

External Factors Influencing Consumer Purchase Interest For Herbal Tea Products In Indonesia

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Abstract

As more people in Indonesia become concerned about their health, body image, and natural eating habits, herbal weight loss teas are gaining popularity. This creates a competitive market, making it crucial to understand the drivers of consumer purchasing interest. The purpose of this study is to determine the external factors specifically, social and technological factors that affect Indonesian consumers' interest in buying weight loss tea. based on the understanding that purchasing interest is a stage in the purchasing decision process, where consumers form preferences for a product and intend to purchase in the future. Previous research has focused more on internal attributes so there is still a gap in seeing how external factors influence consumer purchasing interest. Using a quantitative methodology and an explanatory research design, this study collected data from 100 respondents who were worried about their weight. The degree to which many independent factors partially and simultaneously affect the dependent variable was ascertained using multiple linear regression analysis. The findings demonstrated that purchasing interest is positively and significantly impacted by sociocultural and technological aspects. According to the regression model, these two independent variables account for 24.2% of the variation in consumer purchasing interest. The results reflect that influencing purchasing interest, Consumers not only consider the benefits of the product but also match their choices with social trends, and cultural values, as well as the encouragement of technological progress.



Keywords : Social culture, technology, consumer purchase interest, herbal tea, external factors

INTRODUCTION

Herbal tea products are reshaping the development of the Indonesian tea industry, along with the growing trend toward healthy lifestyles and awareness of traditional medicine, along with the need to maintain a healthy weight. The Basic Health Research and Development (Riskesdas) survey data from BPS (2021) indicates that obesity is becoming more common in Indonesia. This rising obesity trend is strengthening demand for products that support weight management. Herbal tea is seen as a natural alternative that aligns with the holistic health trend (Mobility Foresights, 2025). This trend is encouraging the herbal tea industry to more comprehensively understand the factors influencing consumer purchasing intention.

Most previous studies have emphasized internal factors such as product quality, price, and promotional strategies as determinants of purchasing intention. While important, purchasing decisions are influenced not only by individual preferences but also by external factors. External factors are various macro elements beyond the company's control. Wheelen et al. (2018) state that the external environment can present opportunities or threats for businesses, depending on the company's ability to adapt its marketing strategy.

Existing literature is still limited in examining how external factors, including the social environment, cultural values, and the role of digital technologies such as social media and e-commerce platforms, can significantly shape consumer purchasing intention. These limitations indicate a relevant research gap. Based on this gap, The purpose of this study is to examine how Indonesian consumers' interest in purchasing herbal tea products for weight loss is influenced by sociocultural (X1) and technological (X2) aspects. The incorporation of outside variables into the consumer behavior model is what makes this study novel, specifically emphasizing how social norms, cultural values, group preferences, access to digital information, and marketing technology contribute to the formation of purchase intention. It is anticipated that this study will advance consumer behavior research and add to the body of knowledge regarding how outside influences affect consumers' inclinations to make purchases.



LITERATUR RIVIEW

Consumer Behavior

Kotler and Keller (2021) define Consumer behavior is the study of how people, groups, or organizations choose, acquire, utilize, and discard products, services, concepts, or experiences in order to fulfill needs and desires. This idea covers every phase of the decision-making process, from identifying needs to evaluating the purchase after it has been made.

Purchase Intention

A key idea in customer behavior that is frequently covered in marketing literature is purchase intention. Kotler and Keller (2021) define purchase intention as the stage in the purchase decision process where consumers form a preference for a product and intend to purchase it in the future. Consumer purchase intention typically forms during the alternative evaluation stage, when comparisons are made between various product options available on the market.

External Factors

External factors are understood as all conditions and elements originating from outside an individual or organization that can influence the decision-making process, strategic direction, and development of an entity. Sadiku (2022) defines external factors as the external environment, encompassing economic, social, political, technological, and regulatory forces that are beyond the organization's direct control but significantly influence its operational activities.

Social and Cultural Factors

Social and cultural factors describe the values, norms, and lifestyles prevailing in society and influence individual consumption patterns. Wheelen et al. (2018) emphasize that social and cultural factors are part of the external environment that impact organizational strategy. Changes in social values, lifestyles, and cultural trends can present opportunities or challenges for business continuity.

Technological Factors

Technological factors include innovation, systems development, and the application of scientific knowledge that influence how people work, interact, and create economic value. Wheelen et al. (2018) explain that technological factors are part of the

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external environment that influence an organization's direction and strategy. Technological advances serve not only as a tool to increase efficiency but also as a driver of innovation and changes in consumer behavior.

RESEARCH METHOD

This study combined an explanatory research strategy with a quantitative methodology. According to Sijal (2024), the goal of explanatory research is to explain how independent and dependent variables relate to one another. One hundred responders who were at least twelve years old and concerned about their weight and health were given an online questionnaire to complete in order to gather data. Respondents' degree of agreement or disagreement with the statements was gauged using a Likert scale.

RESULTS

Respondent Characteristics

Table 1. Respondent Characteristics

Characteristics of Total Respondents		
Gender	Frequency	Presentation
Man	21	21%
Woman	79	79%
Age	Frequency	Presentation
12 – 17 Years	6	6%
18–23 Years	49	49%
24–29 Years	25	25%
30–35 Years	11	11%
36 years and above	9	9%
Self-Perception Regarding Body Weight	Frequency	Presentation
Having weight problems	100	100%
Don't have weight problems	0	0%
Consumer Experience	Frequency	Presentation
Have you ever consumed herbal tea products for weight loss?	60	60%
Never consume herbal tea products for weight loss	40	40%



Frequency distribution of social & cultural factor variables

Table 2. Frequency distribution of social & cultural factor variables

Item	Response Frequency					amount	Average	Mean	Median	mode
	STS	TS	N	S	SS					
Social & Cultural Factors (X2)										
X2.1	2	5	9	53	31	100	4,06	4,0	4	4
	2%	5%	9%	53%	31%					
X2.2	2	3	22	52	21	100	3,87		4	4
	2%	3%	22%	52%	21%					
X2.3	3	5	17	40	35	100	3,99		4	4
	3%	5%	17%	40%	35%					
X2.4	2	4	12	54	28	100	4,02		4	4
	2%	4%	12%	54%	28%					
X2.5	3	5	14	48	30	100	3,97	4	4	
	3%	5%	14%	48%	30%					
X2.6	3	9	13	53	22	100	3,82	4	4	

Frequency distribution of the Technology factor variable

Tabel 3. Frequency distribution of the Technology factor variable

Item	Response Frequency					Amount	Average	Mean	Median	mode
	STS	TS	N	S	SS					
Faktor Technology (X3)										
X3.1	2	2	10	56	30	100	4,1	4,09	4	4
	2%	2%	10%	56%	30%					
X3.2	1	2	15	53	29	100	4,07		4	4
	1%	2%	15%	53%	29%					
X3.3	1	2	8	48	41	100	4,26		4	4
	1%	2%	8%	48%	41%					
X3.4	2	5	16	49	28	100	3,96		4	4
	2%	5%	16%	49%	28%					
X3.5	1	3	11	57	28	100	4,08		4	4
	1%	3%	11%	57%	28%					



Linear Regression Test**Table 4. Linear regression test**

Table 4 shows the analysis results, showing a Constant value of 7.712, with a social

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	7,712	1,463		5,271	,000
	Social & Cultural Factors	,122	,048	,244	2,557	,012
	Technology Factors	,269	,072	,357	3,737	,000

a. Dependent Variable: Purchase Interest

and cultural factor variable (X1) of 0.122 and a technology factor variable (X2) of 0.269. Using these data, the following regression equation is obtained:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 7,712 + 0,122X_1 + 0,269X_2 + e$$

- Constant: The constant value of 7.712 means that consumer purchasing interest is estimated at 7.712 when all independent variables are zero. This means that without the influence of these factors, purchase interest has reached that baseline value.
- The Influence of Social and Cultural Factors (X1) on Purchase Interest: The regression coefficient of X1 is 0.122, indicating a positive influence on purchase interest. Assuming all other factors remain the same, it is projected that a one unit increase in social and cultural factors will result in a 0.122 unit increase in consumer purchase intention.
- The Influence of the Technology Factor (X2) on Purchase Intention: The X2 regression coefficient of 0.269 indicates a fairly strong positive influence compared to other variables. This indicates that, assuming all other factors stay the same, a one-unit increase in the technology factor can raise consumer purchase intention by 0.269 units.



Partial Test (T-Test)**Table 5. Partial test**

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	Constant	7,712	1,463		5,271
	Social & Cultural Factors	,122	,048	,244	2,557
	Technology Factors	,269	,072	,357	3,737
					Sig.
					,000
					,012
					,000

a. Dependent Variable: Purchase Interest

With a significant value of $0.012 < 0.05$, the computed t-value for X1 is 2.557, which is higher than the t-table (1.985). This indicates that X1 significantly affects Y to a partial extent. With a significant value of $0.000 < 0.05$, the computed t-value for variable X2 is 3.737, which is likewise higher than the t-table (1.985). This suggests that Y is partially significantly impacted by X2.

Simultaneous Test (F Test)**Table 6. Simultaneous Test**

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	87,150	2	43,575	16,812
	Residual	251,410	97	2,592	
	Total	338,560	99		
					Sig.
					,000 ^b

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Technological Factors, Social & Cultural Factors

It can be inferred that variables X1 and X2 simultaneously have a substantial impact on Y because the F-count (16.812) is higher than the F-table (3.09) and the significance value (0.000) is significantly lower than 0.05.



Koefisien Determinasi (R^2)**Table 7. Koefisien Determinasi (R^2)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,507 ^a	,257	,242	1,610

This model can account for 24.2% of the variation in changes in purchase intention after controlling for the number of variables and sample size, according to the Adjusted R Square value of 0.242. This indicates that just 24.2% of purchase intention is accounted for by these four factors, with the remaining 75.8% being explained by factors not included in this study.

DISCUSSION

According to the findings of the descriptive statistical analysis of respondents by gender, 21% of respondents were men and 79% of respondents were women. In line with statistics from the Indonesian Health Survey (2023), which shows that the prevalence of obesity in men is only 19.7%, the majority of responders were female. On the other hand, up to 54% of women are obese. Based on age, the results show that respondents are predominantly in the 18–23 age group, representing 49%. This age group is in the transition from adolescence to adulthood, a phase scientifically more susceptible to weight changes. Because they are more sensitive to their body shape, this group tends to be more active in seeking weight management solutions, including the use of herbal weight loss teas (Trisnawati & Bajirani, 2025).

The 24–29 age group came in next with a 25% percentage. Meanwhile, the 30–35 age group (11%) and those 36 and older (9%) had smaller percentages. The 12–17 age group had the lowest percentage, at 6%. This is understandable, as this age group is still growing, so the use of weight loss products is not recommended. Based on the results of respondents' answers to the self-perception question regarding weight, "Do you feel you have a weight problem?" all respondents (100%) answered "yes." This indicates that all study participants fit the characteristics identified by the researchers, namely individuals who feel they have problems managing their weight.

Based on respondents' answers regarding needs or urgency related to weight, respondents who previously stated they had a weight problem were asked to describe



their body's needs regarding weight management. "If yes, what are your body's needs regarding weight?" The answer options consisted of three categories: losing weight, gaining weight, and maintaining an ideal weight. Respondents who chose to gain weight were asked to discontinue completing the questionnaire. This was done to ensure that those who continued with the questionnaire met the research criteria. Data collection revealed that 61% of respondents had a need to lose weight, while 39% of respondents aimed to maintain an ideal weight. This indicates that the majority of respondents needed to make efforts to lose weight, while others were at an ideal weight but still needed to maintain their weight to prevent weight gain.

Based on respondents' experiences consuming herbal tea for weight loss, the question "Have you ever consumed herbal tea products for weight loss?" showed that 60% of respondents had consumed herbal tea products for weight loss, while 40% had never tried them. This relatively high percentage of herbal tea users for weight loss indicates that herbal tea products have become a popular choice among individuals struggling with weight management.

Descriptive statistics show that the mean value for the social and cultural factors variable (X1) is categorized as high, at 4.00, with a median and mode of 4. This indicates that respondents strongly perceive social and cultural influences on their intention to purchase herbal weight loss tea. Descriptively, the technology factor variable (X2) has a mean value of 4.09, a median of 4, and a mode of 4. This also categorizes as high, indicating that respondents consider technological aspects in their product search, evaluation, and purchase. Technological advancements play a significant role in influencing consumer purchasing intention.

CONCLUSION

The contribution of both socio-cultural and technological factors to purchase intention was 24.2%, according to a 0.242 Adjusted R Square value. Women made up 79% of the respondents. Most responders were between the ages of 18 and 23, which makes them more vulnerable to weight fluctuations. It was found that 61% of respondents had a need to lose weight, while 39% of respondents aimed to maintain an ideal weight. Furthermore, the results showed that 60% of respondents had consumed herbal tea products for weight loss, while 40% had never tried them.

Social and cultural factors significantly influence consumer purchase intention. The calculated t-value of 2.557 and a significance value of 0.012 indicate that healthy lifestyle trends, social environmental influences, and reference group encouragement play



important roles in driving purchase intention. The technological factor showed a significant influence and was the dominant factor. The significance value was 0.000 and the computed t-value was 3.737. This indicates that easy access to information, digital promotions, product availability on e-commerce platforms, review features, and digital discounts are key drivers of consumer purchasing interest.

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