



## Factors Affecting Consumer Decision in Buying Herbalife Product During Covid-19 Pandemic

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### ABSTRACT

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The obesity rate in the last three years in Semarang City has increased, and the need for vitamins and nutrients during the Covid-19 pandemic has also increased. However, this fact is not in line with the number of requests for purchasing Herbalife products which has decreased. This study aims to analyze the factors influencing consumer decisions in buying herbalife products in Semarang. The sampling technique used purposive sampling. Data were obtained using a questionnaire distributed to 100 respondents. Consumer data were analyzed using a multiple linear regression model. The study's results stated that the variables of price, place, and physical evidence significantly influenced consumers' decisions to buy Herbalife products. In contrast, product, promotion, people, and process variables did not considerably influence consumer decisions in buying Herbalife products.

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### Introduction

Currently, business development in the health products field is increasingly advanced, including the herbal product business, which is quite promising in the market. Very rapid growth has led to competition between companies with similar products. Moreover, people are starting to realize the importance of maintaining health by consuming healthy nutrients from natural or herbal ingredients. Choosing the right health product is crucial, considering the benefits and costs involved. Many brands of health products on the market with various benefits, from maintaining health to losing and gaining weight, are also available. One company that creates health nutrition products with a high presence is Herbalife.

Herbalife Nutrition operated in more than 90 countries worldwide and generated 4.8 billion in revenue in 2013. They are committed to helping people achieve good nutrition and health. Under the guidance of their experts, they are determined to nutritional research and development, stringent quality assurance programs, and control product integrity from seed to food source.

In the last four years, the Semarang people's food expenditure level and consumption have continued to increase from 2015-2016, with per capita expenditure and consumption composition of 1,297,895 to 1,648,489, of which 33.71% to 39.95%, as stated in the Central Bureau of Statistics of the city of Semarang. ([semarangkota.bps.go.id](http://semarangkota.bps.go.id)).

It is unsurprising that the "Health Service Strategic Plan 2018-2023" is to reduce obesity rates, which is considered to affect low economic productivity (Central Java Provincial Health Office, 2019). Obesity includes new cases of non-communicable diseases with a proportion of 5.5% (Central Java Provincial Health Office, 2019). The fact that the increase in obesity rates does not have a positive impact on product sellers for dieting. Herbalife products are well known to the broader community, especially in Semarang. The number of requests declined for five years, from 2016 to 2020, from 2,737 to 1,317. The decline from 2019 to 2020 is natural because the Covid-19 pandemic has weakened the community's economy.

However, during the Covid-19 pandemic, many people flocked to look for vitamins and nutrients to maintain body immunity. Herbalife products are products known to have good nutritional content, complete and low in GI (Glycemic Index), so they are very appropriate to be consumed to increase immunity, but it turns out that the demand for Herbalife products decreased during the Covid-19 pandemic. This fact shows the existence of a gap phenomenon, so related research is needed that can reveal what factors influence consumers in buying Herbalife products.

Several studies on the factors influencing consumer decisions in purchasing a product reveal that buying decisions are influenced by the 7P Marketing Mix (Price, Product, Place, Promotion, People, Process, and Physical Evidence). Research conducted by Yasa et al. (2018) shows that product, price, promotion, and place variables positively and significantly influence Herbalife Nutrition Shake purchasing decisions. Akhiri (2019) shows that the marketing mix variables (product, price, promotion, place, process, people, and physical environment) positively and significantly influence purchasing decisions. However, in contrast to previous research, the results of the study conducted by Wariki et al. (2015) and Octaviona (2016) state that price negatively affects purchasing decisions. Lailyah (2020), in her research, shows results that price factors have a significant influence on purchasing decisions. Another research from Faozi & Handayani (2019) provides the idea that price significantly positively affects buying decisions. Pandensolang & Alum (2015) also agrees that product quality partially has a significant negative effect on purchasing decisions of a product. It is because the quality of the product does not always have to be high; sometimes, it is deliberately made with low, medium, or high quality depending on the desired positioning of the product produced. So when the fulfillment of product quality occurs, an increase in product prices will also appear.

Satria (2018) shows that product quality does not affect purchasing decisions. The influence of product quality on purchasing decisions is caused by consumers who do not pay attention to the quality of the products offered but pay attention to the price and quality of service. Ghodang & Sembiring (2020), in their research, obtained the results of a positive and significant influence between product variables and purchasing decision variables. Sahara & Prakoso (2020) also have the same research results; those products significantly positively affect purchasing decisions. Kurniawan & Astuti (2012) also stated that the price and place variables had no significant effect on purchasing decisions. In line with Putri & Sunaryanto (2020), product and location variables have no significant impact on consumer decisions. However, research by Ernestivita (2016) proves that the location variable has a positive but insignificant effect on purchasing decisions. Study Santi, (2014) stated that promotional costs have no significant impact on consumer purchasing decisions. Tumbuan & Senaen (2015) says that people and process variables have an insignificant effect on purchasing decisions. Likewise, the physical evidence variable has a feeble and negligible influence on consumer purchasing decisions (Wijaya & Siswanto, nd).

Research conducted by Hardiansyah et al. (2019) showed the results of a significant influence between location variables on purchasing decision variables. Hasbiyadi et al. (2017) concluded that location positively and significantly influences consumers' purchasing decisions. Another variables from study Permana (2017), in his research, showed results that promotion has a significant influence on the purchase decision of a product. Another study by Wulansari (2019) also concluded that the promotion variable influences the purchase decision variable. Research related to the influence of physical evidence on purchase decisions is conducted by Putra et al. (2019), where physical evidence has a positive and significant effect on purchase decisions. In line with research conducted by Athar (2020), which stated that physical evidence positively and significantly influences purchase decisions

Some of the studies that have been described still show differences in results or findings from various previous studies that have been carried out, so the extent to which the 7P Marketing Mix (Price, Product, Place, Promotion, People, Process, and Physical Evidence) is a determining variable for consumer decisions in buying a product still needs to be investigated further. The marketing mix variable was chosen in this research variable considering the increasingly fierce competition because more and more companies are involved in fulfilling consumer needs and desires. It causes companies to orient on consumer purchasing decisions so that the marketing mix is one of the marketing strategies to convey information widely, introduce a product of goods and services, stimulate consumers to give, and even create personal preferences for the image of a product. Therefore, the marketing mix is considered one of the most potential strategic elements in marketing the product. Iskandar et al. (2021) stated that process positively and significantly

influences simultaneous purchase decisions. In line with research conducted by Fitriany (2021), which noted that the Marketing Mix (Product, Price, Place, and Promotion, People, Process, Physical Evidence) partially influences purchase decisions. Thus, the factors in the marketing mix are variables that are expected to create purchasing decisions; in other words, these variables will affect consumer satisfaction in buying a product.

## **Method**

This study focuses on influencing consumer decisions in buying Herbalife products during the Covid-19 pandemic. The research instrument test uses quantitative and uses validity and reliability tests. The analysis tool used by the researcher is using multiple linear regression with the help of SPSS software. The sampling technique used purposive sampling, where consumers have used Herbalife products and are domiciled in the city of Semarang.

Determination of the number of samples using the Slovin formula obtained 100 respondents and using Herbalife products. Data collection techniques in this study used an online questionnaire via a google form. The measurement data uses a Likert scale with a score range of 1-5. The variables used to measure consumer decisions in purchasing Herbalife products are price, product, place, promotion, people, process, and physical evidence. The formula conduct by multiple regression as follows:

$$Y = \beta_0 + \beta_1X1 + \beta_2X2 + \beta_3X3 + \beta_4X4 + \beta_5X5 + \beta_6X6 + \beta_7X7 + \mu \quad 1$$

Where Y = consumer decision; X1 = price; X2 = products; X3 = place; X4 = strategy for promotion; X5 = people; X6 = process; X7 = physical evidence;  $\beta_0$  = Constant or Intercept;  $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7$  = Regression Coefficient; and  $\mu$  = Error Term.

## **Results and Discussion**

### **Validity Test and Reliability Test**

The variable instrument validity test results show the Pearson correlation value of each question indicator, with the total variable score showing significant results (significance level 1%). So it can be concluded that each question indicator on consumer decision variables, price, product, place, promotion, people, process, and physical evidence is valid.

Furthermore, to determine the level of reliability using the Cronbach alpha value criteria. Cronbach's alpha value between 0.80 to 1 is categorized as good reliability. However, a Cronbach alpha of less than 0.60 is classified as poor, and vice versa. The table above shows the results of the reliability test of all dependent variables and independent variables more than 0.80. So it can be concluded that this study's instrument statements to measure the level of consumer decision variables, price, product, place, promotion, people, process, and physical evidence are reliable.

**Table 1. Validity and Reliability Test**

<i>Variables</i>	<i>Questions</i>	<i>Pearson Correlation</i>	<i>Cronbach Alpha</i>
Consumer Decisions (Y)	Y.1	0.865**	0.973
	Y.2	0.943**	0.955
	Y.3	0.951**	0.953
	Y.4	0.969**	0.949
	Y.5	0.956**	0.952
Price (X <sub>1</sub> )	X <sub>1.1</sub>	0.956**	0.964
	X <sub>1.2</sub>	0.972**	0.953
	X <sub>1.3</sub>	0.964**	0.958
	X <sub>1.4</sub>	0.953**	0.964
Product (X <sub>2</sub> )	X <sub>2.1</sub>	0.932**	0.967
	X <sub>2.2</sub>	0.976**	0.947
	X <sub>2.3</sub>	0.966**	0.951
	X <sub>2.4</sub>	0.950**	0.958
Place (X <sub>3</sub> )	X <sub>3.1</sub>	0.971**	0.946
	X <sub>3.2</sub>	0.980**	0.930
	X <sub>3.3</sub>	0.952**	0.972
Promotion (X <sub>4</sub> )	X <sub>4.1</sub>	0.947**	0.972
	X <sub>4.2</sub>	0.979**	0.912
	X <sub>4.3</sub>	0.963**	0.938
People (X <sub>5</sub> )	X <sub>5.1</sub>	0.985**	0.969
	X <sub>5.2</sub>	0.980**	0.971
	X <sub>5.3</sub>	0.970**	0.976

\*\**. Correlation is significant at the 0.01 level (2-tailed).*

Source: primary data

Table 2 shows that there are 12% more female respondents than male respondents; the highest number of respondents in the range of 20-30 years is 42. The educational background of respondents varies; among respondents with the least postgraduate education, only there are 4. At the same time, the most educational experience is junior high school, with a total of 32 respondents.

**Table 2. Descriptive Statistics of Respondents**

<i>Variables</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
Gender	Male	44	44.0%
	Female	56	56.0%
Ages	<20 years	25	25.0%
	20-30 years	42	42.0%
	>30 years	33	33.0%
Education Experience	SD (elementary school)	28	28.0%
	SMP (junior high school)	32	32.0%
	SMA (senior high school)	22	22.0%
	Sarjana (undergraduate)	14	14.0%
	Pascasarjana (post-graduate)	4	4.0%

Source: primary data processed

The linear regression model is feasible to use if the model meets classical assumptions and is free from classical assumption tests, namely multicollinearity and normality tests.

### Classic assumption test

The Kolmogorov-Smirnov (KS) normality test is seen from the Asymp value. Sig. (2-tailed). At an Absolute value of 0.049. When compared with the table Kolmogorov on sample N = 100, namely 0.161, then  $0.049 < 0.161$ , the data is normally distributed, evidenced by the probability test on SPSS, namely look at the value of *asymp. Sig. (2-tailed)* of 0.971. 0.971 is greater than 0.05, which means the data is normally distributed.

Based on table 3, the tolerance value for the price, product, place, promotion, people, process, and physical evidence variables is more than 0.1. Then the VIF value is less than 10. These things illustrate that there is no collinearity between the independent variables.

**Table 3. Coefficients**

Variables	Collinearity Statistics	
	Tolerance	VIF
Price (X1)	0.108	9.251
Products (X2)	0.114	8.768
Place (X3)	0.112	8.925
Promotion (X4)	0.162	6.156
People (X5)	0.258	3.877
Process (X6)	0.204	4.909
Physical Evidence (X7)	0.209	4.781

Source: primary data processed

### Multiple Linear Regression Test

The R-Square value of 0.924 shows that the proportion of the influence of price, product, place, promotion, people, process, and physical evidence variables on consumer decision variables is 92.4%. At the same time, the remaining 7.6% (100% - 92.4%) is influenced by other variables that are not in the linear regression model. Table 4 obtained a significance value of 0.000 or  $< 0.01$ , so it can be concluded that H0 is rejected and H1 is accepted, meaning that all independent variables (price, product, place, promotion, people, process, and physical evidence) together have a significant influence on the dependent variable (consumer decisions).

**Table 4. ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2000.339	7	285.763	158.699	.000a
Residual	165.661	92	1.801		
Total	2166.000	99			

Source: primary data processed

Table 5 shows that the variables that positively and significantly affect consumer decisions in buying Herbalife products are price, place, and physical evidence variables. Prob value of the variable X1 (Price) is 0.000, which is smaller than 0.05, so the independent variable X1 (Price) has a positive and significant effect on the dependent variable Y (Consumer Decision) at alpha 5%. Similarly, the impact of the independent variable X3 (Place) on the dependent variable Y (Consumer Decision), because the value of prob (0.000), which is smaller than 0.05 so it can be said that the

independent variable X3 (Place) has a positive and significant effect on the dependent variable Y (Consumer Decision) at alpha 5%. Then the prob value of the independent variable X7 (Physical Evidence) of 0.024, which is smaller than 0,

However, the other four independent variables have no significant effect on consumer decisions in buying Herbalife products. For variable X2 (Product), because the value of prob (0.596) is more than 0.05 so it can be said that the independent variable X2 (Product) has no significant effect on the dependent variable Y (Consumer Decision) at alpha 5%. Variable X4 (Promotion) with a value of prob of 0.401 is greater than 0.05, and it can be said that it has no significant effect on consumer decisions. Then the variable X5 (People) shows the number of prob of 0.339, which is greater than 0.05, which means that there is no significant influence of the people variable on the consumer decision variable. The last variable that does not have a considerable impact on consumer decisions is the variable X6 (Process), with a prob value of 0.070 is more than 0.05.

**Table 5. Coefficients**

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
	B	Std. Error	Beta		
(Constant)	0.378	0.717		0.527	0.599
Price (X1)	0.620	0.105	0.519	5.922	0.000
Products (X2)	0.056	0.106	0.045	0.533	0.596
Place (X3)	0.471	0.129	0.316	3.665	0.000
Promotion (X4)	0.102	0.121	0.060	0.843	0.401
People (X5)	0.063	0.065	0.055	0.960	0.339
Process (X6)	-0.165	0.090	-0.117	-1.832	0.070
Physical Evidence(X7)	0.223	0.097	0.145	2.300	0.024

Source: primary data processed

In line with the research conducted by Pertama & Setiawati (2020), which states that the variable price, place, and physical evidence positively and significantly influence consumer purchasing decisions. It is because the costs of existing products are excellent and at an affordable value to encourage consumer interest to make purchases. Supported by other research (Ibad et al., nd) states the same thing that the place variable and physical evidence has a significant positive influence on purchasing decisions. Having a clean place and a good building makes consumers feel interested, so it encourages consumer interest in making purchasing decisions. A strategic place also makes it easier for consumers to access the location, significantly influencing purchasing decisions.

In this study, four independent variables have no significant effect on consumer decisions in buying Herbalife products, including product, people, process, and promotion. The results of this study are not in line with the research conducted by Rohimah, (2019), which states that the product has a positive and significant effect on consumer decisions in buying a product. However, research by Putri & Sunaryanto (2020) strengthens this study's results, which states that the product does not have a positive and significant correlation to consumer decisions in buying a product. The



research results for people, process and promotion variables also show no positive and significant influence on consumer decisions to buy Herbalife products.

This research is not in line with the research that Ulus (2013) have done, which states that the marketing mix variables, which include (product, price, place, promotion, people, process, and physical evidence) have a high correlation to consumer decisions.

## **Conclusion**

Based on the results of research related to factors that influence consumer decisions in buying Herbalife products during the Covid-19 pandemic, it can be concluded that the F test shows that F-count is greater than F-table so that simultaneously all independent variables (marketing mix 7P) have a significant effect on the dependent variable. (consumer decision). However, based on the test results of the t test, the independent variables that significantly influence consumer decisions in buying Herbalife products in the city of Semarang are price, place, and physical evidence. Meanwhile, product, promotion, people, and process variables have no significant effect on the dependent variable (consumer decisions) in buying Herbalife products in the city of Semarang.

The advice for Herbalife to maximize its sales is to consider price, place, and physical evidence. Consumers tend to buy these products because the costs of existing products are excellent and affordable. Therefore, Herbalife needs to maintain its current prices and meet consumer demands. Next, Herbalife must have a strategic place and a clean building for consumers to access the site because the location and physical evidence greatly influence consumer purchasing decisions. Therefore, Herbalife needs to maintain these three factors. Future research should focus on other variables and objects that are similar or replaced with health and nutrition products. Research can also have a deeper view of different methods to analyze the factors that influence consumer decisions.

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