

# THE IMPACT OF PERCEIVED VALUE OF JAMU TOWARDS THE MILLENNIAL PURCHASE DECISION: THE CASE STUDY OF GENERATION Z

Yosafat Arsetya Dwi Putra  
Rano Abryanto\*

Hotel And Tourism Management, Swiss German University, Banten, 15413, Indonesia

## ABSTRACT

The aim of this research is to identify the impact of perceived value of Jamu towards the millennial purchase decision in the case study of generation Z. The indicators use for perceived value are awareness, perception, and family environment. As for purchase decision, the indicator used are consumer behavior and purchase decision. The data were collected from 125 who have previously consumed Jamu. Simple linear regressions and descriptive data analysis were used to examine the data collected. The findings indicate that perceived value of Jamu significantly impacts the millennial generation and with descriptive data analysis each indicator were examined. Among all indicators of perceived value, perceptions have the highest impact towards the millennial purchase decision.

**Keywords:** awareness; consumer behaviour; family environment; perceived value of jamu; purchase decision

## ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh persepsi nilai jamu terhadap keputusan pembelian milenial pada studi kasus generasi Z. Indikator yang digunakan untuk nilai yang dipersepsikan adalah kesadaran, persepsi, dan lingkungan keluarga. Sedangkan untuk keputusan pembelian, indikator yang digunakan adalah perilaku konsumen dan keputusan pembelian. Data dikumpulkan dari 125 orang yang sebelumnya telah mengkonsumsi Jamu. Regresi linier sederhana dan analisis data deskriptif digunakan untuk memeriksa data yang dikumpulkan. Hasil penelitian menunjukkan bahwa nilai persepsi jamu berpengaruh signifikan terhadap generasi milenial dan dengan analisis data deskriptif setiap indikator diuji. Di antara semua indikator perceived value, persepsi memiliki pengaruh paling tinggi terhadap keputusan pembelian milenial.

**Kata kunci:** kesadaran; keputusan pembelian; lingkungan keluarga; perilaku konsumen; persepsi nilai jamu

## Article Information

Article Type: Research Article  
Journal Type: Open Access  
Volume: 3 Issue 1

Manuscript ID  
V3n1706-1

Received Date  
17 February 2021

Accepted Date  
26 August 2021

Published Date  
31 August 2021

DOI: 10.33555/jffn.v3i1.67

## Corresponding author:

**Rano Abryanto**  
Banten, Indonesia, 15413  
Email:  
rano.abryanto@sgu.ac.id

## Citation:

Putra, Y.A.D., Abryanto, R. 2021. The impact of perceived value of jamu towards the millennial purchase decision: the case study of generation Z. *J. Functional Food & Nutraceutical*, 3(1), pp.11-22

**Copyright:** ©2021 Swiss German University. This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License, which permits unrestricted use, distribution and reproduction in any medium, provided the original author and source are credited.

## INTRODUCTION

Indonesia is Southeast Asia's largest country, with approximately 5,100 km from east to west and 1,800 km from north to south. The country itself is estimated to have 271,056,000 people in population. In addition, the nation has more than 300 various ethnic groups and more than double the number of different languages (Mc Divitt et al., 2020).

According to (Amalia & Aprianingsih, 2017) *Jamu* is traditional Indonesian herbal medicine used in Indonesia for many centuries to treat diseases and to maintain good health. Today, while preserving its traditional value, *Jamu* itself is struggling to survive in the modern lifestyle. (Andriati. R.M. Teguh Wahjudi, 2016) states that, 49.53% of Indonesians consume *Jamu* to help them maintain their health and to cure diseases. Previously *Jamu* was known as *Jamu gendong*. (KBBI, 2016) states that *Jamu gendong* is a traditional herbal medicine in the form of bottled drinks that are sold in a basket which carried by the seller.

Furthermore, *Jamu* also has a lot of amazing benefits, (Bali, 2019) mentioned that *Jamu* uses dozens of vegetables, plants, and spices which are almost all native to Indonesia. Here are the 10 most common herbs and spices used in traditional Indonesian for healing:

### 1. Turmeric

It is naturally an anti-inflammatory, highly antioxidant, helps to prevent cancer, heart disease and Alzheimer's disease.

### 2. Ginger

It helps with digestion, encourages weight loss, relieves morning sickness and diarrhea, relieves cold and flu, controls blood sugar levels, and reduces cholesterol.

### 3. Galangal

It is part of the ginger family, used as in anti-microbial, anti-fungal, anti-parasite, analgesic, wound disinfectant, regulator of blood pressure and heart tonic, helps with arthritis and rheumatism.

### 4. Kaemferia Galangal

It helps in relieving cold and cough, headaches and migraine, pneumonia, treat rheumatic

disorders, cure asthma, and helps get rid of acne.

### 5. Curcuma

Curcuma's essential oil is believed to enhance the role of the kidney and liver, anti-inflammatory, antioxidant, cancer prevention, anemia care.

### 6. Cinnamon

It is filled with antioxidants, has anti-inflammatory properties, decreases cholesterol rates, heart disease and blood pressure, lowers blood sugar levels and has strong anti-diabetic impact.

### 7. Nutmeg

It promotes good sleep, decreases skin inflammation and acne, helps with Alzheimer's disease and dementia, detoxifies the liver, and relieves stone in the kidneys.

### 8. Tamarind

It reduces blood sugar levels, reduces hair loss, rich in vitamin and minerals such as cardiovascular essential potassium, anti-inflammatory, ideal for reducing joint pain and connective tissue.

### 9. Cardamom

It potentially decreases colorectal cancer by improving antioxidant activity in the body, blood circulation. Anti-diabetic effect, the essential oil believed to have anti-depressant effects, protecting against bad breath, a nausea and vomiting remedy.

### 10. Betel Leaves

These leaves are common for enhancing digestion, reducing stomach pain, treating breathing problems, preventing body odor and nose bleeding, relieving cough, and treating headaches.

Though, the advantages of *Jamu* can clearly be seen as something that is beneficial and healthy for the body, there few disadvantages too look out for. (Singh, 2018) states that, herbal medicinal products take too long to function and the whole process is terribly slow. They contain various ingredients that occasionally cause allergic reactions. Herbal medicinal products are not good for serious cases like heart attacks and broken bones. Such medications are also unsuccessful in unexpected injuries and illness. He further discusses that; Herbal remedies and medication may have harmful

side effects for some conditions which often take a long time to reveal. Herbal medicines also interfere with prescription medicines. Herbs harvested in the wild are endangered. Furthermore, faulty identification of the appropriate herb may even result in poisoning. Herbal medicines are also not well regulated and hence they do not bear any guarantee of safety.

Today, the selling of *Jamu* is modernized into capsules, pills, and sachets. (Afdhal & Welsch, 1988) states that *Jamu* has become increasingly identified with the rapidly growing range of powders, creams, tablets, capsules, and cosmetic packages that are being produced in both small-scale cottages industries and increasingly sophisticated factories. With the modernization of *Jamu*, it is no longer necessary to wait for *Jamu Gendong*, as the access to *Jamu* is easier.

A study by (Boparai et al., 2017) found a lack of knowledge and understanding of herbal medicines and herbal-drug interaction amongst students, most participant lies in the millennial age group and most students that participated on the study, did not use herbal medicine for personal use. Therefore, a research would be conducted to analyze the perceived value of *Jamu* towards the millennial lifestyle.

(Raines, 2002) states that, millennials are people who were born between the year 1980 and 2000. In addition, (Fry, 2016) states that Millennials have outgrown Baby Boomers as the largest living generation. Furthermore, the millennial population is estimated to peak at 81.1 million in the year 2036. According to (Goldmansachs, 2020), Millennial is the first generation of digital natives and their technological affinity helps shape the way they shop. They are used to collecting price comparisons, product information and peer reviews instantaneously. Furthermore, they are committed to fitness, to the right exercise and eating time and money. Their active lifestyle affects all trends, from food and drink to fashion.

Moreover, (Costin, 2019) states that millennials are currently the biggest spender in the society. 60% of millennials spend over \$4 on one single coffee, 70% of millennials are willing to spend more to eat

in trendy restaurants, 69% of millennials purchase clothes for reason apart from basic needs, and over 50% of millennials spend money on taxis and Ubers, compared with Gen X only 29% and Boomers 15% do the same.

Family environment also influences lifestyle, (Shaw, 2014) discuss that, healthy relationships with parents, characterized by low tension, high support rates and open communication, are particularly important for adolescents as they undergo adolescents physical and emotional changes. For example, regular parent-adolescents contact, and positive parent recognition are associated with lower drug use, including lower teenage drinking and smoking. Similarly, adolescents who report having a positive relationship with at least one parent are more likely to have good physical and mental health. Adolescent family conflicts are to be anticipated and can even serve a significant development purpose. However, adolescents who experiences high rates of tension with their parents and/or low levels of support are more likely to be involved in risk behaviors, such as early alcohol use or drinking and smoking and are more likely to have depressive symptoms to contend with. Thus, it is shown that family environment participates in influencing the lifestyle.

## MATERIALS AND METHOD

### 2.1. Perceived Value of *Jamu*

The independent variable of the research is perceived value of *Jamu*. According to (Chen & Chen, 2009), Perceived value can be defined as the general assessment by the customer to the usefulness of a product based on expectations of what is received and what is offered. Furthermore, (Wang & Wang, 2010) mentioned that, perceived value can be described as the difference between the evaluation by the potential customer of all the benefits and all the costs of the offer and the perceived alternatives. He further discusses that value denotes customers who feel that their options are better than any other option and will choose what they think is best for them. Perceived value may be the sense of trade-off between benefits and costs. And (Amalia & Aprianingsih, 2017) states

that *Jamu* is traditional Indonesian herbal medicine used in Indonesia for many centuries to treat diseases and to maintain good health. According to (Shinoda, 2013) translated to English, *Jamu* is a traditional herbal medicine made from natural cultural heritage which has been passed down for generations for health.

The indicators used for perceived value of *Jamu* are awareness, perception, and family environment.

### 2.1.1 Awareness

(Cambridge Dictionary, n.d.) states that awareness can be define as the information that something occurs, or perception of a situation or topic based on knowledge or experience at this time. In addition, according to (Gafoor, 2012), awareness in general, is being competent, educated, informed alert.

Awareness is also having the ability to experience or be conscious of things, objects, or sensory patterns. Moreover, (Reinhardt, Mletzko, Sloep, & Drachsler, 2011) mentioned that awareness is an understanding of other people's activities which creates a background for your own activity. In addition, He further states that there are six different forms of awareness:

#### 1. Activity awareness

Activity awareness is an action that deals with an object's history, present and future.

#### 2. Cultural awareness

Cultural awareness is the knowledge and perception of an individual about foreign cultures, their values, beliefs, and perceptions. This awareness is especially important when interacting with people from other cultures.

#### 3. Social awareness

Social awareness is the social knowledge that explains the things people are conscious of. It provides detail about others' attentiveness, movements and facial expressions that mirror a person's emotional stat, as well as hints about a person's interest in a subject.

#### 4. Workplace awareness

Workplace awareness refers to comprehension of co-worker's workplace layout and task

characteristics and is intricately linked to other types and aspects of awareness.

#### 5. Location awareness

Location awareness can refer to understanding an object's physical location. This could be correlated with one's own location.

Awareness is also having the ability to experience or be conscious of things, objects, or sensory patterns. Moreover, (Reinhardt, Mletzko, Sloep, & Drachsler, 2011) mentioned that awareness is an understanding of other people's activities which creates a background for your own activity. In addition, He further states that there are six different forms of awareness:

#### 6. Activity awareness

Activity awareness is an action that deals with an object's history, present and future.

#### 7. Cultural awareness

Cultural awareness is the knowledge and perception of an individual about foreign cultures, their values, beliefs, and perceptions. This awareness is especially important when interacting with people from other cultures.

#### 8. Social awareness

Social awareness is the social knowledge that explains the things people are conscious of. It provides detail about others' attentiveness, movements and facial expressions that mirror a person's emotional stat, as well as hints about a person's interest in a subject.

#### 9. Workplace awareness

Workplace awareness refers to comprehension of co-worker's workplace layout and task characteristics and is intricately linked to other types and aspects of awareness.

#### 10. Location awareness

Location awareness can refer to understanding an object's physical location. This could be correlated with one's own location.

#### 11. Knowledge awareness

Knowledge awareness refers to a person's ability to assess the information of a given entity by another. In addition, information awareness may also refer to information about the competences and skills of someone else, as well as his method of operation.

### 2.1.2 Perception

According to (Al-Jeraisy, 2008), Perception can be defined as, the impression, selection and perception of the stimuli the user is receiving from the outside world. In addition, the process of organizing and interpreting information and sales offers obtained through five senses.

According to (Torri, 2012), interviewed consumer expressed the consumption of *Jamu* products with the sense of reassurance and safety. Most interviewees have thought that *Jamu* works slowly and gentle compared to conventional medicines and are less effective. Several consumers have indicated that their protection is proven by the long history of human use of *Jamu*:

“*Jamu* has been used for many generations and it has been tested on many people in the past... the *Jamu* producers know what is the good way to mix the herbs and the other ingredients in the *Jamu* has they have learnt from their mothers or grand-mothers, so it is something already experimented and proofed...”

“Some people say that it is important to make some laboratory trials for *Jamu* and traditional medicine to see if it is toxic...I know that some plants are toxic but in the case of *Jamu*, the Javanese people have been using the herbs of the *Jamu* for such a long time and it has been proved that it is good for health...”

Younger people aged between 25-35 were much less likely to find herbal medicines as an option than any other age group.

There are also risks involve in consuming *Jamu*, consumers did not compare their own use of herbal medicines to what they had learned about the risks:

“My mother-in-law always used to say but I don’t know if it’s true, that if you combine different plants and roots and if you mix different types of *Jamu* it can make you ill”

When asked about the relative risks and benefits of *Jamu* and other herbal medicines, those aged between 25-35 years or 60+ were more likely to give a ‘don’t know’ answer.

### 2.1.3 Family environment

According to (Zastrow & Kirst-Ashman, 2010), The family environment is involving circumstances and conditions of social climate within families. Because each family is composed of different people in a diverse community, each family climate is special. The environment can differ from one way to another. One clear distinction, for example, lies in socio-economic status.

(Kalavana, Lazarou, & Christodoulou, 2011) mentioned that, family cohesion was related to healthy eating and physical activity strongly and positively, while family tension was positively linked to unhealthy eating, smoking, alcohol intake and inadequate sleep. In addition, (Kalavana et al., 2011) also states that personal parameters and interpersonal parameters are important factor that influence healthy lifestyle habits for adolescents.

However, the previous research by (Torri, 2012) focuses more on the perception and risk of *Jamu*, while this research focuses on perceived value of *Jamu*. Therefore, this study proposes the following hypothesis:

H10: The perceived value of *Jamu* is not impacting the purchase decision.

H11: The perceived value of *Jamu* is impacting the purchase decision.

## 2.2. Purchase decision

The dependent variable of this research is purchase decision. (Rita & M, 2018) mentioned that purchase decision is the method of choosing two or more alternative options resulting in the decision to purchase or not to purchase. There must be alternate options when consumers decide. The decision-making process for purchases needs specific details to be checked or obtained. She further explains, purchase decision is the mechanism whereby consumers determine which products to buy. Consumers would buy the most desired brand, but can be affected by two factors, namely the behavior of other people and unpredictable circumstances, which are between purchasing intentions and purchasing decision. The intention to buy will change if the situation faced



by customers hampers or forces them to cancel the buy or turn to other alternatives.

According to (Al-Jeraisy, 2008), the purchase decision process consists of three phases:

- **First: Pre-purchase stage**
  1. Finding a question about the consumption and feeling the need to fix it.
  2. To scan for and gather relevant data.
  3. Evaluating alternative approaches.
  4. Choosing the right alternatives.
- **Second: Purchase stage**
  5. The purchase is finalized.
- **Third: Post-purchase stage**
  6. Use and measure of the purchased brand before and after use.
  7. Product disposal.

### 2.3. Millennial

According to (Moreno, Lafuente, Carreon, & Moreno, 2017) Generation Millennials were born between 1977 and 2000. They are children of the baby boomers and they now reach almost 83 million or more, eclipsing Generation X members and being even larger segment than the baby boomers.

The indicators used for purchase decision are consumer behavior and purchase motivation.

### 2.4. Consumer behavior

According to (Al-Jeraisy, 2008), consumer behavior can be defined as the practices the customer participates in, in addition similar to decision-making processes, in the search for a good or a service to fulfill his need or desire and in assessing, receiving, using and disposing of it.

#### Keys to understanding consumer behavior

##### 1. Consumer behavior is based on motives and incentives.

Motives are internal factors that motivates the customer to act, while incentives are external factors that reflect benefits that the customer expects from buying the product.

##### 2. Consumer behavior includes several activities.

Consumer behavior consists of a collection of behavior which ultimately lead to a customer making the purchase decision.

##### 3. Consumer behavior goes through successive steps.

- Three stages of consumer behavior in decision:
- Pre-purchase decision
- Purchase decision
- Post-purchase decision

##### 4. Consumer behavior varies according to time and structure.

Time refers to when a transaction happens and the period of purchase.

Structure refers to the number of stages or phases of purchase and the collection of activities performed at each point.

##### 5. Consumer behavior includes different roles.

Consumer behavior can be described by several roles starting with discovering a purchase idea, going through the purchasing decision, and ending up using the product.

##### 6. Consumer behavior is influence by external factors.

External factors that influence consumer behavior:

- Culture
- Reference groups
- Social Class
- Family
- Marketing methods
- Situational Factors

#### Purchase motivation

According to (Herawati, Prajanti, & Kardoyo, 2019) motivation can be defined as the individual person's drive and compel him or her to do so, and this motivation is created by the pressure arising from the unmet needs.

(Phat, 2014) mentioned that a motive can be interpreted as a drive or desire of a person who is seeking satisfaction for. He further discusses, that purchase motivation can be defines as those factors or forces which offer an impulse to purchase or cause action or decide the choice of goods or services purchased.

#### 3.1. Type of Study

This study will apply descriptive studies. According to (Cooper & Schindler, 2014) descriptive studies is an attempt to identify or define a subject, often by creating an account of a group of concerns, individuals or events, by gathering information and tabulating frequencies on or communicating with research variables; the study reveals who, what, how, where, or how much; the study involves a univariate query or hypothesis in which research asks or states something about the subject.

**3.2. Population and sample**

Because the population will only consist of millennial (Generation Z), the sampling method is non-probability method, which means not all people may participate in the survey. Using Rao Purba’ formula, it is determined that the minimum sample for this research is 100.

**3.3. Type of data and collection method**

The primary data will be collected from questionnaires as its quantitative collection method, then interviews and observations as its qualitative collection method. While secondary data will be collected from previous studies and journals.

**3.4. Data analysis technique**

Descriptive data analysis will be used using the questionnaires as its data. This technique will identify which statements is agreed the most by the respondents, and which is agreed the least. The result is valuable to create useful recommendation for future research.

After that, validity and reliability will be tested using SPSS. This is to ensure the questions are suitable for the researched variables, and that the questionnaire is dependable to be used for this research and other future research with similar variables. The tests are effective to detect any mistake such as typo or difficult lingo that the public may not understand. For the questions to be considered valid, the Pearson correlation must surpass the minimum R value, which for this research will be 0.361 for pre-test, and 0.175 for post-test. Meanwhile, for reliability must surpass

the minimum 0.70 to be considered a good questionnaire.

Descriptive data analysis will be conducted on this research, According to (Cooper & Schindler, 2014) descriptive data analysis is an attempt to identify or defined a subject, often by creating an account of a group of concerns, individuals or events, by collecting and tabulating data on or communicating with research factors; the study shows who, what, when, where or how; the study involves a univariate query or hypothesis in which research ask or state something about the subject.

**Table 1.** Interval likert scale

Interval likert	
4.20 – 5.00	Strongly Affected
3.40 – 4.19	Affected
2.60 – 3.39	Neutral
1.80 – 2.59	Not Affected
1.00 – 1.79	Strongly Not Affected

Next will be normality test, (Ainiyah, Deliar, & Virtriana, 2016) mentioned that, to verify the normal distribution of the collected data, P-Plot, Histogram, and Kolmogorov-Smirnov test are applied. P-plot and Histogram test-if the fata followed a diagonal line or the histogram is bell-shaped while with Kolmogorov-Smirnov test – if Asymp. Sig. (2-tailed) is > 0.05 (95% confidence level).

Next is heteroscedasticity test, (Cooper & Schindler, 2014) states that, analysis of regression will produce an acceptable result if the data are free of heteroscedasticity, or, to be said, homoscedasticity. The Glejser approach would be used to evaluate the heteroscedasticity, therefore the importance of Sig. To be free of heteroscedasticity, must be above alpha 0.05.

Next is simple linear regression, (Cooper & Schindler, 2014) states that, simple linear regression can be defined as a statistical technique used to construct a self- weighting estimation formula that forecast values for a dependent

variable from the values of independent variables; monitors confounding variables to better evaluate the input of other variables; test and describes a casual theory. Then the last test will be hypothesis test, which includes both f-test and t-test.

**RESULTS AND DISCUSSION**

**4.1. Profile of respondent**

Out of 125 respondents, 62.4% of them are males, and 48.8% of them are between the age of 19-21.

**4.2. Descriptive data analysis**

The following statements are the ones with the highest mean score by the respondents:

- a. It is safe to consume *Jamu* because it is natural. (Perception)
- b. *Jamu* is cheaper for daily usage and should be educated to the community. (Awareness)
- c. Family Involvement with *Jamu* makes me more aware about *Jamu*. (Family Environment)
- d. *Jamu* as an alternative medicine. (Purchase Decision)

The following statements are the ones with the least mean score by the respondents:

- a. Herbal medicine works faster than conventional medicine. (Perception)
- b. Consuming *Jamu* soon. (Awareness)
- c. Family influences decision making process. (Family Environment)
- d. Consuming *Jamu* as daily supplement. (Purchase Decision)

**4.3. Validity and reliability tests**

After collecting the responses from the questionnaires (pre-test), the result is tested using the SPSS software, the results of the questions all pass the validity test; all items surpass the Pearson correlation with the minimum R value of 0.361 and for the reliability test, all items surpass the minimum Cronbach’s Alpha value of 0.70. As for the post-test, the result surpasses the Pearson

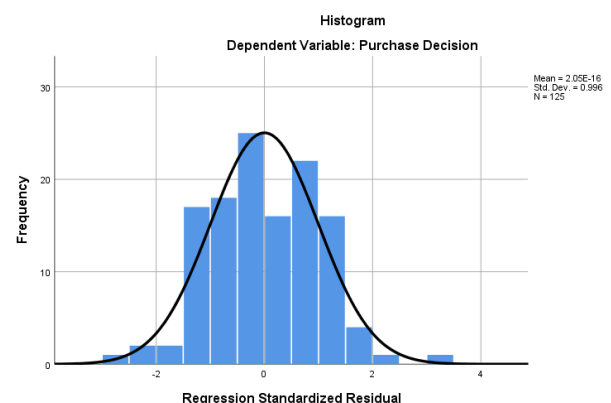
correlation minimum R value of 0.175, and for the reliability test, all items suppress the minimum Cronbach’s Alpha value of 0.70.

**4.4. Normality test**

**Table 2.** Normality test

One-Sample Kolmogorov-Smirnov test		
		Unstandardized Residual
N		125
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.09438632
Most Extreme Differences	Absolute	.056
	Positive	.035
	Negative	-.056
Test Statistic		.056
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of true significance.		

As shown from the table above, the Asymp. Sig. (2-tailed) is 0.200, which indicates that the data is distributed normally since it is higher than 0.05. To reinforce if the data is normally distributed, another method is used, Histogram graphic and Normal Probability Plot (P-Plot Test).



**Figure 1.** Histogram normality test



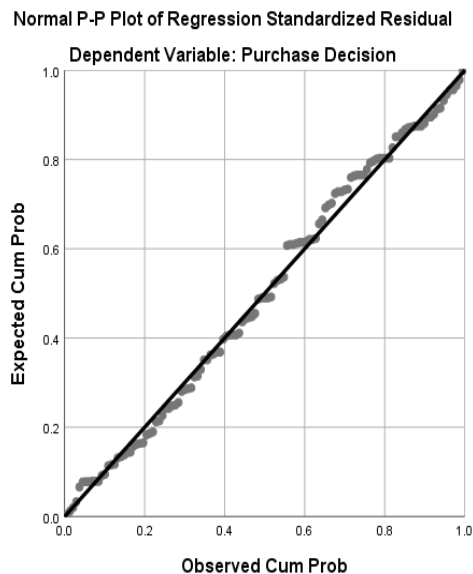


Figure 2 p-plot normality test

From the figures 1 and 2 shown above, the data can be seen that it followed the diagonal line for P-Plot Test and a bell-shaped line for the Histogram Graphic. Thus, the data can be considered as normally distributed.

4.5. Heteroscedasticity

Table 3, Heteroscedasticity test

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.044	.0944		.046	.963
	Perceived Value	.050	.019	.234	2.674	.009

b. Dependent Variable: RES2

From the table 3 shown above, the output data with significance value of 0.009 lower than the 0.05 value, which indicates that it did not passed the heteroscedasticity test.

4.6. Hypothesis test (F-test and T-test)

From the table 4, the result of F-Test is 94.287 with significance level of 0.000. The F-table used in this study is 3.92 with significance level of 0.05. Since

the result of the test is higher than the F-table value, therefore, H<sub>1</sub> can be accepted.

Table 4. F-test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	910.160	1	910.160	94.287	.000 <sup>b</sup>
	Residual	1187.328	123	9.653		
	Total	2097.488	124			

c. Dependent Variable: Purchase Decision  
d. Predictors (Constant), Perceived Value

Table 5 T-test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.282	1.706		-3.096	.002
	Perceived Value	.327	.034	.659	9.710	.000

a. Dependent Variable: Purchase Decision

From the table 5 shown that the result of T-Test is 9.710 with significance level of 0.000. The T-table used in this study is 1.97944 with significance level of 0.05. Since the result of the test is higher than the T-table value, therefore, H<sub>1</sub> can be accepted.

CONCLUSION

5.1. Conclusion

In short, *Jamu* is traditional Indonesian herbal medicine that has been used for many centuries to treat diseases and to maintain good health. Today, *Jamu* is struggling to survive in the modern lifestyle, 49.53% of Indonesian consume *Jamu* to help maintain their good health. For *Jamu* to survive in the modern lifestyle they must modernize into capsules, pills, and sachets. With today's one of the largest generation population, millennial generation Z, they are currently the biggest spender in the society. The objective of this study is to analyse the impact between perceived value of *Jamu* and the millennial purchase decision. For Indonesia to preserve it culture, *Jamu*, the current generation should be knowledgeable about the perceived value of *Jamu*.

In analyzing the impact of perceived value of *Jamu* towards the millennial purchase decision, questionnaires were distributed using Google Forms online to 125 respondents. Based on data from Chapter 4, Simple Linear Regression, it can be concluded that perceived value of *Jamu* affects the millennial purchase decision by 42.9%. In addition, descriptive data analysis was conducted to further analyze the variables. The result of the descriptive data analysis shows that most millennials have previously consume *Jamu* and are willing to consume it again. However, as mentioned in chapter 4, the availability of *Jamu* is scarce. Moreover, the millennials are well knowledgeable about *Jamu* and agree that the surface knowledge of *Jamu* should be educated in schools for the younger generations.

Therefore, perceived value of *Jamu* significantly affects the millennial purchase decision by 42.9%. It shows that the main hypothesis of this study is considered accepted.

## 5.2. Managerial implication

Based on the result of this study, not all millennial generation Z but most millennial generation Z are knowledgeable about *Jamu*. Most have consumed *Jamu* and are satisfied with the benefits of *Jamu*. Based on the questionnaire result, most respondent agree with the information of *Jamu* being educated in the community. Hence, *Jamu* company and businesses to host events for younger generation to further educate about *Jamu*. In addition, *Jamu* can also be implemented as a topic in the educational field.

According to the questionnaire result, over 40% does not intend to consume *Jamu* in the next few days, once again mentioned in chapter 4 the availability of *Jamu* is scarce, though there are other factors that could affect why the respondent would not want to consume *Jamu* in the next few days. Hence, a collaboration should be conducted between local government and start up business to develop product of *Jamu* for modern, hygienic and socialize to the millennial

## REFERENCES

Afdhal, A. F., & Welsch, R. L. (1988). The rise of

the modern jamu industry in indonesia: a preliminary overview. Retrieved from [https://link.springer.com/chapter/10.1007/978-94-009-2713-1\\_8](https://link.springer.com/chapter/10.1007/978-94-009-2713-1_8)

Ainiyah, N., Deliar, A., & Virtriana, R. (2016). The classical assumption test to driving factors of land cover change in the development region of northern part of west java. Retrieved from <https://www.int-arch-photogramm-remote-sens-spatial-inf-sci.net/XLI-B6/205/2016/isprs-archives-XLI-B6-205-2016.pdf>

Al-Jeraisy, K. Ibn A.-R. (2008). Customer behavior an analytical study of the saudi family's purchase decisions. Retrieved from [https://d1.islamhouse.com/data/en/ih\\_books/single/en\\_Consumer\\_Behavior.pdf](https://d1.islamhouse.com/data/en/ih_books/single/en_Consumer_Behavior.pdf)

Amalia, F. A., & Aprianingsih, A. (2017). Business model of jamu as Indonesia traditional herbal medicine in new economy. *The Asian Journal of Technology Management*, 10(1), 28. Retrieved from <https://pdfs.semanticscholar.org/8c8a/4e83e9a9a2be94cca6d5fd5429d2d6d09698.pdf>

Andriati, R.M. Teguh Wahjudi. (2016). *Society 's acceptance level of herb as alternative to modern medicine for lower , middle , and upper class group*. 29(3), 133–145. <https://doi.org/http://dx.doi.org/10.20473/mkp.V29I32016.133-145>

Boparai, J. K., Singh, A., Gupta, A. K., Matreja, P. S., Khanna, P. M. ., Gupta, V., & Gautan, R. K. (2017). A study to determine the knowledge and level of awareness of medical undergraduates about herbal medicines and herb-drug interactions. *International Journal of Basic & Clinical Pharmacology*, 6(1). Retrieved from <https://www.ijbcp.com/index.php/ijbcp/article/view/119/106>

Cambridge Dictionary. (n.d.). Awareness. Retrieved from <https://dictionary.cambridge.org/dictionary/english/awareness>

- Chen, C.-F., & Chen, F.-S. (2009). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0261517709000338>
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods*.
- Costin, G. (2019). Millennial spending habits and why they buy. Retrieved from <https://www.forbes.com/sites/forbesbooksauthors/2019/05/01/millennial-spending-habits-and-why-they-buy/#178b350c740b>
- Fry, R. (2016). Millennials overtake baby boomers as america's largest generation. Retrieved from [https://www.bcit.cc/cms/lib/NJ03000372/Centricity/Domain/701/Millennials overtake Baby Boomers as Americas largest generation Pew Research Center.pdf](https://www.bcit.cc/cms/lib/NJ03000372/Centricity/Domain/701/Millennials%20overtake%20Baby%20Boomers%20as%20Americas%20largest%20generation%20Pew%20Research%20Center.pdf)
- Gafoor, K. A. (2012). Considerations in the measurement of awareness. Retrieved from <https://files.eric.ed.gov/fulltext/ED545374.pdf>
- Goldmansachs. (2020). Millennials Coming of Age. Retrieved from <https://www.goldmansachs.com/insights/archive/millennials/>
- Herawati, Prajanti, S. D. W., & Kardoyo. (2019). Predicted purchasing decisions from lifestyle, product quality and price through purchase motivation. Retrieved from <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwiavoiasuPqAhWg6XMBHTMvDX0QFjAAegQIAhAB&url=https%3A%2F%2Fjournal.unnes.ac.id%2Fsju%2Findex.php%2Fjeec%2Farticle%2Fview%2F29636%2F13044&usg=AOvVaw2F8b1Eaz2CmZ9MUHaqZmtN>
- Kalavana, T., Lazarou, C., & Christodoulou, C. (2011). Family environment in relation to eating and health risk behaviors in adolescents. *Medical and Health Science*, 7, 15–25.
- KBBI. (2016). Jamu gendong. Retrieved from <https://kbbi.kemdikbud.go.id/entri/jamugendong>
- Kubo, M. (2010). The development of an indonesian national cuisine: a study of new movement of instant foods and local cuisine. 14. Retrieved from [http://icc.fla.sophia.ac.jp/global food papers/html/kubo.html%0AC](http://icc.fla.sophia.ac.jp/globalfoodpapers/html/kubo.html%0AC)
- Mc Divitt, J. F., Mohamad, G. S., Leinbach, T. R., Adam, A. W., Wolters, O. W., & Legge, J. D. (2020). Indonesia. in *britannica*. Retrieved from <https://www.britannica.com/place/Indonesia>
- Moreno, F. M., Lafuente, J. G., Carreon, F. A., & Moreno, S. M. (2017). The characterization of the millennials and their buying behavior. Retrieved from [https://www.researchgate.net/publication/320131271\\_The\\_Characterization\\_of\\_the\\_Millennials\\_and\\_Their\\_Buying\\_Behavior](https://www.researchgate.net/publication/320131271_The_Characterization_of_the_Millennials_and_Their_Buying_Behavior)
- Phat, P. H. T. (2014). Reference groups impact on customer buying motive: a case study of fashion product category at matahri department store in cikarang, indonesia. Retrieved from <http://repository.president.ac.id/bitstream/handle/123456789/2309/014201100199.pdf?sequence=1&isAllowed=y>
- Raines, C. (2002). Managing millennials. Retrieved from [http://www.academia.edu/download/37984890/9\\_-\\_managing\\_millennials.pdf](http://www.academia.edu/download/37984890/9_-_managing_millennials.pdf)
- Reinhardt, W., Mletzko, C., Sloep, P. B., & Drachsler, H. (2011). *Understanding the meaning of awareness in Research Networks*. Retrieved from <http://ceur-ws.org/Vol-931/paper1.pdf>
- Rita, S., & M, S. (2018). Purchase decision. Retrieved from <http://bbs.binus.ac.id/international-marketing/2018/09/purchase-decision/>
- Shaw, A. (2014). The family environment and

adolescent well-being share on facebook share on twitter. Retrieved from <https://www.childtrends.org/publications/the-family-environment-and-adolescent-well-being-2>

Shinoda, E. (2013). Pengembangan jamu sebagai warisan budaya. Retrieved from [http://biofarmaka.ipb.ac.id/biofarmaka/2013/Lomba Blog 50 Pengembangan Jamu Sebagai Warisan Budaya.pdf](http://biofarmaka.ipb.ac.id/biofarmaka/2013/Lomba%20Blog%2050%20Pengembangan%20Jamu%20Sebagai%20Warisan%20Budaya.pdf)

Singh, A. (2018). What are the disadvantages of herbal medicines? Retrieved from [https://www.researchgate.net/post/What\\_are\\_the\\_disadvantages\\_of\\_herbal\\_medicines](https://www.researchgate.net/post/What_are_the_disadvantages_of_herbal_medicines)

Torri, M. C. (2012). Knowledge and risk perceptions of traditional jamu medicine among urban consumers. *European Journal of Medicinal Plants*.

Wang, H.-Y., & Wang, S.-H. (2010). Predicting mobile hotel reservation adoption: Insight from a perceived value standpoint. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0278431909001510>

Zastrow, C. H., & Kirst-Ashman, K. K. (2010). Understanding human behavior and the social environment (8th ed.). Retrieved from [https://www.mhankyswoh.org/Uploads/files/pdfs/Family-FamilyEnvironment\\_20130812.pdf](https://www.mhankyswoh.org/Uploads/files/pdfs/Family-FamilyEnvironment_20130812.pdf)