

## The Effect of Culture, Perceptions, and Beliefs on the Decision to Purchase OB Herbal Cough Syrup Among the People of Purwokerto

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### ABSTRACT

This study aims to test and analyse the influence of culture, perceptions, and beliefs on purchasing decisions for the drug OB Herbal. The study uses quantitative research methods and focuses on communities in Purwokerto. 1500 respondents were used as sample of this study, based on certain criteria at least they had purchased the “OB Herbal” cough syrup at least once. Data collection method used the distribution of the questionnaire with a Likert scale of 5 points. Data were analysed used multiple linier regression analysis by SPSS 26 application. The findings of this study found that each culture and beliefs has an effect on “OB Herbal” cough syrup purchase decision, while perceptions has no effect on “OB Herbal” cough syrup purchase decision.

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## INTRODUCTION

Indonesia is a tropical country and has fertile soil. With these geographical conditions, there are many kinds of plants in Indonesia that can be used as herbal medicine. Indonesia has a good prospect of agro-industrial development of medicinal plants. More than 9,609 species of Indonesian plants have medicinal properties (Yassir & Asnah, 2019).

The use of herbal medicine in many countries is relatively high, reflecting the importance of developing traditional medicine in the world's medical system. Traditional and herbal medicines play an important role in protecting public health (Liu, 2021). Indonesia it self has more than 400 ethnic and subethnic groups scattered throughout the country. The use of traditional medicine in some regions, such as Java, Sunda, Manado, Kalimantan, and various other areas, is a legacy further developed through scientific testing (Adiyasa & Meiyanti, 2021). The increased awareness of the Indonesian public about the benefits of herbal medicine has a positive impact on the increased consumption of herbal drugs. Increased consumption of herbal medicines is demonstrated by Standard Herbal Medicines (OHTs) manufactured by the Natural Material Extracts Industry (IEBA) (Novita et al., 2020).

One example of standard herbal medicine is OB Herbal Cough Remedies. Ob Herbal is a cough remedy with natural ingredients that can help relieve cough caused by colds, dilute sputum, remove sputum, and facilitate breathing. OB Herbal ranks top in a survey conducted by Farmacare. This survey involved pharmacists and TTK (Tenaga Teknis Kefarmasian) on the most recommended herbal cough medicine brand with OB Herbal presentation of 30%, and below it is Silex as well as Laserin with presentation of 15% and 13%, plus HerbaKOF 10% and Komix Herbal 10% (*Survey Farmacare: Rekomendasi Merk Obat Flu Dan Batuk Untuk Swamedikasi Di Apotek*, n.d.).

The decision to buy herbal cough syrup medication is not solely due to the factors of the product itself. Consumers can buy products because of their social and emotional value, not just their function (Sari, 2020). The initial survey carried out, namely interviews with some who are people of Purwokerto city who have bought herbal cough syrup OB Herbal, obtained information that cough is a common disease suffered by everyone, so the people in Purwokerto decided to buy herbal OB Herbal medication when coughing because they believed in its properties and the minimum effect caused. Although many other herbal cough medicines have the same raw ingredients, OB Herbal remains reliable, as they are used to buying OB Herbal based on their experience in using the drug, and OB Herbal is easy to obtain. Therefore, this study chose the Purwokerto Community as its research subject and the herbal cough syrup as its object. Consumer behavior in making a purchase decision is influenced by cultural factors, perception factors, and confidence factors, which are part of the consumer characteristic factors (Hindratno et al., 2021).

Culture plays a vital role in shaping individual preferences and actions, influenced by families and societies, in the context of interpersonal connections. (Hindratno et al., 2021). According to Adhi (2024) in the interview, taking OB Herbal cough medication is already common when having a cough. Previously, his choice of OB herbal cough medicine was due to his family's habit of finding alternative cough remedies and minimizing these chemicals, so he chose OB Herbal as his choice. Previous studies related to cultural variables against purchasing decisions are from Dea et al., (2022), Sudaryanto et al., (2021), and Irvin et al., (2023), stated that cultural variable has a influence on purchasing decisions. Research from Rismawan, (2022) and Wibowo (2023) showed that cultural variables do not have a positive effect on purchase decisions.

Purchase decisions can also be influenced by consumer perceptions of the product they want. Consumer perception in the consumption of herbal medicine because the ingredients are natural and without side effects, made of natural ingredients, safe and halal for the body became one of the factors influencing the purchase decision (Shalahuddin & Risna, 2022). According to Azka (2024) in the interview, a good review of the herbal cough syrup drug OB Herbal. This good assessment is based on the benefits and healing effects obtained after taking the Herbal OB. This assessment makes a positive perception about the Herbalife OB, so choosing to purchase it later on. A study by Nurtantiono et al., (2021), Ulviani and Pitri (2021), and Kalputri (2021) showed that perception has a influence on purchasing decisions. However, a study by Baharuddin, (2022) and Illiyin (2021) show that perception variables do not influence purchasing decisions.

Culture and perception are not the only factors in purchasing decisions, belief is also a factor in buying decisions. Consumer belief in the benefits of herbal medicine can improve purchasing decisions (Hindratno et al., 2021). According to Doni (2024) in the interview, a positive belief in OB Herbal cough medication has been established for a long time. This is due to a good perception of Ob Herbal, and the effect it has achieved has also been good throughout this time. For that reason, belief is also a factor in buying decisions. Studies by Muslimah et al. (2020), Rahayu (2021), and Anggardini and Ratnasari (2022) show that trust variables influence purchasing decisions. This creates a research gap between the results of research Muslim et al. (2022), Rahayu (2021) as well as Anggardini and Ratnasari (2022) with the findings of Sartika (202) and Waro & widowati (2020).

## LITERATURE REVIEW

### *Consumer Behavior*

According to Griffin (2009) in (Irona & Triyani, 2022), consumer behavior is the whole activity, action, and psychological process that drives such action at the time before buying, when buying, using, and spending products and services after doing the above things or evaluating activity. *Consumer behavior can be defined as the behaviors directly engaged in acquiring, utilizing, and spending commodities and services. This encompasses the cognitive process leading up to these behaviors, influencing individuals' choices in distributing resources such as time, finances, labor, and vitality* (Syafrianita et al., 2022).

### ***Purchase Decisions***

According to Setiadi (2008) in (Yudha & Yulianthini, 2022), a purchase decision involves integrating information to evaluate several alternative actions and eventually select one of them. The purchase decision is the result of weighing the various options available to meet the buyer's demand or preference. Before choosing to buy goods or services, consumers will consider a number of criteria, including brand, quality, price, etc (Aguspriyani et al., 2023). The purchasing decision making process consists of five stages carried out by individuals, starting with problem identification, information search, assessment of various alternative problem solutions, the actual decision to make a purchase, and subsequent behaviour demonstrated post-purchase. This pattern of behaviour begins long before the consumer's actual purchase and exerts influence long after the transaction (Hindratno et al., 2021). According to Sary & Putra, (2022) there are four indicators of purchase decision product options, brand options, distributor options, and time of purchase.

### ***Culture***

According to Soekanto (2009) in (Ismunandar, 2019), culture encompasses a wide array of elements such as knowledge, beliefs, arts, morals, laws, and customs that individuals within a society practice. Culture influences the need to determine what behaviour is acceptable to all, broadly and deeply, in terms of consumer behaviour in purchasing. The role of culture, subculture, and social class of consumers is vital. Culture develops because we live with other people in society. Living with other people gives rise to group membership. Cultural norms are based on the values, beliefs and attitudes held by members of particular societal groups. The value system impacts purchasing behaviour, for example, people who pay attention to health issues will buy food that does not contain ingredients that are detrimental to their health. The habit of society in responding to something considered to have value and habit is said to be a cultural factor. This factor can start with them receiving information, their social position, and their knowledge of what they feel. Previous studies related to cultural variables against purchasing decisions are from Dea et al., (2022), Sudaryanto et al., (2021), and Irvin et al., (2023), stated that cultural variable has a influence on purchasing decisions. According to Marwati & Amidi, (2019) cultural indicators are commonly used, commonly acquired healing, and widely suggested.

**H1: Culture has a significant influence on purchasing decisions.**

### ***Perception***

According to Schiffman & Wisenblit (2015) in (Nurtantiono et al., 2021), consumers' perception is the evaluation they form regarding the general quality or excellence of a product compared to their initial expectations. The decision to make a purchase can also be affected by the consumer's assessment of the goods or services. In the process, consumer assessments, called perceptions, can be very diverse and different from one consumer to another. Consumers will assess whether a product has good quality or advantages according to their wishes or not. Three factors can influence consumers: the perceiver, target and object, and

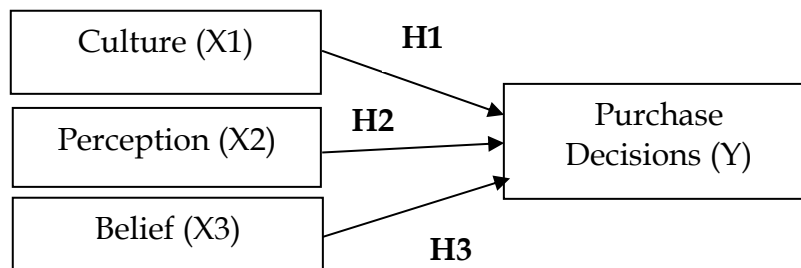
situation (Kridani, 2020). A study by Nurtantiono et al., (2021), Ulviani and Pitri (2021), and Kalputri (2021) showed that perception has a influence on purchasing decisions. However, studies from Baharuddin dkk. (2022) and Illiyin (2021) show that perception variables do not influence purchasing decisions. According to Marwati & Amidi, (2019) cultural indicators are guaranteed, fast healing, nutritious, and proven.

**H2: Perceptions have a significant influence on purchasing decisions.**

### **Belief**

According to Schiffman and Kanuk (2007) in (Razak, 2016), belief consists of a large number of mental and verbal statements that describe a specific knowledge and judgment of someone about something. Every consumer needs trust to make a purchase decision. Consumer beliefs are created after a consumer evaluates a particular product. The result of this evaluation is whether the consumer will believe in a product or not believe it at all. The higher a person's confidence, the higher the probability of making a purchase decision. Trust depends on several interpersonal and inter-organizational factors, such as competence, integrity, honesty, and kindness (Minarni & Oetama, 2023). Studies by Muslimah et al. (2020), Rahayu (2021), and Anggardini and Ratnasari (2022) show that trust variables influence purchasing decisions. The indicator of trust according to Marwati & Amidi, (2019) believes in its effectiveness, believes its contents, and believes the benefits.

**H3: Belief has a significant influence on purchasing decisions.**



**Figure 1. Research Framework**

### **METHODOLOGY**

The methodology used in this research is quantitative research. The study focuses on communities native to Purwokerto, whose population size cannot be determined due to the large. Using a purposive sampling approach, this study sets criteria for communities residing in Purwokerto that have purchased OB Herbal medication at least once.

The sample size calculation in this study used the Lemeshow method because the correct population numbers were unavailable (Sugiono, 2016). Through the analysis carried out  $(n=(Z^2 P(1-P))/d^2)$ , then the value n is determined to be 96.04, which indicates the need to collect data from at least 100 respondents. So, the study involved collecting data from a complete sample of 130 respondents. The primary data is obtained by disseminating the questionnaire to people residing in Purwokerto who have previously purchased

the OB Herbal drug. The questionnaire is designed to evaluate aspects such as Culture, Perceptions, and Beliefs in the decision-making process for purchasing the Ob Herbal Drug. The dissemination of the questionnaire is done online through the Google Form. Respondent responses are evaluated using a Likert scale of 1-5, accompanied by appropriate descriptions of 1 = Very Disagree, 2 = Disagreement, 3 = Neutral, 4 = Agree, up to 5 = Very Agree. The data was then analyzed using SPSS version 26.

## **RESEARCH RESULT**

### *Descriptive statistics*

#### *Purchase Decision*

The purchase decision has a minimum value of 1 and a maximum value of 5. A ratio of 3,941 means that most respondents answered neutrally. Thus, it can be indicated that the people of Purwokerto are neutral or respond less well to the decision to purchase OB Herbal. This indicates that the purchasing decision variable is still neutral and must be increased so that purchasing decisions can be good. The standard deviation value of 0,546 is lower than the mean, which can be interpreted as homogeneous.

#### *Culture*

Culture has a minimum value of 1, whereas the maximum value is 5. The ratio of 4.029 means that most respondents agreed. By the value of the means, it can be indicated that the Purwokerto community agrees about culture, such as customs and advice from the family and community groups against the decision to buy OB Herbal therefore. This also indicates that cultural variables are suitable and must be maintained by maintaining consumer cultural assessment regarding purchasing decisions for herbal OB medicines. The standard deviation value of 0.622 is lower than the mean value that can be interpreted as homogeneous research data.

#### *Perception*

Perception has a minimum value of 1, whereas the maximum value is 5. A ratio of 4,091 meant that most respondents agreed. Thus, it can be concluded that the Purwokerto community agrees with the perception of the decision to buy the OB Herbal, where this perception includes the perceptions of its effectiveness and proven and guaranteed to obtain its healing. This also indicates that the perception variable is good and needs to be maintained by maintaining consumer assessment of perceptions regarding purchasing decisions for herbal OB medicines. The standard deviation value 0.594 is lower than the mean value and can be interpreted as homogeneous research data.

**Belief**

Beliefs have a minimum value of 1 and a maximum value of 5. The ratio of 4.056 means that most respondents agreed. With this average value, it can be indicated that the people of Purwokerto agree regarding their beliefs in the decision to purchase OB Herbal. Where this trust includes believing in its properties and contents, as well as believing in its benefits. This also means indicating that the belief variable is good and needs to be maintained by maintaining consumer assessments of trust in purchasing decisions for herbal OB medicines. The standard deviation value of 0.570 is lower than the mean and can be interpreted as homogeneous research data.

**Validity Test**

**Table 1. Validity Test**

Variable	Indicator	Pearson Correlation	sig	Status
Culture (X1)	C1.1	0,770	0,000	Valid
	C1.2	0,700	0,000	Valid
	C1.3	0,577	0,000	Valid
	C1.4	0,701	0,000	Valid
	C1.5	0,723	0,000	Valid
	C1.6	0,731	0,000	Valid
Perception (X2)	P2.1	0,727	0,000	Valid
	P2.2	0,701	0,000	Valid
	P2.3	0,716	0,000	Valid
	P2.4	0,721	0,000	Valid
	P2.5	0,630	0,000	Valid
	P2.6	0,691	0,000	Valid
Belief (X3)	B3.1	0,534	0,000	Valid
	B3.2	0,722	0,000	Valid
	B3.3	0,653	0,000	Valid
	B3.4	0,662	0,000	Valid
	B3.5	0,707	0,000	Valid
	B3.6	0,651	0,000	Valid
Purchase Decisions (Y)	PD.1	0,674	0,000	Valid
	PD.2	0,628	0,000	Valid
	PD.3	0,615	0,000	Valid
	PD.4	0,651	0,000	Valid
	PD.5	0,541	0,000	Valid
	PD.6	0,620	0,000	Valid
	PD.7	0,468	0,000	Valid

Source: SPSS processing data, 2024

The above table shows that the correlation value of each variable is > r table (0, 172), so it can be concluded that each statement is valid.

**Reliability Test**

**Table 2. Reliability Test**

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>status</b>
Culture	0,792	Reliabel
Perception	0,789	Reliabel
Belief	0,732	Reliabel
Purchase Decisions	0,697	Reliabel

Source: SPSS processing data, 2024

For reliability testing, Cronbach's alpha value for all variables is > 0,6, and then it is possible to conclude that every statement is reliable.

**Classical Assumption Test**

**Normality Test**

**Table 3. Normality Test  
One-Sample Kolmogorov-Smirnov Test**

		<b>Unstandar dized Residual</b>
<b>N</b>		<b>130</b>
<b>Normal Parameters<sup>a,b</sup></b>	Mean	<b>0.0000000</b>
	Std. Deviation	<b>0.45226177</b>
<b>Most Extreme Differences</b>	Absolute	<b>0.111</b>
	Positive	<b>0.053</b>
	Negative	<b>-0.111</b>
<b>Test Statistic</b>		<b>0.111</b>
<b>Asymp. Sig. (2-tailed)</b>		<b>0.001<sup>c</sup></b>
<b>Monte Carlo Sig. (2-tailed)</b>	Sig.	<b>0.076<sup>d</sup></b>
	99% Confidence Interval	<b>Lower Bound</b>
		<b>Upper Bound</b>
		<b>0.083</b>

Source: SPSS processing data, 2024

Based on the table above, the Asymp. The Sig (2-tailed) value is 0.001, where this is less than 0.05, so the residual value is not distributed normally. Since the outcomes of the normality assessment conducted via the Kolmogorov-Smirnov technique did not exhibit normal distribution, the information was reprocessed, specifically through the utilization of the Monte Carlo approach. Application of the Monte Carlo test enables the evaluation of the normality of residual data derived from a study sample characterized by exceptionally extreme data points (Mehta & Patel, 2013). After doing it with the Monte Carlo trial, a sig value of 0.076 is obtained, which means that the residual value in this study is distributed normally because of its value > 0.05.

**Multicolinearity Test**

**Table 4. Multicolinearity test Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	CULTURE	0.428	2.339
	PERCEPTION	0.574	1.744
	BELIEF	0.485	2.064

Source: SPSS processing data, 2024

From the table provided above, it is evident that the cultural tolerance value stands at 0.428, perception at 0.574, and trust at 0.485, with each value surpassing the threshold of 0.100. Additionally, the Variance Inflation Factor (VIF) for all variables remains below 10.0, specifically culture at 2.339, perception at 1.744, and belief at 2.064. The inference that can be made based on this tabulated data is the absence of any indications of multicollinearity.

**Heterocedatism Test**

**Table 5. Heterocedatism Test Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	0.551	0.225		2.446	<b>0.016</b>
	Culture	0.031	0.069	0.060	0.442	<b>0.659</b>
	Perception	0.014	0.062	0.026	0.219	<b>0.827</b>
	Belief	-0.101	0.071	-0.181	-1.428	<b>0.156</b>

Source: SPSS processing data, 2024

The table above shows a cultural significance value of 0.659, perception of 0.827, and trust of 0.156. Because the significance value is greater than 0.05, these results suggest no symptoms of heteroscedasticity.

**Multiple Linear Regression Analysis**

**Table 6. Multiple Linear Regression Analysis & Test t Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	1.573	0.323		4.872	0.000
	CULTURE	0.230	0.099	0.262	2.322	0.022
	PERCEPTION	0.119	0.089	0.130	1.334	0.184
	BELIEF	0.235	0.101	0.246	2.317	0.022

Source: SPSS processing data, 2024

The analysis from Table 6 can be expressed in the form of double linear regression equations:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e \dots \dots \dots (1)$$

$$Y = 1,573 + 0,230 X_1 + 0,119 X_2 + 0,235 X_3 + e$$

Based on the regression model above, it can be concluded that all variables have positive relations, and there is a directional relationship between the independent variable and the dependent variable.

**Determination Coefficient**

**Table 7. Determination Coefficient**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.561 <sup>a</sup>	0.315	0.298	0.45761

Source: SPSS processing data, 2024

The value of R stands at 0.561, indicating a relationship of 56.1% among the cultural variables, perception, belief, and the purchasing decision variable. In terms of the Adjusted R Square value of 0.298, it signifies that cultural variables, perceptions, and confidence collectively contribute 29.8% towards impacting the purchase decision variables. The remaining 70.2% is under the influence of unspecified variables not addressed in this particular study.

**Goodness of Fit**

**Table 8. Goodness of fit**

Model	F	Sig.
Regression	19.2	.000 <sup>b</sup>
Residual	90	
Total		

Source: SPSS processing data, 2024

From the above table, you can see the sig value of 0.00 < 0.050; it can be concluded that this model fits or is worthy of testing.

**Test t**

Based on table 6, it can be seen that:

1. The calculated t value of 2.322 for the cultural variable exceeds the value of 1.656 from the t table, with a significance level of 0.022, indicating a significant impact of culture on purchasing decisions.
2. The perception variable, on the other hand, yielded a t value of 1.334, which is less than the critical value of 1.656 from the t table, and a significance level of 0.184, suggesting that perception does not influence purchasing decisions.
3. In the case of the belief variable, the calculated t value of 2.317 surpasses the critical value of 1.656 from the t table, with a significance level of 0.022, signifying a significant influence of trust on purchasing decisions.

## **DISCUSSION**

### ***Cultural Influence on Purchasing Decisions***

Based on research results, culture has a significant effect on purchasing decisions. This evidence is based on the results of hypothesis testing where the  $t$  value is  $2.322 > 1.656$   $t$  table, and the significance level is less than 0.05, namely 0.022. This result is also supported by descriptive statistical tests, where for this cultural variable, the average value of respondents' answers is 4.029, which means the dominant answer is agreed. In this sense, respondents are used to using herbal OB when they cough, usually get healing, and recommend herbal OB herbal cough syrup products.

The influence of culture on purchasing decisions can be understood through analysis of respondents' answers, which showed a tendency to use OB herbal cough medicines for coughs and sore throats. This suggests that consumers have developed a habitual tendency to purchase herbal OB medicine. That means if consumer judgment of culture increases, it will result in appropriate improvements in their purchasing decisions. Therefore, higher rates of the cultural judgment of Ob Herbal drugs by consumers lead to increased purchasing choices. This is in line with research by Sary, (2022), Dea et al. (2022), and Sudaryanto (2021), which state that culture is a factor influencing purchasing decisions.

### ***The Influence of Perception on Purchasing Decisions***

Based on research, perception does not influence purchase decisions. It is based on the hypothesis test results in which the  $t$  value is  $1.334 < 1.656$   $t$  tables, and the degree of significance is less than 0.05, which is 0.184. Based on the results of descriptive statistical tests, perceptions of purchasing decisions are good. The perception of OB Herbal is quite good, but if only perception is good enough, it does not necessarily affect the purchase decision of OB Herbal. It suggests that perception is no longer the main focus in purchasing decisions. This research contradicts research by Nusraningrum et al. (2021), which states that perceptions influence purchasing decisions. This is in line with research conducted by Rahmawati & Illiyin (2021), Baharuddin et al. (2022), and Sulistyani (2021), which states that perceptions do not influence purchasing decisions.

### ***Impact of Beliefs on Purchasing Decisions***

Based on research results, belief has a significant influence on purchasing decisions. This evidence is based on the hypothesis test results where the  $t$  value is  $2.317 > 1.656$   $t$  tables, and the degree of significance is less than 0.05, i.e., 0.022. This result is also supported by the outcome of the descriptive statistical test, where on this variable, the belief value for the answer ratio of the respondent is 4.056, which means that the dominant answer agrees. Respondents already believe in OB Herbal as a cough syrup herbal medicine that can cure cough; consumers also believe in its content, properties, and benefits.

The reason behind this phenomenon lies in purchasing decisions, which embody consumer consideration of the benefits of acquiring a product. Consumer decision making, on the other hand, requires systematic evaluation of information, assessment of different brands in meeting consumer needs, and ultimately, selection of products to buy. It is also influenced by the respondent's sense of good perception thus generating reasonable beliefs as well. This shows that the trust in the purchasers of the drug OB Herbal among the Purwokerto community has been quite good. It means that every belief increases then affects the decision of purchase, and the greater the trust, the better the purchase decision. This study is in line with studies by Amalia & Yulianthini (2022), Anggardini & Ratnasari (2022), and Rahayu (2021), which show that beliefs influences purchasing decisions.

## **CONCLUSIONS AND RECOMMENDATIONS**

The research results show that culture and beliefs significantly influence purchasing decisions for OB Herbal herbal cough syrup in Purwokerto. In contrast, perceptions do not influence purchasing decisions. The beliefs variable has a more dominant influence on buying decisions. This means that culture and trust have an essential role in purchasing decision making.

Cultural factors have a positive influence on purchasing decisions. So, companies are expected to maintain or improve the existing indicators regarding cultural factors, chronic use, habitual recovery, and habitual recommendation. However, it should be noted that some respondents answered neutrally on "regularly consuming OB Herbal, there is no need to go to the doctor" so that regularly consuming OB Herbal does not mean that people do not go to the doctor when they cough. Companies must consider the effectiveness and speed of the healing process for coughs so that consumers have more confidence that by consuming OB Herbal regularly, they can get better quickly without going to the doctor. This can also make the culture regarding OB Herbal purchasing decisions always good.

Beliefs influence purchasing decisions, so companies are expected to maintain or increase trust indicators such as believing in their efficacy, contents, and benefits. However, it should be noted that most respondents answered neutrally that "the content of OB Herbal comes from natural herbs." This can make the company consider making it even more convincing to the broader public regarding the natural content of OB Herbal. So, the result is even better consumer belief.

## **ADVANCED RESEARCH**

For further research, the researchers suggested adding dependent variables that could influence purchasing decisions. Consider choosing new and different locations to generate a broader perspective, such as social variables, motivation, brand image, etc.

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