

Factors Influencing Online Repurchase Intention of Herbal Products

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ABSTRACT

The pandemic has changed many things, including changes in consumer behavior. One of these behavioral changes is online shopping which has increased very rapidly in recent years. Health products, especially herbal products, are the favorite products of online shopping consumers. This is in line with the increase in healthy lifestyle behaviors during the pandemic. However, the repurchase of herbal products in online shopping is still low. This research aims to identify the factors that influence the repurchase intention of herbal products on online shopping consumers. This research is qualitative research with a systematic literature review approach by conducting a review of articles that traced through Google Scholar. A literature search process resulted on 34 selected articles. The outcome identified that there are 7 factors that influence the repurchase intention of herbal products in online shopping consumers, these factors are price perception, brand image perception, service quality, product quality, customer satisfaction, perceived value, information and promotion.

Keywords: Systematic literature review, qualitative descriptive, repurchase intention, herbal products, online shopping

1. Introduction

Generally, consumers will buy goods or services to meet their daily needs and prioritize the purchase of primary necessities such as clothing, food, and housing (Putri, 2016). During the pandemic, consumers have almost forgotten brands, so communication through digital platforms will also increase brand awareness again, this behavior eventually encourages the expansion of online consumers, no longer in the millennial generation. This change is one of the manifestations of surviving during a pandemic (Santoso, 2020). A healthy lifestyle during a pandemic is very important to do to prevent the spread of the Covid-19 outbreak. In addition to maintaining personal hygiene, healthy food and other herbal products are also highly recommended because they have beneficial properties (Islamia, Kusbianto, Suud, & Arum, 2022).

Herbal products have long been believed to support treatment to treat several diseases and keep the body healthy. Herbal products can be in the form of medicines or supplements derived from

plants such as leaves, roots, flowers, and parts of other plants. Herbal products may be available in the form of powders, capsules, liquid extracts, dried plant parts or other forms. How to consume it can be taken as a pill or powder, brewed like tea, mixed into water to drink, applied to the skin or added to water for bathing (Willy, 2018). Since the Covid-19 pandemic two years ago and forcing everyone to stay at home, it has changed the map, behavior, and business strategy which has seen an increase of 70 million online shoppers in the SEA region, and this number is expected to continue to grow to 380 million. in 2026. Businesspeople were forced to completely change and undergo a total reset, the marketing, management, and business theories used in the previous era were almost no longer valid during the pandemic and every buying and selling actor reacted to the new thing (Prasetyo, 2022; Santoso, 2020).

In the current domestic market, people's interest in buying products that can increase endurance is increasing. Products that are in high demand today are vitamins, supplements, and honey. increased frequency of consumption of health products and purchases of herbal products. The main reason that encourages the purchase of herbal products is that they are natural raw materials and have no side effects. According to Euromonitor's analysis, the forecast sales of national herbs and herbal medicines in Indonesia could reach Rp 23 trillion by 2025. Meanwhile, national herbal product sales have reached Rp 13.8 trillion in 2020 (Kosasih, 2021). An increase in purchases of herbal products occurs because of consumer interest in repurchasing. Online repurchase intention is a behavior that appears in response to an object that shows a higher desire and opportunity to buy to make repeat purchases in the future (Permatasari, Luthfiana, Pratama, & Ali, 2022). Many factors influence consumer interest in repurchasing, namely customer satisfaction and trust in the product, quality of service provided, product price, brand preference, product quality, perceived value, clarity of information (advertising), and decisions in choosing a product. This study will examine and make studies related to the factors that influence online consumer repurchase intention in herbal products. Relevant articles are needed to strengthen the theory under study.

2. Literature Review

2.1 Repurchase Intention

Repurchase intention is intention to repurchase a product twice or more, for the same or different products. There are four indicators to measure repurchase intention, namely transactional interest, exploratory interest, referential interest, and preferential interest. Transactional interest is a person's tendency to buy a product. Exploratory interest is an interest that describes the behavior of someone who is always looking for information about the product of interest and looking for information to support the positive characteristics of the product he subscribes to. (Rinaldi & Santoso, 2018).

2.2 Price Perception

Price is the amount of money charged for a product or service and becomes the most important attribute in the transaction and becomes the evaluation of consumers for sacrifices in getting the product they need (Sari & Lestari, 2019; Barokah&Nuridin, 2020). Price is the main variable in making purchasing decisions for a product, whether low or high prices affect whether the product can sell well in the market or not. However, the quality standard itself can also determine the price. Many consumers are willing to pay more to get the quality assurance (Widyastuti& Santoso, 2021).

Affordable prices and good product quality can lead to satisfaction of consumers who have consumed them and will attract new consumers to come so that new consumers are expected to become loyal consumers in the end (Putri, 2016). Perception of the price of a product is a consumer's perspective in assessing whether a product has a reasonable price, expensive or cheap, which will determine the value of a product. The indicators that become price perceptions include: price affordability, price competition against similar products, consumer price assumptions, price as quality, and a set price period (Saktiana&Miftahuddin, 2021).

2.3 Brand Image Perception

Halim, Dharmayati, & Brahmin (2014) define brand preference as the tendency of consumers to buy products from a particular brand because they like the brand compared to other brands. Companies that can develop good brand preferences will be able to survive the attacks of competitors (Putri, 2016). Brand image is a brand perception associated with brand associations that are embedded in consumers' memories (Fadillah& Prabowo, 2014). Brands are created to realize the level of credibility of a company that is built through repeated purchase interactions by consumers. Brand credibility is defined as trust in the product information contained in a brand, which consumers need to understand that the brand has the ability (i.e., expertise) and willingness (i.e., trust) to continue to deliver what has been promised (Andreas, 2012). There are three indicators of brand image, namely (Fadillah& Prabowo, 2014):

- Corporate image is a set of associations perceived by consumers to companies that make a product or service.
- Consumer image is a set of associations that consumers feel about the use of a product or service.
- Product image is a set of associations felt by consumers towards a product or service which includes product attributes, benefits for consumers, users, and guarantees.

2.4 Service Quality

Service quality on the other hand, also has an influence on consumer decisions to repurchase (Bahruze, Komarsyah, & Nugeraha, 2020). Service quality is a way for companies to compete in excelling their companies in the service sector, where all employees in the company must participate in providing services to customers who interact with the company. There are many ways that can be done to improve the quality of service, including by conducting periodic evaluations and improvements (Barokah&Nurdin, 2020). Service quality has a positive effect on perceived value and value performance has a positive effect on purchase intention (Widyastuti& Santoso, 2021). Service quality is a measure of how well the level of service provided meets the expectations expected by consumers. In general, consumer expectations are formed by experience, verbal information and advertising. Consumer satisfaction and assessment of service quality depends on the quality performance they receive (Fadillah& Prabowo, 2014). The classification of services is divided into 5 categories, namely: 1) only tangible objects, 2) tangible objects with accompanying services, 3) hybrid consisting of equal parts of products and services, 4) main services with few products and accompanying services, for example rail transportation passengers, and 5) pure service (Kotler, Keller, & Lane, 2009).

2.5 Product Quality

A product is something that can be offered as an effort to achieve organizational goals through fulfilling the needs and desires of consumers, in accordance with the competence and capacity of the organization as well as the purchasing power of the market. Product dimensions or indicators consist of the following: Size; Price; Appearance; Product availability. The product has been studied by many previous researchers including (Putri, 2016; Permatasari, Luthfiana, Pratama, & Ali, 2022). In terms of tangible or not, products are classified into two, namely, goods and services. Product quality describes the extent to which the product's ability to meet consumer needs. The definition of product quality reflects the product's ability for durability, reliability or product advancement, strength, ease of packaging, and other characteristics (Widyastuti, 2017).

2.5 Customers Satisfaction (Trust)

Satisfaction is a person's feeling of pleasure or disappointment after comparing the perceived performance of a product/service with what is expected. So, customer satisfaction is a person's perception of the performance of the product/service compared to the expectations they have. Evan and Lindsay (1996) state that companies with satisfied customers have a good chance of turning them into loyal customers who buy from the company over a long period of time (Andreas, 2012). Lovelock, et al. (2011: 60) defines customer satisfaction as a kind of behavioral assessment that occurs after the experience of consuming services (Sari & Lestari, 2019). Factors that influence customer satisfaction are 1) product quality; 2) service quality; 3) Emotional; 4) Prices and costs (Widyastuti, 2017).

One of the customer satisfactions is the emergence of a sense of trust in the value of a product purchased from a company that is of interest to him that has been able to exceed his expectations (Nurdin & Putra, 2019). Trust is the most universally accepted thing as a variable that is the basis of every human interaction or in the scope of exchange and is very relevant in the perspective of relationship marketing (Sanjaya, 2016). Building customer trust is one way to get and keep customers.

2.6 Perceived Value

Awi & Chaipoopirutana (2014) explains that only consumers can judge whether an item or service provides value that can be felt by the consumer (Putri, 2016). Zeithaml (1988) states that in a competitive business environment, the high value of the company's offerings will affect consumers' purchase intentions, resulting in competition. Zeithaml (1988) also defines value as the customer's assessment of the benefits of a product that is closely related to their expectations of what the company gets and provides. This study shows that perceived value experiences the difference between perceived benefits and sacrifices in purchasing a product. As a result, the customer's perceived value becomes a measure of the trade-off between the benefits received and the costs. so that automatically customers can easily interpret the value at low prices, according to their needs for goods or services, the amount they get for the price paid, and what they get for what is offered (Oppong, Mensah, & Addae, 2021).

2.7 Information and Advertising

This advertising or promotion is a component used to exert market influence over a company's products such as, advertising or personal sales promotion and publicity. Many companies see their

product packaging as a platform for sharing information (product names and specifications, for example), as well as promoting their brand (with company logos and other advertising content), and much more (Putranti & Suparmi, 2016). Promotion is a communication made between sellers and buyers that is sourced from information that has the aim of changing the attitudes and behavior of prospective buyers who were previously not disinterested to become interested and continue to remember the product so that it can lead to repeated purchase intentions on the products offered (Permatasari, Luthfiana, Pratama, & Ali, 2022). Processed information will produce useful information for customers. This information can be used to find out the product before making a purchase. Sellers need to provide information to customers, so that customers can choose the right product and save time (Rimiyati&Yunitasari, 2020).

3. Research Methodology

This research is a qualitative descriptive study with a systematic literature review (SLR) approach. This approach studies or critically reviews knowledge, ideas, or findings. Assessing theory and the relationship or influence between variables derived from books and journals both offline and online sourced from Google Scholar, Researchgate, Science Direct, Academia, and other sources. With this method, the researcher reviews and identifies the journals in a structured manner at each step specified (Afsari, Safitri, Harahap, & Munthe, 2021). There are 71 articles related to buying interest and as many as 34 articles that are filtered according to the factors that influence buying interest in herbal products. The keywords used in the search are the influence of repurchase interest in an online product, factors that influence consumer repurchase interest in online shopping, and repurchase interest in herbal products. Articles were collected from the range of 2012 to 2022. The next step for researchers is to group articles related to factors that influence repurchase interest in consumers who shop online for herbal products.

4. Results and Discussion

Based on theoretical studies and relevant previous research, the discussion of this literature review article is about the factors mentioned below are factors that influence repurchase intention in consumers shopping online for herbal products. Referential interest is a person's tendency to refer to a product that has been purchased, because the consumer's behavior so that it can affect the interest of people around him will come to buy the product, with reference to their consumption experience. Preferential interest is about interest in the behavior of someone who always has a primary preference for the product he has consumed continuously, but this preference can also change if there is a defect in the product of his choice (Rinaldi & Santoso, 2018), this statement also applies to re-purchase of herbal products, including the following:

- **Price Perception**
Price is a monetary unit or other measure (including other goods and services) that will be exchanged to obtain full rights to the ownership or use of goods and services to create consumer satisfaction. If the perceived benefits are less than the price of the product purchased, consumers will think again about making repeat purchases (Permatasari, Luthfiana, Pratama, & Ali, 2022; Barokah&Nuridin, 2020).
- **Brand Image Perception**
Knowledge of a brand image is very important in influencing what consumers think. In relation to purchase intention, it is the possibility that a consumer is interested in buying a product or

brand offered by the target company and the tendency to repurchase (Mitra, Suroso, & Martini, 2013).

- **Service Quality**
Basically, good service quality will have an impact on customer satisfaction and result in more frequent repeat purchases, and this can be measured in five dimensions, namely physical evidence, reliability, responsiveness, assurance, and empathy (Bahruze, Komarsyah, & Nugeraha, 2020; Putri, 2016).
- **Product Quality**
Product is a complex nature, both tangible and intangible, such as packaging, color, price, prestige of companies and retailers, services of companies and retailers. The company must be able to show the identity of the quality of its products so that it can be accepted by consumers, the quality of the company's products must also be able to meet and satisfy the desires and needs of consumers (Permatasari, Luthfianan, Pratama, & Ali, 2022).
- **Customers Satisfaction**
Customer satisfaction is one of the main goals that must be considered by companies and entrepreneurs to maintain long-term relationships with their customers, by maintaining the satisfaction felt by consumers, the level of desire to repurchase the same product will be ensured. Important point for the company, customer satisfaction is the key to success for future business continuity (Ananda, Mugiono, & Hussein, 2021). Trust is a form of the company's willingness to serve customer needs and expectations. The higher the level of trust of online store customers, the more profitable the online shop owner. Thus, it can also increase the customer's repurchase intention (Wijaya & Astuti, 2018).
- **Perceived Value**
Perceived value in the marketing literature becomes the most important parameter level when consumers buy a desired or needed product or service. To create a positive attitude, the perceived value of the good or service must be higher and the product described before buying it (Widyastuti & Santoso, 2021).
- **Information and Advertising**
The quality of information and promotions is defined as the customer's perception of the quality of information about the products or services provided, the more quality the information provided to online buyers, the higher the interest of online buyers to buy these products will also have an impact on long-term repurchase interest (Suparwo & Rahmadewi, 2021).

4.1 Conceptual Framework

Based on relevant previous research and discussion of the factors that influence repurchase interest in online shopping consumers for herbal products, the framework of the article shown in Figure 1 is obtained. Then price perception, brand image perception, service quality, product quality, customer satisfaction, perceived value, and information are very influential in buying interest, especially herbal products on online shopping consumers. There are still many articles related to repurchase interest from previous studies that state these factors, which can be seen in table 1. It can be seen in Figure 2 is the distribution of articles showing previous research that supports the search for sources for current research.

Figure 1. Conceptual Framework

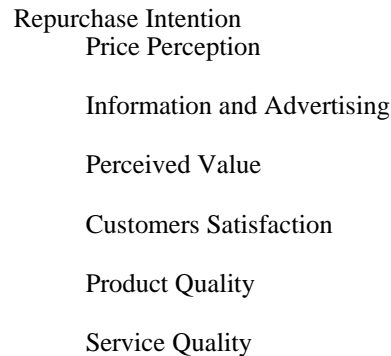


Table 1. Related Articles Factors of Repurchase Intention

No	Author, year	Related Articles Factors of Repurchase Intention
1	Kusdyah, 2012; Putri, 2016; Permatasari, Luthfiana, Pratama, & Ali, 2022; Bahruzen, Komarsyah, &Nugeraha, 2020; Saktiana&Miftahuddin, 2021; Irfan, 2022; Widyastuti& Santoso, 2021; Widyastuti, 2017; Barokah&Nuridin, 2020;	Price Perception
2	Mitra, Suroso, & Martini, 2013; Sreen, Dhir, Talwar, Tan, & Alharbi, 2021; Putri, 2016; Andreas, 2012; Kusdyah, 2012; Sanjaya, 2016; Fadillah& Prabowo, 2014; Thanisorn, Byaporn, &Chancai, 2012; Wijaya &Astuti, 2018;	Brand Image Perception
3	Putri, 2016; Bahruzen, Komarsyah, &Nugeraha, 2020; Wibowo, Ruswanti, &Januarko, 2013; Rimiyati&Yunitasari, 2020; Barokah&Nuridin, 2020; Fadillah& Prabowo, 2014; Sari & Lestari, 2019;	Service Quality
4	Suryani, Suprihartini, &Akhirman, 2021; Permatasari, Luthfiana, Pratama, & Ali, 2022; Irfan, 2022; Putra, Pandawani, & Citra, 2015; Widyastuti, 2017; Suparwo&Rahmadewi, 2021;	Product Quality
5	Saidani, Lusiana, & Aditya, 2019; Halizah, Retnowati, Darmawan, Khayru, &Issalillah, 2022; Putri, 2016; Andreas, 2012; Saragih, 2019; Saragih&Aksari, 2019; Nurdin& Putra, 2019; Fadillah& Prabowo, 2014; Utomo&Listyorini, 2021;	Customers Satisfaction
6	Kusdyah, 2012; Putri, 2016; Putri &Fadilla, 2022; Widyastuti& Santoso, 2021; Oppong, Mensah, &Addae, 2021; Ananda, Mugiono, & Hussein, 2021;	Perceived Value
7	Rinaldi & Santoso, 2018; Permatasari, Luthfiana, Pratama, & Ali, 2022; Luthfiana&Hadi, 2019; Febrianza&Aprileny, 2020; Putranti&Suparmi, 2016; Rimiyati&Yunitasari, 2020; Suparwo&Rahmadewi, 2021; Thanisorn, Byaporn, &Chancai, 2012; Hasanov & Khalid, 2015; Wijaya &Annisa, 2020;	Information and Advertising

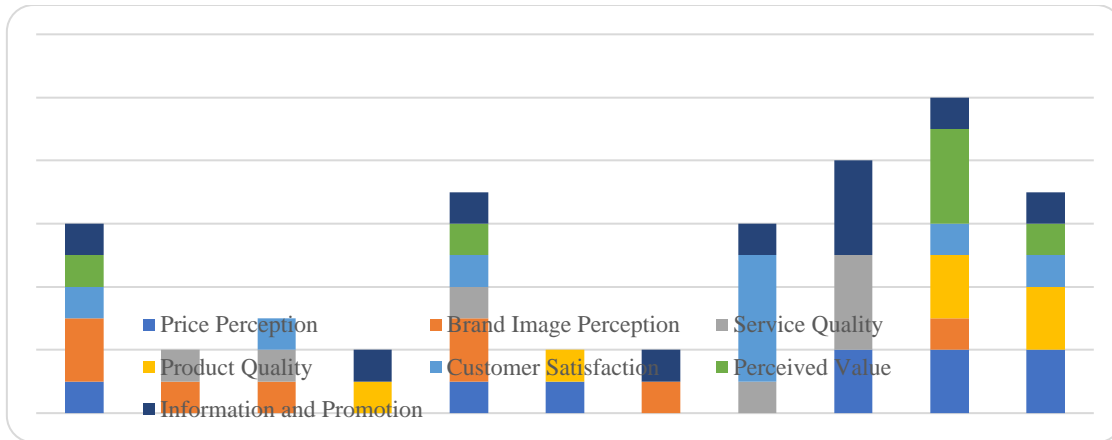


Figure 2. Distribution of Articles Related to Repurchase Intention

5. Conclusion

The results of the study using a systematic literature review approach with a search time span for journal publications from 2012 to 2022 indicate that, there are seven strong factors that influence a consumer's repurchase interest, especially for herbal products, which increased purchases in the span of two years during the pandemic Covid-19, namely: 1) Perceived price, 2) Perceived Brand Image, 3) Service quality, 4) Product quality, 5) Customer satisfaction, 6) Perceived Value, and 7) Information and promotions. These seven factors need to be considered by online store companies so that consumers remain interested in the products being sold so that the desire or interest in repurchasing for the same or similar products continues in the long term. In addition to the above factors, it is hoped that in future research there will be additional factors that influence consumer repurchase intention in herbal products which are limitations in this study. So as a development in this research, research can be carried out that examines more deeply about the repurchase intention of consumers shopping online for herbal products.

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