

Business Profile of Traditional Jamu Based on Herbal Commodities in Consumer Perspective

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Abstract: This study aims to 1) analyze perceptions, motivations, reasons for consumers to consume and buy traditional herbal medicine at Taman Market, 2) analyze the dominant factors that cause consumers to decide to consume and buy traditional herbal medicine at Taman Market, and 3) find out the efforts and strategic actions such as what should be done to increase sales of traditional herbal medicine in the future. In this study, researchers used qualitative descriptive analysis and factor analysis. The method of determining the research location is purposive at Taman Market. The sampling method used accidental sampling with a sample of 100 respondents. Indicators in the perception of benefits, efficiency and practicality, and product safety score above 90%. Indicators in reason are the influence of others, lifestyle, and tradition. The value of 90% is only obtained by tradition, while the influence of others gets a value of 34%. Lifestyle scored 77%. Indicators in motivation are product price, product quality, and product availability. Of the three indicators, all of them scored above 90%. The results of data analysis indicate that there are three factors that influence purchasing decisions for traditional herbal medicine at Taman Market. The first factor is the belief factor, the second factor is the environmental factor, and the third factor is the superiority of the product. The results showed that the most dominant factor influencing purchasing decisions for traditional herbal medicine at Taman Market was the belief factor with a total factor loading value of 3.736 and an eigenvalue of 2.948. This shows that in the belief factor, respondents consider the benefits, efficiency and practicality, product price, tradition, and product quality from herbal medicine and after using herbal medicine the respondents are satisfied. Efforts and strategic actions can be taken by producers, namely improving and maintaining the quality and hygiene of their processed traditional herbal medicine.

Keywords: Business Profile, Traditional Herbal Medicine, Factor Analysis, Factor Loading, Purchase Decision

I. INTRODUCTION

Traditional medicine or better known as jamu is one of the cultural heritages of the Indonesian nation that has been used for centuries, for the maintenance and improvement of health as well as the prevention and treatment of disease. Jamu is interpreted as a medicine that is rowed from the roots or leaves, and other traditional herbal ingredients (Burhan & Mustajib, 2010). Traditional herbal medicine business owners are generally Javanese, especially the people of East Java. They developed to various regions through transmigration programs and migrated independently with the main goal being to earn a living. One of their goals is the Garden Market.

As of 2018, the herbal medicine industry in Indonesia reached around 1,247 industries, consisting of 129 large industries, and 1,118 small and medium-sized industries with a workforce of around 15 million people. Meanwhile, sales of herbal medicine during 2018 were recorded at Rp. 19 trillion, and in 2019 it increased by around 10% or equivalent to Rp. 21.9 trillion (GP Jamu, 2020). The export value of Indonesian herbal products in the January-September 2020 period increased by 14.08% compared to the same period in the previous year (Kemendag, 2020). There is great potential in the traditional herbal medicine business, one of which is the health benefits of herbal medicine. Now people prefer to consume products made from natural ingredients and have health benefits. In addition, traditional herbal medicine can be consumed by everyone, regardless of age and social class (Muslimin et al, 2009).

Table 1. Percentage of East Java Population Who Perform Self-Medication by Type of Drug Used

Year	Traditional Medicine	Modern Medicine
2011	30,02	88,80
2012	28,30	89,62
2013	25,55	89,16
2014	24,74	89,42
2015	45,79	86,77
2016	46,24	91,24
2017	47,48	93,12
2018	48,92	96,46
2019	51,97	90,11
2020	52,37	90,85

Source: Central Statistical Agency, 2021

The table above shows that when viewed from the point of view of medicine, modern medicine is still the main medicine chosen by the community for curing diseases. This is in accordance with the results of Pali's research (1994) which illustrates that most consumers consume herbs for health maintenance, not for treatment. The data shows that in the 2011-2020 period the use of traditional herbal medicine tends to increase, but the use of modern medicine has relatively increased.

Herbal medicine producers must improve the quality and

safety of their processed traditional herbal medicines to be able to compete with modern medicines whose safety is guaranteed through the Food and Drug Supervisory Agency certification and Halal certification. This is in accordance with research from Ekadipta (2020) which states that the number of herbal medicine industries in Indonesia, both licensed and unlicensed, will be the next consideration for respondents in buying herbal products. To develop an effective marketing strategy, traditional herbal medicine business actors must know the type of problem solving process used by consumers to make purchasing decisions.

The soaring cost of treatment with a limited level of economic capacity makes traditional herbal medicine a good solution to overcome this problem. Along with changes in the business environment and as a result of the increasing outbreak of the corona virus (Covid-19) in Indonesia, it is known that traditional herbs or empon-empon are known to be able to increase the immune system or body's resistance. Especially the traditional herbs of Temulawak, Turmeric Asam, and Rice Kencur. This is in accordance with Irma's research (2021) that maintaining immunity is one of the keys to preventing being infected with the virus by consuming drinks made from spices such as kencur, turmeric, temulawak and others. Of course this makes many people who are tempted by the efficacy of traditional herbal medicine in preventing the transmission of the corona virus. The Indonesian Ministry of Health has also issued a circular letter Number: HK.02.02/IV.2243/2020 concerning the Use of Traditional Medicines for Health Maintenance, Disease Prevention and Health Care during Covid-19.

The herbal medicine business in Pasar Taman is a small-scale business. With its various limitations, small-scale herbal medicine businesses try to survive in the midst of increasingly competitive herbal medicine business. However, in the midst of a pandemic, small-scale herbal medicine business is still the choice of consumers to buy and consume it as an alternative supplement which is believed by consumers to maintain fitness, immunity while increasing immunity.

The explanation above is the reason traditional herbal medicine can stand to this day. The existence of traditional herbal medicine shows that this business has very good market potential and will be able to become a positive trend in the future. Therefore, the authors are interested in conducting research with the title "Business Profile of Traditional Herbal Commodities Based on Herbal Commodities in a Consumer Perspective" to analyze perceptions, motivations, reasons for consumers to consume and buy traditional herbs at Taman Market and analyze the dominant factors that cause consumers to decide to consume and buy traditional herbal medicine at Pasar Taman and find out what strategic efforts and actions should be taken to improve the quality and sales of traditional herbal medicine in the future.

II. RESEARCH METHODOLOGY

The research location was chosen purposively, namely in

Pasar Taman. The data used in this study were obtained from primary data sources and secondary data sources. Secondary data is obtained by using data collection techniques through the collection of research results or information that has been published or carried out by other parties (Hermawan, 2009). Primary data is data collected directly by researchers to answer research problems and objectives (Nazir, 1998). The population in this study are consumers who consume and buy traditional herbal medicine at Taman Market. The sampling method used accidental sampling with a sample of 100 respondents who will be met when buying traditional herbs at Taman Market.

First Goal Analysis

Analyzing the perceptions, reasons, and motivations of consumers in this study aims to determine the consumer's assessment of the traditional herbs of rice kencur, turmeric acid, and temulawak after consuming and buying traditional herbs at Taman Market. To calculate the total value obtained for each answer to the questions above, the formula is obtained:

$$\text{Total Value} = (T_1 \times Pn_1) + (T_2 \times Pn_2) + (T_3 \times Pn_3) + (T_4 \times Pn_4) + (T_5 \times Pn_5)$$

T = total respondents who chose the answer

Pn = option value

Because there are 100 respondents to be analyzed, the highest score for the item "Strongly Agree" is $5 \times 100 = 500$

Second Goal Analysis

Factor analysis was used to answer the second objective about the most dominant factors that determine the purchasing decisions of traditional herbal medicine rice kencur, turmeric acid, and temulawak at Taman Market. According to Simarmata et al (2013), factor analysis is one of the multivariate statistical analysis techniques, namely the analysis that aims to study the relationship between several variables, by trying to find the relationship (interrelationship) between a number of variables that were initially independent of one another, so that it can made one or more sets of variables that are less than the initial number of variables. The stages in factor analysis proposed by Santoso (2012) are (1) Determining what variables will be analyzed, (2) Testing the variables that have been determined in the previous step to determine the variables that can be considered eligible to enter the stage. factor analysis. At this stage the statistical test used is the Kaiser Meyer Olkin Measure of Sampling Adequacy (KMO-MSA) as a calculation of whether the variable can be processed further or not (MSA > 0.5 means the variable is processed further), (3) After a number of variables that meet the requirements are obtained, then the extraction of these variables is carried out until they become one or several factors, (4) After the factors have actually been formed, the process continues with the interpretation of the factors that have been formed, in particular naming the factor which is

considered to represent the variable. -the member variable of the factor, (5) A valid factor must contribute the percentage of variance explained according to the average. In addition, it can also be seen with the eigenvalue in the total variance explained where the eigenvalue must be more than 1 is a requirement for the factor to be considered valid. The way to find out the most dominant factor considered by consumers in the decision to buy traditional herbal medicine at Taman Asar is to look at the highest factor loading value of each factor-forming variable.

Third Goal Analysis

To achieve the third objective, qualitative descriptive analysis was used. Based on the findings of the results of the first and second research objectives, researchers can provide input regarding what efforts should be made by the government, producers, consumers in an effort to increase sales of traditional herbal medicine in the future.

III. RESULTS AND DISCUSSION

Consumer Perception of Consuming and Buying Traditional Herbal Medicine

Consumer perceptions in this study can be concluded based on the value of indicators related to perceptions, namely benefits, efficiency and practicality, and product safety. Consumers who consume and buy traditional herbal medicine for rice kencur, turmeric acid, and temulawak to meet their needs. The benefit indicator is used to find out how much influence the benefits of traditional herbal medicine have for respondents to maintain body immunity to avoid disease attacks, especially during the current pandemic. Efficient and practical indicators are used to measure how efficient and practical it is to make traditional herbal medicine sold in the Taman Market. Meanwhile, the product safety indicator is used to measure the percentage of the safety level of traditional herbal medicine without a quality certificate based on the respondent's perception.

Table 2. Benefits

Benefits	Number of Respondents	Percentage
Agree	95	95%
Disagree	5	5%
Total	100	100%

Source: Primary Data Processed, 2021

The results of the calculation of the perception indicators are then used to determine how much these indicators influence the purchasing decisions of traditional herbal medicine at Taman Market. Of the total 100 respondents interviewed, 95% of them think that traditional herbal medicine is useful, apart from being considered useful for treatment, traditional herbal medicine is also considered capable of maintaining stamina and body fitness, as well as being able to increase body immunity and prevent disease, especially during a pandemic like today. who are very vulnerable to the Covid-19 virus

attack.

Table 3. Efficient and Practical

Efficient and Practical	Number of Respondents	Perscentage
Agree	91	91%
Disagree	9	9%
Total	100	100%

Source: Primary Data Processed, 2021

Of the 100 respondents interviewed, 91% of consumers think that traditional herbal medicine is considered efficient and practical for consumption because the manufacturing process is easy and fast so it doesn't take a long time just to buy and consume traditional herbs at Taman Market. While the remaining 9% people think that traditional herbal medicine is quite efficient and practical because its manufacture requires additional warm water and packaging that must use plastic, so they think that modern medicine is also more efficient and practical because it is widely sold in ready-to-drink and ready-to-drink sachets. easy to carry everywhere. In times of a pandemic like today, we are advised not to spend a lot of time outside the house. So that the level of efficiency and practicality in making traditional herbal medicine can minimize time so as not to cause crowds at kiosks and stalls selling traditional herbal medicines. This is in accordance with what was stated by Rizki (2008) that the large number of requests for more practical herbal packaging, encourages sellers to produce herbal medicine in a practical form.

Table 4. Product Safety

Product Safety	Number of Respondents	Percentage
Agree	100	100%
Disagree	-	-
Total	100	100%

Source: Primary Data Processed, 2021

The safety of a product, especially food and beverage products, is something that needs to be seriously considered, including traditional herbal medicine. If not taken care of properly, it can harm the body. The risk of poisoning can occur if we consume food or drinks that are not yet clear. Therefore, the safety factor is one of the things that respondents need to pay attention to in determining the purchase decision of traditional herbal medicine. This is in accordance with what was stated by Zaini (2018) that the safety factor is the main consideration for consumers to choose herbal drugs because they are considered safer than modern drugs so that side effects are relatively less.

Reasons for Consumers to Consume and Buy Traditional Herbal Medicine

Reason is the basis for someone to do something. The reasons according to the Big Indonesian Dictionary are to strengthen opinions (denials, estimates, etc.). The reasons for consumers

in this study were assessed based on indicators related to the reasons for purchasing, namely the influence of other people, lifestyle, and tradition.

Table 5. Influence of Others

Influence of Others	Number of Respondents	Percentage
Agree	34	34%
Disagree	66	66%
Total	100	100%

Source: Primary Data Processed, 2021

As many as 66% of respondents choose not to agree if their purchasing decisions are considered influenced by other people. The reason is because they consider their purchasing decisions to be based on personal initiatives in the midst of the current pandemic, the purpose of purchasing these herbs is to maintain stamina and body fitness, as well as to increase body immunity so that the body is more immune to the Covid-19 virus attack. While the remaining 34% of respondents agree that their purchasing decisions are influenced by other people, this is because the information circulating regarding the benefits of traditional herbal medicine encourages them to make decisions to buy traditional herbs with the aim of increasing their body immunity to avoid the covid-19 virus.

The influence of other people should be able to influence more respondents, but in reality only 34 respondents are influenced by the people around them, while the rest take the initiative personally in making decisions to buy traditional herbal medicine because they are aware of the importance of maintaining body immunity during the current pandemic.

Table 6. Lifestyle

Lifestyle	Number of Respondents	Percentage
Agree	77	77%
Disagree	23	23%
Total	100	100%

Source: Primary Data Processed, 2021

As many as 77% of respondents agree that their lifestyle makes them decide to buy traditional herbal medicine. The reason is because the current pandemic is pushing them to change their lifestyle to be healthier. This healthy lifestyle can be done by exercising regularly and also regularly consuming traditional herbs so that the body's immunity is maintained in the midst of the current pandemic. A healthy lifestyle can determine a person's purchase decision against traditional herbal medicine because traditional herbal medicine is known as a health drink with various benefits. In the midst of a pandemic like today, the benefits of consuming traditional herbal medicine are the main goal in determining the decision to buy traditional herbal medicine. This is supported by research from Pratiwi (2021) which says that lifestyle has a positive and significant effect on purchasing decisions for herbal products. This means encouraging increased

purchasing decisions for herbal products.

Table 7. Tradition

Tradition	Number of Respondents	Percentage
Agree	90	90%
Disagree	10	10%
Total	100	100%

Source: Primary Data Processed, 2021

Based on the table, 90% of respondents agree that tradition is one of the reasons for consuming traditional herbal medicine. They consider traditional herbal medicine to be a legacy that needs to be preserved so that traditional herbal medicine can still exist in the midst of many more modern medicinal products, so they choose to consume traditional herbal medicine to maintain their health, especially during a pandemic like today. While the remaining 10% do not agree if tradition is used as a reason for consuming traditional herbal medicine, they think that consuming traditional herbal medicine is more based on need. Tradition is something that is passed down from generation to generation. Most of the respondents think that the tradition of consuming traditional herbal medicine needs to be preserved so that the culture of consuming traditional herbal medicine does not disappear. This reason can also influence the decision to buy traditional herbal medicine at Taman Market. This is supported by research from Hindratno (2021) which states that indicators of tradition or culture variables have an influence on purchasing decisions.

Consumers Motivation to Consume and Buy Traditional Herbal Medicine

Consumer motivation in this study was assessed based on indicators related to purchase motivation, namely product price, product quality, and product availability.

The results of the calculation of the motivational indicators are then used to determine how much these indicators influence the purchasing decisions of traditional herbal medicine at Taman Market.

Table 8. Product Price

Product Price	Number of Respondents	Percentage
Agree	95	95%
Disagree	5	5%
Total	100	100%

Source: Primary Data Processed, 2021

As many as 95% of respondents agree that the price of traditional herbal medicine is considered cheap and affordable compared to the price of modern medicines on the market. While the remaining 5% of respondents do not agree that the price of traditional herbal medicine is considered cheap and affordable because they think the price of traditional herbal medicine is not much different from modern medicines on the

market. This is in accordance with what was conveyed by Nazlina (2005) that the price mix implemented by the herbal medicine industry has a significant influence on consumer purchasing decisions in the herbal medicine industry.

Table 9. Product Quality

Product Quality	Number of Respondents	Perscentage
Agree	91	91%
Disagree	9	9%
Total	100	100%

Source: Primary Data Processed, 2021

As many as 91% of respondents agree that traditional herbal medicine has better quality when compared to modern medicines, this is because traditional herbal medicine is considered more natural and healthier because it is made from herbal plants. Meanwhile, 9% of respondents said they disagreed that traditional herbal medicine was better than modern medicine, because they considered modern medicine to be more clinically tested so that its quality and safety were guaranteed. Product quality is one of the things that need to be considered in determining purchasing decisions for traditional herbal products. This is in accordance with what was stated by Karlina (2015) that brand image and product quality have a significant effect on product purchasing decisions.

Table 10. Product Availability

Product Availability	Number of Respondents	Perscentage
Agree	94	94%
Disagree	6	6%
Total	100	100%

Source: Primary Data Processed, 2021

As many as 94% of respondents agree that the availability of traditional herbal medicine is quite easy to find, this is because there are quite a lot of traditional herbal medicine sellers scattered around Taman Market so that respondents have no difficulty consuming traditional herbal medicine. Meanwhile, as many as 6% of respondents did not agree with the statement, they reasoned because it was difficult to find several types of traditional herbal medicine that they wanted to consume, this was because not all traditional herbal medicine sellers sold the type of traditional herbal medicine that the respondents wanted. Product availability has a great influence on consumers to buy, where every consumer in making purchasing decisions sees the availability of products that are always there when needed. This is in accordance with the words of Latifah (2021) that the effect of product availability is partially positive and significant on product purchasing decisions.

Factor Analysis

Factor analysis is used to see how big the contribution or contribution of the variables considered in making decisions

to buy traditional herbal medicine at Pasar Taman is. The variables studied included benefits (X1), efficiency and practicality (X2), product safety (X3), influence of others (X4), lifestyle (X5), tradition (X6), product price (X7), product quality (X8), product availability (X9).

Factor analysis is carried out using the Principal Component Analysis (PCA) or Main Component Analysis (AKU) extraction method. Factor analysis consists of several stages with certain assumptions that must be met in each stage.

The First Stage

The test uses the Kaiser Meyer Olkin Measure of Sampling Adequacy (KMO-MSA) index. The value of KMO-MSA varies in each analysis. KMO values and Bartlett's Test are used to determine the feasibility of a variable, whether it can be analyzed further by factor analysis or not. Factor analysis is said to be feasible if the KMO value is greater than 0.5 and the significance value of Bartlett's Test is less than 0.05.

Table 11. KMO dan Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.712
Bartlett's Test of Sphericity	Approx. Chi-Square	218.598
	Df	36
	Sig.	.000

Source: Primary Data Processed, 2021

Based on the results of factor analysis with SPSS, the KMO-MSA number is 0.712 (greater than 0.5) which means that the sample adequacy meets the factor analysis. Meanwhile, the significance of Bartlett's Test of Sphericity is 0.000 (less than 0.05), which means that the correlation between variables is quite significant. According to Simamora (2005), the KMO-MSA value ranges from 0.5 to 1 so that factor analysis deserves further processing. Based on the results of the analysis proves that the variables and samples used allow for further analysis.

The next step is testing Anti-image Correlation. Each variable in the Anti-image Correlations row with the rank of "a" must have a value greater than 0.5 so that the variable can be stated to have a correlation to the purchasing decision of traditional herbal medicine.

Table 12. Anti-image Correlation

	X1	X2	X3	X4	X5	X6	X7	X8	X9
<i>Anti-image Correlation</i>	X1	.774^a	-.075	-.137	-.013	.013	.394	.160	.147
	X2	.076	.731^a	-.043	.047	-.305	.376	.457	.213
	X3	-.075	.053	.595^a	.019	-.109	.001	.157	.020
	X4	-.137	-.043	.019	.501^a	-.453	.050	.092	.104

X5	-.013	.047	-.109	-.453	.533^a	.106	-.140	.110	-.072
X6	.013	.305	.001	.050	.106	.827^a	-.049	-.184	-.113
X7	-.394	-.376	.157	.092	-.140	-.049	.711^a	.097	-.057
X8	-.160	.457	-.027	-.104	.110	-.184	-.097	.759^a	-.064
X9	.147	.213	.080	-.099	-.072	-.113	-.057	-.064	.583^a

Source: Primary Data Processed, 2021

Based on the table above, all of the tested variables have met the assumptions because all the variables in the Anti-image Correlations row with the rank of "a" have an MSA value above 0.5 so that all variables can be declared to have a correlation with purchasing decisions and can proceed to the next stage of testing, without repeating the previous analysis steps.

Second Stage

The second stage is to look at the results in the communalities table which is used to express the variance of the variables explained by the factors. This is the benchmark is the extraction value of each variable and this value must be greater than 0.5 to be able to meet the criteria in factor analysis. If the value of the variable is less than 0.5 then the variable must be removed and retested without including the variable. This stage is carried out by extracting a set of variables that have a KMO MSA value > 0.5 so that one or

more factors are formed later.

Table 13. Communalities

Variabel	Initial	Extraction
Benefit	1.000	.594
Efficient and Practical	1.000	.774
Product Safety	1.000	.531
Other People's Influence	1.000	.687
Lifestyle	1.000	.718
Tradition	1.000	.529
Product Price	1.000	.564
Product Quality	1.000	.579
Product Availability	1.000	.637

Source: Primary Data Processed, 2021

The results above show that the extraction value for each variable is different. The number in the extraction column shows how much a variable can explain the factors that will be formed. Based on Table 4.13, all variables have extraction values greater than 0.5 so it can be said that they have met the communality requirements and do not need to be retested.

Third Phase

After the communality requirements have been met, the next step is to look at the results in the total variance explained table which explains the basis for the number of factors formed. Each factor has the ability to explain different total variances. The number of factors to be used is determined by looking at the eigenvalues for each factor. Eigenvalues 1 is considered to form a factor.

Table 14. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.948	32.758	32.758	2.948	32.758	32.758	2.914	32.674	32.674
2	1.568	17.417	50.175	1.568	17.417	50.175	1.573	17.475	50.149
3	2.088	12.090	62.264	1.088	12.090	62.264	1.090	12.115	62.264
4	.949	10.545	72.809						
5	.729	8.102	80.911						
6	.578	6.423	87.334						
7	.470	5.227	92.561						
8	.411	4.564	97.126						
9	.259	2.874	100.000						

Source: Primary Data Processed, 2021

Based on the table above, it can be seen that there are 3 components that have eigenvalues more than 1. These results indicate that in this study 3 core factors were formed that were considered by consumers in buying traditional herbal medicine at Taman Market. The following is an explanation

of the components/factors one to three that meet the eigenvalue criteria > 1.0:

1. The first component/factor has an eigenvalue of 2,948.
2. The second component/factor has an eigenvalue of 1.568.

3. The third component/factor has an eigenvalue of 2.088.

If these 9 variables are extracted into 3 factors, then:

- The first factor variance is 32.758 which means it has a proportion of diversity of 32.758% of the total diversity.
- The second factor variance is 17.417, which means it has a diversity proportion of 17.417% of the total diversity.
- The third factor variance is 12,097 which means it has a proportion of diversity of 12.097% of the total diversity.

These three formed factors can explain 62.264% of the overall variability of the original variables. So to reduce variables, it is enough to use three components/factors. Each of the resulting factors is a collection of variables which are the elements that make up these factors. The naming of each factor must represent its constituent elements so that it is considered based on the variables that compose the factor.

Fourth Stage

After knowing the number of core factors formed, the next step is to look for variables that have a high correlation with each factor. This can be identified through a rotated component matrix. The rotated component matrix table contains numbers indicating factor loading. Factor loading is a coefficient that shows the magnitude of the correlation between a variable and the formed factor. The closer the number to 1, the greater the role of the variable to the factor so that the highest factor loading can indicate the most dominant variable. This information is then used to interpret the factors subjectively. The process of determining the variables that are members of the factor is done by looking at the highest factor loading value in each row.

Table 15. Rotated Component Matrix

Variable	Component		
	1	2	3
Benefit (X1)	.696	.229	-.242
Efficient and Practical (X2)	.876	-.074	-.035
Product Safety (X3)	-.207	.150	-.682
Other People's Influence (X4)	.111	.814	.058
Lifestyle (X5)	-.099	.841	-.032
Tradition (X6)	.667	-.223	.184
Product Price (X7)	.739	.129	.029
Product Quality (X8)	.758	-.063	.021
Product Availability (X9)	-.242	.230	.725

Source: Primary Data Processed, 2021

Based on the data in the table above, it can be seen the variables included in each core factor. The variables included in one of the core factors have different values for the core factors that include it. Core factor 1 includes 5 variables,

namely variable X1 (benefits) with a value of core factor 1 of 0.696, variable X2 (efficient and practical) with a value of core factor 1 of 0.876, variable X6 (tradition) with a value of core factor 1 of 0.667, variable X7 (product price) with a value of core factor 1 of 0.739 and variable X8 (product quality) with a value of core factor 1 of 0.758. Core factor 2 includes 2 variables in it, namely variable X4 (the influence of others) with a value of core factor 2 of 0.814 and variable X5 (lifestyle) with a value of core factor 2 of 0.841. Core factor 3 includes 3 variables, namely variable X3 (product safety) with a value of core factor 3 of 0.682 and variable X9 (availability of products) with a value of core factor 3 of 0.725.

Factor Analysis Results

The nine variables that are thought to influence the decision to buy traditional herbal medicine at Taman Market have fulfilled all the requirements of the factor analysis carried out so that none of the variables are reduced or excluded and there is no need to retest the factor analysis step. The nine variables analyzed make up the 3 core factors. The results of the rotation of the dominant factors that are arranged will then be interpreted and given the names of the factors that have been formed based on the loading factor of a variable on the formation factor (Supranto, 2004). According to Santoso and Tjiptono (2001), the naming of factors depends on the names of the variables that become one group in the interpretation of each analysis and other aspects, so that naming is actually subjective and there are no definite provisions regarding the naming, factors must represent the variables formed in it.

Main Components/Factors

The first main component that is formed consists of variables that describe consumer confidence in traditional herbal products for all things attached to the traditional herbal medicine consumed. Factors consist of benefits, efficiency and product, tradition, product price and product quality. This component means that benefits, efficiency and product, tradition, product price and product quality have the first major dominant influence on purchasing decisions of traditional herbal medicine in Taman Market. These components can then be named as Confidence Factors.

Second Component/Factor

The second factor is named environmental factor. This second factor consists of variables that describe the existence of social interactions as well as the values adopted through these interactions to create consumer intentions to buy traditional herbal medicine. The variables involved in this factor include the influence of other people and lifestyle variables.

Third Component/Factor

The third factor is named the product advantage factor. This third factor consists of variables that describe the differentiating elements of a traditional herbal product that provide added value and benefits for making purchasing decisions. The variables included in it include product safety

variables, and product availability.

Table 16. Factors Influencing Decisions to Purchase Traditional Herbal Medicine at Taman Market

No	Name Factor	% of Variance	Cummulative Total Variance	Variable member factor	Factor loading	Eigen Value
1	Belief	32.758	32.758	Benefit	0.696	2.948
				Efficient and Practical	0.876	
				Product Safety	0.667	
				Other People's Influence	0.739	
				Lifestyle	0.758	
2	Environment	17.417	50.175	Tradition	0.814	1.568
				Product Price	0.841	
3	Product Excellence	12.090	62.264	Product Quality	0.682	1.088
				Product Availability	0.725	

Source: Primary Data Processed, 2021

The table above shows the results of factor analysis of the 9 variables studied that can form 3 core factors that influence purchasing decisions for traditional herbs at Taman Market. The eigenvalue must be above 1 to form a core factor. The three factor components have a value above 1 while the 6 factors below are worth less than 1, so that the factor formation process stops at 3 factors only. The percentage of total variance of 62.264% means that the three core factors can explain 62.264% of the diversity of factors formed, the remaining 37.736% is explained by other factors which in this case were not studied. There is a grouping of a number of variables into certain factors with the same characteristics of certain variables.

Strategic Efforts and Actions to Increase Sales of Traditional Herbal Medicine

Based on the two analytical methods that have been described, namely descriptive qualitative analysis with a Likert scale and factor analysis, the government, producers, and consumers must determine strategic efforts and actions whose purpose is to develop and increase sales of traditional herbal medicine in the future. The efforts and actions taken by the government, producers, and consumers to increase sales of traditional herbal medicine are:

a. Government

Technically, the government can empower traditional herbal medicine producers to improve the quality of traditional herbal medicine, socially can educate the public about the benefits of traditional herbal medicine and help capitalize herbal medicine producers to increase their production.

In the short term the government can encourage related agencies to provide training to traditional herbal medicine producers, in the medium term the government can assist in the quality control process of processed herbal products based on the standards of the health department, BPOM, and MUI. In the long term, it can pave the way for traditional herbal medicine SMEs to be able to cooperate with large companies

engaged in traditional medicines and herbal medicine.

Nuringsih (2013) states that based on a study of various aspects of life, the government through the relevant agencies has broad opportunities to develop the business chain of traditional herbal medicine & herbal medicine. Mapping of regional potential is needed as the basis for developing herbal commodities, so as to facilitate coaching, training, mobilizing funds, monitoring activities and adjusting to government policies.

b. Producer

Technically, producers can improve and maintain the quality of their processed traditional herbal medicine, so that the taste and quality are maintained, socially they can promote and convey the benefits of consuming traditional herbal medicine to the people around them and set affordable prices and provide good quality service to consumers. .

In the short term, producers can add stock and various types of traditional herbal medicine, in the medium term, producers can create a member system for consumers who frequently buy and subscribe to herbal medicine. For the long term can open new branches to increase sales.

As done by Monasanti (2021) who is the owner and employee of a traditional herbal medicine kiosk who stated that he also promoted his products using WhatsApp social media to expand his marketing by giving a business card with the owner's number listed with the aim of making it easier for consumers from outside the city or outside the area who would do the transaction. order, establish good relations with consumers as loyal customers of the herbal medicine kiosk. This promotion is carried out by uploading photos of herbal product variants on WhatsApp and providing information on the benefits and efficacy of these products.

c. Consumer

Technically, consumers can contribute to increasing sales of traditional herbal medicine by providing constructive criticism

and suggestions related to service, quality, taste, and safety of traditional herbal medicine, socially consumers can also contribute to increasing sales of traditional herbal medicine by promoting and inviting people nearest to participate in consuming traditional herbal medicine regularly, while economically consumers can increase sales of traditional herbal medicine by purchasing traditional herbal medicine regularly so that sales of traditional herbal medicine can be stable and tend to increase.

Khamidah (2020) states that there are several customer desires, namely price, quality and speed, consumers expect traditional herbal medicine to offer the best quality, at low prices and products are available on time. If the customer is satisfied, he will show a great opportunity, he will make a repeat purchase or buy another product from the same company in the future. A satisfied consumer tends to say good things about the product and the company concerned to others. Therefore satisfied consumers are the best promotion.

IV. CONCLUSION

1. Respondents' perceptions, reasons, and motivations are components in determining purchasing decisions for traditional herbal medicine. Each of these components has indicators that are used to assess the percentage of respondents. These indicators include Benefits (X1), Efficient and Practical (X2), Product Safety (X3), Influence of Others (X4), Lifestyle (X5), Tradition (X6), Product Price (X7), Product Quality (X8), and Product Availability (X9). These indicators are hereinafter referred to as research variables. From this analysis, it was found that 8 of 9 variables obtained an average percentage value of above 90%, which means that the majority of respondents agreed if these variables influenced the decision to buy traditional herbal medicine at Taman Market. While the variable Influence of Others (X4) obtained a percentage value of only 34% because the majority of respondents thought that other people did not influence the decision to buy traditional herbal medicine, but rather a personal initiative to meet health needs, especially during the pandemic.
2. The results of data analysis indicate that there are three factors that influence purchasing decisions for traditional herbal medicine at Taman Market. The first factor is the belief factor which consists of variables of benefit, efficiency and practicality, product price, tradition, and product quality. The second factor is the environmental factor which consists of the influence of other people and lifestyle variables. The third factor is product excellence which consists of product safety and product availability variables. The most dominant factor influencing the decision to buy traditional herbal medicine at Taman Market is the belief factor with the forming variables consisting of benefits, efficiency and practical variables, product prices, traditions, product quality.
3. The first strategic efforts and actions that can be taken, namely by the government, include empowering traditional herbal medicine producers and helping herbal medicine producers to increase their production. The second is the strategic efforts and actions taken by producers, among others, by improving and maintaining the quality of their processed traditional herbal medicine as well as promoting and conveying the benefits of consuming traditional herbal medicine to the people around them. The third strategic effort and action taken by consumers is that which can be done by consumers by providing criticism and suggestions regarding the service and quality of traditional herbal medicine, besides that consumers can also invite people around them to consume traditional herbal medicine in order to increase sales of traditional herbal medicine.

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