

CHAPTER V CONCLUSION

5.1 Conclusion

Based on the results of the previous discussion, it can be concluded as follows:

1. Social influence has positive effects on continuous intention. This result showed consumers are satisfied with benefits from the functional attributes provided to control health conditions and support awareness by the uses of herbal medicine.
2. Health benefits influenced on continuous intention. This showed that increasing consumers intention to continuous using herbal medicine and increase patient satisfied perceived benefits of herbal medicine.
3. Trust influenced on continuous intention. This outcome showed that consumers attitudes have trust, in quality, safety, effectiveness of product that can increase consumer satisfaction and continuous intention for using of herbal medicine.
4. Consumer engagement influenced on continuous intention. This shows that the integrity and competence of consumer continuous intention consume herbal medicine, that can increase consumer engagement and satisfaction by sharing experience, attitude, benefits of herbal medicine.
5. Consumer engagement mediates the influence of social on continuous intention. This indicates that consumer who perceive benefits or treatment from herbal medicine by sharing experiences that support their functional goals will increase their trust in their consumption herbal medicine, increasing patient or consumers trust will increase consumer satisfaction with alternative medicine. The role of consumer engagement in this relationship reflects the mediating role in the influence between social influence and continuous intentions.
6. Consumer engagement mediates the influence of health benefits on continuous intention. This indicates that patients who feel satisfied and emotionally with herbal

medicine, based on social aspects will increase their demand, needs and wants in their health condition, increasing patients trust will increase repurchase of herbal medicine to treatment diseases and a healthy lifestyle.

7. Consumer engagement mediates the influence of trust on continuous intention. This indicator that consumers who feel comfortably, based on social aspects will increase their trust in their control health condition, prevention diseases with consume herbal medicine, and increasing customer trust by benefits, safety, effectiveness will enhance consumers satisfaction and continuous uses of herbal medicine.

5.2 Implications

Based on the discussion and conclusions obtained, the implications of this research are:

5.2.1 Theoretical Implications

- a. This research refers to the theories provided by the (TPB, EVFT, CET and UTAUT) theories literature. (TPB, EVFT, CET and UTAUT) theories helps identify the basis of valence in consumer behavior, on e-commerce platforms. Based on the results of this research, it is known that consumer engagement has an important role in increasing social continuous intention uses of herbal medicine and satisfaction so that increase repurchase intention of herbal medicine.
- b. The purpose contribution this research is exploring the idea of perceived benefit, awareness, control of health conditions for people by herbal medicine, dimensions on the influence of trust, social influence, health benefits and consumer engagement on continuous intention, where consumers trust is an antecedent of continuous intention of herbal medicine. Results from that, the (CE) mediation variable is an important factors in influencing social, health benefit, trust and resulting in continuous intention of herbal medicine.

5.2.2 Practical Implications

- a. This research provides an explanation of the role of consumer engagements that influences social on continuous intention in treatment protocols based on proven efficacy and safety by herbal medicine. Health awareness can support consumers continue using herbal medicine, consumer who focus on treatment diseases by herbal medicine consider customer satisfaction to be a necessity and also a measure behavior, attitude and experience to be able to compete. Therefore, the role of customer engagement found in this study provides understanding to herbal medicine providers regarding patient or consumers satisfaction and supporting to continue uses of herbal medicine, so they can develop better hospital service strategies.
- b. This research can provides implementation to industry standards and regulatory measures based on research outcomes to ensure the safety and efficacy of herbal medicines especially consumer supported by engagement variables made strong influences costumers with herbal medicine, so clearly can help companies or industry of herbal products increase focus on marketing plan to advertising and promotion, provide more information about herbal medicine quality, effectiveness and benefits on social media, magazine, radio, TV, and by Healthcare professionals, because the customers more engage and trust the product or services by participating behavior, attitudes or information about experience, control of health conditions, perceived benefits, safety and effectiveness of herbal medicine that motivation consumer repurchases intention of herbal products.
- c. It provides support for the promotion of several industries which produce different perishable and consumable of herbal medicine.

5.3 Research Limitation and Recommendation

Based on the research results, discussion and conclusions obtained, there are several limitations in this research that can be developed for further research flowing:

5.3.1 Limitation

1. The characteristics of the respondents in this study were mostly female and male age range of 12 to 25 years, so that in future research it is hoped that researchers can see the characteristics of respondents based on generational level on the impact of consumer more satisfaction by herbal medicine.
2. The future research its hoped focus on herbal medicines may pose safety concerns, on including interactions with conventional medications, allergic reactions, and potential toxicity.

5.3.2 Recommendation

1. This research could it arrived respondents who have consumption herbal medicine to controls health conditions or treatment, prevention of disease and using for a healthy lifestyle they are had high level of experience about herbal medicine and satisfaction with benefits it, then they have motivation to continue intention uses of herbal medicine.
2. Conduct systematic safety evaluations and pharmacovigilance studies to monitor adverse events associated with the use of herbal medicines.
3. Educate healthcare professionals and consumers about the potential risks and benefits, and promote responsible use practices.

5.4 Research Knowledge

Addressing these research factors through empirical research, researchers can gain insights into the complex dynamics underlying consumer intention for continuous use of herbal medicine and inform strategies to promote safe and effective integration of

herbal medicine into healthcare practices and lifestyles. Providing education and training for healthcare professionals, herbalists, and researchers to involves understanding various psychological, social, cultural, and economic factors that shape consumer attitudes, beliefs, and behaviors towards repurchase intention of herbal medicine.

5.5 Notes

We find that customer engagement high affects, on continuous intention perceptions. This demonstrates the transformative potential of value cocreation and the need for health care professionals, company, clinic to use a patient's -centered approach to support consumer, in value cocreation herbal medicine.

