herbal products can influence consumer intentions to consistently reconsumption the herbs. Consumer who feel engaged to herbal products will be highly motivated to maintain a relationship with the product and continue to take advantage of the health benefits of herbal

medicine. They feel that the product reflects values, lifestyles, or aspirations that are important to them. Consumer engagement significantly influences consumer intention to reconsume [47]. Consumer who feel engaged will perceive the product as part of their identity. Using relationship quality theory [21], researchers used customer engagement to mediate between trust and reconsumption intention in this study. Previous researchers found that customer engagement was successful as a mediation between social media advertising on consumption and sharing intention in Casino visitors in China [47]. The study is the first to examine the mediated role of customer engagement in the relationship between trust and reconsumption intention and is a novelty for research. Based on the theory of relationship quality and supported by previous research, the hypothesis proposed is as follows:

H1: Trust has a significant effect on reconsumption intention

H2 : Trust has a significant effect on customer engagement

H3: Customer engagement has a significant effect on reconsumption intention

H4: Customer engagement mediates the effect of trust on reconsumption intention

The research hypotheses and the research framework are depicted in Figure 1.

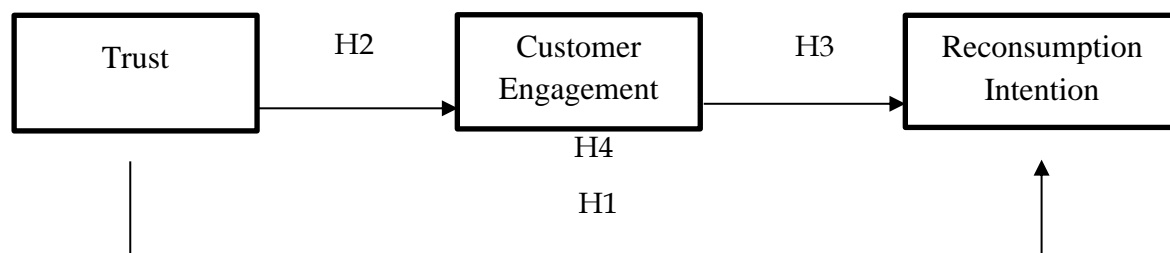


Figure 1. Conceptual Framework

Source: Author's own research, 2024

3. Method

This study was conducted on herbal consumers in Indonesia using purposive sampling techniques with age criteria of respondents 18 years and over. Who had consumed herbal medicine more than 2 times a month, so a sample of 425 respondents who were ready to be processed was obtained. All data collected is carried out with descriptive and inferential analysis. Descriptive analysis is in the form of respondent demographics, while inferential analysis is in the form of validity and reliability test results and hypothesis tests.

Data analysis using covariance-based structural equation modelling (CB-SEM). CB-SEM is one approach in SEM that focuses more on covariance relationships between variables in the model.

CB-SEM can measure the extent to which covariance between variables conforms to what is expected by theoretical models. CB-SEM assumes that normally distributed data are multivariate and seeks to minimise differences between observed and predicted covariance in the model [48]. Furthermore, this study will use AMOS because it allows researchers to effectively analyse complex models involving mediating variables (consumer engagement) in understanding the effect of trust on the intention of herbal reconsumption, thus allowing more in-depth testing of the relationship and influence between variables in that context. AMOS also provides statistical output and visualisations that help explain the complexity of the SEM models involved in the study.

Trust adapted from [49] with four validated items. The customer engagement variable uses nine items adapted from [26]. Reconsumption intention uses four items that have been validated by [50]. All items in the questionnaire used a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

4. Findings and Discussions

The demographics of respondents from 425 respondents showed that herbal medicine connoisseurs were dominated by women even though the percentage difference was not far, only 3%. Consumers with low income (< IDR. 4.900.000) reached 34.4%, while respondents with moderate monthly income (IDR. 4.900.000 – IDR. 9.800.000) reached 31.3% of the total respondents. When viewed based on age, herbal consumers are dominated by Generation Z and Generation Y. Based on the characteristics of respondents; it is also known that the majority of herbal consumers consume two to three times a week, so it can be said that the frequency of herbal consumption in Jakarta people still often consume herbs.

Table 1 shows that the variables Trust, Customer Engagement and Reconsumption Intention have items with a loading factor value greater than 0.7 so that it can be concluded that all items used in this study are valid. Then, when viewed from the value of Cronbach's alpha and composite reliability from Table 1, it is known that all variables in this study have a reliability value greater than 0.7 so that it can be declared reliable. Finally, the average variance extracted (AVE) value is used to test the validity of the discriminant, and in Table 1, it is also known that the AVE value of all variables is above 0.5, so it is declared valid.

Table 1. Result of measurement model, reliability and validity

Items	l_i	a	CR	AVE
Trust		0.961	0.962	0.863
I want to rely on herbal medicine to solve health problems	0.952			
I believe consuming herbal medicine is able to maintain health	0.955			
I believe that herbal medicine can have a positive impact on health	0.945			
I am convinced that herbal medicine has health properties	0.860			
Customer Engagement		0.937	0.941	0.642
I consider herbal medicine important to maintain health	0.904			
I care about consuming herbs to maintain health	0.873			
I consider herbal medicine worthy of consideration to maintain health	0.808			
I am enthusiastic about consuming herbal medicine to maintain health	0.845			
I positively assess the habit of consuming herbal medicine	0.775			
I want to consume herbal medicine to maintain health	0.625			
I try my best to consume herbal medicine on various occasions	0.64			
I want to consume herbal medicine in order to preserve the traditions of the ancestors	0.948			
Reconsumption Intention		0.859	0.867	0.624
I am willing to re-consume herbal medicine	0.73			
I intend to re-consume packaged herbs instead of trying other products	0.693			
I intend to continue consuming herbs	0.921			
I recommend others to consume herbal medicine	0.72			

Source: Author's own research, 2024

Notes: l_i = factor loadings; CR (rho_c) = reliability coefficient; a = Cronbach's alpha; AVE = Average Variance Extracted

Furthermore, Table 2 shows the results of discriminant validity testing using the Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT). In the Fornell-Larcker Criterion, it is known that the square root value of each variable is greater than the correlation number with other latent variables. Then, in HTMT, it is known that all correlation values are below 0.9, so based on these two values, it is stated that this study meets the discriminant validity test.

Table 2. Discriminant validity

Fornell-Larcker Criterion	1	2	3
1. Trust	0.929		
2. Customer Engagement	0.235 ^{***}	0.801	
3. Reconsumption	0.116 [*]	0.489 ^{***}	0.79
Heterotrait-Monotrait (HTMT) Ratio	1	2	3
1. Trust			
2. Customer Engagement	0.238		
3. Reconsumption	0.117	0.506	

Source: Author's own research, 2024

Notes: **Fornell-Larcker Criterion:** Diagonal elements in bold are the square root of AVE. Off-diagonal elements are the correlations between constructs. To have discriminant validity, diagonal values should be larger than off-diagonal values. **HTMT Criterion:** Off-diagonal elements are the correlations between the constructs. Discriminant validity, which measures the distinctiveness of a construct, is achieved if elements are lower than the cutoff score of 0.90.

After testing the validity and reliability above, then the goodness of fit test of the research model was carried out. Table 3 shows that RMSEA values of $0.051 < 0.08$, CFI $0.958 > 0.9$, TLI $0.954 > 0.9$. Based on these four value tests, it shows that this study model is fit with data and is feasible to continue testing research hypotheses.

Table 3. Goodness of Fit

Fit Criteria	Value	Conclusion
CMIN	786.869	Fit
RMSEA	$0.051 < 0.08$	Fit
CFI	$0.958 > 0.90$	Fit
TLI	$0.954 > 0.90$	Fit

Source: Author's own research, 2024

Table 4. Hypotheses Testing

Hypotheses	Path	Coefficients	t-value	Result
H1	TR -> RI	-0.067 ^{n.s}	-1.253	Rejected
H2	TR -> CE	0.305 ^{***}	5.960	Accepted
H3	CE -> RI	0.478 ^{***}	8.283	Accepted
H4	TR -> CE -> RI	0.146 ^{***}	-	Accepted

Source: Author's own research, 2024

Notes: Significance of estimates; ^{***} $p < 0,001$, ^{**} $p < 0,01$, ^{*} $p < 0,05$; $p > 0,05$; n.s = Not significant; TR = Trust; CE = Customer Engagement; RI = Reconsumption Intention

Table 4 shows the results of hypothesis testing using CB-SEM with AMOS application and has the result that trust has no significant effect in increasing reconsumption intention (Coefficient: -

0.067; t-value: -1.253), meaning that H1 is rejected. Then, the effect of trust on customer engagement has a significant effect (Coefficient: 0.305; t-value: 5.960), meaning that H2 is accepted. Hypothesis 3 is accepted (Coefficient: 0.478; t-value: 8.283) that the effect of customer engagement significantly affects reconsumption intention. Finally, customer engagement mediates the effect of trust on reconsumption intention (Coefficient: 0.146) meaning H4 is accepted.

5. Discussion and Conclusion

In this section, we will describe in detail the discussion of the results of hypothesis testing that has been proposed at the beginning related to statistical data and actual conditions in the field. Then, the results showed that trust did not significantly affect reconsumption intention. These results indicate that although consumers feel trust in herbal products by relying on herbs to overcome their health problems, it does not make consumers intend to reconsumption the herbs. Consumer trust in this study refers to situations where consumers rely on herbal medicine to overcome health problems as a sign of their confidence in the effectiveness and benefits they have felt from herbal medicine. This finding is not in line with previous research, which states that consumer trust significantly affects consumer behavioural intentions [18], [19], [20]. Based on findings from [19], consumer trust can magnify the potential benefits of products and increase tolerance to perceived risks, indirectly influencing consumer behavioural intentions. However, the study found different results. This difference in results may be due to the characteristics of respondents who are dominated by consumers in Generation Z. [51] mentioned that although Generation Z is the most significant number of potential markets today because they have too many product choices makes it more difficult for them to believe in certain products.

Understandably, consumers may have tried herbal medicine, but they need to understand the benefits of the herbs they consume fully. In addition, the amount of information they obtain about various types of products with benefits similar to herbal medicine may cause consumers to refrain from repurchase the herbal medicine. [52] in their research stated that in other conditions that occur, public trust in the reliability of herbal medicines is based on empirical or believed facts. However, the truth needs to be investigated further to determine the bioactive content of compounds in the main ingredients used to produce a traditional medicine herb that is safe and efficacious for the body. This aligns with [53] previous research showing that patients prefer herbal products as a mild approach to positive treatment outcomes in certain clinical conditions,

considering that this approach does not always align with their clinical needs. It is very relevant if consumers must know the relationship between the benefits/risks of using medicinal plants and have knowledge of plants that are the essential ingredients and their uses [53]. Based on these results, it can be said that although consumers believe that herbal medicine has favourable properties for their health, it has not made them recommend herbal medicine to others.

Consumer trust is known to have a significant favourable influence on consumer engagement. This can be interpreted as the more consumers believe in the efficacy of herbal medicine by believing and relying on herbal medicine to solve their health problems, the more they will have a close emotional, cognitive, and behavioural attachment to the herbal product. This study's results align with previous research that found that consumer trust significantly influences consumer engagement [54], [55], [56], [57], [58]. This study also found that consumer trust mediated by consumer engagement also significantly affected the intention to reconsumption herbal medicine. This result can be said to be in line with the theory of Relationship Quality; [43] explain that trust makes consumers feel comfortable and confident in maintaining a long-term relationship with the product, which is likely to make them more loyal and choose the product again in the future. Referring to a study by [26] explained that consumer engagement to the brand will be higher if consumers have trust in the brand. When viewed from the characteristics of respondents, it is known that the majority of consumers have often consumed herbal medicine every week (two to three times per week). This indicates that consumers already have a close engagement to herbal products. This means that when consumers feel more confident that herbal medicine has health benefits, they increasingly consider it a critical product to maintain their health.

Consumer engagement in this study refers to the close relationship formed between consumers and herbal products, where consumers always try to engage and interact with herbal products, both thoughtfully, with emotional ties, and with ongoing consumer actions to continue to interact with and consume herbal medicine as part of their healthy lifestyle. The test results show that consumer engagement significantly positively affects the intention to reconsumption herbs. This explains that when consumers have a sense of close attachment to herbal products to meet their healthy lifestyle, they tend to continue consuming herbs. This result is in accordance with previous studies that stated that consumer attachment significantly affects reuse intentions [35], [27]. Based on the characteristics of respondents, it is known that most herbal consumers have

often consumed herbal medicine every week. This indicates that consumers often interact or engage with their herbal products. The characteristics of these respondents follow the findings of [35], who explained that when consumers are often actively involved with a product, they will be more willing to reuse the product. When considering the characteristics of respondents, it is also known that the number of male and female consumers is balanced with each other. According to [58], male consumers who have a close engagement to increasing their strength will be more willing to regularly consume herbal medicine, while female consumers who have an attachment to slimming will also increasingly intend to consume herbal medicine regularly.

Consumer engagement in this study is successful as a complete mediation because the direct influence of trust on reconsumption intention does not have a significant effect. At the same time, if you include the customer engagement mediation variable, it has a significant effect. This means that consumer confidence needs to be engaged first if you want to increase reconsumption intention. This study is the first to use the customer engagement mediation model to mediate the effect between trust and reconsumption intention. This study is in line with the findings of [59], who found the role of engagement mediation on the influence between employee relations practice and employee performance. Then, a study by [60] found the mediating role of engagement on the influence between achievement and quality of life. Then this study supports the findings of [18], who examined the role of trust in reconsumption directly, then [26], who found that trust has a significant effect on customer engagement as well as findings from [35] who found that customer engagement can directly increase reconsumption intention. Because previous studies only examined the direct influence of each variable, this study found novelty by placing customer engagement as a complete mediation and, at the same time, became the recommendation of further researchers.

In summary, this study aims to investigate the mediating role of customer engagement on the effect of trust on reconsumption intention. The results of this study show that trust does not have a significant direct effect on reconsumption intention. Then trust has a significant effect on customer engagement, and customer engagement also significantly affects reconsumption intention. Furthermore, customer engagement fully mediates the influence between trust and reconsumption intention. This finding is new to this study because previous studies have only tested the direct effect on each latent variable. This study also shows that consumer trust can only

increase reconsumption intention in herbal medicine users in Indonesia by passing customer engagement.

6. Recommendations

6.1 Academic contributions

Drawing upon the relationship quality (RQ) theory presented by [21], it explains that customer trust can affect their commitment to consumer retention. This study confirms the suitability of the use of RQ theory in studying marketing, specifically on herbal medicine consumers. The results of this study show that trust does not have a significant direct effect on reconsumption intention, possibly due to contextual differences. Then trust has a significant effect on customer engagement, and customer engagement also significantly affects reconsumption intention. Furthermore, customer engagement fully mediates the influence between trust and reconsumption intention. This study also shows that consumer trust can only increase reconsumption intention in herbal medicine users in Indonesia by passing customer engagement.

6.2 Managerial contributions

Practically, marketing managers must pay attention to engagement with consumers through social media or privately because this has proven effective in increasing sales. This is also due to the unique characteristics of herbal medicine, which is perceived as traditional medicine by the people of Indonesia. Like medicine in general, consumers need to get a more detailed explanation of the benefits of herbal medicine and the compatibility between the herbal medicine to be consumed and the disease being experienced.

6.3 Recommendations for Future Research

This study provides several research contributions but cannot be separated from research limitations. This study is limited to being conducted in Indonesia, a consumer with various ethnicities, races and religions who certainly have different views on herbal medicine; future studies can conduct similar studies in other countries with different consumer characteristics. This study uses a survey at one-time questionnaire taking; researchers can then use a longitudinal study by distributing questionnaires divided three times. Finally, this study uses customer engagement as mediation as a novelty; future studies can use other mediating variables in increasing reconsumption intention in other industries.

Conflicts of Interest: The authors declare that there are no conflicts of interest regarding the publication of this paper.

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