

ABSTRACT

The research objective to explore the trust, social influence, health benefits and consumer engagement influencing consumer intentions to continuously use herbal medicine as an alternative way of disease treatment and maintaining a healthy lifestyle. This research is used theories (TPB, EVFT, CET and UTAUT) perspective to explain research phenomena. The samples used were 150 respondents. Sampling is done by a purposive sampling technique. Data was processed and analysed by Smart-PLS4 as analytical tools. This study shows that trust, health benefits, social influence and consumer engagement are factors which effect on continuous intention to consume herbal medicine. The findings of this research can contribute to a better understanding of consumer behaviour towards herbal medicine, enabling healthcare practitioners and policymakers to develop targeted strategies for promoting herbal medicine usages.

The result of research showed that: (1) social influence has a positive and significant on continuous intention when the social have positive attitudes or behaviour that explains the consumers making strong decisions to continuous intention of herbal medicine as an alternative way for treatment diseases and a healthy lifestyle. (2) health benefit has a positive and significant on continuous intention, when consumers had a high engagement with perceptions health and benefits from herbal medicine that make consumer more decided to continuous intention consumption herbal medicine. (3) trust has a positive effect and significant on continuous intention, the trust important it because explaining consumers attitudes, behaviour and experience customers using herbal medicine to control health conditions, then increased consumers beliefs herbal medicine. (4) consumer engagement has a positive effect and significant on continuous intention, when consumers engagement with sharing information and experience about herbal medicine benefits, effectiveness, safety, less side effects that increased consumers continuous intention to uses of herbal medicine to diseases treatment and a healthy lifestyle. (5) social influence has positive effects and significant indirect by consumers engagements on continuous intentions. (6) health benefit has a positive effect and significant indirect by mediations variable consumer sharing experience, benefits, attitude, behaviour, then make consumers engagement with information and supported to continuous intentions to uses of herbal medicine. (7) trust has a positive effect and significant indirect by consumer engagement on continuous intention so this study proven consumers engagement good mediation and supported consumers intentions repurchase of herbal medicine.

Keywords: *Herbal Medicine, Continuous Intention, Diseases Treatment, Healthy Lifestyle, Theory*

SUMMARY

This research will increase people interest in consuming of herbal medicine, as well as providing information about the factors that influence consumers decisions to use herbal medicine to health practitioners and pharmacists. This study providing competitive strategy for consumption of herbal medicine encompasses both treatment of diseases and prevention, promoting a healthy lifestyle, and fostering continuous usage intentions. This strategy involves cooperation between consumers and herbal products of company or industries, aiming to solution of gaps identified in previous research. Additionally, the research focused on the relationship between consumers loyalty and quality of herbal medicine, with emphasis on value and support provided. By addressing these factors, the seeks to provide solutions to challenges in the herbal medicine industry and promote is acceptance and uses among consumers. Strategic of this research approach target to improve health awareness and contribution to overall well-being. Then, the study discovering the factors of consumer engagement ranked highest level on sharing behaviour and attitudes information, experience, and benefits about herbal medicine and this study discussed bout, how consumers satisfied with alternatives medicine to treatment diseases and engagement factors has playing a major role in convincing customer to influence continuous intention use of herbal medicine. Based on the result of research after analysis response of respondents by statistical analysis data research (Smart - PLS4) showed consumer engagement has positive mediation for social influence, health benefits, and trust on continuous intention factors, indeed the result can supporting industries', companies', researchers, pharmacists, herbalist's, healthcare professional and clinical test its focus on needs, wants and providing information about effectiveness, safety and side effects of herbal medicine, improving quality and build strong relationships between customers and herbal medicine, for control health condition.