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Appendix

A. List of Tables

Table 1.1 Score Trend per Year of Herbal Drink Indonesia (2018-2020)

Year	Score
2018	IDR 19 trillion
2019	IDR 21 trillion
2020	IDR 73 trillion

Source: (Susanty, 2020).

Table 1. 2 Consumption data

Enhancement Products Immune	Before Pandemic	After Pandemic
Traditional herbs	10,4%	16,7%
Vitamins	17%	19%
Not Consume	53%	42,5%

Source: (Widayanti et al., 2022).

Table 2. 1 Research Gap

Authors	Industry	Social Media Marketing	Product Quality	Price	Packaging	Halal Certification	Purchase decision
(Setyorini & Rahmawan, 2021)	Heborist	✓					✓
(Anggraeny et al., 2022)	PT. Karya Oles Tokcer herbal Denpasar City	✓					✓

(Rachmadani &Sabar, 2019)	Herbal SAR store		✓	✓			✓
(Dewi, 2022)	syrup herbal Sabdo Palon at Sukoharjo regency		✓	✓			✓
(Handayani, 2022)	Herbal Antidote Al Wahida Indonesia (HNI-HPAI)		✓				✓
(Novita Sari, 2020)	Herballife		✓	✓			✓
(Suparwo, 2022)	Neosaipress herbal products.	✓		✓			✓
(Nani et al., 2022)	Herbal omar smart brain.			✓			✓
(Wungu, 2022)	PT Sido Muncul		✓				✓
(Purnamasari & Murwatiningsih, 2015)	Herbal nyonya meneer in east Semarang			✓			✓
(Wijaya & Annisa, 2020)	Packaged cold herbal products				✓		✓

(Ekasari et al., 2022a)	Biola herbal in Sidoarjo Regency				✓		✓
(Hadi Sulaiman et al., 2022)	Herbal antidote al wahida Indonesia (HPAI) Tangerang		✓	✓		✓	✓
(Budiman, 2020)	HPAI products in Boyolali					✓	✓

Table 3. 1 Data Collection Design

Variables	ITEM CODE	Past Studies Statements	Adjusted Item statements	Sources
Social Media Marketing	SMM 1	Social media marketing eases employees to communicate with consumers	Social media marketing product herbals eases to communicate with consumers	(Wikantari, 2022)
	SMM 2	Social media marketing provides clear information	Social media marketing provides clear information product herbal.	(Wikantari, 2022)
	SMM 3	Social media marketing can help employees explain products and services	Social media marketing help respond to complaints consumer product herbals	(Wikantari, 2022)

	SMM 4	Social media marketing can help employees explain products and services	Social media marketing product herbal can help explain products and services	(Wikantari, 2022)
	SMM 5	I use social media to monitor sales and promotions of This is April.	social media to monitor sales and promotions of product herbal	(Wikantari, 2022)
Product Quality	PQ 1	The performance of the product "Kopi Janji Jiwa" matches my expectations.	The performance of the product herbal matches my expectations	(Rosanti et al., 2021)
	PQ 2	The product "Kopi Janji Jiwa" has several diverse menu choices.	The product herbal has several diverse menu choices.	(Rosanti et al., 2021)
	PQ3	Product specifications "Kopi Janji Jiwa" as expected	Product specifications herbal as expected	(Rosanti et al., 2021)
	PQ 4	The product "Kopi Janji Jiwa" has good quality and meets expectations.	The product herbals have good quality and meets expectations	(Rosanti et al., 2021)

	PQ 5	Starbucks products have extended product durability.	Expiry date less than 6-month product durability	(Rosanti et al., 2021)
Price	PC 1	1.I feel the price of the product "Kopi Janji Jiwa" is affordable	I feel the price of the herbal products is affordable	(Rivai & Zulfitri, 2021)
	PC 2	I feel the price of the product "Kopi Janji Jiwa" is following the expected product quality	I feel the price of the herbal products is following the expected product quality	(Rivai & Zulfitri, 2021)
	PC 3	I feel that the price of the product "Kopi Janji Jiwa" is proportional to the benefits offered by the product	I feel the price of the herbal products is proportional to the benefits offered by the product	(Rivai & Zulfitri, 2021)
	PC 4	The price of the offered product appeals to the consumer	I feel the price of the offered product herbal appeals to the consumer	(Rivai & Zulfitri, 2021)
	PC 5	The price of the product is able to compete with the existing competitors.	I fell of the product herbal is able to compete with the existing competitors	(Rivai & Zulfitri, 2021)

Packaging	PP 1	I prefer this brand due to its high-quality packaging material.	I prefer this product herbal due to its high-quality packaging material	(Khan & Ahmad, 2018)
	PP 2	Packaging makes the product attractive.	Packaging herbal makes the product attractive to me.	(Kumar & Kapoor, 2019)
	PP 3	Packaging ensures product quality.	Packaging herbal products ensures product quality.	(Kumar & Kapoor, 2019)
	PP 4	Packaging makes product handling more convenient.	Packaging herbal products makes product handling more convenient. .	(Kumar & Kapoor, 2019)
	PP 5	Color of packaging of this product/brand matters to me in purchasing it.	Color of packaging of this product herbal matters to me in purchasing it	(Khan & Ahmad, 2018)
	PP 6	Wrapper design of this product/brand is important in packaging	Wrapper design of this product herbal is important in packaging	(Khan & Ahmad, 2018)

Halal Certification	HC 1	Knowing the halal certification and logo on the product's packaging;	Knowing the halal certification and logo on the product's herbal packaging	(Usmandani & Darwanto, 2021)
	HC 2	I buy MUI halal-certified food products because it is in accordance with the Syariah.	I buy halal-certified herbal products because it is in accordance with the Syariah	(Ayuniyyah & Hafidhuddin, 2017)
	HC 3	The products with MUI halal certification have guaranteed quality.	The herbal products with halal certification have guaranteed quality.	(Ayuniyyah & Hafidhuddin, 2017)
	HC 4	The formal halal logo from MUI gives secured feeling in consuming food products.	Halal-certified herbal products give secured feelings	(Ayuniyyah & Hafidhuddin, 2017)
	HC 5	I am confidence to buy halal-certified food products	I am confidence to buy halal-certified herbal products.	(Ayuniyyah & Hafidhuddin, 2017)
Purchase Decision	PD 1	I feel good about my decision to purchase products from	I feel good about my decision to purchase herbal drinks compare to energy drinks	(Hanaysha, 2018)

		this store's brand		
	PD 2	I choose meat ball Wagyu because they guaranteed halal.	I buy herbal drinks because it guarantees halal	(Gao & Astillero, 2022a)
	PD 3	I will positively recommend this store's brand to other people	I will positively recommend the herbal drinks to other people	(Hanaysha, 2018)
	PD 4	I frequently purchase from this store's brand	I frequently purchase herbal drinks	(Hanaysha, 2018)
	PD 5	I Intent to purchase again from this store's brand in the future	I intent to purchase again the herbal drink in the future	(Hanaysha, 2018)
	PD 6	Overall, I am satisfied about my purchase of goods from this store	Overall, I am satisfied about my purchase of herbal drink	(Hanaysha, 2018)

Table 3. 2 Seven Points Likert Scale Mean Value Category

Likert Scale	Mean Value	Category
1	1.00 – 1.85	Strongly Disagree
2	1.86 – 2.71	Disagree
3	2.72 – 3.57	Somewhat Disagree
4	3.58 – 4.43	Neutral
5	4.44 – 5.29	Somewhat Agree
6	5.30 – 6.15	Agree
7	6.16 – 7.00	Strongly Agree

Table 3. 3 The Model Suitability Measurement

Goodness of Fit Indices	Cut-Off Value
CMIN/DF	<2.00
GFI	>0.90
RMR	<0.05
RMSEA	<0.08
AGFI	>0.90
TLI	>0.90
NFI	>0.90
CFI	>0.90

Source: (Prabumenang et al., 2020).

Table 3. 4 criteria correlation between variables

0	There is no correlation between the two variables
> 0 until 0,25	The correlation is very weak
> 0,25 until 0,50	The correlation is quite strong
> 0,50 until 0,75	Strong correlation
> 0,75 until 0,99	The correlation is very strong
1	Perfect correlation

Source: (Yunita, 2019).

Table 4. 1 Respondent Profile

Demographic	Count (N)	Sample
Gender		
Male	38	12.7%
Female	262	87.3%
Age		
15 – 20 years old	6	2 %
20 – 30 years old	65	21.7 %
30 – 35 years old	39	13 %
35 – 40 years old	58	19.3 %
40 – 45 years old	75	25 %
45 – 50 years old	46	15.3 %
More than 50 years old	11	3.7 %
Occupation		
Student	39	13 %
Employee	46	15.3 %
Teacher	48	16 %
Government employee	23	7.7 %
Entrepreneur	31	10.3 %
House wife	80	26.7 %
Freelancer	18	6 %

Other	15	5 %
Education		
SMP	3	1 %
SMA	112	37.3 %
Diploma	38	12.7 %
Bachelor degree (S1)	133	44.3 %
Master degree (S2)	14	4.7 %
Doctor (S3)	0	0
Income per Month		
<1.000.000	29	9.7 %
IDR 1.000.000 – IDR 2.000.000	67	22.3%
IDR 2.000.000 - IDR 3.000.000	87	29%
IDR 3.000.000 – IDR 4.000.000	52	17.3%
IDR 4.000.000 – IDR 5.000.000	66	14 %
>IDR 5.000.000	23	7.7 %
monthly purchases of herbal product		
1 – 5 times	90	30 %
5 – 10 times	105	35 %
10 – 15 times	78	26 %
15 – 20 times	18	6 %
20 – 25 times	7	2.3 %
25 – 30 times	2	0.7 %
More than 30 times	0	0

Source: AMOS Output

Table 4. 2 Social Media Marketing

Descriptive Analysis					
	N	Minimum	Maximum	Mean	Std. Deviation
SMM1	300	1.00	7.00	6.13	0.99
SMM2	300	1.00	7.00	6.14	0.97
SMM3	300	1.00	7.00	6.03	1.05
SMM4	300	1.00	7.00	6.11	0.99
SMM5	300	1.00	7.00	6.16	0.98
Valid N (listwise)	300			**6.11**	**0.03**

Source: SPSS Output

Table 4. 3 Product Quality Descriptive Analysis

Descriptive Analysis					
	N	Minimum	Maximum	Mean	Std. Deviation
PQ1	300	1.00	7.00	6.09	1.05
PQ2	300	1.00	7.00	6.22	0.92
PQ3	300	1.00	7.00	6.08	1.04
PQ4	300	1.00	7.00	6.12	0.98
PQ5	300	1.00	7.00	5.98	1.10
Valid N (listwise)	300			**6.10**	**0.06**

Source: SPSS Output

Table 4. 4 Price Descriptive Analysis

Descriptive Analysis					
	N	Minimum	Maximum	Mean	Std. Deviation
PC1	300	1.00	7.00	6.14	1.00
PC2	300	1.00	7.00	6.15	0.99
PC3	300	1.00	7.00	6.10	1.01
PC4	300	1.00	7.00	6.04	1.05
PC5	300	3.00	7.00	6.15	0.90
Valid N (listwise)	300			**6.12**	**0.05**

Source: SPSS Output

Table 4. 5 Packaging Descriptive Analysis

Descriptive Analysis					
	N	Minimum	Maximum	Mean	Std. Deviation
PP1	300	1.00	7.00	5.78	1.16
PP2	300	1.00	7.00	5.76	1.19
PP3	300	1.00	7.00	5.80	1.17
PP4	300	1.00	7.00	5.87	1.14
PP5	300	1.00	7.00	5.81	1.19
PP6	300	1.00	7.00	5.87	1.17
Valid N (listwise)	300			**5.82**	**0.02**

Source: SPSS Output

Table 4. 6 Halal Certification Descriptive Analysis

Descriptive Analysis					
	N	Minimum	Maximum	Mean	Std. Deviation
HC1	300	1.00	7.00	**6.00**	**1.09**
HC2	300	2.00	7.00	6.01	1.03
HC3	300	3.00	7.00	6.10	0.97
HC4	300	2.00	7.00	6.21	0.91
HC5	300	2.00	7.00	6.15	0.92
Valid N (listwise)	300			**6.09**	**0.07**

Source: SPSS Output

Table 4. 7 Purchase Decision Descriptive Analysis

Descriptive Analysis					
	N	Minimum	Maximum	Mean	Std. Deviation
PD1	300	1.00	7.00	6.12	**0.96**
PD2	300	1.00	7.00	6.14	1.03
PD3	300	1.00	7.00	6.15	0.99
PD4	300	1.00	7.00	6.05	1.09
PD5	300	1.00	7.00	6.10	1.04
PD6	300	3.00	7.00	6.24	0.88
Valid N (listwise)	300			**6.13**	**0.07**

Source: SPSS Output

Table 4. 8 Normality

Construct	Variable	Skew <2	Kurtosis <7
Social Media Marketing	SMM1	-1.423	3.248
	SMM2	-1.489	3.750
	SMM3	-1.223	2.157
	SMM4	-1.394	3.241
	SMM5	-1.549	3.880
Product Quality	PQ1	-1.423	2.848
	PQ2	-1.437	2.860
	PQ3	-1.371	2.637
	PQ4	-1.385	3.011
	PQ5	-1.218	1.758
Price	PC1	-1480	3.135
	PC2	-1436	2.957
	PC3	-1.311	2.528
	PC4	-1.302	2.214
	PC5	-0.855	0.142
Packaging	PP1	-0.911	1.041
	PP2	-0949	1.158
	PP3	-1.067	1.789
	PP4	-1.115	1.775
	PP5	-1.129	1.828
Halal Certification	HC1	-1.195	1.611
	HC2	-0.820	0.172
	HC3	-0.843	-0.005
	HC4	-1.336	2.580
	HC5	-0.967	0.909

Purchase Decision	PD1	-1.283	2.835
	PD2	-1.687	4.467
	PD3	-1.420	3.005
	PD4	-1.612	4.057
	PD5	-1.465	2.996
	PD6	-1.008	0.499

Source: Amos Output

Table 4. 9 Common Method Bias

Extraction Sums of Squared Loadings		
Total	% of variance	Cumulative %
14.437	45.115	45.115

Source: SPSS Output

Table 4. 10 Goodness of Fit

Indicators	Standard	Initial Measurement Model	Modified Measurement Model	Status
CMIN/DF	CMIN < 5	2.676	2.102	GOOD FIT
GFI	GFI > 0.9	.793	.843	MODERE FIT
AGFI	AGFI > 0.8	757	807	GOOD FIT
CFI	CFI > 0.9	.885	.927	GOOD FIT
TLI	TLI > 0.9	.872	.916	GOOD FIT
IFI	IFI > 0.9	.885	.928	GOOD FIT
NFI	NFI > 0.90	.829	.871	MODERE FIT
RMSEA	RMSEA < 0.08	.075	.061	GOOD FIT
RMR	RMR < 0.08	065	.057	GOOD FIT

Source: Amos Output

Table 4. 11 Standardized Regression Weights

	Estimate
SMM1 <--- SOCIALMEDIAMARKETING	0.692
SMM2 <--- SOCIALMEDIAMARKETING	0.822

	Estimate
SMM3 <--- SOCIALMEDIAMARKETING	0.746
SMM4 <--- SOCIALMEDIAMARKETING	0.789
SMM5 <--- SOCIALMEDIAMARKETING	0.752
PQ1 <--- PRODUCTQUALITY	0.820
PQ2 <--- PRODUCTQUALITY	0.808
PQ3 <--- PRODUCTQUALITY	0.844
PQ4 <--- PRODUCTQUALITY	0.723
PQ5 <--- PRODUCTQUALITY	0.632
PC1 <--- PRICE	0.757
PC2 <--- PRICE	0.768
PC3 <--- PRICE	0.782
PC4 <--- PRICE	0.757
PC5 <--- PRICE	0.644
PP1 <--- PACKAGING	0.842
PP2 <--- PACKAGING	0.887
PP3 <--- PACKAGING	0.880
PP4 <--- PACKAGING	0.667
PP5 <--- PACKAGING	0.671
PP6 <--- PACKAGING	0.651
HC1 <--- HALALCERTIFICATION	0.729
HC2 <--- HALALCERTIFICATION	0.731
HC3 <--- HALALCERTIFICATION	0.772

			Estimate
HC4	<---	HALALCERTIFICATION	0.822
HC5	<---	HALALCERTIFICATION	0.738
PD1	<---	PURCHASEDECISION	0.776
PD2	<---	PURCHASEDECISION	0.821
PD3	<---	PURCHASEDECISION	0.863
PD4	<---	PURCHASEDECISION	0.591
PD5	<---	PURCHASEDECISION	0.763
PD6	<---	PURCHASEDECISION	0.581

Source: Amos Output

Table 4. 12 Construct Reliability and Validity

Latent Construct	Cronbach's alpha (>0.7)	Composite Reliability (>0.7)	Average Extracted (>0.5)
SOCIAL MEDIA MARKETING	0.76	0.87	0.58
PRODUCT QUALITY	0.77	0.88	0.59
PRICE	0.74	0.86	0.55
PACKAGING	0.77	0.90	0.60
HALAL CERTIFICATION	0.76	0.87	0.58
PURCHASE DECISION	0.74	0.88	0.55
SOCIAL MEDIA MARKETING	0.76	0.87	0.58

Source: Amos Output

Table 4. 13 Discriminant Validity

	SOCIAL MEDIA MARKETING	PRODUCT QUALITY	PRICE	PACKAGING	HALAL CERTIFICATION	PURCHASE DECISION
SOCIAL MEDIA MARKETING	0.76					
PRODUCT QUALITY	0.756	0.77				
PRICE	0.726	0.84	0.74			
PACKAGING	0.597	0.679	0.649	0.77		
HALAL CERTIFICATION	0.741	0.693	0.705	0.631	0.76	
PURCHASE DECISION	0.66	0.769	0.637	0.711	0.709	0.74

Source: Amos Output

Table 4. 14 Hypothesis Testing

Hypothesis	Latent Construct			Estimate	S. E	C.R	P	Discussion
H1	Purchase Decision	<---	Social Media Marketing	0.032	0.098	0.328	0.743	Rejected
H2	Purchase Decision	<---	Product Quality	0.470	0.105	4.458	***	Accepted
H3	Purchase Decision	<---	Price	-0.234	0.111	-2.101	0.036	Accepted
H4	Purchase Decision	<---	Packaging	0.224	0.053	4.257	***	Accepted
H5	Purchase Decision	<---	Halal Certification	0.273	0.080	3.404	***	Accepted

Source: Amos Output

Table 4. 15 R-Square

	R-Square
Purchase Decision	0.703

Source: Amos Output

B. List Table

Figure 2. 1 Theoretical Framework
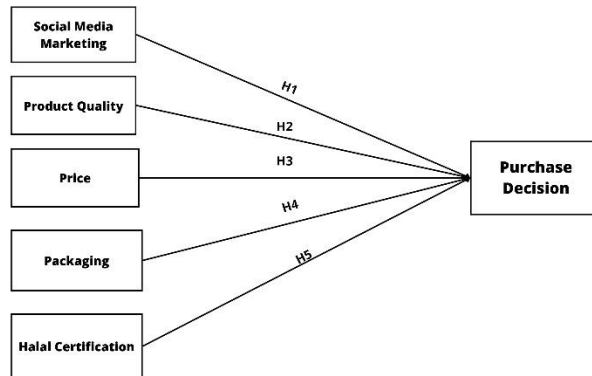
Source: (Ansari et al., 2019), (Handayani, 2022), (Gunawan et al., 2019), (Bahrainizad & Rajabi, 2018), (Afendi, 2020)

Figure 4. 1 Goodness of Fit
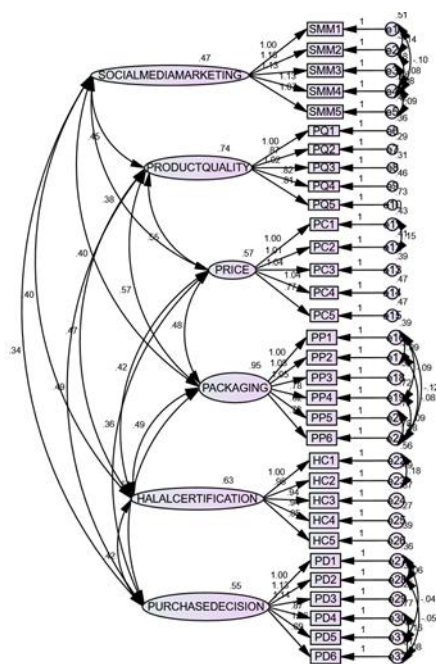
Source: Amos Output

Figure 4. 2 Hypothesis Testing
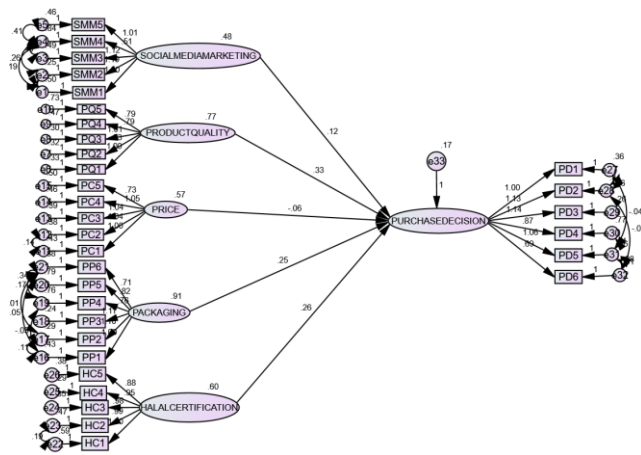
Source: Amos Output

C. Questionnaire

Social Media Marketing (Sosial Media Marketing)

Please give your opinion on the following statements by scale 1 – 7.

(Mohon diberi pendapat anda tentang pertanyaan berikut dengan skala 1-7)

1. Strongly Disagree (Sangat tidak setuju)
2. Disagree (Tidak setuju)
3. Slightly Disagree (Sedikit tidak setuju)
4. Doubtful (Ragu-ragu)
5. Slightly Agree (Sedikit setuju)
6. Agree (Setuju)
7. Strongly Agree (Sangat Setuju)

Social media marketing product herbals eases to communicate with consumers.(pemasaran media social produk herbal memudahkan berkomunikasi dengan consumer)

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak

Social media marketing provides clear information product herbal.(Pemasaran media social memberikan informasi yang jelas tentang produk herbal).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju)   Strongly Agree (Sangat Setuju)

Social media marketing product herbal can help explain products and services (Media sosial pemasaran produk herbal dapat membantu menjelaskan produk dan layanan).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju)   Strongly Agree (Sangat Setuju)

Social media marketing product herbal can help explain products and services. (pemasaran

Social media marketing product herbal can help explain products and services. (pemasaran media social produk herbal dapat membantu menjelaskan produk dan layanan)
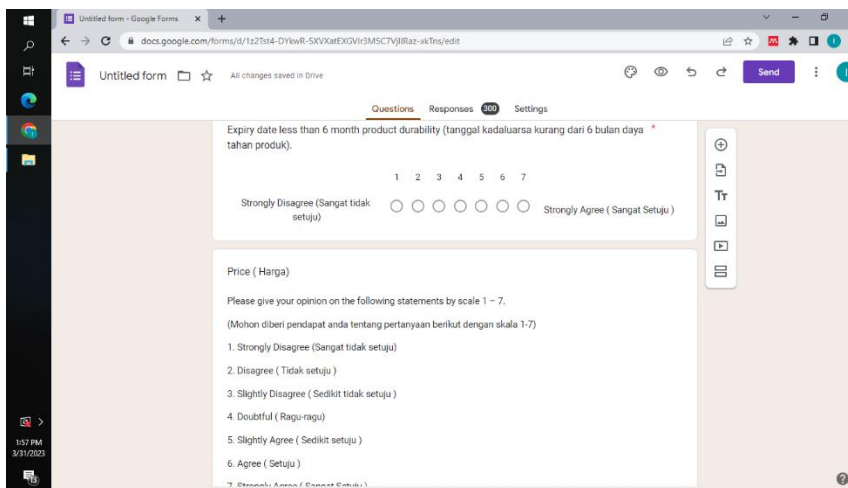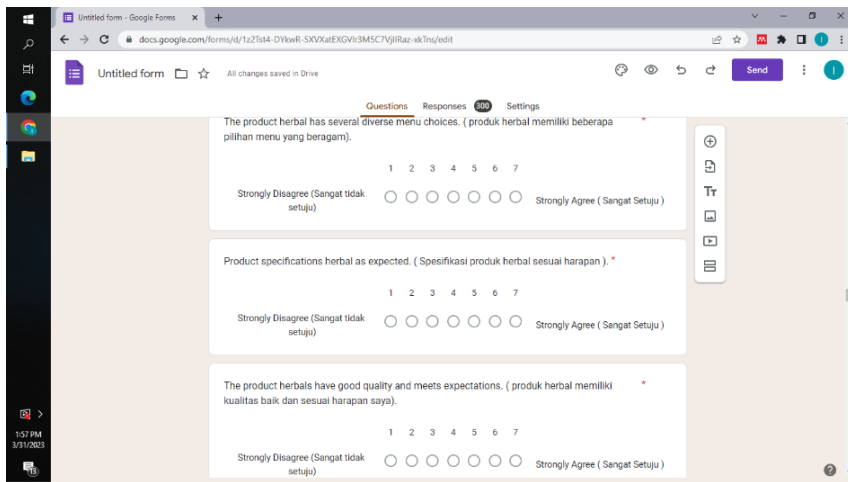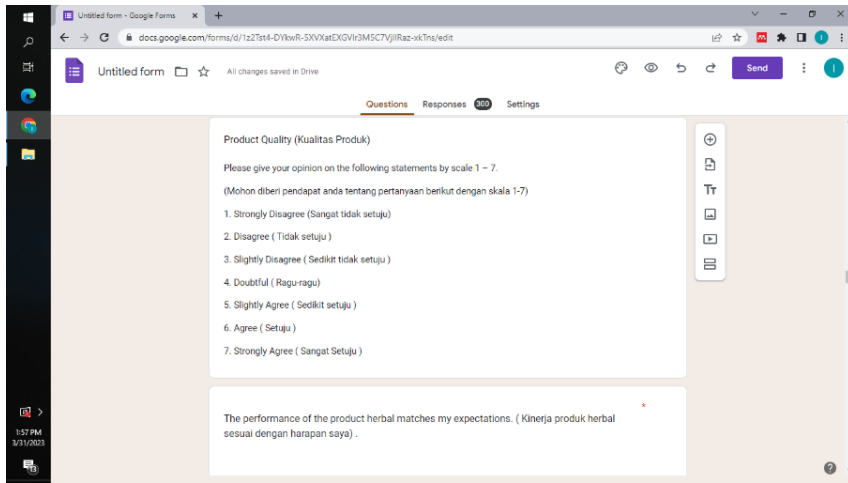
1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju)   Strongly Agree (Sangat Setuju)

Social media to monitor sales and promotions of product herbal.

(media social untuk memantau penjualan dan promosi produk).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju)   Strongly Agree (Sangat Setuju)

Product Quality (Kualitas Produk)

Product Quality (Kualitas Produk)

Please give your opinion on the following statements by scale 1 – 7.

(Mohon diberi pendapat anda tentang pertanyaan berikut dengan skala 1-7)

1. Strongly Disagree (Sangat tidak setuju)

2. Disagree (Tidak setuju)

3. Slightly Disagree (Sedikit tidak setuju)

4. Doubtful (Ragu-ragu)

5. Slightly Agree (Sedikit setuju)

6. Agree (Setuju)

7. Strongly Agree (Sangat Setuju)

The performance of the product herbal matches my expectations. (Kinerja produk herbal sesuai dengan harapan saya) .

The product herbal has several diverse menu choices. (produk herbal memiliki beberapa pilihan menu yang beragam).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

Product specifications herbal as expected. (Spesifikasi produk herbal sesuai harapan). *

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

The product herbals have good quality and meets expectations. (produk herbal memiliki kualitas baik dan sesuai harapan saya).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

Expiry date less than 6 month product durability (tanggal kadaluarsa kurang dari 6 bulan daya tahan produk).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

Price (Harga)

Please give your opinion on the following statements by scale 1 – 7.

(Mohon diberi pendapat anda tentang pertanyaan berikut dengan skala 1-7)

1. Strongly Disagree (Sangat tidak setuju)

2. Disagree (Tidak setuju)

3. Slightly Disagree (Sedikit tidak setuju)

4. Doubtful (Ragu-ragu)

5. Slightly Agree (Sedikit setuju)

6. Agree (Setuju)

7. Strongly Agree (Sangat Setuju)

I feel the price of the herbal products is affordable (Saya rasa harga produk herbal terjangkau).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

I feel the price of the herbal products is following the expected product quality. (Saya rasa harga produk herbal sesuai dengan kualitas produk yang diharapkan).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

I feel the price of the herbal products is proportional to the benefits offered by the product. (Saya rasa harga produk herbal sebanding dengan mamfaat yang di tawarkan oleh produk.

I feel the price of the offered product herbal appeals to the consumer. (Harga produk herbal yang ditawarkan menarik bagi konsumen).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

I fell of the product herbal is able to compete with the existing compotitors.(Harga produk herbal mampu bersaing dengan kompotitor yang ada.

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

Packaging (Kemasan)

Please give your opinion on the following statements by scale 1 – 7.

(Mohon diberi pendapat anda tentang pertanyaan berikut dengan skala 1-7)

1. Strongly Disagree (Sangat tidak setuju)

2. Disagree (Tidak setuju)

3. Slightly Disagree (Sedikit tidak setuju)

4. Doubtful (Ragu-ragu)

5. Slightly Agree (Sedikit setuju)

6. Agree (Setuju)

7. Strongly Agree (Sangat Setuju)

I prefer this product herbal due to its high-quality packaging material. (Saya lebih suka produk herbal ini karena bahan kemasanya yang berkualitas tinggi).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

Screenshot 1:

Packaging (Kemasan)

Please give your opinion on the following statements by scale 1 – 7.

(Mohon diberi pendapat anda tentang pertanyaan berikut dengan skala 1-7)

1. Strongly Disagree (Sangat tidak setuju)

2. Disagree (Tidak setuju)

3. Slightly Disagree (Sedikit tidak setuju)

4. Doubtful (Ragu-ragu)

5. Slightly Agree (Sedikit setuju)

6. Agree (Setuju)

7. Strongly Agree (Sangat Setuju)

I prefer this product herbal due to its high-quality packaging material. (Saya lebih suka produk *
herbal ini karena bahan kemasanya yang berkualitas tinggi).

1   2   3   4   5   6   7

Strongly Disagree (Sangat tidak ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Strongly Agree (Sangat Setuju)
setuju)

Screenshot 2:

Packaging herbal makes the product attractive to me (kemasan herbal membuat produk ini *
menarik bagi saya).

1   2   3   4   5   6   7

Strongly Disagree (Sangat tidak ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Strongly Agree (Sangat Setuju)
setuju)

Packaging herbal products ensures product quality.(Pengemasan produk herbal memastikan *
kualitas produk).

1   2   3   4   5   6   7

Strongly Disagree (Sangat tidak ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Strongly Agree (Sangat Setuju)
setuju)

Packaging herbal makes product handling more convenient (kemasan herbal membuat *
penanganan produk menjadi lebih nyaman)

1   2   3   4   5   6   7

Screenshot 3:

Color of packaging of this product herbal matters to me in purchasing it. (Warna kemasan *
produk herbal ini penting bagi saya dalam membelinya).

1   2   3   4   5   6   7

Strongly Disagree (Sangat tidak ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Strongly Agree (Sangat Setuju)
setuju)

Wrapper design of this product herbal is important in packaging. (desain pembungkus produk *
herbal ini penting dalam kemasan).

1   2   3   4   5   6   7

Strongly Disagree (Sangat tidak ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Strongly Agree (Sangat Setuju)
setuju)

Halal Certification (Sertifikasi Halal)

Please give your opinion on the following statements by scale 1 – 7.

(Mohon diberi pendapat anda tentang pertanyaan berikut dengan skala 1-7)

knowing the halal certification and logo on the packaging of this herbal product (mengetahui sertifikasi dan logo halal pada kemasan produk herbal ini).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

I buy halal-certified herbal products because it is in accordance with the Syariah (Saya beli sertifikasi halal karena itu sesuai dengan Syariah).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

The herbal products with halal certification have guaranteed quality. (Produk herbal dengan sertifikasi halal memiliki kualitas yang terjamin).

Halal-certified herbal products give secured feelings (Sertifikasi halal produk herbal memberikan perasaan aman).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

I am confidence to buy halal-certified herbal products. (saya yakin untuk membeli produk herbal bersetifikat halal).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

Halal-certified herbal products give secured feelings (Sertifikasi halal produk herbal memberikan perasaan aman).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

I am confidence to buy halal-certified herbal products. (saya yakin untuk membeli produk herbal bersetifikat halal).

1 2 3 4 5 6 7

Strongly Disagree (Sangat tidak setuju) ○ ○ ○ ○ ○ ○ ○ Strongly Agree (Sangat Setuju)

overall, I am satisfied about my purchase of herbal drinks (secara keseluruhan, saya puas dengan pembelian minuman herbal saya)

1   2   3   4   5   6   7

Strongly Disagree (Sangat tidak setuju)   ○ ○ ○ ○ ○ ○ ○   Strongly Agree (Sangat Setuju)

Thank You (Terima Kasih)

Thank you for filling this form.
Hopefully all off you will bless with god.
Kindly regards,
Ine Innasya Rabbiah Adawiah.

Terima kasih telah mengisi formulir ini.
Semoga semuanya diberkahi oleh Allah.
Salam,
Ine Innasya Rabbiah Adawiah