

# The Role of Brand Image, Price and Trust on Purchase Intention Herbal Medicine

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## Abstract

**Purpose** – This study aims to examine the role of brand image, price and trust on purchase intention Herbal Medicine in Special Region of Yogyakarta. The respondents in this study were consumers at Special Region of Yogyakarta.

**Design/methodology/approach** – This study uses a quantitative approach. The number of respondents in this study were 100 respondents. Sampling is done by purposive sampling technique. This study uses multiple linear regression with SPSS as analytical tool.

**Originality** – This research will be able to complete the gap regarding the consumption of herbal supplements both during the pandemic Covid-19 after the post-Covid 19 recovery period.

**Findings and Discussion** – Based on the results of data testing conducted, it shows that: (1) Brand image has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. (2) Price has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. (3) Trust has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. (4) Brand image, price and trust simultaneously significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta.

**Keywords** – Brand Image, Price, Trust, Purchase Intention, Herbal Medicine.

## Introduction

In a very modern era like today, there are a lot of very sophisticated herbal products circulating, but it turns out that many products are still based on traditional ones. Herbal products are now growing in the world, of course, many business actors take advantage of this opportunity, at least in 2019 there were 1,247 herbal medicine industries, and of that number there were 129 traditional medicine industries and the rest belonged to the traditional medicine medium-sized business group and small traditional medicine businesses (Menperin, 2018). According to (Kotler & Armstrong, 2016) brand image is a consumer's response to a brand based on the good and bad of the



brand that consumers remember. Consumers today are very critical in choosing a product, the decision to buy a product is strongly influenced by the assessment of the brand image (Negara, 2018). Companies are competing in building the best possible brand image in order to attract the attention of consumers to buy. Brands that have a better image can reflect better product quality in the eyes of consumers (Negara, 2018).

According to (Kotler & Armstrong, 2016) price is the amount of money charged for a product/service or the amount of value that consumers exchange for the benefits of having or using the product or service. Price is a consideration for consumers in buying a product. Because the price has one element to retain consumers (Kotler & Armstrong, 2016). Price can be said as an effort to realize the image of a product. If the price offered to the consumer can be said to be good, affordable, has the same quality at a low price, then consumers will make rational considerations to return to transactions with producers. According to (Yunus et al., 2022) Consumer trust (Consumer Beliefs) is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits. Objects can be products, people, companies, and everything, which a person has beliefs and attitudes . while Attributes are characteristics or features that objects may or may not have. Consumer purchase intention is a consumer behavior, where consumers have a desire to buy or choose an item, which is based on experience in choosing, using, and consuming or even wanting a product/service. the product to be provided can be accepted by consumers (Prastiyani & Suhartono, 2020). Some of the factors that influence buying interest are related to emotions, if someone feels happy and satisfied in buying goods or services then it will strengthen buying interest, but if there is dissatisfaction, it tends to eliminate interest (Prastiyani & Suhartono, 2020). The urgency of this research is that some of our consumers are more interested in buying various herbal products, so this is the reason for researchers to seek more information about consumers buying interest in herbal products.

## **Literature Review**

### **Brand Image**

Brand image is the perception and belief made by consumers, as reflected in the associations that occur in the memory of consumers. Brand image represents the overall perception of the brand and is formed from information and past experiences of the brand (Kotler & Armstrong, 2016). Brand Image is a consumer's understanding of the brand as a whole, consumer confidence in a particular brand and how consumers perceive or have a certain perception and belief in accordance with their experience of a brand (Helmi et al., 2022); (Indratno et al., 2021). According to Ferrinadewi in (Wijianty, 2016) brand image has several dimensions that form a brand image in consumer memory as follows: 1) The advantage of brand association (favorability of brand association). Consumers believe that brand attributes and brand benefits can satisfy consumer needs and wants. 2) Strength of

brand association. There are two factors that influence the strength of brand associations. First, information about a relevant product. And secondly, there is a brand whose appearance is consistent from time to time and never changes. 3) The uniqueness of the brand association. Provide uniqueness, either from the way marketers promote or sell. The uniqueness of a product will give an impression that is quite imprint on the memory of consumers.

### **Price**

According to (Kotler & Armstrong, 2016), price is the amount of value that consumers exchange for the benefits of owning and using a product or service that allows the company to earn a reasonable profit by being paid for the customer value it creates. Price can be defined as the amount of money charged for a product or the amount of value exchanged by consumers to obtain or use the product (Sjukun et al., 2022). In addition, price can be explained as the amount of money exchanged by consumers to obtain benefits for goods or services (Supardin, Setiawan, et al., 2022). Price is very influential on consumer buying interest, especially for consumers who are sensitive to price (Rokhmawati et al., 2022). This is because consumers who are sensitive to price are generally very concerned about the price of a product being offered (Supardin, et al., 2022).

### **Trust**

Trust is an individual judgment after obtaining, processing, and gathering information which will then produce various judgments and assumptions (Jogiyanto, 2017). Trust is a person's trust in another party in conducting a relationship between the two parties after someone collects various information obtained based on the belief that the party can fulfill the expected obligations. According to (Jogiyanto, 2017). From the above definition, it can be concluded that trust is an expectation according to belief based on the knowledge that consumers have in conducting transactions. Trust is built on a number of characteristics. Various characteristics related to trust according to (Jogiyanto, 2017), are as follows: 1) Maintaining relationships with consumers who believe that they will always maintain a good relationship between themselves and the company because they realize that a good relationship will have a beneficial impact on them, both now and in the future. 2) Accepting the influence of consumers who have high trust will be easy to influence so that the costs of companies/marketers for marketing programs are getting cheaper. 3) Open in communication, consumers who have high trust in the company will provide constructive information for the company so that the flow of information becomes uninterrupted which makes it easier for companies/marketers to act quickly. 4) Provide positive information for consumers who believe in companies that always provide positive and constructive information.

### **Purchase Intention**

Purchase intention is one of the psychological aspects that has a considerable influence on behavioral attitudes. So that it is explained that purchase intention is defined as a real form of thought from the reflection of a purchase

plan to buy several units in a certain number of different brands available within a certain period of time (Arifin, 2016) Purchase intention is part of the behavioral component in the attitude of consuming. Consumer purchase intention is the stage where consumers form their choices among several brands that are incorporated in the choice set, then in the end make a purchase on an alternative that they like the most or the process that consumers go through to buy an item or ordinary based on various considerations (Helmi et al., 2022). Several aspects contained in consumer buying interest according to (Fitriah, 2018) include: 1) Attention, there is great attention from consumers to a product, either goods or services. 2) Interest, after there is attention then there arises a sense of interest in consumers. 3) Desire, feeling to want or have a product. 4) Confidence, in the individual about the product, causing a decision (final process) to obtain an action called buying. 5) Decision, consumer behavior in making buying decisions, considering what goods and services to buy, where, when, how, in what amount, and why to buy the product.

## **Hypotheses Development**

### **Effect of Brand Image on Purchase Intention**

Research conducted by (Wahyoedi et al., 2022) found that brand image is a consumer consideration in buying a product. Findings from research (Purwianti & Niawati, 2022) shows that products that have a strong brand image are more demanded by consumers than products that have a weak brand image. Other findings from research (Novitasari et al., 2022) found that brand image is a good stimulus in increasing consumer buying interest. Research (Kharisma et al., 2022) shows that consumers prefer products with a good brand image. Further findings from (Haryanto et al., 2022) shows that consumers are accustomed to buying products that are better known and have a good reputation.

*H1: Brand image has a positive effect purchase intention*

### **Effect of Price on Purchase Intention**

Findings from research (Diansyah & Utami, 2022) shows that price is a factor that consumers consider in buying a product. In addition, in research (Gaberamos & Pasaribu, 2022) shows that consumers have a tendency to buy affordable products compared to expensive products. Other findings from research (Manangka, 2022) found that price was the main reason for buying a product. Further findings from the research (Panta et al., 2022) shows that consumers prefer affordable products. In research (Suhud et al., 2022) found that price has a large impact on stimulating consumer buying interest.

*H2: Price has a positive effect purchase intention*

### **Effect of Trust on Purchase Intention**

Findings in research (Aureliano-Silva et al., 2022) shows that trust is a factor that stimulates consumer buying interest in a product. Other findings by (Bhattacharya et al., 2022) shows that trust is a key factor in increasing consumer buying interest. In research (Nikbin et al., 2022) shows that trust

is one of the factors that strengthens consumer buying interest in a product. Findings from subsequent research conducted by (Sombultawee & Wattanatorn, 2022) shows that trust is able to increase consumer buying interest which was initially weak to become stronger.

*H3: Trust has a positive effect purchase intention*

### **Effect of Brand Image, Price and Trust on Purchase Intention**

Findings from research (Wardani et al., 2022) found that brand image, price and trust can increase consumer buying interest in a product. Other findings by (Tan et al., 2022) shows that brand image, price and trust stimulate consumer buying interest in the product. Findings from research (Nurwati et al., 2022) shows that brand image, price and trust have a positive impact in increasing consumer buying interest. As for research (Haryono et al., 2022) found that brand image, price and trust can have a significant impact on consumer buying interest. Other research conducted by (Suhud et al., 2022) shows that brand image, price and trust have a big influence in increasing consumer buying interest.

*H4: Brand image, price and trust has a positive effect purchase intention*

### **Research Model**

The model in this study is used to see the effect between variables in the study. The model in this study is as shown in Figure 1.

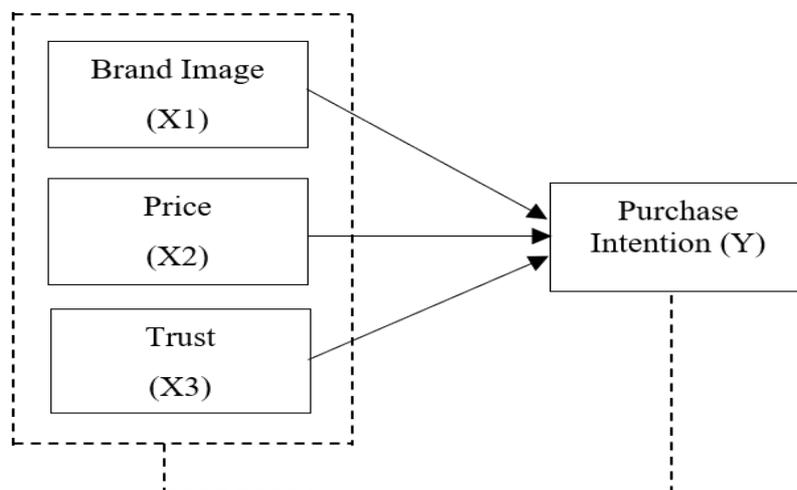


Figure 1. Research Model

### **Methods, Data, and Analysis**

This type of research uses quantitative research. Quantitative research can be defined as a research method based on the philosophy of positivism, used to examine certain populations or samples. Data collection using research, analytical and quantitative/statistical instruments with the aim of testing the established hypothesis. The process of collecting data through a survey using a questionnaire. The number of respondents in this study amounted to 100 respondents in the Special Region of Yogyakarta. This study uses a

multiple linear regression with SPSS software as a test and data analysis tool.

## Results

### Respondent Profile

Based on the questionnaires that have been distributed to 100 respondents, the respondent data is obtained as follows:

**Table 1. Profile of research respondents**

Respondent Profile	Category	Frequency	Percentage
Gender	Male	40	40%
	Female	60	60%
Age	< 20 Years Old	14	14%
	20 – 30 Years Old	60	60%
	> 30 Years Old	25	25%
Education	High School	36	36%
	Graduated	16	16%
	Graduated	46	46%
Work	Student	39	39%
	PNS/TNI/POLRI	12	12%
	Private Employees	20	20%
	Others	29	29%

Source: Primary data processed (2022).

Based on table 1, it can be seen that the respondents of this study amounted to 100 respondents. Respondents by gender, dominated by female respondents. Respondents based on age, dominated by respondents 20-30 years old. Respondents based on education, dominated by high school respondents. Respondents based on work, dominated by student respondents.

### Validity Test Results

Validity test is used to determine the level of validity of the research questionnaire. Valid or not can be known by looking at the level of significance (Ghozali, 2018). The level of significance used is 0.05 (5%).

**Table 2. Validity Test Results**

Variable	Question Items	Value of Sig.	Cut Of Value	Explanation
Brand Image (X <sub>1</sub> )	1	0,000	≤ 0,05	Valid
	2	0,000	≤ 0,05	Valid
	3	0,000	≤ 0,05	Valid
	4	0,000	≤ 0,05	Valid
	5	0,000	≤ 0,05	Valid
Price (X <sub>2</sub> )	1	0,000	≤ 0,05	Valid
	2	0,000	≤ 0,05	Valid

	3	0,000	$\leq 0,05$	Valid
	4	0,000	$\leq 0,05$	Valid
	5	0,000	$\leq 0,05$	Valid
Trust (X <sub>3</sub> )	1	0,000	$\leq 0,05$	Valid
	2	0,000	$\leq 0,05$	Valid
	3	0,000	$\leq 0,05$	Valid
	4	0,000	$\leq 0,05$	Valid
	5	0,000	$\leq 0,05$	Valid
Purchase Intention (Y)	1	0,000	$\leq 0,05$	Valid
	2	0,000	$\leq 0,05$	Valid
	3	0,000	$\leq 0,05$	Valid
	4	0,000	$\leq 0,05$	Valid
	5	0,000	$\leq 0,05$	Valid

Source: Primary data processed (2022).

Based on table 2. above, it can be seen that all questions on each research variable, namely: Brand Image (X<sub>1</sub>), Price (X<sub>2</sub>), Trust (X<sub>3</sub>), and Purchase Intention (Y) are in valid acceptance based on a significance value of 0.000 or less than significance level of 0,05 (5%).

### Reliability Test Results

Reliability test is used to measure the reliability or reliability of a questionnaire. Whether or not a questionnaire is reliable can be known by looking at the Cronbach Alpha value (Ghozali, 2018). The specified Cronbach Alpha value is 0.6 (60%).

**Table 3. Reliability Test Results**

Variable	Cronbach Alpha	Cut Of Value	Explanation
Brand Image (X <sub>1</sub> )	0,939	$\geq 0,60$	Reliable
Price (X <sub>2</sub> )	0,922	$\geq 0,60$	Reliable
Trust (X <sub>3</sub> )	0,925	$\geq 0,60$	Reliable
Purchase Intention (Y)	0,927	$\geq 0,60$	Reliable

Source: Primary data processed (2022).

Based on table 3, it can be seen that all research variables, namely: Brand Image (X<sub>1</sub>), Price (X<sub>2</sub>), Trust (X<sub>3</sub>), and Purchase Intention (Y) are in reliable acceptance, because they are greater than the specified Cronbach Alpha value, namely  $\geq 0,6$  (60 %).

### Multiple Linear Regression Test Results

**Table 4. t-test Results (Partial Test)**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig
	B	Std. Error	Beta			
(Constant)	,080	,189			,426	,671
Brand Image (X <sub>1</sub> )	,212	,105	,209		2,030	,045
Price (X <sub>2</sub> )	,327	,115	,306		2,849	,005

Trust (X <sub>3</sub> )	,473	,122	,435	3,889	,000
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a. Dependent Variable: Purchase Intention (Y)

Source: Primary data processed (2022).

**Table 5. F-test Results (Simultaneous Test)**

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	46,109	3	15,370	183,258	.000 <sup>b</sup>
Residual	8,051	96	,084		
Total	54,160	99			

a. Dependent Variable: Purchase Intention (Y)

b. Predictors: (Constant), Brand Image (X1), Price (X2), Trust (X3).

Source: Primary data processed (2022).

Based on Tables 4 and 5 above, it can be seen that:

1. Brand image has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. This can be seen from the results of the partial influence test which shows a significant level of 0.045, the value is less than 0.05 (5%).
2. Price has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. This can be seen from the results of the partial influence test which shows a significant level of 0.005, the value is less than 0.05 (5%).
3. Trust has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. This can be seen from the results of the partial influence test which shows a significant level of 0.000, the value is less than 0.05 (5%).
4. Brand image, price and trust has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. This can be seen from the results of the partial influence test which shows a significant level of 0.000, the value is less than 0.05 (5%).

**Coefficient of Determination Test Results**

The coefficient of determination test aims to determine how much the ability of the independent variable in explaining the dependent variable (Ghozali, 2018).

**Table 6. Coefficient of Determination Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,923 <sup>a</sup>	,851	,847	,28960

a. Predictors: (Constant), Brand Image (X1), Price (X2), Trust (X3)

Source: Primary data processed (2022).

Based on table 6, shows the ability of the model in the study of 0.847. this shows that the ability of the independent variables, namely: Brand Image (X1), Price (X2), Trust (X3) terhadap Purchase Intention (Y) can be explained in this research model of 84.7%. While the remaining 15.3% is explained by variables outside this study.

## **Discussion**

Based on the results of hypothesis testing that have been described in tables 4 and 5 above, the discussion is as follows:

### **1. Brand image has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta.**

The results of the study prove that brand image has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. This shows that consumers are very concerned about the reputation of a brand so that the brand plays an important role in stimulating consumer buying interest. Products that have a strong reputation will easily attract consumer interest. Therefore, it is important for marketers to always maintain that the brand will always be good and be perceived positively by consumers. The research findings are in line with the results of theoretical and empirical studies from previous research conducted by (Wahyoedi et al., 2022) found that brand image is a consumer consideration in buying a product. Findings from research (Purwianti & Niawati, 2022) shows that products that have a strong brand image are more demanded by consumers than products that have a weak brand image. Other findings from research (Novitasari et al., 2022) found that brand image is a good stimulus in increasing consumer buying interest. Research (Kharisma et al., 2022) shows that consumers prefer products with a good brand image. Further findings from (Haryanto et al., 2022) shows that consumers are accustomed to buying products that are better known and have a good reputation.

### **2. Price has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta.**

The results of the study prove that price has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. This shows that consumers are sensitive to the price of the products offered by the company. Affordable products will be in demand by consumers because they are more affordable and in accordance with the characteristics of consumers who are sensitive to price. Therefore, it is important for marketers to make products that are affordable by consumers with price-sensitive characteristics, this is to reach a wider range of consumers and at the same time increase the volume of product sales. The research findings are in line with the results of theoretical and empirical studies from previous research conducted by (Diansyah & Utami, 2022) shows that price is a factor that consumers consider in buying a product. In addition, in research (Gaberamos & Pasaribu, 2022) shows that consumers have a tendency to buy affordable products compared to expensive products. Other findings from research

(Manangka, 2022) found that price was the main reason for buying a product. Further findings from the research (Panta et al., 2022) shows that consumers prefer affordable products. In research (Suhud et al., 2022) found that price has a large impact on stimulating consumer buying interest.

### **3. Trust has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta.**

The results of the study prove that trust has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. This shows that consumers have a high buying interest in products that have a good and high level of trust compared to products that have not been or are not even trusted. Therefore, it is important for marketers to always maintain consumer confidence for each product offered will be able to easily increase consumer confidence and at the same time increase consumer buying interest. The research findings are in line with the results of theoretical and empirical studies from previous research conducted by (Aureliano-Silva et al., 2022) shows that trust is a factor that stimulates consumer buying interest in a product. Other findings by (Bhattacharya et al., 2022) shows that trust is a key factor in increasing consumer buying interest. In research (Nikbin et al., 2022) shows that trust is one of the factors that strengthens consumer buying interest in a product. Findings from subsequent research conducted by (Sombultawee & Wattanatorn, 2022) shows that trust is able to increase consumer buying interest which was initially weak to become stronger.

### **4. Brand image, price and trust has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta.**

The results of the study prove that brand image, price and trust has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. This shows that simultaneously brand image, price and trust have a big influence in increasing consumer buying interest. This also proves that consumers, especially in the Special Region of Yogyakarta, are very aware of the brand image, price and trust of a product being offered. Therefore, it is important for marketers to maintain and improve brand image, present affordable products and increase consumer confidence in order to increase consumer buying interest and at the same time increase product sales volume. The research findings are in line with the results of theoretical and empirical studies from previous research conducted by (Wardani et al., 2022) found that brand image, price and trust can increase consumer buying interest in a product. Other findings by (Tan et al., 2022) shows that brand image, price and trust stimulate consumer buying interest in the product. Findings from research (Nurwati et al., 2022) shows that brand image, price and trust have a positive impact in increasing consumer buying interest. As for research (Haryono et al., 2022) found that brand image, price and trust can have a significant impact on consumer buying interest. Other research conducted by (Suhud et al., 2022) shows that brand

image, price and trust have a big influence in increasing consumer buying interest.

## Conclusion

Based on the results of the research and discussion described above, it can be concluded that: First, brand image partially has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. Second, price partially has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. Third, trust partially has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. Fourth, brand image, price and trust simultaneously has a significant effect on purchase intention Herbal Medicine in Special Region of Yogyakarta. Based on the results of the research and discussion described above, the suggestions in this study are as follows: First, future research is expected to expand the research area so that it is more comprehensive in explaining the research phenomenon. Second, marketers should always pay attention to factors that influence consumer buying interest such as: Brand Image, Price, Trust. Based on the results of this study, these factors have a great influence in stimulating consumer buying interest. The findings of this study can increasingly be used as a reference in increasing consumer buying interest for marketers to increase sales volume.

## Limitation

The number of samples used in this study was only 100 respondents, future researchers can add research samples ranging from 200-300 respondents so that the generalization of research results is even better.

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