



Direct and Indirect Influence on Purchasing Decision of Jamu Gendong through Customer Satisfaction in West Jakarta

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ABSTRACT

Jamu Gendong is a traditional drink that is mixed and sold directly by street vendors, and has been part of the health culture of the Indonesian people for centuries. This study aims to determine whether there is a direct influence between product quality, knowledge, attitude, and price on the decision to purchase Jamu Gendong through customer satisfaction in the West Jakarta area. The statistical analysis of this research data uses path analysis to see the direct and indirect effects between variables. The conclusions above have important implications for Jamu Gendong vendors. Jamu Gendong vendors should continuously strive to improve the quality of their products to retain and attract more customers.

INTRODUCTION

Jamu is an important part of Indonesian health culture and tradition. It is estimated that there are more than 3,000 types of jamu that have been used for centuries for a variety of ailments (Lima Melro et al., 2020). The popularity of herbal medicine has increased in recent years, driven by the increasing awareness of health and natural lifestyles.

The growing public interest in treatment using traditional products is also accompanied by increasing scientific evidence showing the benefits of herbal medicine for health (Elfahmi et al., 2014). The increasing popularity of herbal medicine opens up great opportunities for the herbal medicine industry in Indonesia. However, on the other hand, this also raises several challenges such as the emergence of fake herbal medicine products and also low-quality herbal medicine. (Ahmad Khan & Ahmad, 2019).

Jamu gendong is a traditional Indonesian drink made from natural ingredients such as spices and medicinal plants. Jamu gendong is a traditional drink that is mixed and sold directly by street vendors, and has been part of the health culture of the Indonesian people for centuries. In West Jakarta, jamu gendong is still popular among various groups, especially for those looking for an alternative to natural and affordable traditional medicine.

Customers don't just buy jamu gendong; they go through a complicated process to decide. In the context of purchasing jamu gendong, several factors that are thought to have a significant influence include product quality, knowledge, attitude, price, and customer satisfaction.

Product quality is one of the main factors that customers consider in choosing jamu gendong. The quality of this product can be seen from various aspects, such as taste, aroma, efficacy, safety, and authenticity of raw materials. Customers will prefer products that have good quality, such as good taste, proven efficacy, and guaranteed safety (Trianti et al., 2024).

Customer knowledge about jamu gendong, whether related to benefits, side effects, or how to use it, can influence their purchasing decisions. Customers who have good knowledge about jamu gendong, such as benefits and side effects are more likely to buy it. Customers' attitudes toward jamu gendong, including their beliefs and perceptions of the product, can also influence their decisions. Customers who have a positive attitude toward jamu gendong, such as believing in its efficacy and considering it a healthy drink, will be more likely to buy it.

Price is another important factor considered by customers. The relatively affordable price of jamu gendong compared to modern medicines is one of the main attractions for customers. For this reason, customers with limited budgets prefer jamu gendong with affordable prices (Ristin & Suprapti, 2020). Price is another important factor considered by customers. The relatively affordable price of herbal medicine compared to modern medicines is one of the main attractions for customers. For this reason, customers with limited budgets prefer herbal medicine with affordable prices (Lestari & Sinambela, 2022).

Customer satisfaction is the result of the interaction between customer expectations and perceived product performance. Customers who are satisfied with the jamu gendong they purchased will be more likely to buy it again and recommend jamu gendong to others. Studies have found that people are more likely to buy herbal medicine if they believe it is high-quality, understand its benefits, and have a positive opinion about it. (Sumarlin & Al Arifa, 2023). The price of jamu gendong plays a significant role in consumer behaviour, with customers generally preferring products that are budget-friendly.(Ekasari et al., 2022).

This study aims to determine whether there is a direct influence between product quality, knowledge, attitude, and price on the decision to purchase jamu gendong through customer satisfaction in the West Jakarta area. The results of this study are expected to provide useful information for jamu gendong business actors in improving the quality of their products and services, as well as increasing sales of jamu gendong. This research aims expected to add to existing knowledge by examining how four factors affect customer satisfaction and their subsequent decision to buy jamu gendong in West Jakarta.

LITERATURE REVIEW

Jamu Gendong, a traditional Indonesian herbal medicine, holds a significant position in the West Jakarta. Jamu Gendong is traditionally sold by women who carry baskets of herbal drinks on their backs. Jamu Gendong, holds a significant position in the West Jakarta. Understanding the factors influencing customer satisfaction and purchase decisions is crucial for Jamu Gendong producers. This review explores the impact of product quality, knowledge, attitudes, and price on customer satisfaction, ultimately affecting purchasing decisions.

1. Product Quality and Customer Satisfaction

Studies consistently highlight the importance of product quality in consumer purchasing behavior. Consumers in West Jakarta likely value the effectiveness of Jamu Gendong in addressing their health concerns. Research by Akbar, (2019) said that high-quality products lead to greater customer satisfaction. Similarly, a study by Amrullah, A. R. & Agustin, (2016) on consumer decision-making emphasizes the importance of product attributes that meet functional needs.

2. Knowledge and Customer Satisfaction

Customer knowledge about a product can significantly impact their perception of value and satisfaction. A study by Wijaya, et al., (2020) explores the influence of brand knowledge on customer satisfaction. Their findings suggest that higher brand knowledge leads to increased customer satisfaction. Customers in the West Jakarta area who possess a good understanding of Jamu

Gendong's traditional uses, potential benefits, and proper dosage are likely to experience greater satisfaction with the product.

3. Knowledge and Purchasing Decisions

Consumers' knowledge about Jamu Gendong can significantly influence their purchasing decisions. Studies have shown that increased knowledge about a product's ingredients and production processes leads to more informed choices. However, research by (Lesmayati et al., 2021) suggests that educational campaigns can further enhance knowledge and positively impact purchasing decisions.

4. Attitudes and Customer Satisfaction

Consumer attitudes towards a product can significantly influence their purchasing decisions and satisfaction. Research by (Hamid & Ak, 2020) highlights the role of brand attitude in influencing customer purchase intentions. Positive attitudes towards Jamu Gendong, stemming from cultural beliefs, personal experiences, or brand reputation, can lead to increased customer satisfaction and repeat purchases.

5. Price and Customer Satisfaction

Price is a significant factor influencing customer purchase decisions. However, its relationship with customer satisfaction can be complex. Price is often a significant factor influencing purchasing decisions. Consumers in West Jakarta likely seek a balance between affordability and perceived value. While price sensitivity exists, customers might be willing to pay a premium for Jamu Gendong perceived as high quality and effective. A study by Hartiani et al., (2021) explores the impact of price fairness on customer satisfaction. Their findings suggest that customers perceive a fair price to be more important for satisfaction than simply a low price. In the case of Jamu Gendong, customers might be willing to pay a premium for a product perceived as high-quality and effective, leading to satisfaction despite a higher price point.

6. The Mediating Role of Customer Satisfaction

Customer satisfaction acts as a mediator between the aforementioned factors and purchasing decisions. When consumers are satisfied with the product quality, their knowledge aligns with expectations, and their attitudes are positive, they are more likely to be satisfied overall. Customer satisfaction leads to repeat business and positive referrals, which can influence potential buyers.

7. Jamu Gendong in the west Jakarta Context

West Jakarta presents a unique market with diverse demographics and varying levels of health consciousness. Future research should explore these segments to understand their specific needs and preferences related to Jamu Gendong. The specific context of Jamu gendong in the urbanized and fast-

paced West Jakarta area presents unique challenges and opportunities. Factors such as lifestyle changes, competition from modern medicine, and consumer preferences need to be considered. Research on Jamu gendong consumption patterns, distribution channels, and consumer profiles within this region is essential.

8. Research Gaps and Future Directions

While some studies have explored aspects of Jamu gendong consumption, there is a lack of comprehensive research specifically focusing on the interplay of product quality, knowledge, attitudes, price, and customer satisfaction in the West Jakarta area. Further research exploring the specific weightings of these factors within West Jakarta market can provide valuable insights for Jamu Gendong producers looking to optimize their products and marketing strategies.

Understanding the interplay between product quality, knowledge, attitudes, price, and customer satisfaction is essential for Jamu Gendong producers and marketers in West Jakarta. By focusing on delivering high-quality products, promoting consumer education, fostering positive attitudes, and offering competitive pricing, businesses can create a loyal customer base and ensure the continued success of Jamu Gendong in this dynamic market. Product quality, customer knowledge, positive attitudes, and fair pricing all play a role in driving customer satisfaction and influencing purchasing decisions.

METHODOLOGY

The method and type of research used is quantitative descriptive research. This study tries to explain whether there is an influence of product quality, knowledge, attitude, and price on purchasing decisions through the customer satisfaction variable of jamu gendong in the West Jakarta area.

1. Population and Sample

The population in this study were consumers of Jamu Gendong in the West Jakarta area. The study used a non-probability sampling method because the exact number of people who consume jamu gendong is unknown. To determine the necessary sample size, the study used the Lameshow formula, which is designed for populations with unknown sizes. (Riyanto & Hatmawan, 2020):

$$n = \frac{Z_{1-\alpha/2}^2 \times P(1 - P)}{d^2}$$

Where:

n = Number of Samples

Z = z score at 95% confidence level = 1.96

P = maximum estimate = 0.8785

$d = \alpha(0.05)$ or sampling error = 5%

$$n = \frac{1,96^2 \times 0,879(1 - 0,879)}{0.05^2} = 164,01$$

The proportion of 0.8785 was obtained based on research conducted by Muslimin et al., (2010) regarding a study of herbal medicine market development research conducted by the Minister of Trade with the conclusion that 87.85% of consumers viewed the quality of herbal medicine as very important.

The researcher plans to gather 180 questionnaires to account for potential dropouts. This is 10% more than the initial target of 164 samples. The sampling method used will be quota sampling, which involves selecting a specific number of participants based on their specific characteristics.

2. Inclusion and Exclusion Criteria

Inclusion criteria are the qualities or conditions that participants must have to be considered for a study. The inclusion criteria set by the researcher are:

- a. Respondents who were consumers of Jamu Gendong who regularly consumed Jamu Gendong 2-3 times a week.
- b. Jamu Gendong consumers who live in the West Jakarta area.
- c. Respondents who are willing to fill out the questionnaire.

Exclusion criteria are criteria that can be used to exclude sample members from inclusion criteria or in other words, characteristics of population members that cannot be taken as samples. Where the exclusion criteria set by the researcher are respondents who routinely drink jamu gendong at least 2-3 times a week.

3. Data Analysis Method

The researchers used path analysis to determine how the variables in this study directly and indirectly affected each other. This method allowed them to test the proposed causal relationships between the variables. They used correlation and regression analysis to understand how the independent variables influenced the dependent variable, both directly and through intervening variables. The data was analyzed using SPSS 19.00 software to efficiently and accurately manage the statistical information.

RESULT AND DISCUSSION

1. Validity and Reliability Test

The correlation analysis indicates that each indicator contributes significantly to the overall construct score of each variable. The calculated r values exceed the critical values found in the r table, confirming the validity of the questionnaire items. Additionally, the reliability test shows that all variables

have a high alpha coefficient, exceeding 0.60. This suggests that the measuring concepts in each variable are reliable and can be used as effective tools for future research.

2. Characteristics of Respondents

Table 1. Characteristics of Respondents

Characteristics of Respondents	%
Gender	
Male	35.00%
Female	65.00%
Occupation	
Unemployed	5.56%
Students/ College Student	8.89%
Factory Worker/Laborer	35.00%
Civil Servant	4.44%
Self-Employed	8.33%
Teacher/Lecuterer	5.56%
Housewife	13.89%
Transportation/Driver	18.33%
Age	
17-25	20.00%
26-45	70.56%
46-65	9.44%
EducationLevel	
Elementary School	12.22%
Junior High School	22.22%
High School	46.11%
Higher Education	19.44%
Income	
Less than Rp. 300,000	10.00%
Rp. 300,000-Rp. 1,000,000	17.22%
Rp. 1,000,000-Rp. 1,500,000	19.44%
Rp. 1,500,000-Rp. 2,000,000	8.33%
More than Rp. 2,000,000	43.89%

In the characteristics of respondents based on gender, it was found that the number of female respondents (65%) was greater than male respondents (35%). The highest age obtained in this study was in the age range of 26-45 years (55%) and the age range of 17-25 years (36.11%). Based on the last level of education, the highest frequency was in high school education (46.11%) and junior high school (22.22%). The respondents' occupation as factory

workers/labourers (35%) were in first place, followed by transportation workers/drivers (18.33%) and housewives (13.89%).

3. Path Analysis Model 1

The purpose of testing the path analysis model 1 is to test whether there is a direct influence between the variables of product quality, knowledge, attitude, and price on customer satisfaction. Based on the calculation results, the beta coefficient of the product quality variable is 0.270, the knowledge variable is 0.026, the attitude variable is -0.123, and the price variable is 0.029.

Table 2. Results of Calculation of Path Analysis Coefficients for Model 1

Variable	Standardized Coefficients	T	Sig.
	Beta		
(Constant)		5.559	0.000
Product Quality	0.270	3.696	0.000
Knowledge	0.026	0.354	0.724
Attitude	-0.123	-1.691	0.093
Price	0.029	0.400	0.690

Based on table 2, the significance value of the product quality variable is 0.000 or less than 0.05. This result shows that product quality has a direct and significant influence on customer satisfaction. Meanwhile, the significance value of the knowledge variable (0.724), attitude variable (0.093), and price variable (0.690) is greater than 0.05. So, it can be concluded that there is no direct significant influence between the knowledge, attitude, and price variables on customer satisfaction.

Table 3. R and R² Values of Path Analysis Model 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.296	0.088	0.067	4.919

The R² value of 0.088 indicates that only 8.8% of the variation in customer satisfaction can be explained by the variables of product quality, knowledge, attitude, and price. This means that other factors not included in the study are responsible for the remaining 91.2% of the variation in customer satisfaction. Then if we look at the significance value, we can also conclude that in the path analysis of model 1 only the product quality variable has a significant influence on the inclusion of customer satisfaction. Then the path analysis diagram of model 1 can be arranged with $e_1 = \sqrt{1 - 0,088} = 0,955$.

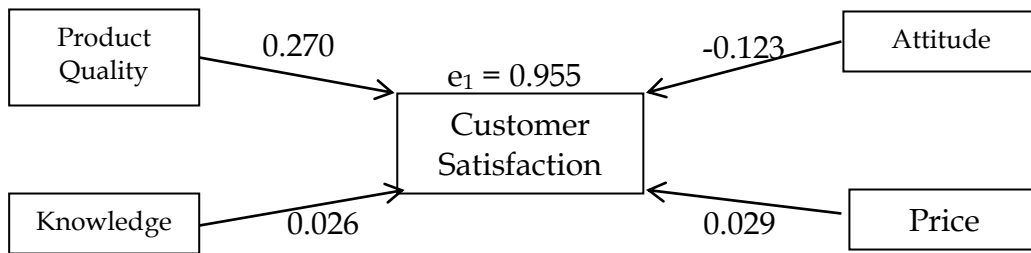


Figure 1. Path Analysis Diagram of Model 1

4. Path Analysis Model 2

The path analysis model 2 test was conducted to test whether there was a direct influence between the variables of product quality, knowledge, attitude, price, and customer satisfaction on the decision to purchase jamu gendong. Based on the calculation results, the beta coefficient of the product quality variable was obtained = 0.535, the knowledge variable = 0.129, the attitude variable = 0.071, the price variable = -0.044, and the customer satisfaction variable = 0.280.

Table 4. Results of Calculation of Path Analysis Coefficients Model 2

Variable	Standardized Coefficients	t	Sig.
	Beta		
(Constant)		3,714	0,000
Product Quality	0,535	8,973	0,000
Knowledge	0,129	2,226	0,027
Attitude	0,071	1,238	0,217
Price	-0,044	-0,770	0,442
Customer Satisfaction	0,280	4,724	0,000

5. Direct Influence

Based on table 4, the significance value of the product quality variable = 0.000, the knowledge variable = 0.027, and the customer satisfaction variable = 0.000 or less than 0.05. So, it can be concluded that there is a direct significant influence of the product quality variable, the knowledge variable, and the customer satisfaction variable on the decision to purchase jamu gendong. While other variables, namely attitude (0.217) and price (0.442) have a significance value greater than 0.05. So, it can be concluded that the attitude variable and the price variable do not directly have a significant influence on the decision to purchase jamu gendong.

6. Indirect Influence

The results of the calculation of the Path Analysis Coefficient Model 2 showed that there was a direct influence of product quality on the decision to purchase jamu gendong of 0.535. While the indirect influence of product quality through customer satisfaction on the purchasing decision is the multiplication of the value of work on customer satisfaction with the value of customer satisfaction on the purchasing decision, namely $0.535 \times 0.280 = 0.150$. Furthermore, to determine the total influence given by product quality on purchasing decisions is the direct influence plus the indirect influence, namely $0.535 + 0.150 = 0.685$.

Table 5. Recapitulation of Calculation of Indirect Influence and Total Influence on Purchasing Decisions

Variable	Through	Direct Influence	Indirect Influence	Total Influence	Results
Product Quality	Customer Satisfaction	0.535	0.150	0.685	Direct
Knowledge		0.129	0.036	0.165	Direct
Attitude		0.071	0.020	0.091	Direct
Price		-0.044	-0.012	-0.057	Indirect

Based on the calculation results, it is known that the value of the direct influence of product quality (0.535) is greater than the indirect influence (0.150), this result shows that directly product quality through product satisfaction has a significant influence on the decision to purchase jamu gendong. Referring to table 5, only the price variable indirectly influences the decision to purchase jamu gendong through customer satisfaction.

Table 6. R and R2 Values of Path Analysis Model 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	0.664	0.441	0.425	4.140

The analysis shows that the variables of product quality, knowledge, attitude, and price, when considered through customer satisfaction, explain 44.1% of the variation in compliance. However, there are other factors not included in this study that account for the remaining 55.9% of the variation. Then in table 4, the significance value of the attitude variable = 0.217 and the price variable = 0.442 is greater than 0.05 while the significance value of the product quality variable = 0.000, the knowledge variable = 0.027, and the customer satisfaction variable = 0.000 is smaller than 0.05. The study found that product quality, knowledge, and customer satisfaction were strong factors in influencing people's decisions to buy "jamu gendong." However, attitude and

price didn't seem to have a significant impact on those choices. So that a path analysis diagram of model 2 can be compiled with $e_2 = \sqrt{1 - 0,441} = 0,748$.

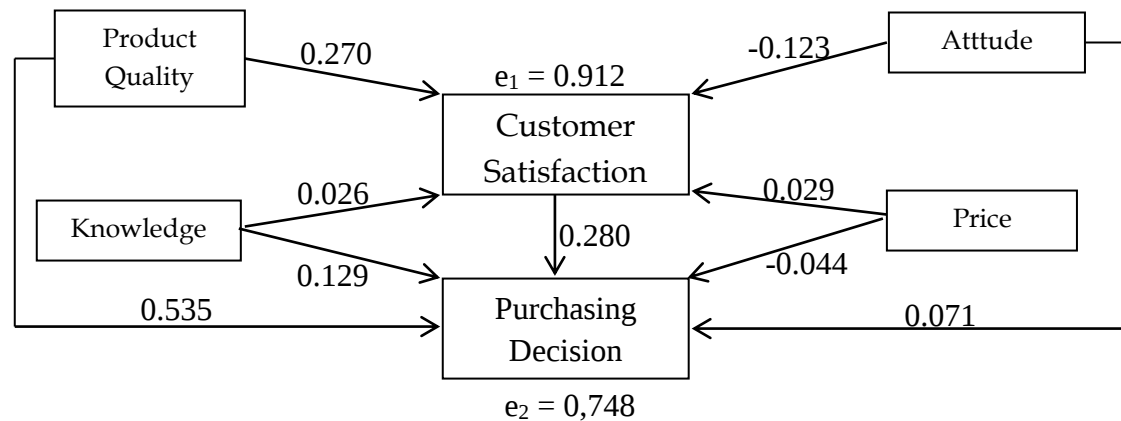


Figure 2. Path Analysis Diagram of Model 2

Based on data analysis, it can be seen that the decision to purchase jamu gendong through customer satisfaction is directly influenced by product quality variables and knowledge variables. While the attitude variable and price variable indirectly influence the decision to purchase jamu gendong through customer satisfaction. For Indonesian people, jamu gendong is often consumed as an alternative in maintaining health.

Product quality stands as a cornerstone in influencing purchasing decisions. Consumers are drawn to products that meet or exceed their expectations in terms of performance, durability, and reliability (Mustika Inong et al., 2021). When a product consistently delivers on its promised benefits, it fosters customer satisfaction and loyalty. A high-quality product is often associated with a premium brand image, further influencing purchase intent.

Consumer knowledge about a product significantly impacts purchasing decisions. Extensive knowledge empowers consumers to make informed choices, aligning their purchases with their specific needs and preferences (Rathod, 2023). Conversely, limited knowledge can lead to reliance on brand reputation, price, or recommendations. Marketers often leverage this by providing detailed product information to enhance consumer confidence.

Consumer attitudes towards a product or brand play a crucial role in shaping purchasing decisions. Positive attitudes, influenced by factors like perceived value, brand image, and personal beliefs, drive purchase intent (Leevisitpattana & Srisopa, 2020). Marketing efforts are often aimed at cultivating favourable attitudes through emotional connections and persuasive messaging.

Price is a fundamental consideration in most purchasing decisions. Consumers are sensitive to price fluctuations and often compare prices across different brands and retailers. While some consumers prioritize low prices,

others are willing to pay a premium for perceived quality or added value. Effective pricing strategies involve balancing customer perception of value with profit margins. Price also has the most dominant relationship in purchasing decisions, because price is the main indicator of a product having good quality. (Harahap & Hidayat, 2018).

Product quality, knowledge, attitude, and price are interconnected factors influencing purchasing decisions. A high-quality product with a strong brand image can command a premium price, appealing to consumers with a positive attitude towards the brand. Conversely, a low-priced product may attract consumers with limited knowledge, but it risks compromising customer satisfaction if quality is subpar.

7. Product Quality and Customer Satisfaction

In the context of Jamu Gendong, factors like the use of natural ingredients, effectiveness in addressing ailments, and consistent taste contribute to perceived quality and influence customer satisfaction (Solehah et al., 2022). Consumers in West Jakarta likely prioritize products that deliver on their promised health benefits and are manufactured with high standards.

8. Product Quality and Purchasing Decisions

Product quality is a cornerstone of consumer satisfaction and subsequent purchasing decisions. Several studies have emphasized the significance of product quality in influencing consumer behaviour. In the context of Jamu gendong, studies have shown that consumers prioritize factors such as taste, efficacy, and safety (Utami & Irawati, 2022). High-quality Jamu gendong is perceived to offer better health benefits, leading to increased customer satisfaction and repeat purchases (Handayani, 2022).

9. Knowledge and Customer Satisfaction

Research suggests that increased knowledge about ingredients, uses, and potential side effects leads to more informed purchase decisions (Panomhom et al., 2012). In West Jakarta, where Jamu Gendong has a long history, there might be a base level of knowledge. However, initiatives to educate consumers about specific Jamu Gendong products and their benefits can further enhance satisfaction.

10. Knowledge and Purchasing Decisions

Consumer knowledge about a product significantly impacts their purchasing decisions. Research suggests that consumers with greater knowledge tend to make more informed choices (Munir et al., 2019). In the case of Jamu gendong, consumers with adequate knowledge about its ingredients, benefits, and usage are more likely to perceive its value and make repeat purchases (Sukardi, 2016). However, a lack of knowledge can lead to misconceptions and negative attitudes towards the product.

11. Attitudes and Customer Satisfaction

Studies suggest that younger generations in West Jakarta might have less familiarity with Jamu Gendong compared to older demographics. Strategies to address these generational differences and cultivate positive attitudes towards Jamu Gendong are essential. Positive attitudes, shaped by cultural beliefs or past experiences, can lead to repeat purchases and positive word-of-mouth promotion (Jalil et al., 2019).

12. Attitudes and Purchasing Decisions

The way people think about Jamu Gendong is shaped by their cultural background and their own experiences. Positive attitudes, often associated with the product's natural ingredients and perceived health benefits, can lead to repeat purchases and brand loyalty (Ploenkutham et al., 2018). Conversely, negative attitudes stemming from concerns about safety or efficacy can hinder purchasing decisions.

13. Price and Customer Satisfaction

Price sensitivity will play a role in consumer decision-making for Jamu Gendong in West Jakarta. While some consumers might prioritize affordability, others might be willing to pay a premium for perceived higher quality or specific ingredients. The concept of value perception, where price is weighed against perceived benefits, becomes crucial (Suryani et al., 2021). Consumers will likely be more receptive to higher prices if they believe Jamu Gendong offers superior quality and effectiveness (Oppong et al., 2023).

Price remains a significant factor influencing purchasing decisions, especially for individuals with limited financial resources. Consumers might prioritize affordability, especially for those with limited financial resources. However, the willingness to pay a slight premium for product may exist (Menidjel et al., 2017). Beside that consumers also often engage in a cost-benefit analysis, seeking value for their money (Damayanti, 2023).

14. Price and Purchasing Decisions

These results are not in line with Djohan, (2021) research, where purchasing decisions are positively and significantly influenced by price. The price itself is actually very important for consumers in determining the purchase decision of a product, because if it is wrong, consumers will think again about buying the product (Gitasari et al., 2018). When looking at the results obtained, it can be seen that customers no longer question the price in the decision to buy jamu gendong. Because for customers, the most important thing is that they get the expected benefits when consuming the jamu gendong they choose.

15. The Mediating Role of Customer Satisfaction

Research by Ghodes et al. (2017) explores the mediating role of customer satisfaction in the relationship between product quality and purchase decisions for skincare products. Their findings suggest that product quality influences customer satisfaction, which in turn, impacts purchase decisions. Similarly, for Jamu Gendong in West Jakarta, factors like product quality, knowledge, attitudes, and price can influence customer satisfaction, ultimately determining their purchase decisions and brand loyalty.

CONCLUSIONS AND RECOMMENDATIONS

The direct effect of purchasing decisions for jamu gendong through customer satisfaction occurs in the variables of product quality, knowledge, and attitude. Meanwhile, the price variable has an indirect effect on purchasing decisions through customer satisfaction. Where product quality has a direct and significant influence through customer satisfaction on purchasing decisions for jamu gendong of 0.535. Meanwhile, price has a significant indirect effect through customer satisfaction on the purchase decision of jamu gendong of -0.012. Furthermore, knowledge has a direct and significant influence through customer satisfaction on the decision to purchase jamu gendong of 0.017. Then attitudes have a direct and significant influence through customer satisfaction on jamu gendong purchasing decisions of 0.071.

The conclusions above have important implications for jamu gendong vendors. Jamu gendong vendors should continuously strive to improve the quality of their products to retain and attract more customers. Furthermore, jamu gendong vendors need to provide relevant and accurate information to consumers so that they can make better purchasing decisions. Then, efforts to improve customer satisfaction should be a top priority for jamu gendong vendors. Finally, although price is important, jamu gendong vendors should not only focus on price competition. A strong product differentiation strategy can help jamu gendong vendors to set higher prices.

FURTHER RESEARCH

The potential mediating factors between indirect influences and purchasing decisions. Beside that the relative importance of each factor across different customer segments or product categories.

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