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| **Disiplin ilmu / sub disiplin ilmu dari naskah yang dikirim****--*****Academic Discipline / Sub-Disciplines*** | Marketing Management/Consumers Behavior |
| **Tipe / metode penelitian / pendekatan penelitian / paradigma yang digunakan****--*****Type / Method / approach / paradigm*** | Descriptive Research Type/Quantitative study with six variables measurement: *age, gender, education, occupation, marital status, and the decision to consume herbal drinks*. This research was conducted in Indonesia, using primary data collected through digital questionnaires (*google form*). The population is the whole consumers in Indonesia. Samples were taken using the method of taking sample minimum based five times from the amount indicator. The sample is 327 respondents who filled out the questionnaire. Dissemination of digital questionnaires via WhatsApp media. The answer results were immediately submitted by the respondent and captured automatically by Google Drive. Then the validity and reliability of the data were tested, then the data was analyzed using *SPSS software.* The results of the data analysis are then discussed and concluded. To predict whether there is a difference in this study, the Mann-Whitney and Kruskall Wallis test approach is used with SPSS software, while to identify the simultaneous effect of the independent variable on the dependent variable, multiple linear regression analysis is used. The variable measurement scale uses a Likert scale. Scale This design contains perception, starting with Which very agree until Which very No agree. In this study, the frequency level resulting from the respondent's perception will also be determined through the distance intervals between the alternative answer choices, starting from the highest in number 5 to Which Lowest in number 1. Through the use scale Likert, Which uses a 5-digit range/mixed methods research Approach/ |
| **Nama Instansi Penulis (dalam bahasa Inggris)** **\* Bila lebih dari satu instansi gunakan numbering sesuai dengan urutan penulisnya****--*****Author’s Institution (in English)******\* If there were more than one institution, please use numbering in accordance with the order of authors*** | 1234 Management Study Program, Universitas Muhammadiyah Luwuk, Indonesia5 Management Study Program, Universitas Muhammadiyah Prof Hamka, Jakarta, Indonesia6 Management Study Program, Universitas Muhammadiyah Palu, Indonesia7 Biology Study Program, Universitas Muhammadiyah Luwuk, Indonesia |