

THE INFLUENCE OF ATTITUDES, SUBJECTIVE NORMS AND BEHAVIORAL CONTROL ON CONSUMERS' INTENTION TO REPURCHASE HERBALIFE PRODUCTS IN SEMARANG CITY

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ABSTRACT

This research aims to examine the influence of attitude, subjective norms, and behavioral control on the repurchase intention of Herbalife product consumers in Semarang City. This study employs a quantitative approach. The research object in this study is consumers of Herbalife products in Serang City, with a total of 100 individuals selected as respondents. Data were collected from questionnaires distributed to customers consuming Herbalife shakes in Semarang City through Google Forms. The analysis technique was carried out by hypothesis testing using t-tests, F tests, and tests of the coefficient of determination, validity tests, reliability tests, normality tests, multicollinearity tests, and heteroscedasticity tests. This research was processed using SPSS 22. The results of the study indicate that attitude has a positive and significant effect on repurchase intention, subjective norms have a positive and significant effect on repurchase intention, and behavioral control has a positive and significant effect on repurchase intention. Furthermore, attitude, subjective norms, and behavioral control simultaneously have a positive and significant impact on the repurchase intention of Herbalife product consumers in Semarang City.

Keywords: Attitude, Subjective Norms, Behavioral Control, and Repurchase Intention

INTRODUCTION

Increased awareness of healthy lifestyles and physical well-being can encourage modern society to seek innovative nutritional solutions. Nutrition products such as Herbalife have become an increasingly popular choice. Herbalife is known for providing herbal products with varying health benefit claims (Agustina, 2020; Anggraini & Aji, 2022). Herbalife product purchases have decreased after Indonesia was hit by the Covid-19 Pandemic (Source: Interview Results with Owners). This has an impact on consumer behavior, including the decision to purchase health products and nutrition. Social restrictions, business closures, and changing financial priorities can be the main factors that have led to a decline in Herbalife product purchases. This reflects lifestyle changes and health concerns that may affect consumer preferences (Imam, 2022).

Consumer attitudes towards a product have a huge contribution to the repurchase decision, while subjective norms reflect the influence of the social environment on consumer decisions. Behavioral control, on the other hand, refers to the ability of consumers to control their repurchase actions. Another factor that can increase repurchase intention is subjective norms. Subjective norms reflect the extent to which individuals receive encouragement or expectations from the environment, such as friends, family, or peers, towards certain behaviors, in this case, the intention to repurchase a product.

Behavioral control, which includes an individual's perception of his or her ability to control and direct their own behavior, can influence consumers' repurchase intentions. Some aspects to consider in the influence of behavioral control on repurchase intention involve feelings of self-efficacy, barriers, and environmental influences. If individuals feel they have sufficient financial ability or good accessibility to Herbalife products, this can improve their behavioral control of repurchase intent. Conversely, if there are financial barriers or difficulties in obtaining the product, this can be a hindrance.

Research by Zahrati et al. (2022) found another fact, namely that behavioral control is also able to have a negative influence on repurchase intentions. Other research suggests that behavioral control has no effect on repurchase intention (Callista & Cahyaningratri, 2023; Mu'arrafah et al., 2020; Setiawan & Suprpto, 2021). This study chose Semarang City as the location of the research because it has cultural and demographic diversity that can provide a more comprehensive insight into consumer attitudes.

By recognizing various factors that motivate or inhibit the repurchase value of Herbalife products, this research is expected to be able to contribute quickly to the recognition of consumer attitudes in the nutritional product market. Based on this background, the researcher was encouraged to explore more about the research process entitled "The influence of attitudes, subjective norms and behavioral control on consumer repurchase intentions of Herbalife products in Semarang City".

LITERATURE REVIEW

Repurchase intent

According to Peter and Olson (2010), buying intention is a series of activities that involve the inclusion of attention before individuals make a decision to buy. Mowen and Minor (2006) stated that buying interest is related to the consumer's willingness to behave in a certain way, such as owning, using, and disposing of one or more products.

The intention to repurchase has a tendency or desire to return to use the services of a brand or buy a product after a previous experience. Repurchase intent reflects positive interest dan kepuasan terhadap a certain product or brand, which then motivates them to make repeat purchases in the future.

Attitude

Consumer attitudes refer to the general evaluation, feelings, and behaviors of consumers towards a product, brand, or service. Attitude includes the evaluation of feelings that tend to be consistent with a person's feelings of liking or disliking an object or idea (Tiranti et al., 2019). These attitudes include affective (positive or negative feelings), cognitive (knowledge and beliefs), and behavioral (intent to buy or real behavior).

Subjective Norms

Subjective norms are individual beliefs regarding the expectations of people or groups around them that can influence certain actions or behaviors. To understand a person's intentions, it is important to measure subjective norms, as these reflect social pressures and environmental influences on individual decisions. Subjective norms can be measured directly by assessing the feelings of consumers about whether others (family, classmates, co-workers) fit in as role models. Where they will approve or disagree with certain actions they take. Subjective norms lead to an individual's view of the opinion of important people on the behavior performed. Another term states that subjective norms refer to the influence of others in making decisions to take actions (Putri et al., 2018).

Behavior Control

Behavioral control in Planned Behavior Theory has a motivational aspect to interest (Jogiyanto, 2007). Ajzen (2005) explained that perceived behavioral control is a person's view of how easy or difficult it is to perform a behavior, influenced by anticipated obstacles and reflected from past experiences. The perception of behavioral control reflects past experience and anticipation of various obstacles that may arise.

Research Outline

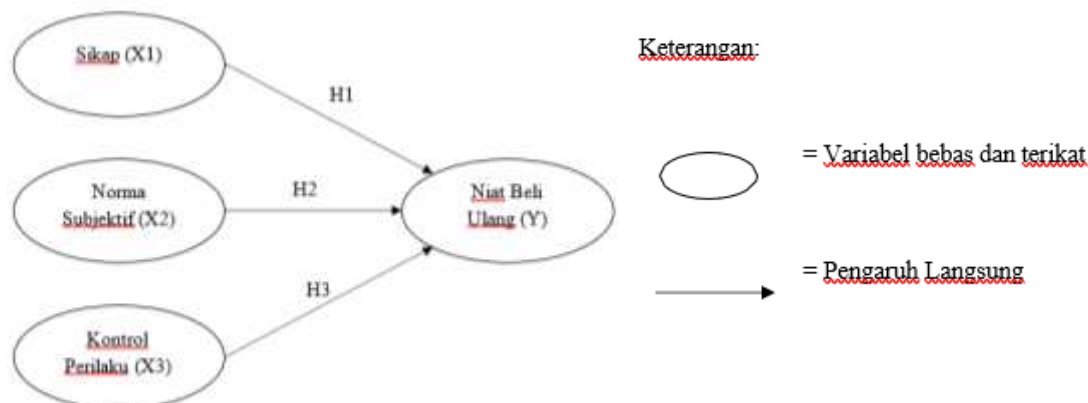


Figure 1. Research Outline

RESEARCH METHOD

This research is included in quantitative analytical research with a total of 100 respondents with data collection techniques in the form of closed questionnaires. Bound Variables: Consumer intention to repurchase Herbalife products, Independent Variables: Consumer attitudes towards Herbalife products, Subjective norms related to the use of Herbalife products, and Behavioral control in choosing Herbalife products. The independent variable consists of attitudes, subjective norms and behavioral controls, while the bound variable is repurchase intent.

RESULTS

The object of this study is 100 consumers of Herbalife products in Semarang City, who use various company products including nutritional shakes, supplements, and food substitutes.

Respondents have chosen Herbalife products for a variety of reasons, such as weight loss goals, maintaining a balanced diet, or getting complete nutrition in their diet. With a variety of flavors and forms of products provided by Herbalife, these consumers get a variety of options to meet their nutritional needs and preferences. Through this research, it is hoped that insights into repurchase intentions, consumer attitudes, subjective norms and behavioral controls related to Herbalife's consumer experience will be obtained, which can help increase understanding of the products and services offered by the company.

Respondents were grouped based on age, gender, marital status, frequency of buying herbalife in one year and the last education and profession of consumers of herbalife products. This research uses a questionnaire method shared by respondents for data collection. The data includes a list of questions related to the impact of consumer attitudes, subjective norms and behavioral control on repurchase intention in Herbalife shake customers in Semarang City.

Description of Respondent Characteristics by Age, Gender, Occupation, Education, Consumer Frequency

Respondents' characteristics by age provide important insights into Herbalife product usage patterns and preferences among consumers of various age groups. The age distribution is shown in the following table:

Table 1. Age Category

No	Age Category	Frequency	Percentage (%)
1	21-30 years old	19	19.0
2	31-40 years old	38	38.0
3	41-50 years old	32	32.0
4	> 50 years	11	11.0
	Total	100	100.0

Source : Data Processed by Author

Table 2. Gender Category

No	Gender Category	Frequency	Percentage (%)
1	Woman	21	21.0
2	Man	79	79.0
	Total	100	100.0

Source : Data Processed by Author

Table 3. Respondent's Location of Origin

No	Respondent's Location of Origin	Frequency	Percentage (%)
1	Marry	82	82,0
2	Unmarried	13	13,0
3	Janda/Duda	5	5,0
	Total	100	100,0

Source : Data Processed by Author

Table 4. Education Level

No	Education Level	Frequency	Percentage (%)
1	High School	48	48.0
2	Diploma	16	16.0
3	Bachelor	34	34.0
4	Post Graduate	2	2.0
	Total	100	100.0

Source : Data Processed by Author

Table 5. Herbalife Frequency of Consumption

No	Herbalife Frequency of Consumption	Frequency	Percentage (%)
1	Once a month	40	40,0
2	Every two months	11	11,0
3	Every three months	13	13,0
4	Every four months	36	36,0
	Total	100	100,0

Source : Data Processed by Author

Table 6. Description of Repurchase Intent Answer

No	Indicator	Answer Frequency					Mean	Ket.
		1	2	3	4	5		
1	Willingness to buy products consistently.	33	36	24	7	0	2,05	Low
2	Prefer this product over others.	33	36	26	5	0	2,03	Low
3	I want to buy again.	33	39	26	2	0	1,97	Low
4	Willing to buy back because they feel they get added value.	27	38	28	7	0	2,15	Low
5	Commitment to choosing products.	37	37	23	3	0	1,92	Low
6	Continue to buy products even though prices vary.	23	46	24	7	0	2,15	Low
7	Planning to buy again.	32	38	25	5	0	2,03	Low
8	Convenient to repurchase.	30	43	26	1	0	1,98	Low
9	Intend to continue the purchase.	25	43	27	5	0	2,12	Low
10	Still choose this product, even if there are other products that similar.	22	41	30	7	0	2,22	Low
	Overall average						2,06	Low

Source : Data Processed by Author

Table 7. Description of Consumer Attitude Answer (X1)

No	Indicator	Answer Frequency					Mean	Ket.
		1	2	3	4	5		
1	Feel happy.	29	36	32	3	0	2,06	Low
2	Be confident in the benefits provided.	32	34	27	7	0	2,09	Low
3	Fits the lifestyle.	26	47	23	4	0	2,09	Low
4	Believe because the product has good quality.	29	38	29	4	0	2,05	Low
5	Be willing to pay more.	33	42	24	1	0	2,08	Low
6	Good reputation.	30	37	30	3	0	1,93	Low
7	Trustworthy.	33	41	21	5	0	2,06	Low
8	The use of the product is considered important.	33	39	24	4	0	1,98	Low
Rata-rata							2,03	Low

Source : Data Processed by Author

Table 8. Description of Subyectif Norma Answer (X2)

No	Statement	Answer Frequency					Mean	Ket.
		1	2	3	4	5		
1	Get support from important people.	23	40	31	6	0	2,20	Low
2	The high expectations of influential people around.	34	34	28	4	0	2,02	Low
3	Many people around use it.	28	41	28	3	0	2,06	Low
4	Encouragement from friends.	30	35	27	8	0	2,13	Low
5	There are many people around.	29	43	26	2	0	2,01	Low
6	Encouragement from respectable people.	31	38	29	2	0	2,02	Low
7	The thought that everyone uses the product.	28	39	27	6	0	2,11	Low
8	The people around him are kind-minded.	25	42	28	5	0	2,13	Low
Rata-rata							2,08	Low

Source : Data Processed by Author

Table 9. Description of Control Variabel (X3)

No	Statement Items	Answer Frequency					Mean	Ket.
		1	2	3	4	5		
1	Has full control.	40	32	25	3	0	1,91	Low
2	Knowledge is enough.	29	44	23	4	0	2,02	Low
3	Can overcome obstacles.	30	41	27	2	0	2,01	Low
4	Have a clear plan.	33	37	27	3	0	2,00	Low
5	Has high control.	33	34	27	6	0	2,06	Low
6	Consistency.	27	43	23	7	0	2,10	Low
7	Adjustment of use to changing situations.	28	39	30	3	0	2,08	Low

8	Be sure to follow the guidelines.	32	34	27	7	0	2,09	Low
	Rata-rata						2,03	Low

Source : Data Processed by Author

Uji Validitas

Table 10.Validitas

Indikator	KMO	Anti-Image	Batasan
Y1		0,755	0,5
Y2		0,829	
Y3		0,897	
Y4		0,788	
Y5	0,817	0,769	
Y6		0,805	
Y7		0,842	
Y8		0,776	
Y9		0,825	
Y10		0,853	
X1.1		0,835	0,5
X1.2		0,855	
X1.3		0,855	
X1.4		0,836	
X1.5	0,844	0,875	
X1.6		0,866	
X1.7		0,823	
X1.8		0,819	
X2.1		0,826	
X2.2	0,788	0,817	0,5
X2.3		0,698	
X2.4		0,787	
X2.5		0,837	
X2.6		0,769	
X2.7		0,755	
X2.8		0,840	
X3.1		0,840	
X3.2	0,849	0,837	0,5
X3.3		0,839	
X3.4		0,855	
X3.5		0,828	
X3.6		0,858	
X3.7		0,864	
X3.8		0,857	

Source : Data Processed by Author

Based on the test criteria that the *Kaiser-Meyer-Olkin Measure Of Sampling Adequacy* (KMO-MSA) value is more than 0.50, it indicates that this study has a sufficient sample and the factor analysis can be continued. Based on the test criteria that the *Anti-image Correlation* value in MSA > 0.50, then individually and collectively there is an adequate sample. The *Anti-image Correlation* value is satisfactory because it is close to the KMO value. Based on the loading value test, all values were greater than 0.40. Therefore, it can be concluded that all parameters

have a strong relationship or correlation with the factors or aspects that are formed or have good validity.

DISCUSSION

The results of the study prove that consumer attitudes have a positive effect on repurchase intentions, the better the consumer attitude, the higher the repurchase intention, on the contrary, the worse the consumer attitude, the lower the repurchase intention. The results of the study prove that consumer attitudes have a positive effect on repurchase intention has important implications for the company's marketing strategy. In general, research shows that the better the consumer attitude towards a product or brand, the higher the repurchase intent. This means that consumers who have a positive view of Herbalife products are more likely to repurchase those products in the future.

The results of the study prove that subjective norms have a positive effect on repurchase intentions, the higher the subjective norm, the higher the repurchase intention, conversely, the lower the subjective norm, the lower the repurchase intention. In this study, the social influence and support from people around consumers tend to be low.

The results of the study prove that behavioral control has a positive effect on repurchase intentions, the higher the behavioral control, the higher the repurchase intention, on the contrary, the lower the behavioral control, the lower the repurchase intention. In this study, consumer behavior control in the use of Herbalife products tends to be low.

CONCLUSION

This study discusses the impact of consumer attitudes, subjective norms, and behavioral control on repurchase intention on herbal shake customers in Semarang City with 100 respondents. The analysis used in this research is using IBM SPSS Software. Based on the research that has been analyzed and discussed, conclusions are drawn Based on the results of the study, it was found that all variables, namely consumer attitudes, subjective norms, and behavioral control had a significant and positive effect on repurchase intentions. The variable of consumer attitude has a significant positive influence on repurchase intentions. Subjective norm variables have a positive and significant effect on repurchase intentions. Behavioral control variables had a positive and significant effect on repurchase intention, and consumer attitudes, subjective norms, and behavioral control simultaneously had a positive and significant effect on repurchase intention

LIMITATION

The researcher took the object of research on customers of herbal shake products in Semarang City. The scope of this research is only in the variables that have a relationship with marketing management on customers of herbalife products in Semarang City, which have a relationship with consumer attitudes, subjective norms, and behavioral control directly affect the intention to buy again, thus making customers of herbalife products in Semarang City more motivated to buy products.

SUGGESTION

Based on the results of the study, suggestions that can be considered to increase the intention to repurchase Herbalife products are:

1. Providing education and clear information, i.e. providing easy-to-understand information about product use, benefits, and results that are expected to increase control of consumer behavior. Consumer education through seminars, workshops, or promotional materials can

- help consumers feel more confident in using the product.
2. Building a user community, namely creating a community of product users, can help consumers feel socially supported and obtain information from fellow users. This can increase subjective norms and repurchase intentions.
 3. Providing support programs and incentives, namely loyalty programs, discounts, or incentives for consumers who repurchase products can increase repurchase intentions. This support program can also strengthen long-term relationships with consumers.
 4. Collecting and utilizing positive testimonials, i.e. positive testimonials from other consumers can increase subjective norms by providing social influence that supports the use of the product. Testimonials can also reinforce consumers' positive attitudes towards products.
 5. Aligning products with consumer lifestyles i.e. identifying and meeting consumer needs in terms of lifestyle, preferences, and values can help form positive attitudes and increase repurchase intentions.

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