



Marketing mix analysis on jamu consumption behavior in Bantul Yogyakarta

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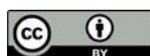
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Abstract: This study aims to determine the consumption behavior of the community of Bantul Regency based on the consumption frequency and to determine the effect of the marketing mix aspect on the consumption behavior of the community of Bantul Regency. This study used a cross-sectional descriptive design and analyzed using multiple linear regression. Data collection was carried out for four months from August to November 2020. The questionnaire consisted of four variables, product, price, promotion, and place variables, which accumulatively contains 10 question instruments. The sample from this study was 320 respondents who met the inclusion criteria. The majority of respondents answered very rarely consume jamu in Bantul Regency with details only once in more than a month. The marketing mix aspect affects the consumption behavior of the community of Bantul Regency. Aspects of product, price, and place have a positive influence on consumer behavior, while the aspects of promotion have a negative influence on the jamu consumption behavior of the community of Bantul Regency

Abstrak: Penelitian bertujuan untuk mengetahui perilaku konsumsi masyarakat Kabupaten Bantul berdasarkan frekuensi konsumsi dan untuk mengetahui pengaruh aspek bauran pemasaran terhadap perilaku konsumsi masyarakat Kabupaten Bantul. Penelitian ini menggunakan desain deskriptif potong lintang dan dianalisis menggunakan regresi linier berganda. Pengumpulan data dilakukan selama empat bulan dari Agustus hingga November 2020. Kuesioner terdiri dari empat variabel yaitu variabel produk, harga, promosi, dan tempat, yang secara akumulatif berisi 10 instrumen pertanyaan. Sampel dari penelitian ini adalah 320 responden yang memenuhi kriteria inklusi. Mayoritas responden menjawab sangat jarang mengkonsumsi jamu di Kabupaten Bantul dengan rincian hanya sekali dalam sebulan. Aspek bauran pemasaran mempengaruhi perilaku konsumsi masyarakat Kabupaten Bantul. Aspek produk, harga, dan tempat berpengaruh positif terhadap perilaku konsumen, sedangkan aspek promosi berpengaruh negatif terhadap perilaku konsumsi jamu masyarakat Kabupaten Bantul.

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Introduction

Traditional medicine is an ingredient in the form of plants, animals, minerals, serial (generic) preparations, or mixtures of these materials, used for generations for treatment based on experience and applied following established norms in the society (Nuringsih, 2013). Jamu is a traditional medicine made in Indonesia. Traditional medicine has been used for generations in Indonesia to treat certain diseases or symptoms and to maintain public health. According to (Wicaksana & Subekti, 2010), Indonesia has the potential plants of about 940 effective species and about 180 have been used for the manufacture of herbal medicine. This is linked to Indonesia's geographical conditions, which have numerous medicinal plants, resulting in the high production and consumption of herbal medicine.

The Basic Health Research (Kemenkes RI, 2018) provided an overview of the use and benefit of herbal medicine in Indonesia. Furthermore, 48% of the total respondents from 34 provinces in Indonesia consumed herbal medicine. The highest number was 59.6% from DKI Jakarta on the use of ready-made ingredients, and 56.1% for the Special Region of Yogyakarta, which can be categorized as very high.

According to the Central Bureau of Statistics of the Special Region of Yogyakarta in 2020, the prevalence of Pulmonary Tuberculosis in Bantul Regency is ranked fourth compared to other regencies/cities in the Special Region of Yogyakarta with a total of 402 cases. However, the prevalence of Dengue Hemorrhagic Fever and diarrhea is the highest compared to other districts/cities with a total of 22,351 and 1,424 cases, respectively (BPS D.I. Yogyakarta, 2020). Several herbs were used empirically to treat or prevent these diseases and some of the natural ingredients were proven through research.

Marketing is a process or activity influenced by various factors. In addition, to achieve the goals of these activities, important aspects commonly called the marketing mix, consisting of 4P aspects involving product, price, promotion, and place are required (Kotler *et al.*, 2005). The four aspects are included in the marketing mix, which has developed over time, to strengthen the 4P with the emergence of new aspects, namely the 4C which include consumer/customer need, cost, communication, and convenience which are an integral part of each other and strengthen the inseparable aspects of the 4Ps (Kotler *et al.*, 2005). Therefore, the marketing mix affecting herbal medicine should be studied to identify the factors influencing the consumption behavior of the Bantul Regency residents.

Several studies on the application of marketing strategies have been carried out, including by Satmoko (2005), that products and promotions did not have an influence on purchasing decisions, prices and distribution channels had an influence on purchasing decisions, but price and distribution have an influence on purchasing decisions. Abubakar (2005) states that product, price and promotion had an effect on purchasing decisions and place (distribution) had no effect on purchasing decisions.

Budiwati (2012), Brata *et al.* (2017) and Widiastuti (2018) states that the implementation of the marketing mix consisting of product, place/location, promotion and price had significant influence on consumer purchasing decisions.

By using the same topic, namely the marketing mix consisting of product, price, place and promotion, researchers are interested in conducting research on the effect of the marketing mix on herbal medicine consumption behavior in Bantul Regency. This research will focus on the frequency factor of herbal medicine consumption on the consumption behavior of the people of Bantul Regency. This research was conducted in order to provide good information to herbal medicine business actors which later is expected to be useful for the continuity of the herbal medicine business being undertaken, even for the community who are expected to be more aware of the importance of treatment and health care efforts with natural ingredients. Overall, this study aims to provide useful results related to the marketing aspects of herbal medicine by herbal medicine business actors so that their businesses can be more prosperous they can increase the consumption behavior of herbal medicine as an effort to treat and maintain health by the community using natural and traditional ingredients

Consumption Behavior

Consumption behavior is considered by consumers in searching for, buying, using, evaluating, and ignoring products, services, or ideas expected to satisfy consumer's needs by utilizing the products or services offered (Bucatariu *et al.*, 2017). Subsequently, product consumption is identified through three factors, which include the frequency, amount, and purpose of consumption. The frequency of consumption describes how often a product is used or consumed, while total consumption demonstrates the quantity of product used by consumers (Sumarwan, 2004). Consumer behavior as part of human behavior is a relatively complex study. There are several theoretical approaches that can be used to study and understand the concept of consumer behavior, namely economic theory and psychological theory which include learning theory, motivation theory, sociological theory and anthropological theory. To generalize consumer behavior research can be done through three research perspectives that act as a guideline for thinking and identifying the factors that influence consumer buying behavior. The three perspectives are a decision-making perspective, an experiential perspective, and a behavioral influence perspective (Razak, 2016). It is known that cultural, social, personal and psychological variables have a joint influence on the purchasing decision structure, so it is hoped that the company can pay attention to these variables. This can be used to win increasingly fierce competition or to increase purchases of products owned company, so that the company has increased profits (Kartikasari, 2013).

Product and Consumption Behavior

Marketing strategy is part of the environment and consists of from various physical and social stimuli from consumers. Included in these stimuli are products and services, promotions or advertisements products, exchanges or retail stores, and price or label information the price affixed to the product. Application of marketing strategy involves placing these marketing stimuli in the environment consumers in order to influence affect, cognition, and behavior consumer. Marketing strategy can affect every other element (such as affect and cognition, behavior, and environment) and vice versa, can be influenced by each of these factors. Previous research has revealed that he product is a factor that influences purchase intention (O. I. Dewi, 2018; Mahmoud, 2018), product is a determinant of purchasing behavior and purchase frequency (Sipayung & Sinaga, 2017; Wongleedee, 2015).

H₁. Products have a significant effect on consumption behavior

Price and Consumption Behavior

The price factor had a significant effect on buyer decisions. For every change in the price indicator (affordable prices, prices according to the benefits felt by consumers, prices competitive with other similar products) will affect the buyer's decision (Gunarsih *et al.*, 2021). The factors that most influence consumers in purchasing decisions are product quality and price (Ferhat & Hidayatullah, 2019).

Product factors and price factors have a big enough role in determining consumer behavior to buy a product. This means that if the product is of good quality and the price is in accordance with the consumer's ability, then the consumer's decision will be unanimous to buy the products offered. On the other hand, products that are not of high quality and prices are too high will affect consumers' low interest in buying the product (Syafrizal, 2014).

H₂. Price have a significant effect on consumption behavior

Promotion and Consumption Behavior

Promotion is a factor that influences purchasing decisions (Alviah & Firmansyah, 2018; Nur & Pasca Arnu, 2021; Sinurat & Sinurat, 2020). The promotion variable has a positive effect on decisions to use digital services with customer knowledge, and customer trust as an intervening variable (Hendro *et al.*, 2020). There is the effect of advertising and reference groups on consumption behavior (Melianty *et al.*, 2019).

H₃: Promotion have a significant effect on consumption behavior

Place and Consumption Behavior

There is a significant influence between location variables on consumer decisions in purchasing housing (Ramdhoni & Cahyani, 2019). Consumer behavior in buying coffee shows motivation for the main consumers to buy coffee because of the

comfortable atmosphere, eliminating boredom and a distinctive coffee taste (Putri *et al.*, 2021).

H4. Place have a significant effect on consumption behavior

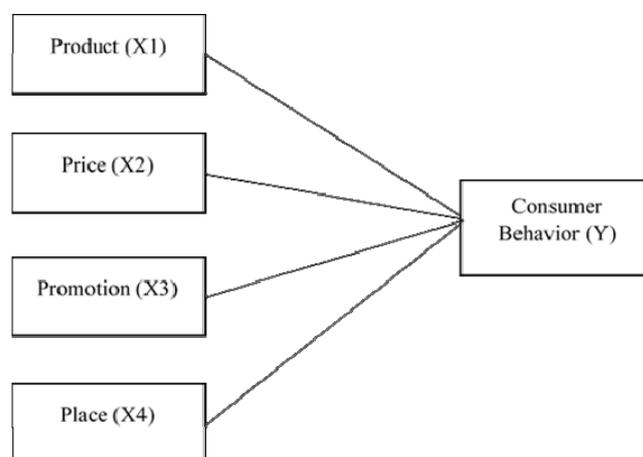


Figure 1. Research model

This study will examine the conceptual framework as shown in Figure 1, regarding the effect of product, price, promotion and place and promotion on herbal medicine consumption behavior in Bantul Regency.

Methods

The Health Research Ethics Committee Faculty of Medicine and Health Sciences approved this research with Ethical approval number 205/EC-KEPK-FKIK UMY/VIII/2020. It was conducted in Bantul Regency, Yogyakarta Special Region, from the preliminary study to data analysis from March to November 2020. This research is an observational using a cross-sectional descriptive design. Furthermore, data collection was conducted purposively in this research, with the techniques between interviews (direct interviews) or filling out online questionnaires using google form. The questionnaire used contained four variables, where variable X1 (Product) has three question instruments, variable X2 (Price) has two question instruments, variable X3 (Promotion) has three question instruments, and variable X4 (Place) has two instruments question. The data collection methods was used to obtained primary data source, through direct interviews or filling out questionnaires by the residents who met the inclusion criteria from August to November 2020 using google forms.

Inclusion Criteria:

- People who live in Bantul Regency at least > 2 years
- People in Bantul Regency, men and women aged > 15 years

Exclusion Criteria:

- People who fill out the questionnaire via google form but do not meet the inclusion criteria

- People who did not complete the process of filling out the questionnaire in the interview method

This research used a questionnaire as the primary data source. Questionnaires were distributed both online and during in-person interviews with the public. A total of 365 respondents filled out the questionnaire. Then, 45 samples were taken for validity and reliability tests, hence 320 respondents were selected.

The first variable, namely the product (X1), consists of three instruments which include an assessment of the perceived quality of the product based on the taste factor, the diversity of types of herbal medicine that can be found in Bantul Regency and whether or not the respondent's needs for herbal products are consumed. The second variable, namely price (X2), consists of two instruments which include an assessment related to the price comparison with the perceived efficacy in consuming herbal medicine and the affordability of the price of herbal products in Bantul Regency for people with middle-low economic levels. The third variable, namely promotion (X3), consists of three instruments which include assessments related to whether or not there are promotional efforts carried out by herbal medicine business actors in Bantul Regency, the ease of getting information from herbal medicine business actors and related to communication that exists between sellers and buyers related to herbal products. The fourth variable, namely place (X4), consists of two instruments which include assessments related to whether or not it is easy to find herbal medicine business actors and whether or not the place is comfortable when buying herbal medicine.

Data retrieval using a questionnaire with distribution via google form and using a Likert scale which has 5 levels of answer preference. Each instrument in the variables X1, X2 X3 and X4 is assessed by respondents using a Likert scale consisting of: 1. Strongly Disagree; 2. Disagree; 3. Neutral (undecided or don't know); 4. Agree; 5. Strongly Agree. The assessment of consumption behavior using the frequency of consumption of jamu, using a Likert scale consisting of 1. Very rarely; 2. Rarely; 3. Sometimes; 4. Often; 5. Very often.

Tests are carried out through SPSS Software Version 22 using Research Instrument Tests (Validity, Reliability and Normality Test), Multicollinearity Test, Heteroscedasticity Test, Autocorrelation Test, T Partial Test, Simultaneous F-Test.

Results

As many as 187 respondents or 58% of respondents were women and 133 respondents or 42% of respondents were men (Table 1). So it can be said that the majority of respondents in this study were women. This is because in terms of the population in Bantul Regency based on data from the 2020 Population Census, the female population in Bantul Regency is more than the male population. In addition, data from Basic Health Research in 2018 also stated that the percentage of herbal

medicine use in women was higher at 49.6% compared to men, which was 46.4%. Thus, it can be concluded that the majority of female respondents in this study were in accordance with these data. At the stage of direct interviews with respondents, the majority of women consume herbal medicine to overcome menstrual problems, both adolescent girls and adult women. Whereas in men, there are no symptoms or certain diseases that use herbal medicine as a general solution.

Table 1. Characteristics of Respondents

Characteristics	Number (%)
Gender	
Male	133 (42%)
Female	187 (58%)
Age	
Early teens	12 (4%)
Late teens	214 (67%)
Early adulthood	58 (18%)
Late adulthood	16 (5%)
Early elderly	16 (5%)
Late elderly	3 (0%)
Seniors	1 (0%)
Profession	
Student	15 (5%)
College student	181 (57%)
Employee	33 (10%)
Entrepreneur	24 (7%)
Teacher	8 (2%)
Freelancer	13 (4%)
Pharmaceutical	2 (1%)
Technician	4 (1%)
Pharmacist assistant	40 (13%)
Education	
No education	3 (1%)
Primary school	15 (5%)
Junior high school	19 (6%)
Senior high school	166 (52%)
Vocational high school	41 (13%)
3-year diploma	14 (4%)
Bachelor	55 (17%)
Postgraduate	7 (2%)

Characteristics	Number (%)
Country Districts	
Srandakan	12 (4%)
Sanden	15 (5%)
Kretek	13 (4%)
Pundong	13 (4%)
Bambanglipuro	14 (4%)
Pandak	15 (5%)
Bantul	13 (4%)
Jetis	13 (4%)
Imogiri	10 (3%)
Dlingo	16 (5%)
Pleret	12 (4%)
Piyungan	15 (5%)
Banguntapan	24 (8%)
Sewon	14 (4%)
Kasih	84 (26%)
Pajangan	11 (3%)
Sedayu	26 (8%)

Source: SPSS Output, 2022

Based on the classification from the Ministry of Health of the Republic of Indonesia, early adolescence is in the range of 12-16 years, late adolescence is in the range of 17-25 years, early adulthood is in the range of 26-35 years, late adulthood is in the range of 36 -45 years, the age of the early elderly is in the range of 46-55 years, the age of the late elderly is in the range of 56-65 years and the elderly are at the age of > 65 years. The majority of respondents are at the age of 21 years which is included in the late adolescence age range. This can be because in the 2020 Yogyakarta Special Region Population Census data, it was found that people belonging to the Gen Z group (1997 – 2012) were the dominant people in the Special Region of Yogyakarta, amounting to 23.73%. In addition, this is also due to the dissemination of information for filling out this questionnaire utilizing social media or technology 4.0. So that it is easier and more caught by people who use technology 4.0 and causes this questionnaire to get Gen Z as the dominant respondent who fills out the questionnaire and according to the research inclusion criteria. Data from the Indonesian Clinical Pharmacy Journal in 2019 (T. F. Dewi & Nisa, 2019) states that as age increases, the percentage of herbal medicine use increases. People with age < 30 years, only have a percentage of 15% in consuming herbal medicine. Meanwhile, age > 60 years is the age group that has the highest percentage of herbal medicine use, which is 42%.

Table 2: Respondents' responses related to variable X and variable Y

	Very rarely (1)	Rarely (2)	Sometimes (3)	Often (4)	Very often (5)
Consumption behaviour					
Frequency of consumption of jamu (Y)	41%	25%	16%	12%	6%
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Product					
The quality of herbal medicine in terms of taste is considered delicious (X1.1)	1%	8%	38%	41%	12%
There are various types and efficacy of herbal products found (X1.2)	0%	2%	25%	49%	24%
Herbal products are effective in meeting the needs or goals of the community in consuming herbal medicine (X1.3)	1%	4%	29%	50%	16%
Price					
The price of herbal products is Proportional to the quality and efficacy obtained (X2.1)	0%	1%	23%	53%	23%
The price of herbal products is affordable for middle-lower economic class people (X2.2)	0%	3%	17%	43%	37%
Promotion					
There are promotional efforts conducted by herbal medicine	13%	29%	35%	20%	3%
Herbal medicine business actors provide media that is easily accessible to the public regarding herbal medicine information, including places of sale, variants offered, and others (X3.2)	13%	24%	41%	19%	3%
Herbal medicine business actors establish good communication with consumers when buying herbal medicine, including communication related to herbal medicine selection,	4%	10%	48%	31%	7%
Place					
The place for herbal medicine business	1%	16%	18%	45%	20%
Convenient herbal medicine shop	1%	10%	33%	40%	16%
Consumer Behavior					
The Bantul Regency residents as a whole are satisfied with all aspects of the herbal marketing mix in Bantul Regency	0%	2%	46%	42%	10%

Source: SPSS Output, 2022

The majority of respondents are students, according to the age data of the majority of respondents that have been described previously. This can happen because work has a relationship with the age of the dominant respondent, namely the age of Gen Z which is included in the age of the student group. In addition, there are various types of work from respondents, namely students, employees, entrepreneurs, teachers, freelancers, Pharmaceutical Technical Personnel, Pharmacist Assistants, and others which include farmers, security guards, parking attendants, laborers, coolies, housewives, motorcycle taxi drivers. online and not working, which can be seen in Figure 7. This diversity aims to enable respondents to come from diverse occupational backgrounds so that they can better represent the population of Bantul Regency. Data from the Indonesian Clinical Pharmacy Journal in 2019 stated that people who did not work were the group that consumed the most herbal medicine with a percentage of 53%. In this study, the percentage of respondents who do not work is very small, only seven respondents.

As before, this diversity of respondents' recent educational background aims to make the respondents more representative of the population of Bantul Regency. The majority of respondents are the latest graduates from high school. This research was conducted on the people of Bantul Regency who met the inclusion criteria. In order to better represent the population of Bantul Regency, therefore, data collection was carried out in all sub-districts in Bantul Regency. Kasihan District is the sub-district with the second largest population compared to other sub-districts in Bantul Regency based on data from the Central Statistics Agency for the Special Region of Yogyakarta with a population in 2019 of 103,257 people. This can be a factor that causes the Kasihan sub-district community to be the majority of respondents in this study.

The overall respondent's assessment of satisfaction with the marketing of herbal medicine in Bantul Regency can be seen in table 2. In general, the majority of respondents chose a neutral answer to the statement regarding the marketing mix of herbal medicine in Bantul Regency which was satisfactory. This could be due to the fact that the people of the Regency rarely consume herbal medicine, so they cannot give a definite answer. In addition, one aspect of the herbal marketing mix in Bantul Regency, namely the promotion aspect, is an aspect that does not have a positive effect on the consumption behavior of the people of Bantul Regency. However, these results have a fairly small difference with the agreed answer which can be caused by the results of data analysis which says that all aspects of the marketing mix still have a positive effect if they are simultaneous.

Normality Test

The Shapiro-Wilk method with a significance level of 0.05 was used to determine the normality, to indicate whether the data is normally distributed or not. Furthermore, the data was normally distributed because the significance value was > 0.078 . Normality test showed in table 3.

Table 3. Normality Test

<i>Asymp. Sig. Value</i>	Description
0.078	Normal distributed data

Source: SPSS Output, 2022

Multicollinearity Test

Based on the results of the multicollinearity test as shown in Table 4, if a data exhibits multicollinearity, then a small change in the data can lead to a large or drastic change in the value of the partial regression coefficient of other variables. There are no symptoms of multicollinearity because the tolerance and VIF value for each variable are > 0.1 and < 10 , respectively.

Table 4. Results of multicollinearity test

Variable	Value of <i>tolerance</i>	Nilai VIF
X1	0.706	1.416
X2	0.679	1.474
X3	0.957	1.045
X4	0.900	1.111

Source: SPSS Output, 2022

Hypotesis Test

In the partial T test shown in Table 5, the t table value is 1,967 based on the residual df value, which is 315. Thus, the product variable has a positive effect on the consumption behavior of the people of Bantul Regency, because 10,406 (t count) $>$ 1,967 (t table). The price variable also has a positive influence on the consumption behavior of the people of Bantul Regency, because 2,643 (t count) $>$ 1,967 (t table). However, the promotion variable has a negative influence on the consumption behavior of the people of Bantul Regency, because -6,993 (t count) $<$ 1,967 (t table). Finally, the place variable has a positive effect on the consumption behavior of the people of Bantul Regency, because 4,886 (t count) $>$ 1,967 (t table).

Table 5. Results of T partial Test

Variable	T value	Table T value	Influence	Hypotesis
X1	10.406	1.967	Positive	H ₁ Supported
X2	2.643	1.967	Positive	H ₂ Supported
X3	-6.993	1.967	Negative	H ₃ Supported
X4	4.886	1.967	Positive	H ₄ Supported

Source: SPSS Output, 2022

Discussion

The consumption behavior of the people of Bantul Regency is still very low, which is on average only once in more than a month. The people of Bantul Regency like herbal medicine because the majority of respondents agree with the statement that the taste of herbal products is delicious. This data proves that in terms of taste, herbal medicine has been accepted by the people of Bantul Regency and is not an aspect that becomes a problem and prevents the people of Bantul Regency from consuming herbal medicine

The herbs consumed by the people of Bantul Regency are in accordance with their goals for consuming these herbs, this means that herbal medicine has real benefits and is felt by the people of Bantul Regency, both in treating a disease or as other prevention efforts. In terms of price, herbal products are acceptable and not an objection for the people of Bantul Regency to consume herbal medicine because the price aspect is in accordance with the perceived efficacy or it can be said that the people of Bantul Regency feel that the paid herbal medicine does not cause a detrimental effect such as not giving efficacy or provide unwanted benefits, but at this price, the people of Bantul Regency can already feel the desired efficacy in consuming herbal medicine.

The affordability of herbal products has a wide scope because it is considered affordable even for the people of Bantul Regency with middle-low economic levels so herbal medicine can not only be enjoyed by the middle-upper class. the people of Bantul Regency did not know or were unsure of the statement that information related to herbal medicine, in the form of places of sale, medicinal properties, and other information provided by herbal medicine business actors was easy to find or access. The data can also be caused by the lack of effort by herbal medicine business actors in terms of introducing or promoting their business information media so that the people of Bantul Regency can more easily get information related to various things about herbs being sold. However, this can also happen because there is still a lack or absence of information media provided by herbal medicine business actors in Bantul Regency. The people of Bantul Regency are still not very familiar with the services provided by herbal medicine business actors, which is due to the communication aspect.

The communication aspect between the seller and the buyer had not been well established, but the people of Bantul Regency have no difficulty in finding herbal medicine sellers when they are in need of herbal medicine. This can happen because the herbal medicine business actors who travel around every day, make the people of Bantul Regency just wait for the person to pass around their environment. Meanwhile, herbal medicine business actors who have outlets or stands are also considered easy to be found by the people of Bantul Regency when they are in need of herbal medicine. The place to buy herbal medicine, either in the form of carrying

herbal medicine or herbal medicine with a stand in the Bantul Regency area was comfortable. By buying jamu carrying, people don't even need to look for herbal medicine sellers and don't need to leave their homes so they are considered more comfortable. Herbal medicine sellers with their own outlets are also considered comfortable because they can be relied on when they are in a critical time and need herbal medicine immediately. In addition, the outlets of herbal medicine businesses in Bantul Regency are considered comfortable by the people of Bantul Regency.

Generally, herbal medicine has been accepted by the Bantul Regency residents in terms of taste and it is not an aspect that becomes a problem and prevents the people from consuming the medicine. This is because herbal products transformed from a traditional form that tastes bitter to herbal products that have a sweet taste and are delicious to consume. Herbal medicine manufacturers have adjusted to the needs of people who want a good taste in consuming herbal medicine and modern packaging that approaches the quality of modern pharmaceutical products (Andriati & Wahjudi, 2016).

Herbal products are acceptable in terms of price and are not objected to by the Bantul Regency residents to consume because the price aspect is supported by the perceived efficacy or the people feel that the paid herbal medicine does not cause detrimental effects such as not providing efficacy or unwanted benefits. The affordability of herbal products has a wide scope because it is attainable for people with middle-low economic levels, implying that herbal medicine is not limited to the middle-upper class. The people are not familiar with the promotional efforts conducted by herbal medicine businesses in Bantul Regency. This is due to the lack of promotional efforts by herbal medicine business actors in Bantul Regency, to enable the residents to obtain information related to the herbs sold. Promotion is one of the determining factors for the success of a marketing program and it involves activities shown to introduce, persuade, and remind customers of a product or intermediary (Zahrah *et al.*, 2021).

Based on the analysis result, the product factors including taste, diversity, and efficacy have a positive influence on the Bantul Regency residents to consume herbal medicine because it has a good taste in addition to its efficacy which is considered effective. Also, there are various types of herbal medicine obtained to encourage people to consume the medicine. The price factor has a positive effect on the consuming behavior of herbal medicine in Bantul Regency, which is considered comparable to the efficacy obtained. Furthermore, the price is affordable to the middle-low class community, hence herbal products are accessible to people from each economic class. Also, the place factor has a positive effect on the consumption behavior of Bantul Regency residents, because it is easy to find and comfortable. Herbal medicine has a system that ensures that they are not difficult to find. Also, herbal medicine business actors who have a stand are considered to have established their business in a place that is easy to find and convenient. Meanwhile, the X3

variable (promotion) has a negative effect on the consumption behavior of the people. This happened because the people feel unsure whether or not the promotional efforts will be conducted by herbal medicine businesses (Salatoen *et al.*, 2015). Therefore, it is necessary to evaluate or improve the promotion sector for herbal medicine businesses, particularly promotions with technology 4.0 by using digital media as a promotional medium, to follow the trend and ensure that herbal products are not left behind. This is supported by the majority of respondents being Gen Z who are not far from the 4.0 era. The public is unaware of the information media that can be accessed to obtain data about herbal products, hence it is necessary to provide easily accessible information, which can be done by utilizing advances in digital technology. The Bantul Regency residents lacked the communicative and empathetic nature of herbal medicine business actors.

Conclusion

Marketing mix aspects, including product, price, promotion, and place have an effect on herbal medicine consumption behavior in the Bantul Regency residents. Although product, price, and place factors have a positive effect, the promotion aspect has a negative effect on the consumption behavior of the Bantul Regency residents. The people of Bantul Regency are still not familiar with the promotion efforts carried out by herbal medicine business actors in Bantul Regency. In addition, this can also happen because there have been no promotional efforts made by herbal medicine businesses in Bantul Regency so the people of Bantul Regency are not familiar with these things. All aspects of the marketing mix have a positive effect if they are simultaneous.

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