

Determinants of Consumer Purchase Interest for Herb Products During Covid 19 Pandemic

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ABSTRACT

Currently, almost all countries including Indonesia are experiencing the Covid 19 pandemic and until now the vaccine has not been given to prevent the disease. One of the ways that people recommend doing is having a healthy lifestyle in order to increase body immunity. During this pandemic, the demand for herb products has increased along with the public's awareness to maintain endurance in facing the corona outbreak.

The purposes of this study was to empirically examine the effect of product quality, price, subjective norms and consumers' buying interest towards immune-enhancing herb products during the Covid 19 pandemic and to see which factors had influenced the most. The research method used is a survey using a questionnaire as a data collection tool. The samples were selected by non probability sampling method, namely convenience sampling of 100 respondents.

Based on the hypotheses test, it is proven that there is a significant and positive influence of product quality on consumers' buying interest on herb products with CR=2,696. There is a significant and positive influence of product prices on consumers' buying interest on herb products with CR=4.139. Also there is a significant and positive influence of subjective norms on consumer buying interest in herb products with CR=5,128 and there is a significant and positive influence of trust on consumer buying interest on herb products to increase immunity during the Covid 19 pandemic with CR=5.792

The determinants of consumers' buying interest on herb products to increase immunity during the Covid 19 pandemic are trust, subjective norms, product prices and product quality, respectively.

Keywords: Product, Quality, Price, Subjective Norms, Trust, Consumers Buying Interest

1. Background

Currently, almost all countries in the world, including Indonesia, are facing pandemic of the Covid 19 virus, a disease caused by the Corona virus, which causes respiratory system disorders, acute pneumonia (lung infection) and kidney failure.

This Corona virus has causing a great number of sickness and death. Based on data dated April 29, 2020, the number of people infected with this virus worldwide has reached 3,170,335 people. Among these people, 224,708 people died and 958,353 were managed to recover. Meanwhile, in Indonesia, 9,771 people were confirmed positive, 784 people died and 1,391 people were recovered. If this virus is not attempted to be stopped, it will increase the number of casualties.

Governments all around the world implement policies by imposing restrictions or lockdowns to stop the spread of the virus. Indonesia government has not dared to take the same policy with

various considerations. However, in several provinces and districts, social distancing, psychological distancing, regional quarantine and Large-Scale Social Restrictions (PSBB) policies were made and implemented. These policies have certainly had an impact on various sectors such as education, religious activities, socio-cultural, tourism and economic sectors.

Business actors are one of the party that significantly affected by this pandemic. A lot of companies went bankrupt and are forced to lay off their employees. However, there are still businesses that can survive and even experience a significant increase during this pandemic, such as health products, minimarkets, grocery stores, pharmacies, herbal shops, internet providers, and others.

Until now the vaccine has not been given to prevent this corona disease. One of the ways that people recommend doing is with a healthy life-

style in order to increase body immunity. Increasing body immunity can be done by consuming balanced nutrition, doing physical activity regularly, adequate rest, taking supplements and vitamins, avoid smoking and controlling comorbidities such as diabetes mellitus, hypertension, and cancer (Covid 19 medical and public health quick handling guidelines).

Currently, products that are widely purchase are foods which contain rich antioxidants such as vegetables and fruits because they can help the body againts free radicals. In addition, spices such as turmeric, ginger, ginger lock, pepper, cayenne pepper, cinnamon, black cumin and others which are mixed into herbs. Black cumin are usually found in the herb products of *Habbatus Sauda*. The same case is happened with honey. This phenomenon is caused by public awareness to maintain endurance to face of the corona pandemic which began to increase.

A number of herb medicine producers admit that there is an increase in demand and sales during the pandemic compared to the usual days. There are several products (brands) that use natural herb raw materials that have experienced a significant increase, such as Kiranti, Jagak and Tolak Angin (Kontan.co.id, 2020). In addition, the demand for honey in many regions has also increased sharply. In Bojonegoro, honey sales rate can reach three times comparing the usual rate. This increase is due to the fact that honey is believed to have benefits that can increase endurance (blog.Bojonegoro.com, 2020). The same phenomenon also happened in Bontang City where honey was the best-selling commodity during the Covid 19 pandemic (Bontang.Infosatu.co, 2020).

Habbatussauda and honey are also in great demand because based on the words of the Prophet, "Verily, in *Habbatussauda* (black cumin) there is a cure for all kinds of diseases, except death (HR. Buchari & Muslim). While in other Hadith: "Honey is a cure for all kinds of pain and the Koran is a cure for all confusion of mind (mental illness), so I suggest to you the two healers, the Qur'an and honey (Narrated by Bukhari). In addition, the benefits of *Habbatussauda* have also been studied where this habbat can boost the immune system by increasing T cells which are good for the natural process of killer cells (Accurate.co, 2020). In modern medical research, honey benefits has also been proven. One of the benefit of honey is to form body strength to fight against germs (Safarsyah, 2018).

Increasing demand means that people's buying interest in products that can increase body immunity during this pandemic has increased. According to Kotler and Keller (2009) purchase interest is a behavior that appears in response to objects that indicate a consumer's desire to make a purchase.

The increase in demand for herb products has an impact on product prices apart from the scarcity of products. Prices have increased. In addition, people have also begun to pay attention to product quality by seeing the benefits of these prod-

ucts for health. Research conducted by Utami & Saputra (2017) showed that product quality and price affect consumer purchase interest.

In addition to product quality and price, one's buying interest can also be influenced by subjective norms, namely one's view of other people's beliefs which will influence the interest in doing or not doing the behavior that is being considered. Theory of Reason Action (TRA) proposed by Ajzen and Fishbein (1975) states that behavior is influenced by intentions and intentions are determined by individual attitudes towards certain behaviors and subjective norms believed by the individual.

Apart from the three factors previously mentioned, the trust factor can also influence a person's buying interest. As well as the increasing demand for honey because honey is believed to increase endurance. According to Mowen and Minor (2002) in Adji and Samuel (2014) trust is all knowledge possessed by consumers and all conclusions made about objects, attributes and benefits.

The number of factors that can influence consumer purchase interest makes researchers interested in examining which factors have the most influence on consumer buying interest in immune-enhancing herb products during the Covid 19 pandemic.

The objectives of this research are to test empirically the positive relationship between product quality and consumer buying interest, price and consumer buying interest, subjective norms and consumer buying interest, trust and consumer buying interest in immune-enhancing herb products during the Covid 19 pandemic,

2. Literature Review

2.1. Product quality

A product is something that can be offered to the market to satisfy wants or needs, including physical goods, services, experiences, events, people, places, property, organizations, information and ideas. A product must have a quality. Consumer who buys a product based on its quality, usually has greater product loyalty than a consumer who buys based on price (Kotler and Keller, 2009),

According to Kotler and Keller (2009), product quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs. According to Tjiptono (2008: 25), quality reflects all dimensions of product offerings that generate benefits for customers. The quality of a product in the form of goods or services can be determined by several dimensions, namely performance, durability, conformity to specifications, features, reliability, aesthetics, perceived quality and serviceability.

Research conducted by Nurfaishah (2008) showed that product quality has a positive and significant effect on consumer buying interest to shop in traditional markets. In addition, the same re-

search was conducted by Utami and Saputra (2017) which showed that the quality of the product had an effect on consumer buying interest in organic vegetables.

2.2. Price

Price is one of the 4 marketing mixes. According to Tjiptono (2008: 15), price is an element of the marketing mix that provides income for the company. In addition, according to Kotler and Keller (2009) price is one of the marketing mix that generates revenue.

Price indicators are price affordability, price competitiveness, price compatibility with product quality, and price compatibility with product benefits (Kotler and Armstrong, 2012: 278)

Research conducted by Nurfaisah (2008) showed that prices have a positive and significant effect on consumer purchase intention to shop at traditional markets. In addition, Utami and Saputra's research (2017) shows that price affects consumer buying interest in organic vegetables.

2.3. Subjective Norms

What is meant by subjective norms according to Joyiganto (2007) is a person's perception of beliefs in other people, which will affect a person's intention to do or not to do the behavior being considered. In addition, according to Azjen and Fishbein (1975), subjective norms are a person's beliefs about the influence of the social environment on him or her to do or not do certain behaviors.

Fishbein and Azjen (1975) state that subjective norms have two components, namely normative beliefs, which beliefs about other people's expectations of themselves which are a reference for displaying behavior or not and motivation to comply, which is individual motivation to meet expectations. Research conducted by Binalay, Mandey and Mintardjo (2016) showed that subjective norms have a positive and significant effect on online buying interest.

2.4. Trust

According to Mowen and Minor in Adji and Samuel (2014) trust is all knowledge possessed by consumers and all conclusions made about objects attributes and benefits.

According to McKnight et al in Adji and Samuel (2014) there are 2 dimensions of consumer trust, namely:

1. Trusting belief, which is the extent to which a person believes and feels confident in other people in a situation. There are three elements that build this dimension, namely benevolence, integrity and competence.
2. Trusting Intention, which is a deliberate thing where a person is ready to depend on another person in a situation where this happens personally and leads directly to others. There are 2 elements that build this dimension, namely willingness to depend and subjective probability of depending.

Research conducted by Rosdiana et al (2019) showed that trust influences the interest in buying clothing products online.

2.5. Herb Products

Amid the large number of vitamins and chemical drugs circulating in Indonesia, it turns out that natural herb products are already in great demand by the public. People have started to realize the importance of a healthy and natural lifestyle.

Herbs means plants, namely plants of various types where the ingredients contained have medicinal benefits. However, the understanding of herbs is broader where these herbs do not only come from plants, but also from animals such as tripang or gamat which are extracted for natural medicine. So it can be concluded that herb medicine is a drug derived from plants or animals that provide medicinal uses (Herbalnews).

According to Herbalnews, some of the advantages of using herb medicine compared to modern medicine are very minor side effects because it comes from natural sources, eliminates the root of disease and boosts the immune system to fight against disease, ingredients are easy to get, free of toxins, ingredients are easy to process and can treat many diseases simultaneously.

2.6. Consumer Buying Interest

Consumers when deciding to buy a product are usually based on various considerations and based on their desire or interest in the product they want to buy. According to Kotler and Keller (2009) purchase interest is a behavior that appears in response to objects that indicate a consumer's desire to make a purchase. In addition, according to Kotler and Armstrong (2012), buying interest is something that arises after receiving stimulation from the product that someone sees, then the desire to buy and own it arises also.

This buying interest is the desire of consumers who plan to purchase a product. Purchase interest is formed from consumer attitudes towards a product that comes from the consumer's belief in the quality of the product. The lower consumer confidence in the product, it can cause a decrease in buying interest. Conversely, the higher consumer confidence, it can increase buying interest in certain products.

According to Ferdinand (2006), buying interest can be identified through several indicators, namely the tendency to buy products where consumers have an interest in buying the desired product, the tendency to refer products to others, the tendency of someone's behavior who is always looking for information about products of interest and seek information to support the positive characteristics of these products and interests that describe the behavior of someone who has a primary preference for the product.

Several previous studies stated that there are several factors that influence consumer purchase

interest in a product or service. Research conducted by Utami and Saputra (2017) stated that the price and quality of the product affect the interest in buying organic vegetables at the Sambas Medan market. In addition, Binalay et al. (2016) stated that attitudes, subjective norms influence buying product online.

3. Research Methods

3.1. Type, Time and Place of Research

This research will be conducted using a survey method using a list of questions (questionnaire) as the main instrument in primary data collection. The questionnaire consisted of closed questions, in which the respondent could only choose from a selection of available answers. Data collection will be carried out in July 2020. The questionnaire will be sent electronically to respondents.

3.2. Population and Sample

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that the researcher determines to study and then draw conclusions (Sugiyono, 2016:80). Sample is part of the number and characteristics of the population (Sugiyono, 2016:81). In this study, the population was all buyers of herb products that increase immunity during the Covid 19 pandemic.

The sample selection used nonprobability sampling with purposive sampling technique. According to Sugiyono (2016: 82) non probability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. Convenience sampling is used to select population based on the ease of meeting respondents. According to Sugiyono (2016:156), convenience sampling is sampling that is done by chance, that is, anyone who happens to meet the researcher can be taken as a sample.

Based on the consideration of maximum likelihood estimates, Hair et al. (2010) suggest an appropriate sample size ranges from 100 to 200 people. With the above considerations, the researcher planned to obtain samples of 100 respondents. The questionnaire distribution area is in West Kalimantan.

3.3. Operational Definition and Measurement of Variables

3.3.1. Endogenous Variable

Purchase interest is a behavior that appears as a response to an object that shows a consumer's desire to make a purchase (Kotler and Keller, 2009). This buying interest is measured using an indicator according to Ferdinant (2006) and has been used in several previous studies. Question items were measured using a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

3.3.2. Exogenous Variable

3.3.2.1. Product quality

According to Kotler and Keller (2009), a product is something that can be offered to the market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, property, organizations, information and ideas. The quality of this product is measured by indicators according to Tjiptono (2008) and has been used in previous studies. The question items were measured using a 5-point Likert scale starting from strongly disagree (1) to strongly agree (5).

3.3.2.2. Product Prices

According to Tjiptono (2008: 15), price is an element of the marketing mix that provides income or income for the company. In this study, the price will be measured by indicators proposed by Kotler and Armstrong (2012: 278). Question items were measured using a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

3.3.2.3. Subjective Norms

According to Jogianto (2007), a subjective norm is a person's perception of beliefs in others, which will affect a person's intention to do or not to do the behavior being considered. In this study, subjective norms will be measured by indicators proposed by Fishbein and Ajzen (1975). Question items were measured using a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

3.3.2.4. Trust

According to Mowen and Minor in Adji and Samuel (2014) trust is all knowledge possessed by consumers and all conclusions made about objects, attributes and benefits.

In this study, trust will be measured by the indicators proposed by McKnight et al in Adji and Samuel (2014). The question items were measured using a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

3.4. Measurement Model

The measurement model is a technique of measuring the significance of the relationship between measured (observed) indicators in forming a latent (un-observed) variable which cannot be measured directly except through dimensions or indicators (Haryono, S, 2016:5).

The measurement model that connects the observed variable to the un-observed variable through a configuration factor model. Testing the significance of measuring this variable is called the Confirmatory Factor Analysis (CFA) test (Haryono, S, 2016:4). The measurement model will produce an assessment of convergent validity and discriminant validity.

3.5. Validity test

Research results must be scientifically justified for their validity. This requires valid research re-

sults. Valid research results can be achieved if the implementation uses correct methods, procedures and management. Thus, a research conducted must be guaranteed its validity (Solimun, et al, 2017: 14).

Validity testing is performed by using factor analysis to obtain construct validity. According to Jogiyanto and Abdillah (2009), construct validity shows how well the results obtained from the use of a measurement are in accordance with the theories used to define a construct.

Construction validity consists of convergent and discriminant validity. According to Jogiyanto and Abdillah (2009), convergent validity occurs when the scores obtained from two different instruments measuring the same construct have a high correlation. Hair et al in Jogiyanto and Abdillah (2009) suggest that what is used to make the initial examination of the matrix is that loading ≤ 0.3 is considered to have met the minimum level, loading ≤ 0.4 is considered good and loading > 0.5 is considered significant. In addition, the rule of thumb used is the Average Variance Extracted (AVE) value where a measurement is said to have convergent validity if the AVE value is > 0.5 .

According to Jogiyanto and Abdillah (2009), discriminant validity occurs when two different instruments measure two constructs that are predicted to be uncorrelated resulting in uncorrelated scores. According to Chin in Jogiyanto and Abdillah (2009), the model has sufficient discriminant validity if the AVE root for each construct is greater than the correlation between the construct and other constructs in the model.

3.6 Reliability Test

Reliability is a measure that shows the extent to which a questionnaire is able to measure a variable consistently. Construct reliability can be measured using Cronbach's alpha and composite reliability. Cronbach's alpha measures the lower limit of the reliability value of a construct and composite reliability measures the real value of the reliability of a construct. According to Jogiyanto and Abdillah (2009), a construct can be considered to be reliable if Cronbach's alpha value is > 0.6 and composite reliability > 0.7 . However, according to Hair et al. (2008), the rule of thumb for alpha or composite reliability values must be greater than 0.7 although the value of 0.6 is still acceptable. According to Nunally and Bernstein (1994) that in exploratory research, reliability is between 0.5 - 0.6 is acceptable.

3.7. Structural Model

The structural model is part of the SEM model where the model describes the relationship between latent variables through a system of simultaneous equations. The significant test of this structural model uses the Goodness of Fit Index (GOFI) criteria. (Haryono, S, 2016:4).

The structural model according to Santoso in Haryono (2016:43) is a relationship between constructs that has a causal relationship. The structural model consists of an independent variable

(exogenous) and a dependent variable (endogenous).

The calculation process will be carried out with SEM software, AMOS version 22. Haryono (2016:10) quotes Chin (1988), Gefen et.al. (2000), Kirby and Bolen (2009), Gefen et.al. (2011), Pirouz (2006), Latan (2012: 5) who say that structural equation modeling is a second-generation multivariate analysis technique that combines factor and path analysis to allow researchers to test and estimate the relationship between multiple exogenous and endogeneous by many indicators.

3.8. Goodness of Fit Test Criteria

Goodness-of-Fit (GOF) measures the suitability of the actual or observed input (covariance or correlation matrix) with the predictions of the proposed model. Hair et.al in Haryono (2016:66) classifies GOF into 3 parts, namely Absolute, Incremental, Parsimony Fit Measures. All criteria have a standard or rule of thumbs (cut-off value).

Absolute fit measures measure the fit model as a whole (both structural models and measurement models together), consisting of: 1. Chi-square (X^2), 2. CMIN, 3. CMIN / DF 4. Non Centrality Parameters (NCP), 5 Scaled Non Centrality Parameter (SNCP), 6. Goodness of Fit Indices (GFI), 7. Root Mean Square Residual (RMSR), 8. Root Mean Square Error of Approximation (RMSE) and 9. Excepted Cross Validation Index (ECVI).

Incremental fit indices are measures to compare the proposed model with other models specified by researchers, consisting of: 1. Adjusted Goodness of Fit Index (AGFI), 2. Norm Fit Index (NFI), 3. Tucker Lewis Index / Non Normed Fit Index (TLI / NNFI), 4. Comparative Fit Index (CFI), 5. Incremental fit index (IFI), 6. Relative Fit Index (RFI). While the Parsimonious fit indices make adjustments to the fit measurement to be able to be compared between models with different number of coefficients, consisting of: 1. Parsimonious Normed Fit Index (PNFI), 2. Parsimonious Goodness of Fit Index (PGFI), 3. Normed Chi-square, 4. Akaike's Information Criterion (AIC), 5. Consistent Akaike Information Criterion (CAIC) (Haryono, 2016, 2016:66-74).

The suitability test has cut-off value which shows the level of good fit for each GOF. The comparison of GOF sizes can be seen in following table.

Table 1. GOF Size Comparison

GOF size type	Acceptable match level
Absolut Fit Measures	
<i>Statistic Chi square (X^2)</i>	Take statistical tests related to significant requirements. The smaller the better
<i>Non central parameter</i>	Expressed in the form of a re-specification of x^2
NCP	The assessment is based on comparison with other models, the smaller the better
<i>Scale NCP (SNCP)</i>	NCP is expressed in the form of the average dif-

GOF size type	Acceptable match level
<i>Goodness of Fit Index (GFI)</i>	ference of each observation in order to compare between models. The smaller the better Values range from 0 – 1, with higher values are better. GFI ≥ 0.90 is good fit, while $0.80 \leq$ GFI < 0.90 is marginal fit
<i>Root Mean Square Residual (RMSR)</i>	Residual average between observed matrices and estimation results. Standardized RMR ≤ 0.05 is good fit
<i>Root Mean Square Error of Approximation (RMSEA)</i>	The average difference in degree of freedom is expected to occur in the population and not in the sample. RMSEA ≤ 0.08 is good fit, while RMSEA < 0.05 is close fit.
Incremental Fit Measures	
<i>Tucler Lewis Index atau Non Normed Fit Index (TLI atau NNFI)</i>	Values range from 0 – 1, with higher values are better. TLI ≥ 0.90 is good fit, while $0.80 \leq$ TLI < 0.9 is marginal fit
<i>Normed Fit Index (NFI)</i>	Values range from 0 – 1, with higher values are better. NFI ≥ 0.90 is good fit, while $0.80 \leq$ NFI < 0.9 is marginal fit
<i>Adjusted Goodness of Fit Index (AGFI)</i>	Values range from 0 – 1, with higher values are better. AGFI ≥ 0.90 is good fit, while $0.80 \leq$ AGFI < 0.9 is marginal fit
<i>Relative Fit Index (RFI)</i>	Values range from 0 – 1, with higher values are better. RFI ≥ 0.90 is good fit, while $0.80 \leq$ RFI < 0.9 is marginal fit
<i>Incremental Fit Index (IFI)</i>	Values range from 0 – 1, with higher values are better. IFI ≥ 0.90 is good fit, while $0.80 \leq$ IFI < 0.9 is marginal fit
<i>Comperative Fit Index (CFI)</i>	Values range from 0 – 1, with higher values are better. CFI ≥ 0.90 is good fit, while $0.80 \leq$ CFI < 0.9 is marginal fit
Parsimonious Fit Measures	
<i>Parsimonious Goodness of Fit Index (PGFI)</i>	Re-specifications of GFI, where higher values indicate greater parsimony. This measurement is used for comparison among models
<i>Normed Cho square</i>	Ratio between χ^2 divided degree of freedom. Recommended values lower limit: 0.1, upper limit 2.0 or 3.0 and looser 5.0
<i>Parsimonious Normed Fit Index (PNFI)</i>	High values indicate better matches. Only used for comparison between alternative models
<i>Akaike Information Criterion (AIC)</i>	Smaller positive values show that parsimony is better used for comparisons between models. On a single model, the value of the AIC from a model that approaches

GOF size type	Acceptable match level
<i>Consistent Akaike Information Criterion (CAIC)</i>	the value of onerated AIC shows good fit Smaller positive values indicate better parsimony. Used for comparison between models. On a single model, the CAIC value of a model that is close to the SATURATED CAIC value indicates good fit.
<i>Other GOFI sizes Critical "N" (CN)</i>	CN ≥ 200 shows sufficient sample size for use estimating models. A satisfying or good match.

Source: Wijanto in Haryono (2016:74 – 76)

In empirical research practice, a researcher does not have to meet all the Goodness of Fit criteria. Haryono (2016: 59) quotes the opinion of Hair et al. (2010), Latan (2011: 49), the use of 4 to 5 Goodness of Fit criteria is considered adequate to assess the feasibility of a model, provided that each Goodness of Fit group, namely Absolute Fit Indices, Incremental Fit Indices and Parsimonious Fit Indices are represented.

3.9. Research design

In this research, the developed hypotheses are research questions. To answer this question, a hypothesis is used so that the research to be carried out can answer the existing hypotheses so that the research objectives can be known. The research design was chosen because it is in accordance with the research objectives. The appropriate approach to empirical testing is scientific or quantitative research. The research model is as follows:

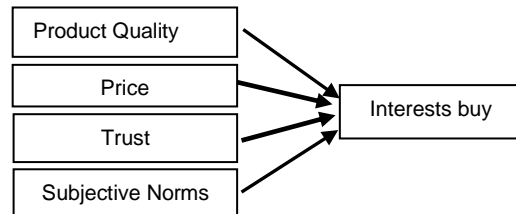


Figure 1. Research Model
Source: Processed data, 2020

3.10. Completion Plan

This research will be carried out using the hypothesis as research questions that will be tested using SEM analysis tools with the AMOS version 22 tool.

4. Results and Discussion

4.1. Data Collection Results

4.1.1. Respondent Characteristics

The questionnaire has been distributed to 100 respondents. Respondents of this study are consumers who buy and consume herb products. The following is a profile of the respondents based on the identity of the respondent.

Table 2. Descriptive Characteristics of Respondents

Variable	Number of	Percentages
Gender		
Male	30	3%
Female	70	70%
Jumlah	100	100%
Old		
19 - 25	30	30%
26 - 32	20	20%
33 - 40	10	10%
41 - 48	32	32%
49 - 56	6	6%
57 - 64	2	2%
Jumlah	100	100%
Occupation		
House wife	9	9%
PNS	38	38%
Lectures	9	9%
Student	17	17%
Teacher	2	2%
Private employees	15	15%
No work yet	1	1%
Polri	1	1%
Bank employee	1	1%
Sales	1	1%
etc	6	6%
Jumlah	100	100%
Types of Herbal Product		
Herbal Medicine	27	27%
Habbatussauda (Jintan Hitam)	21	21%
Honey	49	49%
Vitacimin	2	2%
Magozai	1	1%
Jumlah	100	100%

Source: Processed data, 2020

From Table 2, it is known that in terms of gender, the number of female respondents is more than male, which is 70%, while from age, the majority of respondents are aged 41 - 48, namely 32%. In addition, in terms of occupation, civil servants rank at the top at 38% and for the product most consumed and purchased by respondents is honey, which is 49%.

4.2. Inference Statistical Analysis

4.2.1. Measurement Model

Measurement of latent constructs in terms of liability and validity such as convergent validity and discriminant validity were carried out to measure the research model.

4.2.2. Reliability analysis

Reliability test is used to determine the level of consistency of instruments that measure the concept. Construct reliability can be measured using Cronbach's alpha and composite reliability. According to Jogiyanto (2009), a construct can be said to be reliable if Cronbach's alpha value is > 0.6 and composite reliability > 0.7. However, according to Hair et al. (2008), the rule of thumb for alpha or composite reliability values must be greater than 0.7 even though the value of 0.6 is still acceptable.

Based on the statistical results prove the level of reliability of all indicators that have met the conditions where all constructs exceed 0.6. As for the

subjectivity norm $\alpha = 0.85$, product price $\alpha = 0.84$, product quality $\alpha = 0.81$, trustworthiness $\alpha = 0.82$ and purchase interest $\alpha = 0.87$. This means that the level of reliability is very strong among measuring instruments. For more details result, can be seen in Table 3.

Table 3. Variabel, Standardized Loading, α , Error, CR and AVE

Variables	Variables and indicators	λ	α	ϵ	CR	AVE
Subjective Norms	Subjective Norms		.85		0,59	0,87
	Suggest buying herbs instead of other medicines	0,73		0,54		
	• Motivated to Buy Herbal Products than with other chemical drugs	0,79		0,82		
	• Good service when purchasing herbal products	0,79		0,82		
	• Complain when there are side effects	0,78		0,57		
Product Price	Product Price		0,84		0,6	0,82
	• Prices for herbal products are still affordable	0,85		0,72		
	• Prices for herbal products are still competitive with prices for other products	0,84		0,71		
	• Keep using this product even though	0,88		0,47		
	• Prices are in accordance with the benefits obtained	0,89		0,48		
Product Quality	Product Quality		0,81		0,62	0,84
	• This herbal product can increase endurance	0,81		0,68		
	• This product can be stored for 3 months or more and has a practical and safe packaging	0,80		0,63		
	• This product uses natural and healing ingredients	0,87		0,78		
	• The benefits and quality of the product and its guaranteed availability	0,79		0,63		
Trust	Trust		.82		0,68	0,84
	• Service and trust in the product	0,68		0,73		
	• Satisfaction with the services provided	0,72		0,71		
	• Willing to follow the advice given by the manufacturer	0,57		0,47		
	• Trust in products and producers	0,78		0,48		
Interest Buy	Purchase Intention		.87		0,62	0,81
	• Interest in products to increase body immunity	0,69		0,47		
	• Recommending products to others	0,83		0,68		
	• Continue to use herbal products	0,77		0,59		
	• Keep looking for information on immune boosting herbs	0,84		0,41		
• Keep looking for information on the content of herbal products	0,58		0,33			

All indicators are measured with a five-point scale, strongly agree and strongly disagree (positive and negative wording)

4.2.2. Convergent Validity

According to Hair et al in Jogiyanto and Abdillah (2009), convergent validity is considered significant when the rule of thumb > 0.5. Based on tests conducted all indicators meet the rule of thumbs or cut value > 0.5. It can be concluded that Loading Factors /Lambda (λ) is more or equal to 0.5 and is categorized as convergent,

which means all respondents have the same ideas and opinions on the given topic. In addition, convergent validity was also achieved when the AVE value of each construct in the model was found >0.50, (Jogiyanto and Abdillah, 2009). From Table 5 it appears that the AVE value of all constructs in the research model is greater than 0.5. This means there is a very high convergent validity.

4.2.3. Discriminat Validity

According to Jogiyanto and Abdillah (2009), the validity of the discrimination occurs when two different instructors measuring two predicted non-correlated constructs produce scores that are not correlated. According to Chin in Jogiyanto and Abdillah (2009), the model has sufficient discretionary validity when the AVE root for each construct is greater than the correlation between construct and other constructs in the model.

In the Inter-construct correlations analysis, the Trust showed the strongest correlation with the interest in buying herb products (r=0.591, p <0.01), followed by subjective norms towards product quality (r=0.563, p<0.01), then product price to confidence (r=0.540, Op <0.01). Furthermore, confidence in product quality (r= 0.524, p <0.01), as well as Buying Interest in Subjectivity Norms (r = 0.521 p <0.01). So that can be seen in Table 4. Thus, each factor is statistically different from the other.

Table 4. Correlation between Construct and Ave Square Root

Variable	AVE	AVE Square Root	Product quality	Subjective norm	Trust	Price	Interests buy
Product quality	0,84	0,917	1,000				
Subjectiv Norm	0,87	0,933	0,563	1,000			
Trust	0,84	0,917	0,524	0,425	1,000		
Price	0,82	0,906	0,494	0,404	0,540	1,000	
Interests Buy	0,81	0,90	0,487	0,521	0,591	0,500	1,000

Source: Processed data, 2020

From Table 4, it can be seen that in general the root AVE value of each variable is greater when compared to the correlation value between variables and other variables in the model. This means that it can be concluded that each variable in this study has good discriminant validity.

4.3. Structural Model Analysis

4.3.1. Full Model Testing

A structural model, which is the second stage of AMOS data analysis, is carried out to test the research hypotheses of the model. SEM with AMOS requires a measure of predictive ability that utilizes an approach called the blind folding procedure. Cross-validated redundancy greater

than 0 indicates that there is predictive relevance, whereas values less than 0 indicate that the model has less predictive relevance (Chin, 1998). In this study, the model is determined to have predictive relevance, namely subjective norms, product quality, product price and trust. Meanwhile, buying interest is a consequence variable. For full model testing that describes exogenous and endogenous analysis, it shown in Figure 2.

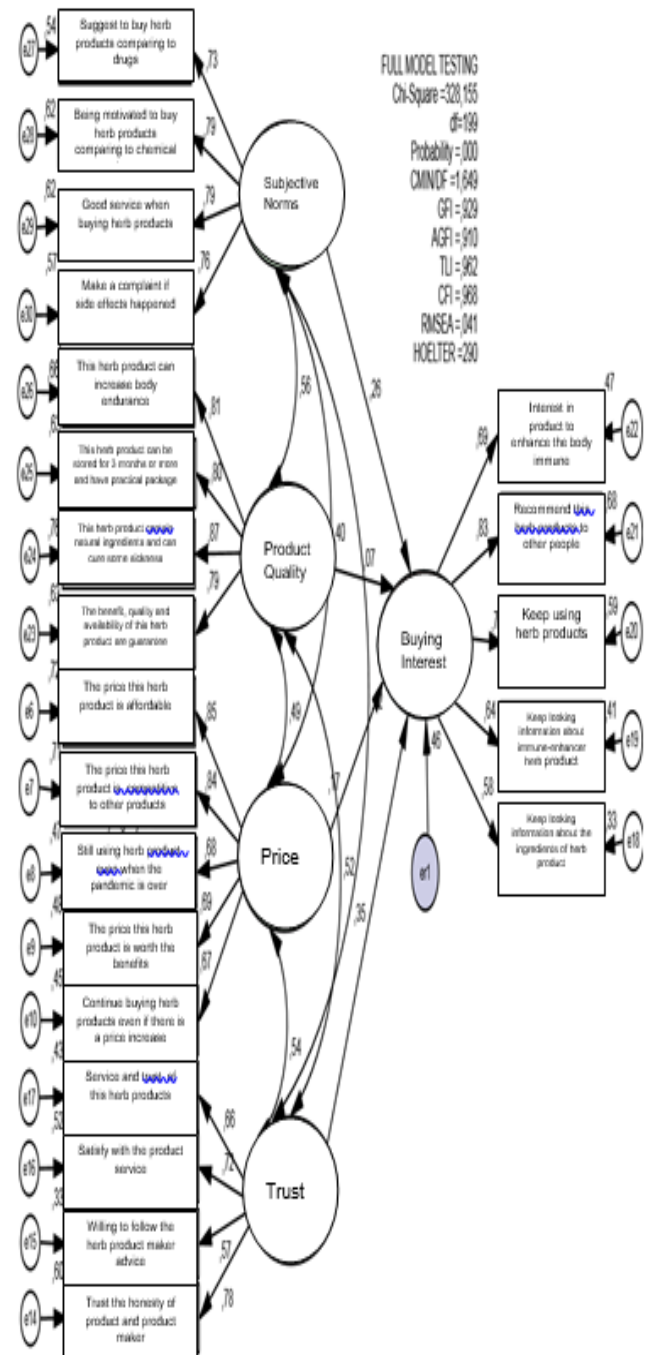


Figure 2. Full Model Testing
Source: SEM output results with Amos, 2020

4.4. Goodness-of-fit index (GFI)

Goodness-of-fit index is an index that describes the degree of suitability of the overall model which is calculated from the squared residuals of

the predicted model compared to the actual data. If the resulting GoF value is good, then the model is acceptable, whereas if the GoF result is bad, the model must be modified or rejected (Latan, 2013).

Hair et.al in Haryono (2016: 66) classifies GFI into 3 parts, namely Absolute, Incremental, Parsimony Fit Measures. All criteria have a standard or rule of thumbs (cut-off value).

This study uses CFA (Confirmatory Factor Analysis) to validate the scale used. The goodness of fit indices (RMSEA 0.041; GFI 0.929; NNFI 0.96; AGFI 0.910, TLI = 0.962; HOELTER = 290). By using Structural Equation Modeling (SEM) with AMOS to test the hypothesis. All research results meet the specified requirements so that it can be said that this research model is Fit. For details, it can be seen in Table 5 as follows.

Table 5. Goodness of Fit Index & Cut-off Value

Criteria	Cut-off Value	Result	Description
Absolute Measures	Fit		
CMIN/DF	≤2	1,649	Accepted
RMSEA	≤0,08	0,041	Fit
GFI	≥0,90	0,929	Fit
AGFI	≥0,90	0,910	Fit
TLI	≥0,90	0,962	Fit
NFI	≥0,90	0,922	Fit
CFI	≥0,90	0,968	Fit
PNFI	The higher the better	0,795	Fit
PGFI	The higher the better/parsimony.	0,731	Fit
Measurement Model Fit (Measuring Construct Reliability and Variance Extracted)	Reliability ≥0,70 Variance extracted ≥0,50	0,80	Fit
Hoelter	>200	290	Fit

Source : AMOS Output , 2020

From Table 5 above, it can be seen that from the absolute criteria for fit tests all the criteria meet the specified conditions, where DF = 1.649; RMSEA 0.041, GFI 0.929. Furthermore, from the criteria Incremental fit measure, AGFI = 0.910, TLI = 0.962, NFI = 0.922, and CFI = 0.968. From the Parsimony fit measure criteria, PNFI = 0.795, PGFI = 0.731, Measurement = 0.8 and Hoelter = 290). This means that all research results meet the specified conditions so that it can be said that this research model is Fit.

4.5. Hypothesis Analysis

The next stage is the hypothesis test using SEM with AMOS. This hypothesis test is used to partially test exogenous variables with endogenous variables. The following is the path coefficient which can be seen in Table 6.

Table 6. Regression Weights: (Group number 1 - Default model)

	Hipotesis	Estimate	S.E.	C.R.	P	Label	Result
Buying Interest	<--- Trust	,341	,059	5,792	***	par_18	Accepted
Buying Interest	<--- Product Quality	,118	,044	2,696	,007	par_19	Accepted
Buying Interest	<--- Product Price	,203	,049	4,139	***	par_20	Accepted
Buying Interest	<--- Subjectiv Norms	,219	,043	5,128	***	par_21	Accepted

4.5.1. First Research Objectives

The first research objective is to empirically test the positive relationship between product quality and consumer buying interest in immune-enhancing herb products during the pandemic Covid 19. For this reason, the first hypothesis is derived which suspects that there is an effect of product quality on consumers interest buying herb products.

The Critical Ratio (CR) value between product quality and buying interest in herb is 2,696. This means that product quality has a significant effect on buying interest in herb products. Thus hypothesis 1 in this study which states that there is a significant effect between product quality and interest in buying herb products to increase immunity during the pandemic Covid 19 is accepted.

The results of this study are in line with the results of research conducted by Utami and Saputra (2017). This research proved that there is an effect of product quality on buying interest in organic vegetables at the Sambas market in Medan. In addition, the research conducted by Satria (2017) shows that the variable product quality has a simultaneous effect on consumer buying interest in company A-36.

4.5.2. Second Research Objectives

The second research objective is to empirically test the positive relationship between product prices and consumer purchase interest in immune-enhancing herb products during the Covid 19 pandemic. For this reason, the second hypothesis is derived which assumes that there is an influence on product prices on consumer buying interest in herb products.

The CR value between the product price and the buying interest in herb products is 4.139. This means that product prices have a significant effect on buying interest in herb products. Thus, hypothesis 2 in this study which states that there is a significant effect between product prices and interest in buying immune-enhancing herb products during the Covid 19 pandemic is accepted.

The results of this study are in line with the results of research conducted by Utami and Saputra (2017). This study proved that there was an effect of price on buying interest in organic vegetables at the Sambas market in Medan. In addition,

tion, the research conducted by Satria (2017) showd that the price variable has a simultaneous effect on consumer buying interest in company A-36.

4.5.3. Third Research Objectives

The third research objective is to empirically test the positive relationship between subjective norms and consumer buying interest towards immune-enhancing herb products during the Covid 19 pandemic. For this reason, the third hypothesis is derived which assumes that there is an influence from subjective norms on consumer buying interest in herb products.

The CR value between the subjective norm and the buying interest in herb products was 5.128. This means that the subjective norm has a significant effect on buying interest in herb products. Thus, hypothesis 1 in this study which states that there is a significant influence between subjective norms and interest in buying herb products to increase immunity during the Covid 19 pandemic is accepted.

The results of this study are in line with the results of research conducted by Andrew, Silvy and Christoffel (2016). This study proves that subjective norms have a significant and positive effect on online purchase interest among students of the Economics and Business faculty in Manado.

4.5.4. Fourth Research Objectives

The fourth research objective is to empirically test the positive relationship between trust and consumer buying interest in immune-enhancing herb products during the Covid 19 pandemic. For this reason, the third hypothesis is deduced which suspects that there is an effect of trust on consumer buying interest against herb products.

The CR value between trust and purchase interest in herb products is 5.792. This means that trust has a significant effect on buying interest in herb products. Thus hypothesis 4 in this study which states that there is a significant effect between trust and interest in buying herb products to increase immunity during the pandemic Covid 19 is accepted.

The results of this study are in line with the results of research conducted by Rosdiana, Haris and Suwena (2016). This research proves that consumer trust has a positive and significant effect on the interest in buying clothing products online. In addition, in research conducted by Shahnaz and Wahyono (2016), it proved that the trust variable has a positive and significant effect on consumer buying interest in online stores.

5. Conclusion and Suggestion

5.1. Conclusion

There are several things that can be concluded from this research, as follows:

Based on the test results can be proven there is a significant and positive influence of product quality, price, subjective norms and trust in consumer buying interest in herb products

increase body immunity during the Covid 19 pandemic with CR for product quality 2,696, product price 4,139, subjective norm 5,128, and trust 5,792.

The determinants of consumer buying interest in body immunity-enhancing herb products during the pandemic Covid 19 are trust, subjective norms, product prices and product quality, respectively.

5.2. Suggestion

Based on the research results, there are two number of suggestions that can be put forward by the researcher, as follows:

It should be added in the questionnaire to the respondent's characteristics because one of the variables studied was price.

It is better if the sample selection should pay attention to age because in this study the age of the respondents is not evenly distributed where the ages of 19-25 are the second highest number, even though the higher the age, the weaker the body's immunity.

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