

ANALYSIS OF KNOWLEDGE AND LIFESTYLE LEVEL AGAINST THE BELIEFS AND ITS IMPLICATIONS ON PURCHASING DECISIONS OF HERBAL MEDICINE IN TANGERANG CITY

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Abstract: The society generally have a life expectancy in long-term, but many of them do not understand the concept of the healthy living, especially in consuming food or drugs suitable according to the needs of the body. This study researched about the level of knowledge and Lifestyle of society against the belief and its implications on purchasing decisions of herbal medicine. The purpose of this study was to provide insight of the society to increase belief through knowledge and lifestyle patterns and their implications on purchasing decisions. The Specific target was to build the society belief through knowledge and belief as well as the decision to use herbal medicine so that the herbal medicine market will be getting better and will be not inferior to modern medicine. This study used a model of causal research design, which design research identified the causal relationships between variables, it was intended to find the type of the actual facts to help the understand and predict the causal relationship. The research object was done in Tangerang city with a sample amount of 200 Specialty respondents ever consuming Herbal medicine of Habbatussauda. The amount of samples were taken with consideration of quota sampling. Based on the data that has been processed using SPSS-20 and Lisrel 8.7 indicated that the model after tested from each dimension variable (X1, X2, Y1 and Y2) showed a valid and reliable based on the Confirmatory Factor Analysis (CFA) all the dimensions of each construct knowledge (X1), Lifestyle (X2), Belief (Y1) and the purchase decision (Y2) had a loading factor () 0.5, it showed that all dimensions were valid. The value of CR > 0.7 and VE > 0.5, showing all the variables were reliable. The hypothesis test results indicated that H0 is rejected, which means there is positive effect of knowledge (X1) against Belief (Y1) 13.7%. Lifestyle (X2) against Belief (Y1) 15.2%. The effect of simultaneous Knowledge (X1) and Lifestyle (X2) against Belief (Y1) was indicated by the R-square value of 0.49 or 49.0% showed a contribution of positive influence. As for Belief variable (Y1) against the Purchase Decision (Y2) had positive effect by R-square value of 0.41 or by 41.0%, the remaining was 59.0% influenced by other factors other than belief. The test result of the research model that RMSEA value of 0.018 indicated that the model fit/suitable, while based on other indicators, model fit/suitable and acceptable of the research.

Keywords: Knowledge, Lifestyle, Belief and Purchase Decision.

I. Introduction

Based on the data of WHO in 2005 stated that as many as 75-80% of the world population have ever used herbal medicine. According to the Chairman of the Association of Medical Doctors Herbal Indonesia (PDHMI), dr. Hardhi Pranata, the use of herbal medicine and traditional medicine have been done long ago. These were passed down orally from generation to generation and is also written on palm leaves and literature palace. According to Director of Drug Assessment of original Indonesia BPOM, dr. Sherley the inclination of the use of natural medicine (herbal) by the public both to keep in good health and treat disease tended to increase in both developing and developed countries. "The rapid development of science and technology leads to changes in people's behavior and shifting patterns of infectious diseases become degenerative diseases." The study supports the use of herbal medicines.

Healthy body is a dream of everyone so many things are done by them by regular exercise, therapy, regularly consulting to a doctor and consuming medicine for health. Now many people maintain their health by consuming vitamin, herbal supplement that are believed to be able to maintain healthy and away from chemicals. Indonesia is a very rich country in plants with thousands of species. Indonesia is a country that is rich megabiodiversity of medicinal plants, and the potential for development, but has not been managed optimally. One of the problems is that there are no specialized fields of medicine clinically tested products produced from plants that are believed to treat a disease / health care. The second is the industry that manages the field of herbal medicine is still limited because of the technology and knowledge of the content of the herbal medicine. Richness of plants in Indonesia covering 30 thousands species of plants and 940 species are nutritious plants for medicine.

If seen the growth of herbal medicine market in Indonesia since 2000 up to 2012 has increased significant. Here appears the graph in Figure 1 on the side. The knowledge of society about specifications, functionality and usability of herbal medicines are generally low, and only on the basis of the experience of



hereditary from previous experience of parents. The society compelled to use drugs made from natural because of the high price of modern medicine and information gained as many side effects. In addition to the factors of education and publicity through the mass media can also help people to choose the alternative medicine of herbal.

To give people an understanding to increase belief through knowledge and lifestyle patterns and their implications on purchasing decisions. The specific target is to build public belief through knowledge and belief as well as the decision taken to use herbal medicine so that the market of herbal medicine is getting better and is not inferior to modern medicine.

II. Literature Review

The definition of Health by World Health Organization (WHO) in 1948 states that the definition of health is "a circumstance of physical, mental, and social well-being and not merely the absence of disease or infirmity". In 1986, WHO, in the Ottawa Charter for Health Promotion, said that the definition of health is "a resource for everyday life" Health is a positive concept emphasizing social and personal resources, as well as physical abilities.

- a. Health is a circumstance of well being of body, soul, and social to enable everyone to live socially and economically productive.
- b. Health effort is all activities to maintain and improve health by government and or community.
- c. The health worker is anyone who dedicate themselves to the health sector as well as having knowledge and or skill through education in the field of health for certain types requiring the authority to make health efforts.
- d. Health facility is a place used to conduct health efforts.
- e. Health is something that is very useful.

According to the Law of the Republic of Indonesia Number 36 of 2009 on the health chapter 1 verse 8 and 9 are intended that Drugs is : " materials or alloys of materials, including biological products used to posses or investigate physiological systems or pathological condition for determination of diagnosis, prevention, healing, restoration, improvement of health and contraception, to human beings ". While the definition of traditional medicine is : "materials or ingredients in the form of plant material, animal material, mineral materials, supply extract (galenic), or mixtures of these materials that have historically been used for treatment, and can be applied in accordance with the norms prevailing in society".

2.1 Knowledge

Understanding knowledge according Soekidjo, Notoadmodjo (2003), is the result of "know" and this occurred after people perform sensation to a particular object. Sensation occurs through the five senses of human, namely: the senses of sight, hearing, smell, taste and touch. Most knowledge of human is obtained through the eyes and ears. Furthermore Soekidjo (2007:121) Knowledge is the result of the know, and this occurs after a person perform sensation on a specific object. Sensation occurs through sight, smell, taste, touch, and most human knowledge is obtained through the eyes and ears.

Furthermore, according to Benjamin Bloom (Nana Sudjana, 2009: 23-29) an expert on education, making the classification (taxonomy) questions that can be used to stimulate the thinking process in human can be divided into six categories:

- a. Knowledge: Includes skills to recall the factors that have ever learned.
- b. Comprehension: Includes an understanding of available information.
- c. Application: Includes the skills to apply information or knowledge they have learned to new situations.
- d. Analysis: Includes sorting information into parts or researching and trying to understand the structure of information.
- e. Synthesis: Includes applying the knowledge and skills that already exist to combine elements into a pattern that was not there before.
- f. Evaluation: Includes decisions or conclude based on criteria that is usually a question using the word: consider, how conclusions.

2.2 Lifestyle

Lifestyle according to Kotler (2002: 192) is a pattern of someone life in the world expressed in activity, interest, and his opinion. Lifestyle describes the "whole person" in interacting with the environment. Lifestyle describes the entire pattern of someone in the act and interact in the world. Generally it can be interpreted as a way of life that is recognizable by how people spend their time (activity), what the important thing which people consider in the environment (interest), and what people think about themselves and the world around (opinion). According to Kotler and Gary (2008), Lifestyle consumers based on the social and psychological factors. It is influenced by the demographic background of the person.

- a. Social factors: social factors that are useful to understand the lifestyle of consumers are:
 - 1) Culture: is thing followed by a group of people such as trust, norms, and customs.
 - 2) Social class: is the informal levels of society by income level, occupation, education level and other factors. There will be other people with the values and lifestyle of the same at every level of social class.
 - 3) Reference Groups: is a association of people who influence the thought and habits of the society.

- 4) The Family Life Cycle: is illustrating how a traditional family turned into a family of today (those who have never married, divorced parents, single parent families, couples who are still children, and others) which in each level there is habit, need, purchasing, and different income.
- 5) Usefulness of Time: is leading to the types of activities in which everyone participated in it and a certain amount of time is allocated to them. Several broad categories of use of time is to work, transportation, dining, recreation, entertainment, sleeping, and shopping (what is expected by the retailer).

b. Psychological Factors

Psychological factors which are useful to understand the lifestyle of consumers are:

- 1) Personality: is the overall characters/ disposition individually which makes the individual has unique characteristics. Characters that exist in a person is the level of belief, innovative, autonomy, social skills, emotional stability, and firmness of a person.
- 2) Class: is the level of one's desires and the pursuit of social status. "A class conscious person" judged by special goods, services, where they are concerned with the purchase signifying their prestige.
- 3) Habit: is the feeling of someone who thinks positive, neutral, or negative about the conditions of economic, political, goods, services, institutions, and others.
- 4) Acceptable Risk: is the level or degree of risk that is believed to exist regarding the purchase of goods or services received from retailers. There are six types, namely: Functional, Physical, Financial, Social, Psychological, Time

2.3 The Concept of Belief Theory

Belief : is an attitude that is shown by people when he felt quite know and conclude that he had reached the truth. Because the belief is an attitude, then one's belief is not always right -- or, belief only is not a guarantee of truth. Example: At one time, people once believed that the earth was the center of the solar system, it was later realized that the belief was mistaken. ¹⁾ Bandura, (2002) suggested that the individual self belief can be seen in three dimensions, namely:

- a. Level: The conviction of the individual self in doing different tasks in the difficulty level of the work. An individual has a high belief in the easy and simple task, or well on the tasks which are complex and require high competence. Individuals who have high self-belief tend to choose the difficulty level of the task according to his ability.
- b. Generality: This dimension relates to the breadth of individuals to the field or job duties. Individuals can claim to have belief in a broad activity, or limited to a certain domain function. Individuals with high self belief to be able to master several fields at once to complete a task. Individuals who have low self-belief only control bit fields required in completing a task.
- c. Strength: The strength of this emphasizes on the level of strength or stability of the individual against the belief that it faces. Belief shows that the actions taken by individuals can give appropriate results expected in individuals. Self-confidence becomes a base for himself in doing hard business, even if the current obstacles though. The above explanation can be concluded that belief include level, generality and strength.

2.4 Purchase Decision

According to Kotler (2002) , the purchase decision is an act of consumers to want to buy the product or not. From the various factors that influence consumers in making a purchase of a product or service, typically consumers always consider the quality, price and the product already known by the public Before consumers decide to buy, consumers usually go through several stages in advance, namely, (1) the introduction of the problem, (2) information search. (3) evaluation of alternatives, (4) the decision to buy or not, (5) post-purchase behavior. Another understanding about purchasing decision according to Schiffman and Kanuk (2000:437) "the selection of an option from two or alternative choice". May imply, the purchase decision is a decision of someone which he choose one of the alternative choices.

a. Problem Recognition

The process of buyer is begun with an introduction the problem or needs. Buyer conscious of a difference between the actual situation and the circumstances he wanted. That need can be driven by stimulation from within or from outside buyers. Marketers need to know different things which can move the needs or particular interests of consumers. Marketers need to examine the consumer to obtain the answers, whether needs perceived or problems appeared, what caused it to appear, and how the needs or problems it causes someone looking for this particular product.

b. Search Information

A consumer who starts to be awakened his interest may be or may not be looking for more information. If the impulse of consumer is a powerful, and object that can satisfy those needs is available, consumers will buy the object.

- Otherwise, the consumer needs stay settling in his memory. Consumers may not attempt to obtain further information or a very active search for information in connection with those needs.
- c. Alternative assessment
After searching as much information as possible about a lot of things, then the consumer should make an assessment of some alternatives and determine next steps. This assessment can not be separated from the influence of the resources owned by the consumer (time, money and information) as well as the risk of wrong in the assessment.
 - d. Purchase Decision
After the initial stages are done, it is time for the buyer to determine taking decision whether to buy or not. If the decision regards the type of product, product form, brand, seller, quality and etc. For each purchase, the company or marketer need to know the answers of questions regarding consumer behavior, for example: how much effort should be made by the consumer in the selection of sales (subscription motive/patronage motive), what factors that determine impression to a store, and subscription motive that is often a backdrop of consumer purchases.
 - e. Behavior after purchase
After purchasing a product, consumer will experience some levels of satisfaction or no satisfaction. there is a possibility that buyer is dissatisfied after making a purchase, because perhaps the price of goods is considered too expensive, or perhaps because of not liking of desire or previous picture, and so on. To achieve harmony and minimize dissatisfaction buyer must reduce other desires after buying, or buyer also have to spend more time to evaluate before buying. Factors that influence Consumer Purchase Decision.

III. Method

3.1 Paradigm Research

The current condition of herbal health medicine has not been known in detail the functions and benefits by the people of Tangerang. Generally, people today want to avoid drugs that allegedly contains chemicals. But to switch to herbal medicines are still many obstacles faced i.e. the composition of herbal medicine, efficacy and clinical laboratory test results as well as doctors who are experts yet, so the level of belief to buy such drugs only based on experience and information from previous ancestors. Here is presented.

The framework of thought in the research. The object of research conducted in Tangerang city with the consideration of the location in Tangerang where the transportation access relatively easily and smoothly is compared with Jakarta. In addition, the consideration of population density makes it easy to get the respondents. The data used in this research is the subject data derived from questionnaires distributed to respondents include opinions, experiences and characteristics of respondents. The data used in this study is primary data obtained directly from the source and at the first noted. Consideration in this study using primary data is data on the direct case or perceived at the time of respondents using or consuming the herbal medicine.

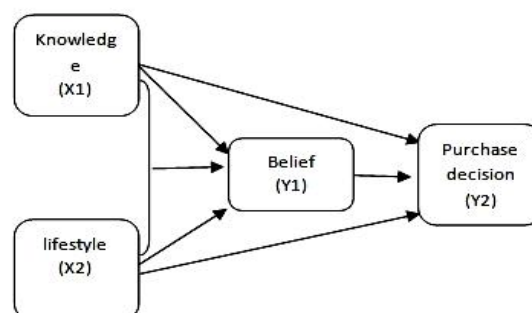


Figure 2. The Research Paradigm

3.2 Population and Sample

The population in this study were adults who ever consumed/subscribed herbal medicine in the Tangerang city. Total population ever consuming herbal (habbatossauda) can not be known with certainty. As for determining the number of samples used quota sampling of 200 people/respondents who ever consumed herbal medicine of habbatossauda with category of liquid and solid types. While the technique of taking the samples were used technique of meeting incidental/incidentally with investigators and fit so can be sampled directly and given a questionnaire to be filled by the person concerned.

3.3 Data Analysis Methods

The questionnaire data have been collected and tabulated in the form of excel and the next step was testing of each indicator in variable by using analysis of Structural Equation Modelling or often abbreviated SEM and assisted with Lisrell Software 8.7. This data analysis is the process of simplification of the data so easy to read and be interpreted. The analysis technique used SEM using packages of Lisrell statistical software. Being a merger between the two statistical concepts, namely the concept of factor analysis entered in the measurement model (measurement model) and the concept of regression through

the structural model (structural model). The measurement model describes the relations between variable with its indicators and structural model explains the relationship between variables.

IV. Results of Research

4.1 Profile of Respondents

In the table below shows the results of the processing of SPSS -20 on the profile of respondents frequency and presentation. Can be described by using the chart below.

Table 1. Demographic Profile of Respondents

No.	Demographic Profile of Respondents	Category	Frequency	percentage (%)
1	Gender	Man	92	46%
		female	108	54%
2	age of respondents	15-25 years	60	30%
		26-35 years	11	6%
		36-45 years	50	25%
		> 46 years	79	40%
3	Work	College student	41	21%
		Private employees	81	41%
		PNS	28	14%
		entrepreneur	34	17%
		Housewife	10	5%
		Retired	6	3%
4		Ever been married	117	59%
		Have Never Married	83	42%
5		Senior High School	55	28%
		DIPLOMA	9	5%
		S1	107	54%
		S2	25	13%
		S3	4	2%
6	Expenditure per month	< Rp.500.000	19	10%
		Rp. 500.001-1000.000	53	27%
		Rp.1000.001-2000.000	64	32%
		Rp.2000.001-3000.000	11	6%
		>Rp.3000.000	53	27%

Source: SPSS output has processed by the researcher in 2016

Based on the questionnaire distributed to 200 respondents who are willing to give answers to consist of 54% of female respondents and 46 % of male respondents . If seen from the age it can be seen that 40 % aged > 46 years, while respondents aged 15-25 years by 30 %. If seen from the work of respondents indicates that as much as 41 % status as private employees, and 21% of a student in general. While the status of the entrepreneur is as much as 17 % . Profile of respondents by marital status shows that as many as 58 % of respondents who were married or had been married. While respondents were not married as much as 42 %. the most portion of Profile of Respondents based on Educational Level is educated respondents of S1 by 54 % and 28% senior high school. Profile of Respondents based on expenditure per month with a large portion of 32 % is expenditure per month between 1000.000-2000.000.

4.2 Discussion

According to the table 11 can be seen that all of the dimensions of each construct of Knowledge (X1), Lifestyle (X2), Belief (Y1) and the purchase decision (Y2) have a loading factor () 0.5, it shows all the dimensions are valid. The value of CR > 0.7 and VE > 0.5, indicating a variable participation of budget is reliable. Measurement equation model explains the relationship with latent variable with the variable of manifestation can be seen that the entire value of the weight coefficient has a positive correlation direction.

The significance test of the contribution of each manifest variables to the latent variables can be seen from the t value. Manifest variable is said to have contributed significant value if it has a value of t is greater than the critical t (± 1.96). Based on the tables 12 and 13 of the recapitulation above it can be seen that the t value for all indicators is greater (± 1.96) using an error rate of 5%. This shows all indicators are significant in reflecting the latent variables.

4.3 Hypothesis Testing

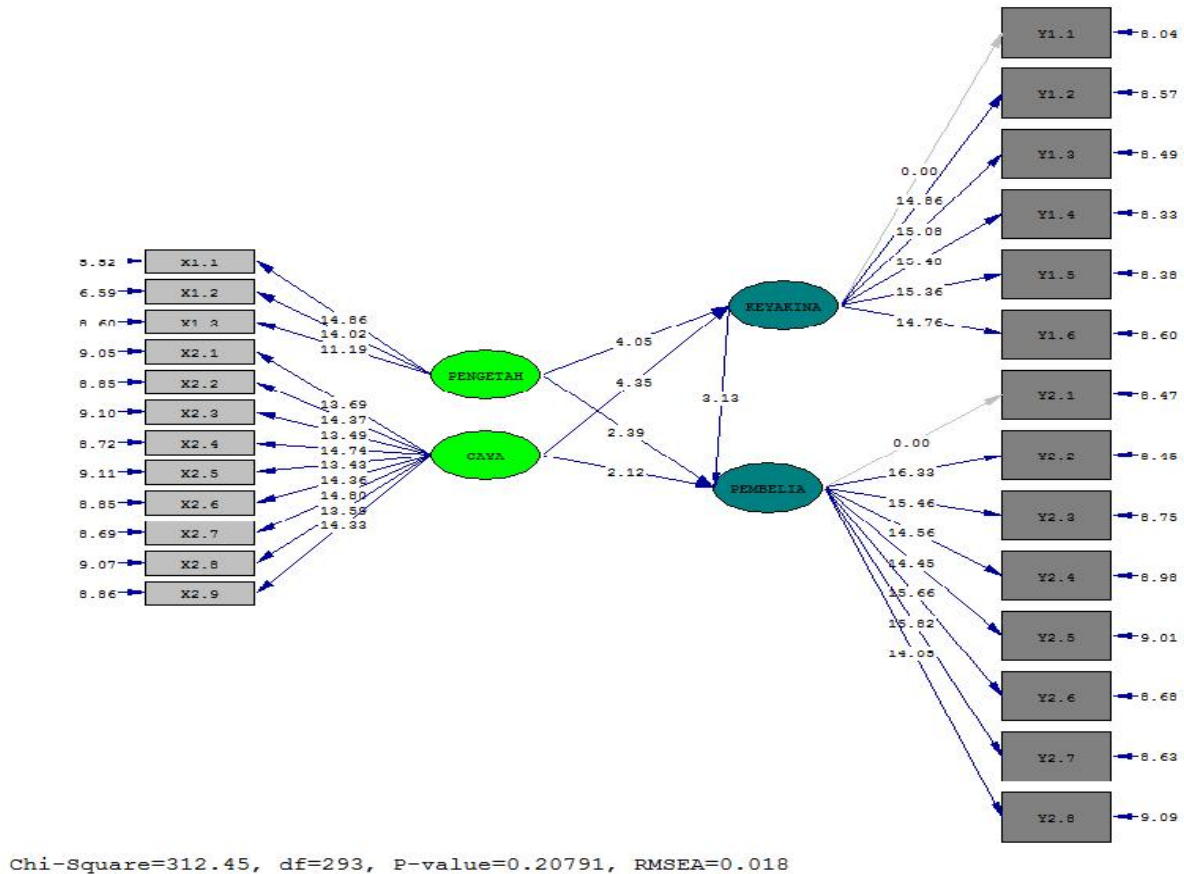


Figure 3. Structural Model (T - Values)

From the results above, it can be seen that the exogenous latent variable coefficient of Knowledge (X1) (1) against endogenous latent variable of Belief (Y1) (1) of 0.37, indicating a low correlation between knowledge (X1) (1) with Belief (Y1) (1). t value of 4.05 is greater than the prescribed critical limit that is ± 1.96 , so H_0 is rejected, which means there is the influence of Knowledge (X1) (1) against Belief (Y1) (1).

Coefficient of exogenous latent variables Lifestyle (X2) (2) against endogenous latent variable of Belief (Y1) (1) of 0.39, indicating a low correlation between Lifestyle (X2) (2) with Belief (Y1) (1). t value of 4.35 is greater than the prescribed critical limit that is ± 1.96 , so H_0 is rejected, which means there is the influence of Lifestyle (X2) (2) against Belief (Y1) (1).

The influence together of Knowledge (X1) (1) and Lifestyle (X2) (2) against belief (Y1) (1) is indicated by the value of R square (R^2), R square value of 0.49 indicates contributions/influence of Knowledge (X1) (1) and Lifestyle (X2) (2) against belief (Y1) (1) amounted to 49.0%, while the remaining 51.0% influenced by other factors other than Knowledge (X1) (1) and Lifestyle (X2) (2).

- The Influence of Knowledge (X1) , Lifestyle (X1) , and Belief (Y1) against Purchase (Y2).

The first hypothesis tested is the Influence of Knowledge (X1), Lifestyle (X1), and Belief (Y1) against Purchase (Y2) hypothesis :

- | | |
|---------------------|--|
| $H_{03} : 3 = 0$ | : there is no influence of Knowledge (X1) (1) against the Purchase Decision (Y2) (2) |
| $H_{13} : 3 \neq 0$ | : there is influence of Knowledge (X1) (1) against Purchase (Y2) (2) |
| $H_{04} : 4 = 0$ | : there is no influence of Lifestyle (X2) (2) against Purchase (Y2) (2) |
| $H_{14} : 4 \neq 0$ | : there is influence of Lifestyle (X2) (2) against Purchase (Y2) (2) |
| $H_{05} : 5 = 0$ | : there is no influence of Belief (Y1) (1) against Purchase Y2) (2) |

$H_{15} : \gamma \neq 0$: there is influence of Belief (Y1) (1) terhadap Pembelian (Y2) (2)

b. Result of testing hypotheses by LISREL:

$$Y2 = 0.28 * Y1 + 0.24 * X1 + 0.20 * X2, \text{Errorvar.} = 0.59, R^2 = 0.41$$

$$\begin{array}{cccc} (0.090) & (0.10) & (0.096) & (0.082) \\ 3.13 & 2.39 & 2.12 & 7.26 \end{array}$$

From the Lisrel output of the results above, it can be seen that the exogenous latent variable coefficient of Knowledge (X1) (1) against the endogenous latent variables of Purchase Decision (Y2) (2) of 0.24, indicating a low correlation between knowledge (X1) (1) with Purchase (Y2) (2). t value of 2.39 is greater than the prescribed critical limit that is ± 1.96 , so H_0 is rejected, which means there is the influence of Knowledge (X1) (1) against the Purchase Decision (Y2) (2). Coefficient of exogenous latent variables of Lifestyle (X2) (2) against endogenous latent variable of Purchase (Y2) (1) of 0.20, indicating a low correlation between Lifestyle (X2) (2) with Purchase Decision (Y2) (2), t value of 2.12 is greater than the prescribed critical limit that is ± 1.96 , so H_0 is rejected, which means there is influence of Lifestyle (X2) (2) against the Purchase Decision (Y2) (2).

From the results above, it can be seen that the exogenous latent variable coefficients of Belief (Y1) (1) against endogenous latent variable of the Purchase Decision (Y2) (2) of 0.28, indicating a lower correlation between belief (Y1) (1) with Decision Purchase (Y2) (2). t value of 3.13 is greater than the prescribed critical limit that is ± 1.96 , so H_0 is rejected, which means there is the influence of Belief (Y1) (1) against the Purchase Decision (Y2) (2).

The magnitude of the influence of Belief (Y1) (1) against the Purchase Decision (Y2) (2) is indicated by the value of R square (R^2), R square value of 0.41 indicates contributions/influence of Belief (Y1) (1) against the Purchase Decision (Y2) (2) amounted to 41.0%, the remaining 59.0% influenced by other factors besides Belief (Y1).

4.4 Compliance Test of Model

Table 2. Goodness of Fit of Testing the Research Model

No.	Fit Indicator	Recommended Value		The Research result
A	Absolute Fit			
	Probability	p > 0.05	Not significant	0,000
1	Normed Chi-Square (X ² /df)	< 2	Over Fitting	1,006
		2 < X ² /df <5	Good Fit	
2	Root mean square error of approximation/ RMSEA	< 0.10	Good Fit	0,018
		< 0.05	Very Good Fit	
		< 0.01	Outstanding Fit	
3	P-value for test of close fit	> 0.05	Good Fit	1,00
4	Goodness of fit indices/GFI	> 0.90	Good Fit	0,89
5	Adjusted Goodness of Fit Index/AGFI	> 0.90	Good Fit	0,87
B	Comparative Fit			
1	Normed Fit Index (NFI)	0.9	Good Fit	0,93
2	Non-Normed Fit Index (NNFI) or Tucker Lewis	0.9	Good Fit	0,99
3	Comparative Fit Index/ CFI	0.9	Good Fit	0,99
4	Relative Fit Index (RFI)	0.9	Good Fit	0,92
C	Parsimonious Fit			
1	The parsimony normed fit index/PNFI	0-1	Bigger is better	0,84
2	The parsimony goodness of fit index /PGFI	0-1	Bigger is better	0,74

Based on the table above it can be seen that the value of RMSEA 0.018 indicates that the model fit/match, while other indicators based model fit/match. To test the model is done by using Chi Square with the provisions of the smaller value of Chi Square, the better the model created. The value of Alignment index adjusted (Adjusted Goodness of Fit Index (AGFI)) provided that AGFI value equal to or greater than 0.9. If the value is greater than 0.9, the model has fitness model that the

overall is a good. Tucker Lewis Index (TLI) provided as an acceptance of a model of equal to or greater than 0.95. If the value is close to 1 then the model shows excellent fit. Comparative Fit Index (CFI) with values between 0-1 provided that if a value close to 1, then the model made has very high fit, if a value close to 0, then the model does not have a good fit. Parsimony Index (parsimony index) is the parsimony ratio multiplied by BBI, (the Bentler/Bonnett index), the amount is to be > 0.9 to assume a good match.

V. Conclusions and Recommendations

5.1 Conclusions :

Based on the hypothesis test results show that:

- Knowledge against the endogenous latent variable of Belief (Y1) was 0.37, indicating a low correlation between knowledge with Belief (Y1). t value of $4.05 >$ value of specified critical limit that is ± 1.96 , so H_0 is rejected, which means there is positive influence of Knowledge (X1) against Belief (Y1) 13.7%. While Lifestyle (X2) against endogenous latent variable of Belief (Y1) of 0.39 indicating a low correlation between Lifestyle (X2) with Belief (Y1). t value $4.35 >$ the critical limits specified that is ± 1.96 , so H_0 is rejected, which means there is positive influence of Lifestyle (X2) against Belief (Y1) 15.2%.
- The influence together of Knowledge (X1) and Lifestyle (X2) against belief (Y1) is indicated by the value of R square (R^2), R square value of 0.49 indicates contribution/influence amounted to 49.0%, while the remaining 51.0% influenced by other factors other than Knowledge (X1) and Lifestyle (X2).
- The Knowledge (X1) against the endogenous latent variable of Purchase Decision (Y2) of 0.24, indicating a low correlation between knowledge (X1) with Purchase (Y2). t value of 2.39 is greater than the prescribed critical limit that is ± 1.96 , so H_0 is rejected, which means there is the influence of Knowledge (X1) against the Purchase Decision (Y2) amounted to 4%. Coefficient of exogenous latent variable of Lifestyle (X2) against endogenous latent variable of Purchase (Y2) of 0.20, indicating a low correlation between Lifestyle (X2) with Purchase Decision (Y2), t value of 2.12 is greater than the prescribed critical limit that is ± 1.96 , so H_0 is rejected, which means there is influence of Lifestyle (X2) against the Purchase Decision (Y2).
- From the results above, it can be seen that the exogenous latent variable coefficient of Belief (Y1) against endogenous latent variable of the Purchase Decision (Y2) of 0.28, indicating a lower correlation between belief (Y1) with Decision Purchase (Y2). t value of 3.13 is greater than the prescribed critical limit that is ± 1.96 , so H_0 is rejected, which means there is the influence of Belief (Y1) against the Purchase Decision (Y2). The magnitude of the influence of Belief (Y1) against the Purchase Decision (Y2) is indicated by the value of R square (R^2), R square value of 0.41 indicates contributions/influence of Belief (Y1) against the Purchase Decision (Y2) amounted to 41.0%, the remaining 59.0% influenced by other factors besides Belief (Y1).

Based on the table above it can be seen that the value of RMSEA 0.018 indicates that the model fit/match, while based on the other indicators model fit/match.

5.2 Suggestions

If seen from the above the result of analysis shows that the influence of Knowledge and Lifestyle variables together positively affects the magnitude of the effect of 0.49 or 49 %. It can be recommended that in order to build the consumer belief in the understanding of herbal medicines of Habbatussauda required methods and strategies to educate the community as well , through seminars, benefits and long-term impact of the use of herbal medicines. While the public belief is high, it will affect the purchasing decisions of herbal medicines higher. It is shown that the influence on purchasing decision of belief by 0,41 or 41 %.

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