

Brewing Choices: How Brand Identity, Health Awareness, and Promotion Drive Purchase Decisions of Lamaza Gambir Leaf Tea

Anelka Dwi Putra

Department of Management, faculty of economic and social science, Universitas Islam Negeri Sultan Syarif Kasim, Riau, Indonesia

Email: anelkadwiputra119@gmail.com

***Julina**

Department of Management, faculty of economic and social science, Universitas Islam Negeri Sultan Syarif Kasim, Riau, Indonesia

Email: julina@uin-suska.ac.id

Qonitah Rifda Zahirah

Department of Sharia Economics, Faculty of Economic and Business, Universitas Islam Negeri Sunan Kalijaga, Yogyakarta, Indonesia

Email: 24208012001@student.uin-suka.ac.id

This article is available in:

<https://icess.uin-suska.ac.id/index.php/injbm/issue/view/11>

Article History :

Received : 2025-07-02

Revised : 2025-07-05

Accepted : 2025-07-10

Online : 2025-07-11

Abstract

Research aims:

Along with changes in people's consumption patterns towards a healthier direction, herbal-based products are increasingly in demand as a natural and healthy alternative choice. This research aims to determine the influence of brand Identity, health awareness, and promotion on the purchase decision of Lamaza Gambir Leaf Tea in Limapuluh Kota Regency, West Sumatra.

Design/Methodology/Approach:

The total sample in this study was 96 respondents who were selected using the purposive sampling method. The data was analyzed using the SPSS V.25 program.

Research findings:

The results show that brand Identity, health awareness, and promotion have a positive and

significant effect on the purchase decision of Lamaza Gambir Leaf Tea. Brand Identity, health awareness, and promotion variables as a whole have an influence of 76.5% on the purchase decision.

Theoretical Contribution/Originality:

The theoretical contribution of this study lies in strengthening the understanding of consumer behavior in the context of local herbal beverage products, especially Lamaza Gambir Leaf Tea. This study provides a new contribution by integrating three variables into one analysis model for traditional plant-based products, which are still rarely discussed in the marketing literature.

Practical/Policy/Social Implications:

The finding that brand identity, health awareness, and promotion have a significant influence on purchasing decisions indicates that Lamaza Gambir Leaf Tea producers need to emphasize these three aspects in their marketing strategies.

Research Limitations/Implications:

To increase consumer appeal, producers should strengthen brand image, educate consumers about the health benefits of gambir tea, and run intensive and targeted promotions. The limitations of this study are the limited number of samples and variables.

Keywords : Brand Identity, Health Awareness, Promotion, Purchase Decision



INTRODUCTION

Rural communities strive to improve their agricultural yields in order to enhance their living standards and family welfare by fulfilling daily needs. One of the leading agricultural commodities exported to various countries is gambier, a shrub belonging to the Rubiaceae family (the coffee family), which has high economic value derived from the extract obtained from its sap and twigs. Gambier is an important plantation commodity for Indonesian farmers and forms part of the country's exports. This commodity is produced by bruising the leaves and twigs of the *Uncaria Gambir* (Hunt) Roxb. plant (Munggari et al., 2022).

Gambier extract contains polyphenolic compounds such as catechins and tannins, which contribute to its high economic value. These compounds are utilized in the pharmaceutical industry for the production of various products, including toothpaste, cosmetics, leather tanning agents, dyes, and food additives (Nasution et al., 2015). Indonesia plays a highly significant role as the world's largest producer of gambier, supplying approximately 80% of the global gambier market. Indonesia's comparative advantages, such as a climate and topography well-suited for gambier cultivation, positively impact its annual production and export, making the country the leading global supplier of gambier (Arumsari, 2021).

According to Trade Map data from 2014 with HS codes 320190100 and 3201901000 for gambier, Indonesia's gambier export trend from 2011 to 2012 showed a consistent increase, with a growth rate of 2.35%. Indonesia exported gambier to 17 destination countries, including India, Pakistan, Bangladesh, Singapore, Japan, Malaysia, Vietnam, South Korea, Nepal, Turkey, Sri Lanka, China, Saudi Arabia, Taipei, the United Arab Emirates, Thailand, and the United States. Among these countries, India, Pakistan, Bangladesh, and Singapore were the main export destinations for Indonesian gambier, with volumes exceeding 100 tons annually (Trade Map, 2014).

Gambier production in Indonesia is concentrated in four main provinces: West Sumatra, North Sumatra, Riau, and South Sumatra. West Sumatra is the largest gambier production center, contributing 80% to 90% of the total national production. Data from the Central Statistics Agency (Badan Pusat Statistik) shows that the export volume and value of gambier from West Sumatra tended to increase from 2010 to 2013. Therefore, West Sumatra is considered the main benchmark in the gambier industry in Indonesia. In West Sumatra, the two main gambier-producing areas are Lima Puluh Kota Regency and Pesisir Selatan Regency. Lima Puluh Kota Regency is the largest gambier-



producing area in the province, accounting for 69.75% of West Sumatra's total gambier production in 2013. To increase the income of gambier farmers, guidance from the government is needed, especially in increasing the efficiency of the production subsystem to increase export value (Nasution et al., 2015).

Research has shown that gambier leaves can be processed into herbal tea through different drying methods, such as sun drying and oven drying, to produce tea with significant antioxidant activity. The drying process affects the quality and antioxidant properties of the tea, with oven drying at 60°C yielding the best results. The antioxidant activity (IC₅₀) of gambier leaf tea produced by oven drying was 82.21 ppm, classified as strong, while sun drying resulted in an IC₅₀ of 122.44 ppm, classified as moderate. These findings support the potential of gambier leaf tea as a value-added product for export enhancement (Tavita et al., 2020).

One of the products that serves as the subject of this research is produced by Lamaza.Id, a production house that previously manufactured gambier resin as an export commodity and has now shifted to producing gambier leaf tea. Lamaza produces various types of gambier leaf tea, including ready-to-drink gambier leaf tea, tea bags, and instant tea powder. With a strategically located plantation in Gunuang Malintang, Pangkalan Koto Baru District, Lima Puluh Kota Regency, West Sumatra, Lamaza produces approximately 25 kg of fresh gambier leaves every day. Due to high consumer demand, about 35 products are sold daily, with prices ranging from Rp. 10,000 to Rp. 15,000 per product. This indicates that Lamaza.Id's success in building a strong and positive brand image can be a key factor in influencing consumers' purchasing decisions.

Several studies related to purchasing decisions have been conducted. Hafidzah (2022) found that social media marketing, health awareness, and green product have positive and significant impact on Jamu purchase decision. Pamungkas & Pramesti (2021) found that store atmosphere, brand identity, and social media marketing significantly influence purchase intention and purchasing decisions. In addition, Violin et al. (2021) found that promotion, price perception, and distribution significantly influence purchasing decisions for Coca-Cola products. This study seeks to modify several previous studies by examining the influence of brand identity, health awareness, and promotion on purchasing decisions for Lamaza Gambier Leaf Tea.



LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Brand Identity

The first variable examined in this study is brand identity. Brand identity is a crucial aspect of sustainable brand management, encompassing the unique characteristics that influence a brand's personality, appearance, and the way it identifies itself to consumers and the market (Timiyo, 2023). It consists of both visual and non-visual elements, such as brand name, logo, colors, typography, visual style, brand voice, and the brand narrative or story that forms an emotional connection with customers. These elements serve to differentiate the brand from competitors and build consistency, making it easier for consumers to recognize and remember the brand. Additionally, brand identity reflects the values, mission, and business objectives that the brand aims to communicate to the market.

Recent empirical studies reinforce the critical role of brand identity in shaping consumer behavior and fostering brand loyalty. For instance, research by Shams et al. (2024) demonstrates that brand identity significantly influences brand lifestyle congruence, brand satisfaction, and repurchase intentions, highlighting the importance of aligning brand values and personality with the lifestyles of target consumers. Additionally, reference groups such as family and peers can shape perceptions of brand identity and satisfaction, thereby affecting purchase decisions and loyalty (Vimaladhevi & Thaiyalnayaki, 2024). Supporting this, Behrozi & Sohrabi (2022) found that a strong, consistent brand identity-which encompasses elements like reputation, visual identity, personality traits, and values-can enhance consumer trust and engagement, ultimately leading to lifelong loyalty. These insights underscore the necessity for businesses to develop and maintain a coherent brand identity that resonates with evolving consumer preferences and social contexts, as this alignment not only differentiates the brand in a competitive marketplace but also drives sustained consumer engagement and advocacy. Other studies have found that brand identity has a positive and significant effect on purchase intentions (Pamungkas & Prameswari, 2021) and purchase decisions (Pamungkas & Prameswari, 2021; Pangestu, Pristiyni, & Munthe, 2025; Rosa & Rahmi, 2024). Based on previous research, the first hypothesis in this study is as follows:



H1: Brand identity has a positive and significant influence on purchasing decisions for Lamaza Gambir Leaf Tea

Health Awareness

The next variable is health awareness. According to Vernon et al. (2021) health awareness is the understanding of the importance of maintaining health and prioritizing self-care to carry out activities effectively without obstacles. Their study also found that health awareness has a positive and significant effect on purchasing decisions. As awareness of health has become an increasingly important factor in consumer decision-making, people are becoming more concerned about their health and well-being, leading them to prefer products perceived as healthy or beneficial to health. Therefore, gambier leaf tea is not only consumed as a regular beverage but also offers various health benefits. Consumer health awareness tends to encourage the search for products that support a healthy, organic, natural, and sustainable lifestyle. This awareness also influences consumer behavior in seeking health information and consulting health professionals for appropriate advice, as health awareness plays a crucial role in shaping more responsible consumer behavior toward health.

In addition, recent empirical studies further support the pivotal role of health awareness in shaping consumer purchasing behavior. Health-conscious consumers are increasingly motivated not only by the desire to prevent disease but also by the pursuit of overall well-being, stress reduction, and life satisfaction (Pan et al., 2025). This heightened health consciousness translates into a greater preference for organic, natural, and minimally processed products, as consumers perceive these options to offer superior nutritional value and safety (Li & An, 2025). Research demonstrates that health awareness significantly influences attitudes and purchase intentions toward health and wellness foods, with attitude and desire acting as important mediators in this relationship. Moreover, clear health labeling and credible certifications have become essential in building consumer trust, as a growing number of individuals actively seek and scrutinize health claims on product packaging (Pan et al., 2025). Therefore, companies that effectively communicate the health benefits of their



products and provide transparent, trustworthy information are more likely to attract and retain health-conscious consumers, ultimately enhancing their competitive advantage in the market. Study from Tsaniyah et al., (2024) found that health awareness of Islamic boarding school students is related to the decision to purchase halal packaged food. Meanwhile, other studies found that halal awareness has a positive and significant effect on purchase intention (Ambarwati et al, 2024; Hafidzah, 2022) and purchasing decisions (Jamil et al, 2024; Sukarmajaya, Ginaya, & Nadra, 2022). Based on these findings, the second hypothesis in this study is:

H2: Health awareness has a positive and significant influence on purchasing decisions for Lamaza Gambir Leaf Tea

Promotion

The last variable in this study is promotion. According to Anwar et al. (2023) promotion is a series of communication activities carried out by producers to deliver specific messages to consumers to build awareness, influence attitudes, and encourage purchasing decisions for products or services. Promotion includes various elements such as advertising, public relations, personal selling, and sales promotion, which together function to strengthen the brand's position in the market and enhance interaction between the company and consumers (Ellitan et al., 2022).

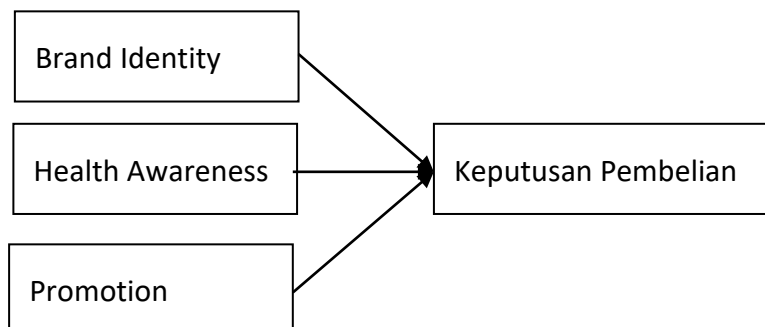
It can be concluded that product information is very important so that consumers remember a brand during the purchasing decision stage. At this stage, marketers should optimize their efforts to influence consumers to buy their products. Marketers must be able to enter both the internal and external environments of the target buyers to provide information. One way the company understands Lamaza gambier leaf tea consumers and encourages purchases is by providing information through its official Instagram account. Digital promotional content serves as both an informational touchpoint and a persuasive tool that reduces perceived risk through visual cues and social proof mechanisms (Zhang & Huang, 2022). The effectiveness of such promotion is measurable through consumer engagement



metrics, which provide valuable insights into audience preferences and behavior patterns that can be leveraged to optimize future marketing strategies and enhance conversion rates (Pansari & Kumar, 2017). As consumer behavior becomes increasingly complex in the digital landscape, promotional content must evolve beyond mere information dissemination to create meaningful brand experiences that resonate with consumers' values and lifestyle aspirations. Previous research from Pangestu et al (2025) and Rosa & Rahmi (2024) found that promotion has a positive and significant effect on purchasing decisions for Lamaza Gambir Leaf Tea. Based on this, the following hypothesis is formulated:

H3: Promotion has a positive and significant influence on purchasing decisions for Lamaza Gambir Leaf Tea

Based on the discussion in the literature review, the proposed research model can be seen in Figure 1.



METHOD

This research was conducted at Lamaza Gambier Leaf Tea located in Gunuang Malintang, Pangkalan Koto Baru District, Lima Puluh Kota Regency, Padang City, West Sumatra, Indonesia 26272 in 2024. This study is field research. The data used in this study are primary data. The population targeted in this research consists of people who purchase Lamaza Gambier Leaf Tea products in Lima Puluh Kota Regency. The exact population size is unknown. The sampling method used is non-probability sampling with purposive sampling



technique. Non-probability sampling is a sampling technique that does not provide equal opportunity for every member of the population to be selected as a sample. The expected criteria for respondents include: residents domiciled in Lima Pulu Kota Regency, West Sumatra, and people who purchase Lamaza Gambier Leaf Tea products.

Since the population size is unknown, the sample size is determined using the Lemeshow formula as follows:

$$= \frac{Z^2 \cdot P(1 - P)}{d^2}$$

Explanation:

n = The required sample size

z = The confidence level needed for determining the sample. The Z-score for 95% confidence is 1.96

P = The maximum estimate

d = Margin of Error, which is the maximum allowable error. Alpha = 0.10 or sampling error of 10%

Based on this formula, the sample size used is:

$$= \frac{Z^2 \cdot P(1 - P)}{d^2}$$

n = 96,04 sample

The data collection methods used in this study were questionnaires and documentation. To assess data quality, the study employed validity tests, reliability tests, and classical assumption tests, which included normality tests, multicollinearity tests, and heteroscedasticity tests. For hypothesis testing, the study used the F-test (simultaneous test), T-test (partial test), and the coefficient of determination test (R^2).

RESULTS AND DISCUSSION

A. Results

Respondent Characteristics

The characteristics of respondents who participated in this study can be seen in Table 1.



Table 1: Respondent Characteristics

Respondent Characteristics	Frequency	Percent Valid
Gender Characteristics		
Male	58	60%
Female	38	40%
Total	96	100%
Age of Respondents		
17-20	7	7,3%
21-25	28	29,2%
26-30	31	32,2%
31-40	30	31,3%
Total	96	100
Occupation of respondents		
Others	17	17,7%
Student	29	30,2%
Private Employee	22	22,9%
Civil Servant	12	12,5%
Police/National Armed Forces	1	1%
Self-Employed	15	15,6%
Total	96	100%
Respondents' Income		
<Rp1.000.000	32	33,3%
>Rp6.000.000	8	8,3%
Rp1.000.000 – Rp3.000.000	28	29,2%
Rp3.000.000 – Rp6.000.000	28	29,2%
Total	96	100%

Source: Processed Data, 2024

Based on the data presented, this study surveyed 96 individuals from Lima Puluh Kota Regency. The sample consisted of 60% males and 40% females, suggesting that men are more likely to make purchasing decisions for Lamaza Gambir Leaf Tea. This preference is influenced by factors such as a taste profile that is not overly sweet, a variety of available flavors, and reasonable pricing, which tend to appeal more to male consumers.

The respondents were grouped into four age categories, with the largest segment being those aged 26-30 years (32.2%), followed closely by the 31-40 age group (31.3%), and the 21-25 age group (29.2%). Only a small portion (7.3%) were aged 17-20. The tea's



popularity among those aged 26-30 can be attributed to its fresh taste, mild sweetness, and a slight, non-dominant bitterness, making it particularly favored by this age group.

Occupationally, students made up the largest group of respondents at 30.2%, followed by private sector employees (22.9%), other professions (17.7%), and entrepreneurs (15.6%). The widespread consumption of this tea is partly due to the diverse product range available in the region and the presence of many field workers, such as gambir and rubber farmers, who enjoy refreshing beverages during their breaks.

Income data reveals that most unemployed respondents have an income below one million rupiah, indicating dependence on parental support. Both the 1-3 million- and 3–6-million-rupiah income brackets included 28 respondents each, while only 8 respondents reported earning more than 6 million rupiah per month.

Validity Test

Validity ensures that the data obtained is accurate, relevant, and reliable as a representation of the concept or variable being studied. Without validity testing, research results can be misleading because the instrument may not reflect the intended construct.

Table 1 presents the results of validity testing in this study.

Table 2: Recapitulation of Questionnaire Validity Test

Variable	Statement	R-Count	R-Table	R-Sig	Description
Brand Identity (X1)	BI1	0,856	0,199	0,000	Valid
	BI2	0,852	0,199	0,000	Valid
	BI3	0,802	0,199	0,000	Valid
	BI4	0,787	0,199	0,000	Valid
Health Awareness (X2)	HA1	0,703	0,199	0,000	Valid
	HA 2	0,796	0,199	0,000	Valid
	HA3	0,713	0,199	0,000	Valid
	HA4	0,801	0,199	0,000	Valid
	HA5	0,745	0,199	0,000	Valid
Promotion (X3)	PR1	0,786	0,199	0,000	Valid
	PR2	0,840	0,199	0,000	Valid



Variable	Statement	R-Count	R-Table	R-Sig	Description
Purchase Decision (Y)	PR3	0,703	0,199	0,000	Valid
	PR4	0,816	0,199	0,000	Valid
	PD1	0,753	0,199	0,000	Valid
	PD2	0,781	0,199	0,000	Valid
	PD3	0,787	0,199	0,000	Valid
	PD4	0,801	0,199	0,000	Valid
	PD5	0,720	0,199	0,000	Valid

Source: Processed Data, 2024

Based on Table 2, there are four variables examined in this study. For each statement item within both the independent and dependent variables, the calculated *r* values are greater than the critical *r* values from the table. Therefore, it can be concluded that the data obtained in the field are valid.

Reliability Test

Reliability indicates the extent to which an instrument is free from random measurement errors. If an instrument is unreliable, the resulting data cannot be trusted because the results can change without clear reasons, thereby reducing the accuracy and credibility of the research findings. Table 3 presents the results of reliability testing in this study.

Table 3: Reliability Test Results

Variabel	Cronbach Alpha	Information
Brand Identity (X1)	0,841	Reliable
Health Awareness (X2)	0,808	Reliable
Promotion (X3)	0,790	Reliable
Purchase Decision (Y)	0,814	Reliable

Source: Processed Data, 2024

The reliability test conducted by the researcher showed that the Cronbach's alpha value obtained through data processing with the assistance of SPSS was above 0.60.



Therefore, the instrument used in this study is considered reliable or consistent for use in this research.

Classical Assumption Test

Classical assumption tests need to be conducted in multiple regression to ensure that the regression model meets the statistical requirements needed for the estimation results to be valid, unbiased, and can be interpreted accurately. The results of the classical assumption test can be seen in the following tables.

Normality Test

Table 4: Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters	Mean	.0000000
	Std. Deviation	1.69893034
Most Extreme Differences	Absolute	.099
	Positive	.088
	Negative	-.099
Test Statistic		.099
Asymp. Sig. (2-tailed)		.022 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed Data, 2024

Based on Table 4, the obtained Asymp. Sig. value is 0.022. Since this value is less than 0.05, it can be concluded that the data are not normally distributed. According to the Central Limit Theorem (CLT), if the sample size is large enough (usually ≥ 30), then the distribution of the mean of the sample will approach a normal distribution, regardless of the distribution of the original population.



Multicollinearity Test

The multicollinearity test is very important in multiple regression analysis because it aims to detect whether there is a very high relationship between independent variables in the model. The results of the multicollinearity test can be seen in Table 5.

Table 5: Multicollinearity Test

Coefficients			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Identity	.353	2.833
	Health Awareness	.299	3.346
	Promotion	.332	3.009

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2024

Based on the results shown in Table 5, the variables of brand identity, health awareness, and promotion have Tolerance values greater than 0.10 and VIF values less than 10. Therefore, it can be concluded that there is no multicollinearity issue among these variables.

Heteroscedasticity Test

The heteroscedasticity test is used to detect whether the variance of the residuals (prediction errors) in the regression model is constant (homoscedastic) or changing (heteroscedastic). The results of the multicollinearity test can be seen in Table 5.

Table 6: Heteroscedasticity Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.150	.623		6.659	.000
Brand Identity	.078	.055	.218	1.406	.163
Health Awareness	-.126	.055	-.388	-2.305	.023



Promotion	-.096	.057	-.271	-1.699	.093
a. Dependent Variable: ABS_RES					

Source: Processed Data, 2024

Based on Table 6, it was stated that all significance values for the variables brand identity, health awareness, and promotion were greater than 0.05, indicating that there were no signs of heteroscedasticity.

Multiple Linear Analysis

To prove the proposed hypothesis, the collected data was then tested using multiple linear regression. The results can be seen in Table 7.

Table 7: Multiple Linear Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.521	1.124		1.353	.179
	Brand identity	.338	.100	.288	3.379	.001
	Health awareness	.290	.099	.271	2.932	.004
	Promotion	.454	.102	.391	4.460	.000
a.	Dependent Variable: Keputusan Pembelian					

Source: Processed Data, 2024

Based on Table 7, the constant value is 1.521. This means that if brand identity, health awareness, and promotion are assumed to be zero (0), the purchasing decision remains at 1.521. Thus, if brand identity, health awareness, and promotion are not implemented, the company will still have that level of purchasing decision. The regression coefficient value of 0.338 indicates that every one-unit increase in brand identity will increase the purchasing decision by 0.338. The regression coefficient value of 0.290 indicates that every one-unit increase in health awareness will increase the purchasing decision by 0.290. The regression coefficient value of 0.454 indicates that every one-unit increase in promotion will increase the purchasing decision by 0.454. The standard error (e) is a random variable with a



probability distribution that represents all factors that affect Y but are not included in the equation.

Hypothesis Testing

T-Test (Partial Test)

The partial test results can be seen in Table 8. The statistical analysis reveals the individual impacts of brand identity, health awareness, and promotion on the purchasing decisions of Lamaza Gambier Leaf Tea in Lima Pulu Kota Regency. Specifically, brand identity demonstrates a significant partial effect, supported by a calculated t-value of 3.379, surpassing the t-table value of 2.217, and a significance value of 0.01. This finding is similar to Pamungkas & Pramesti (2021) for coffee, Pangestu, Pristiyni, & Munthe (2025) for herbal drink, and Rosa & Rahmi (2024) for tea.

Table 8 T-Test (Partial Test)

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	1.521	1.124		1.353	.179
Brand identity	.338	.100	.288	3.379	.001
Health awareness	.290	.099	.271	2.932	.004
Promotion	.454	.102	.391	4.460	.000

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2024

The next finding is that health awareness exhibits a significant partial influence on purchase decision, with a calculated t-value of 2.932 exceeding the t-table value of 2.217, coupled with a significance value of 0.004, also less than 0.05. This is in line with riset Ambarwati, Saputra, & Prasaja (2024), Hafidzah (2022), Jamil et al (2024), and Sukarmajaya, Ginaya, & Nadra (2022) that found health awareness had a positive and significant impact on purchase decisions. Lastly, promotion shows the most substantial individual impact,



evidenced by a calculated t-value of 4.460 and a highly significant value of 0.000. This finding supports previous research by Nurjanah, Julina, & Rahmah (2021), Pangestu, Pristiyni, & Munthe (2025), and Rosa & Rahmi (2024). These findings collectively suggest that each variable independently contributes to the consumers' decision-making process when considering the purchase of Lamaza Gambier Leaf Tea in the specified region, with promotion exerting the most pronounced influence.

F Test (Simultaneous Test)

Based on Table 9, the calculated F value was 99.733 with a significance level of 0.000. This indicates that simultaneously, there is an effect of brand identity, health awareness, and promotion on the purchasing decisions of Lamaza Gambier Leaf Tea in Lima Puluh Kota Regency.

Tabel 9: F Test (Simultaneous Test)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	891.754	3	297.251	99.733	.000 ^b
	Residual	274.205	92	2.980		
	Total	1165.958	95			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Promotion, Brand identity, Health awareness

Source: Processed Data, 2024

Coefficient of Determination Test

Referring to the results of the coefficient of determination obtained by the researcher, it is known that the R Square value is 0.765 or 76.5%. This indicates that brand identity, health awareness, and promotion collectively have an influence of 76.5% on the purchase decision. Meanwhile, the remaining 23.5% is influenced by other variables that were not examined in this study.



Table 10: Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.875 ^a	.765	.757	1.72641

a. Predictors: (Constant), Promotion, Brand Identity, Health Awareness

Source: Processed Data, 2024

B. Discussion

The results of the study show that brand identity has a positive and significant influence on the purchasing decision of Lamaza Gambir Leaf Tea. This means that the stronger and clearer the brand identity of Lamaza, the more likely consumers are to decide to buy the product. Health and herbal beverage products are directly related to body health, so consumers tend to choose brands that appear trustworthy and professional. A strong and consistent brand identity—including logo, packaging, color, and communication style—can create the perception that the product is safe, high-quality, and has gone through a hygienic production process. The herbal beverage market is increasingly competitive with numerous local and global brands. A unique brand identity helps consumers differentiate products from competitors.

The second finding of this study is that health awareness has a positive and significant effect, meaning that the higher the health awareness, the higher the purchasing decision for gambir leaf tea. As public awareness of the importance of maintaining health increases, especially after the pandemic, consumers are more likely to choose products that are considered natural and beneficial for health, such as herbal drinks. Health awareness makes consumers more selective in choosing the products that enter their bodies. Health awareness encourages consumers to adopt preventive behavior, namely preventing diseases before they



occur. Herbal drinks are considered part of a preventive lifestyle because they can increase immunity naturally without chemical side effects.

The final finding of this study is that promotion has a positive and significant effect on purchasing decisions, meaning that the more promotions the more purchasing decisions will increase. Effective promotion (through advertising, social media, endorsements, discounts, sampling, etc.) introduces the product to consumers who may not be familiar with the benefits of herbal drinks. Without promotion, consumers may not be aware of the product's existence, its health benefits, or how to consume it. Because herbal products often require further education about the function of natural ingredients and their properties, promotion plays an important role in informing how the product works, its health benefits, and how to use it.

CONCLUSION

Based on the results of the study on purchasing decisions for Lamaza Gambier Leaf Tea in Lima Puluh Kota Regency, it was found that descriptively, the promotion variable has the most dominant influence compared to brand identity and health awareness variables. Theoretically, promotion is one of the important elements in the marketing mix that functions to inform, persuade, and remind consumers about the products or services offered (Kotler & Keller, 2016). Effective promotion can increase consumer awareness, build interest, and ultimately drive purchasing decisions. In the context of health products such as gambier leaf tea, promotion that emphasizes health benefits and product uniqueness plays a significant role in attracting consumers who are increasingly conscious of a healthy lifestyle (Szymkowiak et al., 2022).

Furthermore, simultaneously, the variables of brand identity, health awareness, and promotion collectively have a significant influence on purchasing decisions. Brand identity is a set of elements that form the brand image that a company wants to present to consumers, such as logos, colors, slogans, and brand values (Patmawati & Miswanto, 2022). A strong brand identity can differentiate a product from competitors and build consumer loyalty.



Meanwhile, health awareness refers to the level of knowledge and attention individuals have regarding the importance of maintaining health through healthy product choices (Vernon et al., 2021). This awareness influences consumer preferences toward products perceived to offer health benefits, making it an important factor in purchasing decisions for products like gambier leaf tea, which is claimed to have health benefits.

The results of the coefficient of determination test, with an R Square value of 0.765 or 76.5%, indicate that these three variables collectively explain the majority of the variance in purchasing decisions. This aligns with consumer behavior theory, which states that purchasing decisions are influenced by various internal and external factors, including brand perception, awareness of product benefits, and marketing strategies implemented (Manuere et al., 2022). However, 23.5% of the variance is influenced by other factors not examined in this study, such as price, product quality, previous consumer experiences, and social influences. Therefore, this study emphasizes the importance of managing brand identity, increasing health awareness, and applying appropriate promotion as key strategies in influencing purchasing decisions, while also opening opportunities for further research to explore other variables contributing to consumer behavior.

LIMITATION

This study has several limitations, including the number of variables studied and the level of complexity of the model. Further researchers can create a more complex model by adding moderating and/or intervening variables. For the object of the study, further researchers can develop other health products that can not only find out what dominant factors influence it but also introduce products that are relatively healthier and more natural.

REFERENCES

Ambarwati, D. R., Saputra, M. H., & Prasaja, M. G. (2024). Pengaruh health awareness, green product, dan perceived quality terhadap minat beli produk umkm merek Kang eMus



(Studi pada Masyarakat di Kabupaten Magelang). *Volatilitas Jurnal Manajemen dan Bisnis*, 6(3).

Anwar, K., Aprila, B.N., Durya, N.P.M.A., Hapsari, A.A. & Violin, V., (2023). Analysis of the influence of product quality, lifestyle and promotional strategy on the decision to purchase Samsung smartphone products. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 9(6), pp.2377–2382. <https://doi.org/10.35870/jemsi.v9i6.1637>

Arumsari, A.G., (2021). Analysis of catechins in Gambir West Sumatra. *ARRUS Journal of Engineering and Technology*, 1(2). <https://doi.org/10.35877/jetech590>

Badan Pusat Statistik, n.d. *Volume dan Nilai Ekspor Gambir Sumatera Barat*. [online] Available at: <https://sumbar.bps.go.id/id/statistics-table/2/NjYylzl=/volume-dan-nilai-ekspor-gambir-sumatera-barat.html> [Accessed 20 Sep. 2024].

Behrozi, S. & Sohrabi, T., (2022). The role of perceived value and brand identity in improving customers' attitudinal loyalty. *Journal of Value Creating Business Management*, 2(3), pp.22–42. <https://doi.org/10.22034/jbme.2022.345330.1026>

Ellitan, L., Harvina, L.G.D. & Lukito, R.S.H., (2022). The effect of social media marketing on brand image, brand trust, and purchase intention of Somethinc skincare products in Surabaya. *Journal of Entrepreneurship & Business*, 3(2), pp.104–114. <https://doi.org/10.24123/jeb.v3i2.4801>

Hafidzah, Y. N. (2022). Pengaruh Health Awareness, Green Product Dan Social Media Advertising Terhadap Minat Beli Jamu Di Masa Covid-19 Dalam Perspektif Bisnis Islam (Studi penelitian pada Generasi Y dan Z di Provinsi Lampung) (Doctoral dissertation, UIN Raden Intan Lampung).

Jamil, S. A., Fitri, R., Arifin, S., Darmawan, D., & Putra, A. R. (2024). Pengaruh Kesadaran Kesehatan dan Kewajaran Harga terhadap Keputusan Pembelian Buah di Superindo Sidoarjo. *Jurnal Ekonomi dan Bisnis*, 14(1), 40-50.

Li, Y. & An, N., 2025. The impact of health consciousness and environmental awareness on sports enthusiasts' purchase intentions for sustainable sports products. *World*, 6(1), p.20. <https://doi.org/10.3390/world6010020>

Manuere, H.T., Chikazhe, L. & Manyeruke, J., (2022). Theoretical models of consumer behaviour: A literature review. *International Journal of Education Humanities and Social Science*, 5(2), pp.105–112. <https://doi.org/10.54922/ijehss.2022.0368>



- Munggari, I.P., Kurnia, D., Deawati, Y. & Julaeha, E., (2022). Current research of phytochemical, medicinal and non-medicinal uses of *Uncaria gambir* Roxb.: A review. *Molecules*, 27 (19). <https://doi.org/10.3390/molecules27196551>
- Pamungkas, A. & Pramesti, D.A., (2021). Pengaruh atmosfir store, brand identity, dan social media marketing terhadap keputusan pembelian dengan variabel mediasi minat beli (studi empiris pada kedai kopi Janji Jiwa). *Borobudur Management Review*, 1(1), pp.12–31. <https://doi.org/10.31603/bmar.v1i1.5009>
- Pan, J., Wu, K.S., Huang, D.M. & Sun, S.W., (2025). Role of health-consciousness on purchase intention of health and wellness food: The serial mediating effect of attitude and desire. *Nutrients*, 17(5). <https://doi.org/10.3390/nu17050746>
- Pangestu, I., Pristiyono, P., & Munthe, A. M. (2025). Pengaruh Identitas Merek, Harga, Promosi Dan Desain Kemasan Terhadap Keputusan Pembelian Konsumen Pada Minuman Herbal. *YUME: Journal of Management*, 8(1.1), 1691-1703.
- Pansari, A. & Kumar, V., (2017). Customer engagement: The construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), pp.294–311. <https://doi.org/10.1007/s11747-016-0485-6>
- Patmawati, D. & Miswanto, M., (2022). The effect of social media influencers on purchase intention: The role of brand awareness as a mediator. *International Journal of Entrepreneurship and Business Management*, 1(2). <https://doi.org/10.54099/ijebm.v1i2.374>
- Rosa, E., & Rachmi, A. (2024). Pengaruh identitas merek dan iklan terhadap keputusan pembelian teh botol sosro (studi pada mahasiswa Politeknik Negeri Malang). *Jurnal Administrasi dan Bisnis*, 18(2), 141-153.
- Shams, R., Chatterjee, S. & Chaudhuri, R., (2024). Developing brand identity and sales strategy in the digital era: Moderating role of consumer belief in brand. *Journal of Business Research*, 179. <https://doi.org/10.1016/j.jbusres.2024.114689>
- Sukarmajaya, I., Ginaya, G., & Nadra, N. M. (2022). Pengaruh Green Product, Perceived Quality dan Health Awareness terhadap Minat Beli di Restoran Impiana Private Villas Seminyak (Doctoral dissertation, Politeknik Negeri Bali).
- Szymkowiak, A., Antoniuk, M.A. & Borusiak, B., (2022). The role of health orientation in determining purchase intention and behaviour. *British Food Journal*, 124(13), pp.559–577. <https://doi.org/10.1108/BFJ-12-2021-1272>



- Tavita, G.E., Sofiana, M.S.J., Ashari, A.M., Apindiati, R.K., Hartanti, L. & Warsidah, W. (2020). Characterization and antioxidant activity of herbal tea from *Gambir* leaves (*Uncaria gambir*) with different drying processes. *Jurnal Teknologi dan Industri Pertanian Indonesia*, 15(2), pp.21–28.
- Timiyo, A.J., (2023). Achieving the goal of sustainable brand management: The mediating and complementary roles of brand awareness, brand image, and brand identity. pp.29–37. <https://doi.org/10.17758/uruae19.uh0223410>
- Trade Map, 2014. *List of partners for a product commercialized by Indonesia product: 3201901000 gambier*. [online] Available at: <https://www.trademap.org/Index.aspx> [Accessed 20 Sep. 2024].
- Vernon, E., Gottesman, Z. & Warren, R., (2021). The value of health awareness days, weeks and months: A systematic review. *Social Science and Medicine*, 268. <https://doi.org/10.1016/j.socscimed.2020.113553>
- Vimaladhevi, N. & Thaiyalnayaki, M., (2024). Influence of reference groups of brand connectivity of consumers. *Salud, Ciencia y Tecnologia - Serie de Conferencias*, 3, pp.1–8. <https://doi.org/10.56294/sctconf2024909>
- Violin, V., Mawardi, S. & Nasriani, N., (2021). Pengaruh promosi, persepsi harga dan distribusi terhadap keputusan pembelian minuman Coca-Cola di Makassar. *Economics and Digital Business Review*, 2(2), pp.205–213. <https://doi.org/10.37531/ecotal.v2i2.85>
- Zhang, D. & Huang, M., (2022). A precision marketing strategy of e-commerce platform based on consumer behavior analysis in the era of big data. *Mathematical Problems in Engineering*, 2022. <https://doi.org/10.1155/2022/8580561>

