

Original Article

Attitudes Mediate Trust on Consumer Intentions to Use Traditional Chinese Medicine in Indonesia

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Abstract - The purpose of this study was to analyze the effect of trust on consumer attitudes towards acupuncture treatment, the effect of attitudes on purchase intention/intention to use acupuncture treatment, the effect of trust on purchase intention, and the effect of trust on purchase intention mediated by consumer attitudes towards the use of acupuncture treatment. The research method used is quantitative research. The sampling technique used is incidental sampling. This research used 175 respondents who had never used acupuncture treatment but knew and had heard of this acupuncture treatment. The results of this study were 1) trust has a significant effect on attitudes, 2) attitudes have a significant effect on purchase intentions, 3) trust has no direct effect on purchase intentions, and 4) attitude is a complete mediation of trust on purchase intentions.

Keywords - Trust, Attitude, Purchase, Intention, and Acupuncture treatment.

1. Introduction

People's mindset is growing day by day. This is shown by changes in people's attitudes regarding their lifestyle and consumption patterns of people who are increasingly concerned about health. Health is no less important than the basic needs of clothing, food and shelter. People nowadays prefer to live a healthy life by consuming food and drink as well as a healthy lifestyle. One of them is using Traditional Chinese Medicine (TCM) which has been known since ancient times. Especially since the last 2 years, when the Covid-19 pandemic has spread throughout the world, Indonesia is no exception. The government also continues to promote a clean and healthy lifestyle in a new normal life, as reported by *kompas.com* on May 27, 2020. Pinatih (2020) explains that food does not have a direct effect on health, but it is a diet that affects health. Not infrequently, we encounter various kinds of treatment to maintain health and cure a disease that is suffered. The community or consumers can choose the method of treatment they want to use, there are modern methods, but there are also traditional methods of treatment. This is a consumer decision, of course, with the support of various reasons; most importantly, consumers get the appropriate treatment method, and they like it and are believed to be able to cure their illness, as reported by *primamedika.com* regarding the existence of the most fundamental difference between modern medicine and traditional medicine which lies in how to treat and understand the disease. It was further explained that modern medicine views disease as a biological condition characterized by abnormal functioning of certain organs, whereas traditional medicine considers that disease is more

than that. Besides being biological, it also involves the sufferer's spiritual, psychological and social aspects. During the last decade, complementary and alternative medicine (CAM) has been widely used worldwide (Zeng et al., 2014). Traditional Chinese medicine is an alternative treatment that has been developed in several East Asian countries for more than 2000 years, which is effective and economically believed to be beneficial for a longer healthy life (Fung & Linn, 2015).

Based on data from the Central Statistics Agency (Bayu, 2022) reported on *dataindonesia.id*, it is explained that the percentage of Indonesians who choose to seek self-medication from 2015 to 2021

1. has experienced a significant increase, shown in Figure 1.

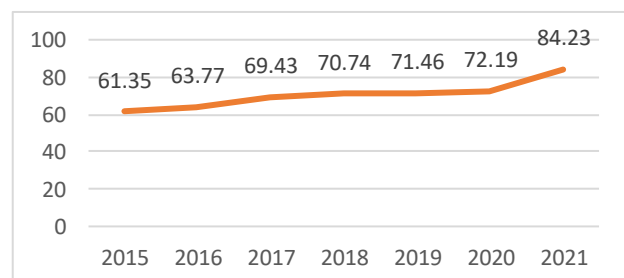


Fig. 1 Percentage of Indonesia's population who seek self-medication without medical treatment



In Figure 1, it can be explained, apart from the annual increase in the percentage of the Indonesian population who choose to seek self-medication without medical treatment, it is also explained that the percentage of the population who chose self-medication within the last one month reached 84.23% in 2021. Where this percentage has increased compared to 2020 before which was 72.19%, this shows that Indonesian people are starting to switch back to nature. Many reasons cause people to start turning to natural medicine. Supported by various news on social media (farmasetika.com, 2021; agroindonesia.co.id, 2021; dinkes.jogjaprov.go.id, 2022) which report that Indonesian people are increasingly understanding diet, better and safer health through treatment "back to nature", One of them is acupuncture treatment. Similarly, reported by Republika.co.id (2015) explains that the trend back to nature has been used by many countries in the world, including countries in Southeast Asia, which have taken advantage of the market in Indonesia. Traditional, complementary and alternative medicine or what is known as traditional, complementary and alternative medicine (TCAM), is a popular healthcare choice worldwide (Lee et al., 2021).

One way of treating CAM or TCAM is acupuncture, which originates from China and is well known by the world community for its benefits for health and various minor and severe ailments. Acupuncture is Traditional Chinese Medicine (TCM), or in Indonesia, it is called traditional Chinese medicine. Traditional Chinese Medicine (TCM) is one of the most widely practiced systems of traditional medicine in the world (Tan & Freathy, 2011).

People can give certain reasons for choosing which treatment method is best for themselves or their families. The reasons for this behavior of consumers want to be further investigated, considering that the behavior of each individual is different, by using the Theory Of Reasoned Action (Ajzen & Fishbein, 1980)

2. Literature Review and Research Hypothesis

2.1. Literature Review

2.1.1. Trust

Fishbein and Ajzen (1975: 131) define belief as a subjective probability of the relationship between the object of belief and some object, value, concept or attribute. Consumer trust is the knowledge that consumers have and all conclusions made about objects, attributes, and benefits. The object in question is in the form of products, people, companies, and everything where someone has beliefs and attitudes (Mowen & Minor, 2002: 312).

2.1.2. Attitude

According to Ajzen (1980: 7), attitude is a function of belief. Generally, a person who believes that performing a certain behavior will produce mostly positive results means

that he will have a favorable attitude towards performing that behavior; conversely, a person who believes that performing the behavior will produce mostly negative results will have an unfavorable attitude. Kardes et al. (2011: 86) stated that attitude is an evaluative judgment, an assessment of how good or bad, favorable or unfavorable, and pleasant or unpleasant consumers find certain people. Attitude is an evaluative statement, both pleasant and unpleasant, towards an object, person, or event (Robbins & Judge, 2015: 43). Indicators of attitude can be based on cognition (beliefs), affect (feelings, moods, and emotions), or behavior. (Ajzen & Fishbein, 1980; Kardes, 2011: 86)

2.1.3. Intention

The intention is a person's tendency to choose to do or not do a job (Ajzen & Fishbein, 1980: 8). Attitudes plus normative beliefs affect intentions, and when intentions increase, consumers tend to buy products (Kardes et al., 2011: 92). *Intention*, according to Irwansyah et al. (2021) is an estimate of when, where, and how consumers act towards a brand. This intention is generally influenced by the environment. According to Badar (2021), purchase intention is a person's tendency to buy certain products because they are considered attractive or have features. Purchase intention can be interpreted as the possibility that consumers are willing or will plan to buy a product or service in the future (Martins et al., 2018)

2.1.4. Theory Of Reasoned Action (TRA)

TRA (Ajzen and Fishbein, 1980) is a specific type that is used for models of expected values that have reasons for each individual, can explain how a belief is combined to influence attitudes, and also explain how social norms and attitudes influence behavior from consumers (Kardes, 2011: 90). The theory of reasoned action by Ajzen and Fishbein (1980) has assumed that the behavior of a person or group is determined by the desire of the individual/group to do or not to do a certain behavior or vice versa. Desires are determined by two independent variables, including attitudes and subjective norms. In this case, behavior in determining whether to use acupuncture treatment or not, where each individual has different needs and desires, so the reasons and expectations of each individual will also differ in behavior.

2.2. Conceptual Framework

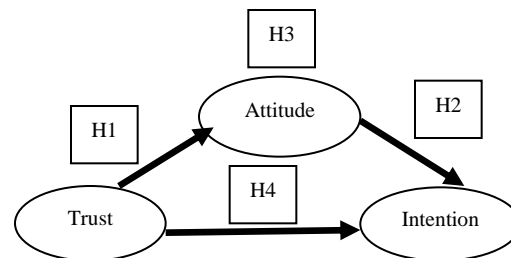


Fig. 2 Research model

2.3. Research Hypothesis

- H1: Trust has a significant effect on consumer attitudes.
- H2: Attitudes have a significant effect on consumer intentions.
- H3: Trust has a significant effect on intention which is mediated by consumers' attitudes.
- H4: Trust has a direct significant effect on consumer intentions.

3. Materials and Methods

This study used a quantitative research method, using 175 respondents who had never used acupuncture treatment, but knew and had heard of this acupuncture treatment.

Sampling technique by means incidental sampling, namely: sampling technique based on coincidence, that is, anyone who by chance/incidental meeting with researchers can be used as a sample if it is considered that the person met is suitable or suitable as a data source—procedures and analysis steps using the WarpPLS program. The questionnaire was distributed within 2 weeks, using an assistant distributing it. The specified conditions were respondents who knew acupuncture treatment but had never been treated with acupuncture treatment.

4. Results and Discussion

In this study, initial testing was carried out first, using 30 respondents to be tested for validity and reliability, with the results of the statement items from 30 respondents being declared valid and all variables consisting of beliefs, attitudes, and purchase intentions declared reliable. The next step is to test 175 respondents; the results are as follows:

4.1. Respondent Profile

Table.1 Respondent Demographic Profile (n=175)

Variable	Category	Frequency (%)
Gender	Man	80=46%
	Woman	95=54%
Status	Married	24=14%
	Not married yet	151=86%
Age	20-27	135=77%
	28-35	29=17%
	36-43	9=5%
	≥44	2=1%
Work	Private officer	44=25%
	Student	108=62%
	Self-employed	11=6%
	State officer	2=1%
	Other	10=6%
Comes from the city	Surabaya	105=60%
	East Java Outside Surabaya	38=22%
	Outside East Java	32=18%
	Total	175 respondents =100%

Source: Primary data from 175 respondents

Descriptive data can be seen in the table.1, namely the demographic profiles of 175 respondents. Based on gender, it is known that there are more female respondents, namely 54%, compared to male respondents. This shows that women are more sensitive to healing diseases than men because women in Indonesia, in particular, are educated in their families to become housewives who are able to handle their families, including in matters of health. In maintaining health, women from an early age have been explained about traditional medicine, including acupuncture treatment.

Based on the status of the respondents, there were 86% of the respondents who were not married. This shows that the age of most of the respondents is still teenagers. It is known that many are still in college, it can be seen that the age of the respondents is most at the age of 20 years to 27 years, as much as 77%, and most of the jobs are students, as much as 62%, who know a lot about medication acupuncture.

Based on the origin of the respondents, most of the respondents came from the city of Surabaya, as much as 60%. This shows that the city of Surabaya is the second largest city in Indonesia, with various forms of treatment that can be found, including acupuncture treatment.

4.2. The Direct Effect

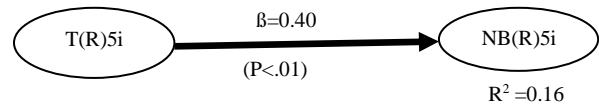


Fig. 3 The direct effect of T on NB

Figure 3 shows that the direct effect of T on NB is 0.40 and is significant with a p<.01 value. R value² of 0.16 indicates an NB variance of 16% which can be explained by the T variance.

4.3. Mediation Model

When compared with Figure 4, the effect of T to S is significant, and S to NB is also significant, but T to NB is not significant, then S (attitude) is said to be a complete mediating variable (complete mediation)

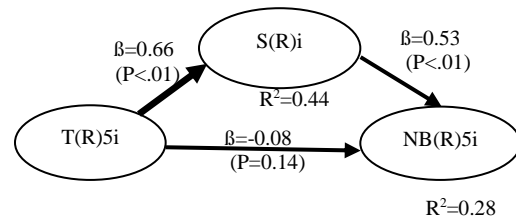


Fig. 4 Mediation model

The equation model in Figure.3 is:

$$NB = -0.082 T + 0.663 T + 0.531 S + 0.352 (T * S)$$

4.4. Model Fit and Quality Indices

In Table 2, the results are obtained from Model Fit and Quality Indices, with the result that everything is fit because it meets the specified criteria or standards.

Table 2. Model fit and quality indices

Hasil Model fit and quality indices	Keterangan
Average path coefficient (APC)=0.425, P<0.001	Fit
Average R-squared (ARS)=0.357, P<0.001	Fit
Average adjusted R-squared (AARS)=0.352, P<0.001	Fit
Average block VIF (AVIF)=1.566, acceptable if <= 5, ideally <= 3.3	Fit
Average full collinearity VIF (AFVIF)=1.781, acceptable if <= 5, ideally <= 3.3	Fit
Tenenhaus GoF (GoF)=0.528, small >= 0.1, medium >= 0.25, large >= 0.36	Fit
Sympson's paradox ratio (SPR)=0.667, acceptable if >= 0.7, ideally = 1	Fit
R-squared contribution ratio (RSCR)=0.958, acceptable if >= 0.9, ideally = 1	Fit
Statistical suppression ratio (SSR)=1.000, acceptable if >= 0.7	Fit
Nonlinear bivariate causality direction ratio (NLBCDR)=1.000, acceptable if >= 0.7	Fit

4.5. Combined Loading and Cross-Loading

In Table 3, the results of loading > cross loading are obtained; it can be said that it meets validity so that the indicators on all items are valid.

Table 3 Combined loading and cross-loading

	T	S	NB	Type	(aSEs)	P value
T1	0.808	0.150	-0.168	Reflect	0.064	<0.001
T2	0.871	-0.057	0.119	Reflect	0.063	<0.001
T3	0.814	-0.005	-0.207	Reflect	0.064	<0.001
T4	0.803	-0.086	0.252	Reflect	0.064	<0.001
S1	0.127	0.857	-0.070	Reflect	0.063	<0.001
S2	-0.197	0.828	0.185	Reflect	0.064	<0.001
S3	0.074	0.817	-0.121	Reflect	0.064	<0.001
NB1	0.100	0.081	0.853	Reflect	0.063	<0.001
NB2	-0.035	0.096	0.884	Reflect	0.063	<0.001
NB3	-0.053	-0.063	0.897	Reflect	0.063	<0.001
NB4	-0.006	-0.106	0.908	Reflect	0.063	<0.001

Combined loading and cross-loading

Notes: Loading is unrotated, and cross-loading is oblique-rotated.

SEs and P values are for loadings. P values < 0.05 are desirable for reflective indicators, which means that all indicators are valid. Table.3 shows that the loading values of the trust (T), attitude (S) and purchase intention (NT) indicators are greater than the surrounding correlation values, meaning that the cross-loading discriminant validity meets the requirements.

4.6. Correlations among l.vs. with sq. rts. of AVEs

In Table 4, it can be explained that the AVEs square root value of trust, attitudes and purchase intentions are greater than the surrounding correlation values. This means that it has good discriminant validity.

Table 4. Correlations among l.vs. with sq. rts. of AVEs

	T	S	NB
T	0.862	0.662	0.330
S	0.662	0.879	0.523
NB	0.330	0.523	0.910

Note: Square roots of average variances extracted (AVEs) show on diagonal

4.7. Composite Reliability Dan Cronbach's Alpha

In Table 5, it can be concluded that all variables meet reliability (composite reliability > 0.70 and Cronbach's alpha > 0.6).

Table 5. Composite reliability and cronbach's Alpha

Composite reliability coefficients		
T	S	NB
0.935	0.931	0.960

Cronbach's alpha coefficients		
T	S	NB
0.911	0.899	0.947

4.8. Path Coefficients and P Value

Table 6 Path coefficients and P values

Path coefficients			
	T	S	NB
S	0.663		
NB	-0.082	0.531	

P value			
	T	S	NB
S	<0.001		
NB	0.136	<0.001	

In Table 6 it can be explained about the acceptance or rejection of the hypothesis through the results path coefficients dam p-value as follows:

1. The value of the coefficient of trust (T) on attitude (S) is 0.663, with a P value of <0.001 (smaller than 0.05), meaning that trust has a significant effect on attitude. Hypothesis 1 is accepted.

2. The coefficient value of S to NB is 0.531 with a P value of <0.001 (smaller than 0.05), meaning that attitude (S) has a significant effect on purchase intention (NB). Hypothesis 2 is accepted.
3. The coefficient value of T to S is 0.66, with a P value of <0.001 (smaller than 0.05). The coefficient value of S to NB is 0.53 with a P value of <0.001 (smaller than 0.05), meaning that trust (T) has a significant effect on purchase intention (NB), which is mediated by the attitude (S) of consumers. Hypothesis 3 is accepted.
4. The value of the trust coefficient (T) on purchase intention (NB) is -0.082, with a P value of 0.136 (greater than 0.05), meaning that trust (T) has no direct effect on purchase intention (NB). Hypothesis 4 is rejected.

4.9. Hypothesis Testing Results (H1, H2 and H4)

The results of hypothesis testing are shown in Table 7; namely, trust (T) has a significant positive effect on attitude (S), so hypothesis 1 is supported. Attitude (S) has a significant positive effect on the purchase price (NB), so hypothesis 2 is supported. Trust (T) has a negative and insignificant effect on the purchase price (NB), so hypothesis 4 is rejected. All path coefficient results have met the requirements and p-value < 0.01.

Table 7. Hypothesis testing results (H1, H2 and H4)

Relations Between Variables		Path Coefficient	P-Value	Information
T	S	0.663***	<0.001	Significant
S	NB	0.531***	<0.001	Significant
T	NB	-0.082	0.136	No. Significant

4.10. Segment Mediation Test Results (H3)

In Table 8, it can be explained that the 2-segment mediation test obtained significant results, meaning that there is a significant positive effect of trust (T) on purchase intention (NB) through attitude (S); thus, hypothesis 3 is supported

Table 8. 2 Segment mediation test results (H3)

Relations Between Variables			Indirect influence path coefficient	P-Value	Information
T	S	NB	0.352***	<0.001	Significant

5. Conclusion

The results of the discussion that has been described previously, it can be concluded that:

1. Consumer trust in acupuncture treatment has a significant effect on consumer attitudes towards acupuncture treatment
2. Consumer attitudes about acupuncture treatment have a significant effect on purchase intention, in this case, the intention to use acupuncture treatment.
3. Consumer trust in acupuncture treatment has a significant effect on the intention to use acupuncture treatment which is completely mediated by consumer attitudes.
4. Consumer trust in acupuncture treatment does not directly affect intention to use acupuncture treatment.

Therefore, the attitude of consumers or potential consumers needs to be grown through:

Outreach to young people about the benefits of acupuncture treatment by the local government or educators, especially those with acupuncture study programs. Outreach to young people about healthy living and returning to nature that can be carried out by the health office in each region.

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