Pertanika J. Soc. Sci. & Hum. 28 (S1): 215 - 227 (2020)

PERTANIKA JOURNALS

SOCIAL SCIENCES & HUMANITIES

Journal homepage: http://www.pertanika.upm.edu.my/

Consumer Perceived Value, Attitude, Trust and Purchase Intention of *Kuku Bima Ener-G* Product

Selly Novela*, Didiet Gharnaditya, Novita and Patricia Marie Wibisono

Department of Management, BINUS Business School Undergraduate Program, Bina Nusantara University, Jl. Jalur Sutera Barat Kav.21 Alam Sutera-Tangerang 15143, Indonesia

ABSTRACT

Consumers are the target of all marketing activities; thus, it is important for marketers to understand consumer behaviours and perceptions. These considerations relate to a consumer's desire to purchase a product. The purpose of this study is to know the perception from the consumer profile, in this case, the socioeconomic characteristics of respondents toward a popular energy drink brand from Sido Muncul, i.e., Kuku Bima Ener-G, and to identify the impact of all variables, i.e., perceived value, attitude, and trust, toward purchase intention of that product as well. The research methods used are descriptive analysis and multiple regression. Using the nonprobability sampling technique to gather 181 respondents, the results obtained the three dominant factors from each variable and a description of the dominant characteristics from respondents; thus, we found a significant influence among all independent variables on purchasing decisions of energy drinks products.

Keywords: Consumer behaviour, consumer profile, energy drink, purchase intention

INTRODUCTION

Consumers in developing and developed countries rely on medicinal plant products to maintain health and/or treat diseases (Smith-Hall et al. as cited in Jokar et al., 2017). There are two groups, namely, the herbal-based health food industry (herbal supplement industry) and the herbal medicine industry (herbal medicine industry). Indonesia is among the countries that have utilized traditional medicine in medicinal methods since antiquity – especially because Indonesia geographically

ARTICLE INFO

Article history:
Received: 09 October 2019
Accepted: 03 January 2020
Published: 17 March 2020

E-mail addresses:
enovela@binus.edu (Selly Novela)
didiet.g@gmail.com (Didiet Gharnaditya)
novita.ib@binus.edu (Novita)
patriciamarie1906@gmail.com (Patricia Marie Wibisono)
* Corresponding author

ISSN: 0128-7702
e-ISSN 2231-8534

© Universiti Putra Malaysia Press

is on the equator; as such, it is a tropical country with the potential to grow hereditary crops.

With such potential, Indonesia has prospects for the development of herbs for the benefit of health, industrial, and tourism products, targeting both domestic and international markets. The herbal medicine industry has entered into 10 prospective products that need to be developed because they have promising potential in local and global markets (Warta Ekspor, 2014). Several factors in the natural medicine industry and herbal medicine must be supported in order to further strengthen their existence. Further, if diversity continues to be developed, it will strengthen the herbal industry structure (Badan Pengkajian Penerapan Tekmologi (BPPT, 2017).

According to IMS Health data, the Indonesian pharmaceutical industry market grew 7.49% until the fourth quarter of 2016, which is higher than in the same period last year of 4.92%. IPMG estimates this growth will continue in 2017 (Dahwilani, 2017). Based on data collected by PT UBM, the Indonesian drug trade grew an average of 20.6% per year. Currently, there are about 239 pharmaceutical companies operating in Indonesia. Most of the pharmaceutical industry in West Java is 39%, East Java 20%, and DKl Jakarta 15% (Good Manufacturing Practice, 2017).

Based on the data, soft drink industry growth has continued to decline since 2010, with only about 4% to 5% compared the previous years, except for energy drinks that still grew above 10% in the first quarter of 2017 (Deny, 2017).

Kuku Bima Ener - G, one of the herbal products produced by a famous jamoo and pharmaceutical company in Indonesia, is a powdered herbal energy drink with varied tastes that proclaims benefits such as enhancing stamina for men and women (Sidomuncul, n.d.). Based on the Corporate Image Award 2017, Kuku Bima Ener - G ranks second among several leading brands of energy drink products (Corporate Image Award, 2017).

Among young people in Saudi Arabia, there is a trend of widespread use of energy drinks, which also indicates a high level of social acceptance of energy drink consumption in the region (Alam, 2017). Meanwhile, the research conducted by Chang et al. (2017) obtained that, among 606 surveyed undergraduate students, 24.8% reported consuming energy drinks in the past 30 days, with 31.3% of them stating that they enjoyed the flavour. This indicates that energy drinks are still a choice for consumption, in Indonesia and in other countries as well.

The fact that energy drinks are still in high demand in Indonesia is not in line with the financial performance of the Kuku Bima Ener-G product. Based on observations, revenue decreased in the last three years. One reason indicated as causing a decrease in revenue is people's health concerns about the ingredients in the energy drink.

According to Rezai et al. (2013), herbal product characteristics and their perceived benefits are among the factors that influence Malaysians to buy herbal products via online shopping. The specific herbal product characteristics, including

quality of ingredients, safety, and freshness of packaging, typically affect the attitude of respondents. This could become a concern for herbal product producers - including the makers of healthy or energy drink products - to pay attention to product ingredients.

People generally understand that good health must be maintained. The main reason someone uses an energy drink is to help him or her remain fresh and active. However, energy drinks may cause adverse effects directly on the body due to the ingredients if consumed too often (Etika, 2017). Many countries outside of Indonesia prohibit the sale of energy drinks as a result of more than 20,000 emergency room visits in the United States attributable to the ingestion of energy drinks, per a 2011 government report that expressed real concern about the emerging problem posed by energy drinks and energy shots (Campbell, 2017). Of course, there are pros and cons arising in regard to the consumption of energy drinks, and consumer behaviour is decisive, i.e., consumers are interested in consuming products that are safe for the community.

Consumers are the target of all marketing mix activities, so it is important for marketers and businesses to understand why and how consumers behave (Ko & Megehee, 2012). Besides that, Kittikowit et al. (2018) pointed out that the purchase intention from the consumer can be influenced by the brand, product quality, social influence and the price itself. However, they continued that purchase intention might not always end up with actual purchasing activity since there was a possibility of encountering blocking factors like high price and the consideration that such a product was not necessary. Therefore, investigating factors affecting consumer buying behaviour and evaluating the impact of these factors on behavioural intentions leads to a true understanding and recognition of consumer behaviour itself, which will enable marketers to supply and introduce products that are more in line with the consumer's needs and demands open or implied. In other words, companies or industry players can provide products or services that are the result of factors that influence consumer behaviour and maximize consumer buying intentions (Bian & Forsythe, 2012; Ko et al. as cited in Salehzadeh & Pool 2016).

Many factors influence consumers in determining buying interest based on consumer behaviour. Perceived value is defined as the result of a comparison between perceived benefits and customer sacrifice (Zeithaml, 1988; McDougall & Levesque, 2000). When perceived value increases, it is likely that customers will remain loyal and have increasing expectations, while a decrease in perceived value will make it easier for customers to accept the marketing of other competitors (Grönroos as cited in Khan & Kadir, 2011). According to Mahesh (2013), consumers with high education and high income tend to buy products with high perceived value.

Other factors that influence consumer behaviour include attitude. Attitude plays a central role in consumer studies because it affects thoughts, feelings, and, most importantly, the consumer decision-making

process (Bagozzi & Warshaw as cited in Das, 2014). According to Alwitt and Pitts as cited in Rana and Paul (2017), a positive attitude toward the environment has no effect on a consumer's purchasing intentions; many consumers not only trust fair trade practices but also want to buy ethically by the manufacturer.

Trust is another factor that affects consumer behaviour as well. According to McKnight et al. as cited in Stevina et al. (2015), trust is established between those who have not known each other well in interactions and the process of the transaction. In previous research, the role of trust influences consumers in determining their buying interest (Giampietri et al., 2017)

Because there is a concern about consumer perceptions of energy drink products, research is needed to determine the consumer behaviour of the Kuku Bima Ener-G product. Henceforth, further analysis could be done to discern the cause of problems faced by a company from those behaviours. The scope of consumer behaviour in this research comprises variables of perceived value, attitudes, and trust as a measure of consumer measurement in the intention to buy a product.

Literature Review

Consumer Behaviour. According to Howard and Sheth (1969), consumer behaviour is described in a model, as seen in Figure 1, that explains how the purchasing decision-making process can occur from the beginning of stimulus, perception, learning process to decision-making and even repeat purchases (Handayani, 2013).

Perceived Value. Zeithaml as cited in Ariyanti and Iriani (2014) explained that perceived consumer value was the overall assessment of the consumer against the usefulness of a product of what was received and provided by the product. Schiffman and Kanuk (2008) posited that perceptions of measured value were based on monetary and nonmonetary costs combined with perceptions of quality.

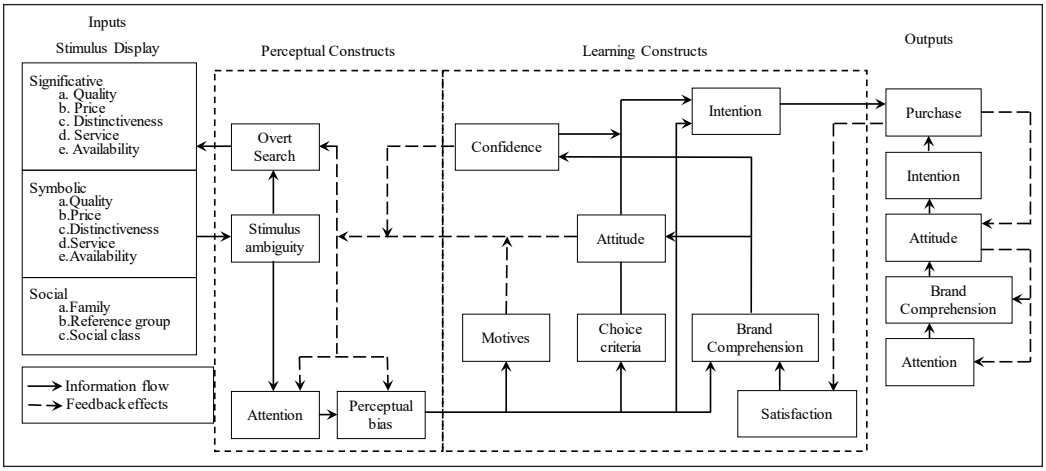


Figure 1. Howard-Sheth Consumer Behavior Model (Howard & Sheth, 1969)

Attitude. Consumer attitude is considered an evaluation of the extent to which a person likes or dislikes a certain object (Finlay et al. as cited in Das, 2014). Attitude can be defined as a person's positive or negative evaluation of a particular behavioural performance (Ajzen & Fishbein as cited in Yadav & Pathak, 2017). According to Kotler as cited in Aquarista and Widyawati (2016), attitudes are the tendency, emotional feelings, and evaluation of the favourable or not and enduring actions of a person against some objects or ideas.

According to Simamora as cited in Oentario et al., (2017), consumer attitude can be measured by the following indicators: 1) cognitive component. knowledge and perception of an attitude object. knowledge and perception can take the form of trust; 2) affective component. one's feelings and emotions toward a product or brand. Affective disclose consumer ratings of a product whether good or bad, favoured or disliked.

Trust. Mowen & Minor as cited in Stevina et al. (2015) suggested trust as all knowledge possessed by consumers and conclusions made about objects, attributes, and other benefits. McKnight et al. as cited in Stevina et al. (2015) presented two dimensions of consumer confidence: trusting belief and trusting intention. Trusting belief indicates the extent to which a person believes and believes in others in a situation. There are three elements that build trusting belief: benevolence (how much each individual can trust a company to behave well to consumers where the willingness of the company to serve the interests of consumers is the ultimate goal); integrity (how much confidence each individual has on a company's honesty to fulfil the promise made to the consumer); competence (individual confidence in the ability of a company to meet the needs of consumers and the success of a company to produce what consumers want).

Trusting intention is based on one's cognitive beliefs to others. McKnight et al. as cited in Adji & Semuel (2014) stated that there were two elements that built trusting intention: willingness to depend (willingness to accept whatever the company provides in terms of acceptance of risk and possible negative consequences); and subjective probability of depends (subjective willingness of consumers in the form of providing personal information to the company, make transactions, and willing to follow the advice or request from the company).

Purchase Intention. Purchase intention is the determination of the buyer to perform an action such as buying a product and service. Intention itself is a combination of trust and consumer attitudes toward products and services (Mowen as cited in Ariyanti & Iriani, 2014). Suwandari as cited in Rizky and Yasin (2014) used AIDA as an indicator of buying interest of a prospective consumer, consisting of attention which is attention of potential consumers to products offered by producers; interest which is the interest of the prospective consumer on the product

offered by the producer; desire which is the desire of the prospective consumer to have the product offered by the manufacturer; action which is prospective customers make purchases of products offered.

Framework of Thinking. From the model in Figure 2, the objectives of this research are:

1. To analyze the perceived value, attitude, trust, and purchase intention of the Kuku Bima Ener-G product
2. To examine the consumers' characteristics of the Kuku Bima Ener-G product
3. To discern how perceived value, attitude, and trust influence consumer purchase intention of the Bima Ener-G product.

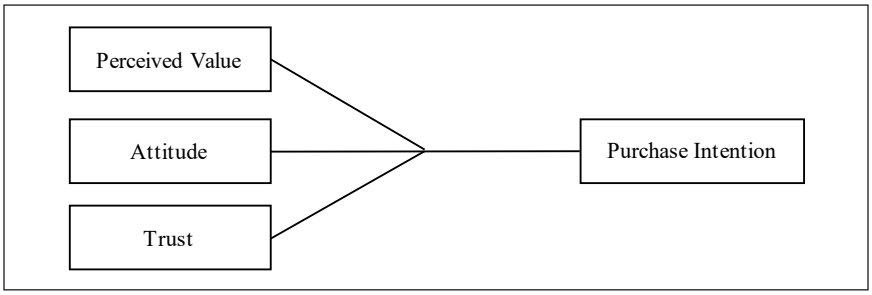


Figure 2. Research model

MATERIALS AND METHODS

This research used the quantitative analysis method. According to Creswell (2016), the notion of quantitative methods is a method to test certain theories by examining relationships among variables. This research was conducted on consumers of the Kuku Bima Ener-G product. The type of research adopted in this study is descriptive and causal associative. According to Sugiyono (2012), descriptive research is a study conducted to determine the value of independent variables, either one or more variables without making a comparison or linking variables with each other. According to Malhotra and Birks (2012), associative research is the study of independent variables (that affect) with the dependent variable (which is affected).

The data sources used were primary and secondary data. The primary data were collected by spreading the questionnaire containing the items of question distributed to the consumers of the Kuku Bima Ener-G product. The questionnaire contained a statement with an answer option using a Likert scale of 1 to 5, where 1 = strongly disagree and 5 = strongly agree. Secondary data were obtained from the annual report retrieved from the official company website and from the institution S & P Capital IQ. In addition, other supporting data were obtained from books and references such as journals, printed media, and the Internet.

Based on information from the average company, consumption of the Kuku Bima Ener-G product per month is in the range of 100,000,000 to 200,000,000 sachets. The focus of the research was domiciled in Jabodetabek area.

According to Maholtra as cited in Aquarista and Widyawati (2016), the number of samples must meet the minimum size for analysis, i.e., as many as 10 times the number of indicators. In this study, there were 18 indicators, so the minimum number of respondents required was 18 x 10, which is 180 respondents. The sampling technique used was nonprobability sampling.

RESULTS AND DISCUSSIONS

The results obtained from 181 respondents indicate that men make up the dominance of energy drink consumers. This is because men tend to do much more physical work than women, so restoring stamina is needed. Most of the respondents are domicile in Tangerang with the age range of 18-21 years. Respondents are mostly field workers, which is a job that requires good physicality; the respondents also include a security guard, construction worker, sales promotion girl, sales promotion boy, office boy, and office girl. Because the work that dominates is the fieldworker, the high school level is the most common education, where the age in completing this level of education is 17 years. However, there are also primary and junior secondary-education levels recorded in the study, but those are not as dominating as the high school level.

As a consequence of the occupations, the expenditure of respondents is in the range of Rp 1,000,000 - Rp 2,000,000. Because the age trend is 18 - 21 years old, then unmarried status dominates this research. At that age, the individual is still in the spirit of working to raise money for his or her future. Respondents know that the Kuku Bima Ener-G product tends to be based on advertisements contained in the media rather than from friends or friends.

Based on the data-processing results in Table 1, it can be seen that the tendency of respondents' answers to the questionnaire of research lies in the answer "agree," where there is between 37% - 42%. It can be concluded that most of the respondents know and agree with the statements on this research.

Table 1
Distribution of per centage by respondents to perceived value, attitude, trust, purchase intention of Kuku Bima product

Perceived value	Attitude	Trust	Purchase intention
SDA : 6%	SDA : 5%	SDA : 7%	SDA : 9%
DA: 10 %	DA: 9 %	DA: 13 %	DA: 9%
SA : 28%	SA : 23%	SA : 30%	SA : 24%
A : 41%	A : 42%	A : 37%	A : 39%
SA : 15%	SA : 15%	SA : 13%	SA : 19%

Notes: SDA = strongly disagree, A = agree, DA = disagree, SA = somewhat agree, SA = strongly agree

Perceived Value of Kuku Bima Ener-G Product

The data in Table 2 show the perceived value of respondents to the Kuku Bima Ener-G product from the positive feelings arising from the product, including its taste and quality. Overall, quality is the main reason for consumers in choosing the Kuku Bima Ener-G product. With the quality provided by the company, consumers feel confident that, by consuming a product, it is good for the health as well as beneficial to the body. Consumers believe that Kuku Bima Ener-G is a good supplement for increasing stamina.

Table 2
Perceived value of Kuku Bima Ener-G products

Statements	Level of Agreement (%)					F-Score
	STS	TS	AS	S	SS	
Positive feelings towards the product	5	12.7	35.4	36.5	10.5	140.8*
Accepted by the environment	19.3	17.7	37.6	20.4	5	134.4
Consumer impression	12.2	14.4	35.9	32	5.5	133.4
Price according to quality	3.3	2.8	14.9	58	21	57.53
The price matches the benefits	2.8	6.1	23.8	48.6	18.8	120
Flavors	1.7	7.2	18.2	44.8	28.2	153.6*
Product quality	2.2	5	26	46.4	20.4	155.7*
Product performance	5.5	14.4	31.5	37.6	11	68.39

The Attitude of Kuku Bima Ener-G Product

Table 3 shows the respondent's attitude to the Kuku Bima Ener-G product; as seen from the impact of the product on the body, they liked the product and therefore selected the product. Overall, it can be seen that liking the Kuku Bima Ener-G product is the main reason for consumers in assessing the product. Consumers judge and feel confident to consume Kuku Bima Ener-G after they like the product.

Table 3
Consumer attitude of Kuku Bima Ener-G Product

Statements	Level of Agreement (%)					F-Score
	STS	TS	AS	S	SS	
Variant flavor of the product	1.1	0.6	11.6	44,2	42.5	22.73
Product benefits	3.9	9.4	22.1	48.1	16.6	75.37
The impact of the product on the body	4.4	11.6	21.5	45.3	17.1	198.2*
Loved Kuku Bima Ener-G product	6.6	10.5	28.2	36.5	18.2	270.6*
Choose Kuku Bima Ener-G product	7.2	13.8	29.3	37	12.7	182.2*

Trust of Kuku Bima Ener-G Product

The data in Table 4 shows the trust of respondents to the product derived from how the company serves the needs of consumers which is keep promises and success of the product. Moreover, it can be seen that the company's capability to serve the consumer is the biggest factor that underlies the consumers' belief in the product. With the totality given by the company to meet its needs, the trust of the product will strengthen, and consumers will keep consuming the product.

Based on the results of the descriptive research presented in Tables 2, 3, and 4, it can be summarized that each variable has a different assessment. Results of the research survey stated that, for the perceived value role, the consumer's positive feeling is that Kuku Bima Ener-G is able to meet the needs supported by the product's taste and quality. For the role of attitude, consumers like and choose the Kuku Bima Ener-G product compared with other similar products supported by consumer knowledge about the benefits of the product itself. As for the role of trust, the Kuku Bima Ener-G product increases stamina to help a consumer remains in the spirit of continuing work.

Table 4
Trust of Kuku Bima Ener-G product

Statements	Level of Agreement (%)					F-Score
	STS	TS	AS	S	SS	
Serve consumers' need	9.4	12.7	35.9	33.1	8.8	302.8*
Honesty Product information	5	13.8	22.1	44.8	14.4	188.1
Keep the promise	6.1	8.8	34.3	36.5	14.4	280.6*
Successful of the Product	6.1	14.9	28.2	37	13.8	291.1*
Product content	8.3	13.3	30.9	35.9	11.6	167.3
Benefits to the body	8.3	17.1	33.7	28.7	12.2	186.9
Suggestion of usage	3.3	11	22.1	44.8	18.8	120.8

The data summary supported by the results of research on the characteristics of respondents in Table 5 to the variables used in this study, which found that the status and knowledge of the social environment had a role in determining consumer perceptions of the Kuku Bima Ener-G products.

Table 5
Test Result of consumer characteristics'

Socio-Economic Characteristic	Chi Value Score
Perceived Value	
Status	0.001
Knowledge of the social environment	0.001
Attitude	
Status	0.019
Knowledge of the social environment	0.007
Trust	
Status	0.002
Knowledge of the social environment	0.001
Purchase Intention	
Status	0.001
Knowledge of the social environment	0.003

There is an influence among perceived value, attitude, and trust to purchase intention on the Bima Ener-G product (Table 6). Because that coefficient determination is 0.798, it means 79.8% of impact factors come from perceived value, attitude, and trust, and the remaining 20.2% come from other unknown factors. It is expected that the company should increase the perceived value, attitude, and trust of the consumer to purchase its products, by looking at the tendency of each variable that has been analyzed as in previous descriptions.

Table 6
The impact

Variable	Impact	Equation	Notes
X - Y	79.80%	Y = -0.108 + 0.139 X1 +0.310 X2 + 0.586 X3	Significant

CONCLUSIONS

Perceived value is the overall assessment of the product by the consumer, which, in this study, shows that the perceived positive feelings, product taste, and product quality of Kuku Bima Ener-G are the assessment given by consumers to the Bima Ener-G product. Consumer attitudes are consumer evaluations of a product or service, based on this research, as can be seen from the impact of the product on the body, whether consumers like the product and want to choose the product Kuku Bima Ener-G. Trust is where consumers want to accept and trust a product or service provided. From this research, serving the needs of consumers, keeping promises, and continued success of products will affect consumers in believing in a product on the market.

Based on socioeconomic characteristic analysis of every variable used in this research which is perceived value, attitude, trust, and purchase intention, it is found that characteristics of respondents having a relation with the research variables above is status and knowledge to the social environment.

Perceived value, attitude, and trust have a significant influence on the purchase intention of the Kuku Bima Ener-G product, as much as 79.8%. Only 20.2% is influenced by other factors. This finding was consistent with that of the previous study that attitude toward herbal products is able to influence actual purchase significantly (Ismail & Mokhtar, 2016).

Consumers have more perceptions of the taste of the Kuku Bima Ener-G product. Therefore, the company should enhance the taste of this product by providing new flavour variants to cultivate a consumer's curiosity. Win flavour is a favourite, but other flavours can also be used as a sense of consumer favourite. It is best to evaluate and market research flavours of the current beverage variant so that the new taste approach will be more easily accepted.

In order to get closer to the community, the producer may conduct roadshow activities in various regions in Indonesia

that are useful to establish good relations with the community. This roadshow can be in the form of visits randomly and suddenly and can provide questions to conduct the interaction. In addition to the visit, as described above, it can also be done by holding a music event to entertain the community, thus having a venue to provide more knowledge about the product Kuku Bima Ener-G.

To provide comprehensive education to the public at large that consuming Kuku Bima Ener-G does not endanger health, the purpose is to reduce the tendency of people who pay attention to the impact of consumption of Kuku Bima Ener-G products. Education can be done in various ways, for instance following big events like the Idul Fitri homecoming event.

ACKNOWLEDGEMENT

The authors wish to acknowledge and thank all IMHA 2018 committee members and UPM *Pertanika* journal team that help publish this article.

REFERENCES

Adji, J., & Semuel, H. (2014). Pengaruh satisfaction dan trust terhadap minat beli konsumen (Purchase Intention) di Starbucks The Square Surabaya [The influence of satisfaction and trust on consumers' Purchase Intention at Starbucks The Square Surabaya]. *Jurnal Manajemen Pemasaran, 2*(1), 1-10.

Alam, M. Z. (2017). The buying patterns of energy drink and its use among the young generation of Saudi Arabia. *British Journal of Marketing Studies, 5*(3), 32-50.

Aquarista, Y. T., & Widyawati, N. (2016). Pengaruh desain kemasan, persepsi harga terhadap minat dengan sikap sebagai variabel intervening [The effect of packaging design, price perception on interest with attitude as an intervening variable]. *Thesis.* Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA), Surabaya.

Ariyanti, K., & Iriani, S. S. (2014). Pengaruh persepsi nilai dan persepsi resiko terhadap niat beli kosmetik organik [The effect of perceived value and perceived risk on purchase intentions of organic cosmetics]. *Jurnal Ilmu Manajemen, 2*(4), 1186-1196.

Badan Pengkajian Penerapan Teknologi (2017). *Jadikan obat herbal alami tuan rumah di negeri sendiri* sendiri [Make natural herbal medicines the host in their own country]. Retrieved September 15, 2017, from https://www.bppt.go.id/teknologi-agroindustri-dan-bioteknologi/2850-bppt-jadikan-obat-herbal-alami-tuan-rumah-di-negeri-sendiri

Campbell, K. (2017). *Caffeine can kill: The dangers of energy drinks*. Retrieved September 16, 2017, from https://health.usnews.com/health-care/for-better/articles/2017-05-24/caffeine-can-kill-the-dangers-of-energy-drinks

Chang, Y., Peng, C., & Lan, Y. (2017). Consumption of energy drinks among undergraduate students in Taiwan: Related factors and associations with substance use. *International Journal of Environmental Research and Public Health, 14*(9), 954-962.

Corporate Image Award. (2017). *Archive for the 'Energy Drink' category.* Retrieved October 13, 2017, from http://imacaward.com/category/survey-categories/energy-drink/

Creswell, J. (2014). *Research design pendekatan metode kualitatif, kuantitatif dan campuran* [Research design approaches qualitative, quantitative and mixed methods]. Yogyakarta, Indonesia: Pustaka Pelajar.

Dahwilani, D. (2017). *Peluang dan tantangan industri farmasi di Indonesia 2017* [Opportunities and challenges of the pharmaceutical industry in Indonesia 2017]. Retrieved October 23, 2017, from https://ekbis.sindonews.com/read/1190701/34/peluang-dan-tantangan-industri-farmasi-di-indonesia-2017-1490187954

Das, G. (2014). Factors affecting Indian shoppers' attitude and purchase intention: An empirical check. *Journal of Retailing and Consumer Service, 21*(4), 561-569.

Deny, S. (2017). *Industri minuman ringan tumbuh negatif pada kuartal I* [The soft drink industry grew negatively in the first quarter]. Retrieved October 23, 2017, from https://www.liputan6.com/bisnis/read/2944872/industri-minuman-ringan-tumbuh-negatif-pada-kuartal-i

Etika, N. M. (2017). *Ini yang terjadi pada tubuh anda setelah minum minuman energi* [This is what happens to your body after drinking an energy drink]. Retrieved October 24, 2017, from https://hellosehat.com/hidup-sehat/nutrisi/setelah-minum-minuman-energi/

Giampietri, E., Verneau, F., Giudice, T. D., Carfora, V., & Finco, A. (2017). A Theory of planned behavior persepective for investigating the role of trust in consumer purchasing decision related to short food supply chains. *Food Quality and Preference, 64*, 160-166. doi: 10.1016/j.foodqual.2017.09.012.

Good Manufacturing Practice. (2017). *Updates: Peluang investasi di sektor farmasi Indonesia* [Updates: Investment opportunities in Indonesia pharmaceutical sector]. Retrieved October 24, 2017, from http://www.gmp-platform.com /files/user/industri%20farmasi%20indonesia.pdf

Handayani. (2013). Model Howard & Seth sebagai alternatif memahami perilaku konsumen dalam manajemen pemasaran [The Howard & Seth Model as an alternative to understanding consumer behaviour in marketing management]. *Dharma* Ekonomi*, 20*(37), 1-13.

Howard, J. A., and Sheth, J. N. (1969). *The theory of buyer behaviour*. London, UK: John Wiley and Sons.

Ismail, S., & Mokhtar, S.S.M. (2016). *The actual purchase of herbal products in Malaysia: the moderating effect of perceived benefit.* Paper presented at *International Soft Science Conference. The European Proceedings of Social & Behavioural Sciences* (pp. 83-88). London, UK: Future Academy.

Jokar, N. K., Noorrhosseini, S. A., Allahyari, M. S., & Damalas, C. (2017). Consumers' acceptance of medicinal herbs: An application of the technology acceptance model (TAM). *Journal of Ethnopharmacology*, *207*(1)*,* 203-210. doi: 10.1016/j.jep.2017.06.017

Khan, N., & Kadir, S. L. S. A. (2011). The impact of perceived value dimension on satisfaction and behavior intention: Young-adult consumers in banking industry. *African Journal of Business Management, 5*(11), 4087-4099.

Kittikowit, S., Suwanabubpa, K. and Sithisomwong, S. (2018). Factors influencing purchase intention of cosmetic products of female consumers in Yangon, Myanmar. *International Journal of Organizational Business Excellence*, *1*(2), 77-90.

Ko, E., & Megehee, C.M. (2012). Fashion marketing of luxury brands: Recent research issues and contributions. *Journal of Business Research*, *65*(10), 1395-1398.

Mahesh, N. (2013). Consumer's Perceived Value, Attitude and Purchase Intention of Green Products. *Management Insight, 9*(1), 36-43.

Malhotra, N. K., & Birks, D.F. (2012). *Marketing research: An applied approach 3rd European edition*. Harlow, England: Prentice-Hall.

McDougall, G.H.G., & Levesque, T. (2000). Customer satisfaction with services: putting perceived value into the equation. *Journal of Services Marketing, 14*(5), 392-410.

Oentario, Y., Harianto, A., & Irawati, J. (2017). Pengaruh *usefulness, ease of use, risk* terhadap *intention to buy Online Patissere* melalui *consumer attitude* berbasis media sosial di Surabaya. *Jurnal Manajemen Pemasaran, 11*(1), 26-31.

Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services, 38*(2017), 157-165.

Rezai, G., Zahran, M.Z.M., Mohamed Z., & Sharifuddin, J. (2013). Factors influencing Malaysian consumers' online purchase of herbal products. *Pertanika Journal of Social Science & Human, 21(S)*, 109-122.

Rizky, M. F., & Yasin, H. (2014). Pengaruh promosi dan harga terhadap minat beli perumahan Obama PT. Nailah Adi Kurnia Sei Mencirim Medan. *Jurnal Manajemen dan Bisnis, 14*(2), 135-143.

Salehzadeh, R., & Pool, J. K. (2016). Brand attitude and perceived value and purchase intention toward Global Luxury Brands. *Journal of International Consumer Marketing, 29*(2), 74-82.

Schiffman, L. G., & Kanuk, L.L. (2000). *Consumer behavior* (7th ed.). Upper Saddle River, NJ: Prentice-Hall.

Sidomuncul. (n.d.). *Kuku Bima Ener-G product.* Retrieved September 20, 2017, from https://www.sidomunculstore.com/search?type=product&q=kuku+bima+ener+g

Stevina, E., Karina, R., & Brahmana. (2015). Pengaruh brand identity terhadap purchase intention melalui trust di UD. Makin Hasil Jember [The influence of brand identity on purchase intention through trust on UD. Makin Hasil Jember]. *Jurnal Manajemen Pemasaran, 3*(1), 1-8.

Sugiyono. (2014). *Metode penelitian kuantitatif, kualitatif dan R&D* [Quantitative, qualitative and R&D research methods]. Bandung, Indonesia: Alfabeta.

Warta Ekspor. (2014). *Obat herbal tradisional* [Traditional herbal medicine]. Retrieved October 23, 2017, from http://djpen.kemendag.go.id/app_frontend/webroot/admin/docs/publication/4651421058307.pdf

Yadav, R., & Pathak, G. (2017). Determinants of consumers' green purchase behavior in a developing nation: Applying and extending the theory of planned behavior. *Ecological Economic, 134*(C), 114-122.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, *52*(3), 2-22.