

PURCHASING BEHAVIOR PATTERNS ANALYSIS AND KNOWLEDGE OF MULTIVITAMIN CONSUMER



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Abstract

The research aims to analyze behavioral patterns and experiences of purchasing multivitamins after the COVID-19 pandemic and analyze the level of consumer knowledge regarding multivitamins. The research results show that there has been a decrease in the consumption and purchase of multivitamins after the Covid-19 pandemic. However, respondents are still accustomed to taking multivitamins from the last year until now. Many respondents buy multivitamins through pharmacies and e-commerce. Sources of information about multivitamins are mostly obtained from professionals and friends/relatives. Instagram and TikTok are social media that are sources of information search. The availability of information and packaging labels was considered by respondents to be very important when purchasing multivitamins. Most respondents trust and are satisfied with the multivitamins they have purchased and intend to purchase again. The level of knowledge of respondents regarding multivitamins is good. It needs to be explained that multivitamins are not a type of medicine that can cure disease and cannot be consumed long-term.

Keywords: Behavioral Patterns, Experience, Knowledge, Multivitamins, Purchasing

INTRODUCTION

In line with the increasing trend of health supplement consumption during the COVID-19 pandemic, there was an increase in supplement product registrations received by BPOM. There was a significant increase in the number of health supplement registrations from only 3256 in 2019 to 4262 in 2020. Claims or promotions made by manufacturers also accompany the increase in the production and consumption of health supplements. The global health supplement market has increased every year to reach USD 220.3 billion in 2020 (Hys 2020). For Market predicts that the worldwide health supplement product market will increase by 7.4% in the next 7 years and projects that the valuation of the health supplement industry could increase by 16.32 M to 29.40 M in 2027. In Indonesia, the Food and Drug Supervisory Agency (BPOM) confirmed that in 2020 there was an increase in the consumption of supplements in the form of multivitamins in the community from 35.1% to 58.6% (Lidyana 2020).

According to Fadliyah et al. (2021), in consuming health supplement products, consumers must seek information, understand the purpose and benefits of the product, and know the indication of the product before making a purchase. Nugraheni et al. (2021) stated that the percentage of the number of violations of health supplement advertising/promotion in Indonesia from March 2020 to July 2021 (during the Covid-19 pandemic) was 2 times higher than from October 2018 to February 2020 (before the Covid-19 pandemic). The results of BPOM supervision of advertising and labeling information on health supplements showed a non-compliance with the criteria (%TMK) of 40.45% and 7.30% in 2020, and decreased in 2021 to 23.69% and 6.82%. However, there was an increase in %TMK in 2022 to 24.61% and 7.53%. This indicates an increase in non-compliance/not meeting the criteria in 2022. This indicates a decrease in the quality of information provided by manufacturers.

Distribution of multivitamin products can also be obtained through online sales. Online sales of multivitamins can lead to market expansion, cheaper prices, and faster. However, regulations related to the sale of multivitamins through online media are still not complied with by manufacturers, so they are very vulnerable to being misused by the public or used in the wrong way, which will unknowingly endanger health and even cause victims (Ariyulinda 2018). The circulation of multivitamins without a distribution permit and

advertising that does not meet the provisions is a problem that arises in online multivitamin marketing (Irawan & Pu, 2020).

In addition, there is a decline in conditions where the National Pharmaceutical Market has not fully recovered in the post-COVID-19 pandemic period. Based on data from the National Pharmaceutical Market in the second quarter of 2023, it was stated that there was a slowdown in growth of 7.2% when compared to the fourth quarter of 2022 and 0.2% compared to the same period the previous year. Several categories of pharmaceutical products affected by the slowdown in growth include over-the-counter drugs and prescription drugs, which experienced a slowdown in growth of 8.3% and 1.1% respectively. In the over-the-counter drug segment itself, multivitamin products were the most affected, with their performance slowing by 25.2%.

Based on the various problems regarding multivitamins mentioned above, a study was conducted to analyze the behavioral patterns and experiences of purchasing multivitamins after the COVID-19 pandemic and to analyze the level of consumer knowledge about multivitamins. This study is intended to see whether changes in the pattern of purchasing behavior for multivitamins will change or not after the Pandemic. In addition, the study is also expected to obtain a picture of consumer knowledge about multivitamins to increase knowledge and awareness and to know how to choose the right multivitamins so that the safety, efficacy, and quality aspects of multivitamins remain guaranteed so that they can be used as an alternative in solving health problems in the community.

RESEARCH METHOD

This study was conducted in the Jabodetabek area for two months, namely from March to April 2024. The data in this study were obtained through an online survey using a Google form questionnaire and distributed using the researcher's social media. Sampling was carried out using the convenience sampling technique. The respondents studied were (1) Indonesian citizens domiciled in Jabodetabek, (2) At least 17 years old, and (3) Have purchased a health supplement product in the form of multivitamins at least once. Data collection in this study was carried out using a questionnaire with a Likert scale of 1 to 5 where point 1 is strongly disagree and point 5 is strongly agree. The questions in the

questionnaire are divided into several parts including purchasing patterns and frequency, experience of purchasing multivitamins, and knowledge about multivitamins. Consumer knowledge is assessed based on 10 question items sourced from the Regulation of the Head of the Food and Drug Supervisory Agency (BPOM) with a score of 0 for wrong answers and a score of 1 for correct answers. Respondents with a total score of 0-3 are classified as having low knowledge, 4-6 as having moderate knowledge, and a total score of 7-10 as having high knowledge. The data were analyzed using descriptive analysis to describe the pattern of multivitamin purchasing behavior based on consumer perceptions displayed in tabular form.

RESULTS AND DISCUSSION

Respondent Characteristics

Based on Table 1, there were more female respondents (67.9%) than male respondents (32.1%). This is in accordance with the research of Chang et al. (2014) which showed that women made much more purchases of healthy food than men. Most respondents lived in the Bogor area (34.9%) followed by respondents from the Jakarta area (33.3%) and Bekasi (20.4%). The majority of respondents were in the productive age category, namely in the age range of 17-27 years (68.2%) followed by the age range of 28-38 years (15.7%) with the majority of employment status as students (38.7%) and as private employees (29.9%). The majority of respondents had a final education of undergraduate (48.4%) and postgraduate (29.6%). The respondents of the study had at least completed high school education so they had a better understanding of multivitamins. When viewed from income, the majority of respondents have an average of IDR 1,000,001 - 5,000,000 (33.3%) followed by respondents with income of IDR 5,000,001 - 10,000,000 (31.4%). Based on this, multivitamin manufacturers are expected to be able to produce multivitamin products with more competitive prices so that they can reach wider consumers in a variety of income ranges.

Table 1.

Respondent Characteristics

Category	Characteristics	Amount	Percentage (%)
Gender	Man	102	32.1
	Woman	216	67.9
Domicile	Jakarta	106	33.3

	Bogor	111	34.9
	Depok	12	3.8
	Tangerang	24	7.5
	Bekasi	65	20.4
Age	17 – 27 years	217	68.2
	28 – 38 years	50	15.7
	39 – 49 years	25	7.9
	50 – 55 years	22	6.6
	>55 years	5	1.6
Education	Senior High School	57	17.9
	D3	13	4.1
	D4/S1	154	48.4
	S2/S3	94	29.6
	Work	Students	123
Private sector employee		95	29.9
ASN/Lecturer		45	14.2
Businessman		18	5.7
Housewife		17	5.3
Ladder			
Teacher		7	2.2
Other		13	4.1
Income	< Rp. 1,000,000	81	25.5
	Rp. 1,000,001 – Rp. 5,000,000	106	33.3
	Rp. 5,000,001 – Rp. 10,000,000	100	31.4
	> Rp. 10,000,001	31	9.7
	History of exposure Covid-19 virus	Once	124
Never		194	61
Marital status	Married	100	31.4
	Not married yet	218	68.6

Multivitamin Purchase Information

In the distributed questionnaire, respondents were asked to answer questions about purchasing multivitamins. The results of information about purchasing multivitamins are presented in Table 2.

Table 2.
Multivitamin Purchasing Information

Multivitamin Purchasing Experience	Amount	Percentage (%)
First Time Buying a Multivitamin		
last 1 month	25	7.9
Last 3 months	40	12.6
Last 6 months	27	8.5
Last 12 months	72	22.6
>last 12 months	154	48.4
Last Time Buying a Multivitamin		
last 1 month	176	55.3
Last 3 months	67	21.1
Last 6 months	29	9.1
Last 12 months	12	3.8
> Last 12 months	34	10.7
Frequency of Consumption During the Covid-19 Pandemic		
Every day	121	38.1
2 – 5 times per week	125	39.3
< 2 times per week	72	22.6
Frequency of Consumption After the Covid-19 Pandemic		
Every day	32	10.1
2 – 5 times per week	114	35.8
< 2 times per week	172	51.1
Purchase Frequency During the COVID-19 Pandemic		
If necessary	130	40.9
Once a month	111	34.9
Once a week	51	16
2 – 6 times a week	14	4.4
Every day	12	3.8
Purchase Frequency After the Covid-19 Pandemic		
If necessary	219	68.9
Once a month	74	23.3
Once a week	10	3.1
2 – 6 times a week	8	12.5
Every day	7	2.2
Purchase Quantity (Packs)		
1 – 2 packs per purchase	258	81.1
3 – 5 packs per purchase	46	14.5

6 – 10 packs per purchase	5	2.6
> 10 packs per purchase	9	2.8
Form of Multivitamin Consumed		
Tablet	207	65.1
Capsule	99	31.1
Liquid	8	2.5
Powder	4	1.3
Place of Purchase		
Pharmacy	184	57.9
Mini Market	52	16.6
E-commerce	68	21.4
Mobile health	4	1.3
Social media	4	1.3
Other	6	1.9

The respondents of this study were consumers who were accustomed to buying multivitamins. This can be seen from the respondents who mostly bought multivitamins for the first time more than 12 months or one year ago (48.4%). Based on Presidential Decree of the Republic of Indonesia Number 17 of 2023, the Covid-19 Pandemic was declared over on June 21, 2023, while the time of taking this questionnaire was in March 2024. Therefore, it can be stated that the respondents first bought multivitamins during the COVID-19 pandemic. In this survey, it can be seen that respondents also bought multivitamins in the last month (55.3%). This shows that most respondents continue to buy multivitamin products even though the Covid-19 pandemic has ended. However, there was a decrease in the frequency of multivitamin consumption as seen from the majority of respondents consuming multivitamins during the pandemic every day (38.1%), while after the pandemic only 10.1% of respondents consumed multivitamins every day.

On average, the majority of respondents bought 1-2 packs of multivitamins per purchase (18.1%) and 3-5 packs per purchase (14.5%). The forms of multivitamins most purchased by respondents were capsules (31.1) and tablets (65.1). In line with research by Aryani et al. (2024), the most widely sold form of multivitamins was tablets. Tablets are preferred over other forms of multivitamins because they are easy and practical, more stable, more accurate in dosage, and can minimize selling prices (Zaman and Sopyan 2020). This

can be input for business actors to produce multivitamins in capsule form and with small packaging types so that consumers can buy more efficiently.

The place to buy multivitamins that is most often done by respondents is at a pharmacy (57.9%) followed by online purchases through e-commerce (21.4%) and minimarkets (16.6%). In addition to offline purchases, these results indicate that respondents have started to buy health products in the form of multivitamins online. It can also be seen from the emergence of a pattern of respondents who buy multivitamins through mobile health applications (for example: Alodokter, Halodoc, etc.) although still small (1.3%). E-commerce is an application that can connect sellers with buyers on the internet (for example: Tokopedia, Bukalapak, Shopee, etc.). Through e-commerce, buyers can easily compare products from various sellers on the e-commerce and review purchases that have been made by other consumers. In addition, e-commerce also often provides promos to attract consumers' attention. However, respondents must also be observant in choosing multivitamins sold online to avoid fraudulent practices from manufacturers such as selling without a distribution permit number, excessive advertising, and paying attention to the dosage given. In addition, manufacturers can also pay more attention to online sales and comply with online health product sales laws. Online drug purchases, it should only be done through electronic platforms that have a Pharmaceutical Electronic System Organizer (PSEF) permit and always implement KLIK Check (Packaging, Label, Distribution Permit, Expiration) before buying or consuming drugs and food.

Table 3.
Source of Information About Multivitamins

Source	Amount	Percentage (%)
Television	52	16.4
Instagram	60	18.9
Youtube	10	3.1
Tiktok	56	17.6
Facebook	5	1.6
Brochure	10	3.1
E-commerce	26	8.2
Friends/family	125	39.3
Health workers/professionals	144	45.3

Based on Table 3, the majority of respondents obtained information about multivitamins through health workers/professionals (45.3%) and friends/family (39.3%). It can be said that the research respondents have obtained relevant multivitamin information because the sources obtained were from credible people such as health workers and professionals. This can also be an opportunity for producers to use health workers as intermediaries in delivering information about multivitamins to get more consumer attention. In offline purchases, multivitamin information can be provided by pharmacists because it is the pharmacist's responsibility to explain certain health products (Tjong 2013). In addition, information related to multivitamins obtained from friends/family is in line with research by Oktaviani et al. (2021) that friends/neighbors/relatives are the main sources of information in purchasing traditional medicines. However, respondents need to be vigilant and careful with this because even though they have the same complaints, the type of medicine or multivitamin needed is not necessarily the same between one person and another (Yasin 2013). Therefore, consumers also need to have knowledge and pay attention to the type of multivitamin needed and the dosage.

Multivitamin Purchasing Experience

The multivitamin purchasing experience asked in the research questionnaire includes marketing stimuli, namely promotion (P) and information quality (I), trust (C) and satisfaction (S), and repurchase intention (M). There are 23 statements to be assessed with a rating of 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. The assessment of respondents' answers who agree and strongly agree are summarized in Table 4.

Table 4.
Respondents Agree and Strongly Agree with Their Multivitamin-Purchasing Experience

Indicator	Statement	Evaluation (%)		
		Agree	Very Agree	Amount
1) P1	I often see advertisements selling multivitamins	39.4	21.2	60.5
2) P2	The promotion of multivitamins is persuasive and positive	44.3	26.7	71.0

3) P3	Multivitamin advertising always leaves an impression and remembered in my memory	26.1	9.1	35.2
4) P4	There is a piece price on purchase multivitamin	25.8	16.4	42.4
5) I1	I am looking for clear information before determine the purchase of multivitamins	34.0	47.2	81.2
6) I2	Information which I get about multivitamins can be trusted	46.5	30.2	76.7
7) I3	Information available relevant to multivitamin	50.3	25.2	75.5
8) I4	The multivitamin product I chose provided I have enough information about the needs me to consume it	55.3	24.5	79.8
9) I5	I received detailed and accurate information from the product label	50.3	25.8	76.1
10) I6	Labeling on multivitamin products that I select can be understood clearly	49.4	29.9	79.3
11) C1	I believe the manufacturer has the skills that sufficient to ensure product safety multivitamin	6.6	23.6	80.2
12) C2	I believe manufacturers always comply regulations related to product safety multivitamin	52.5	23.6	76.1
13) C3	I trust manufacturers to be honest about the safety of the multivitamins they produce.	50.9	23.3	74.2
14) C4	I trust my multivitamin products choose to share health information that true with the aim of educating	52.8	28.0	80.8
15) C5	I trust my multivitamin products choose reliable to solve problems that I am facing	55.0	23.9	78.9
16) S1	I am satisfied with multivitamin products what I bought	55.3	26.4	81.7
17) S2	The multivitamin I bought is appropriate my expectations	55.3	23.3	78.6
18) S3	I am satisfied with the product information as stated on the packaging label	52.5	25.2	77.7
19) S4	I am satisfied with the relevance of the	47.5	19.2	66.7

	advertisement and the multivitamin product I bought			
20) S5	I am satisfied with the suitability of the promotion with the benefits of the multivitamin product I purchased	52.5	20.4	72.9
21) M1	I will recommend the multivitamin products that I have purchased to my closest friends.	9,1	23.6	72.7
22) M2	I have a desire to buy again multivitamin products	48.7	25.8	74.5
23) M3	I am still interested in purchasing the product multivitamin	48.1	25.8	73.9

In the promotion variable as the first marketing stimulus variable, it can be seen that multivitamin promotions are perceived by respondents as an acceptable way of introducing and offering products. Most respondents (60.5%) agreed that they often see multivitamin sales advertisements and 71.0% of respondents agreed that the multivitamin promotion was persuasive and gave a positive impression. However, only a small number of respondents agreed that the advertisement always left an impression and was remembered by them (35.2%). In addition, only a small number of respondents (35.2%) agreed that there were discounts on the purchase of multivitamin products. The promotion variable has a smaller agreement statement value compared to other variables, this can happen because people are starting to realize the importance of healthy living after the COVID-19 pandemic, and consuming multivitamins is expected to improve their quality of life. In addition, this shows that the IEC carried out by BPOM during the pandemic also increased consumer knowledge in choosing multivitamins. Consumers who are used to consuming multivitamins are not so affected by existing promotions.

The majority of respondents agreed with the statement in the information quality variable. Respondents most agreed with the statement that they always look for clear information before deciding to purchase multivitamins (81.2%), agreed that multivitamin products provide sufficient information (79.8%), agreed that labeling is understandable (79.3%), agreed that information is relevant (75.5%) and reliable (76.7%), and agreed that they receive detailed and accurate information from product labels (76.1%). This shows that

information quality is considered very important by consumers when they buy multivitamin products.

In the trust variable, the majority of respondents agreed with all statements. Respondents most agreed with the statement that they believe that manufacturers have sufficient skills in ensuring the safety of multivitamin products (80.2%) and believe that manufacturers provide correct information intending to educate (80.8%). Respondents also agreed that manufacturers comply with regulations (76.1), are honest (74.2%), and multivitamin products are reliable (78.9%). This can be a concern for manufacturers that consumers have placed their trust in multivitamin products. Therefore, statements on this trust variable must be maintained and improved so that more consumers are interested in continuing to trust in buying multivitamin products according to their needs.

The satisfaction variable has five indicators and the majority of respondents are satisfied with the multivitamin purchases they have made. Most respondents stated that they were satisfied with the attributes of the multivitamin products they purchased (81.7%). Respondents were also satisfied with the suitability of the information (77.7%), the relevance of the advertisement (66.7%), and the benefits of the multivitamins they purchased (72.9%). Respondents also agreed that the multivitamins they purchased were following expectations (78.6%). The statement on the repurchase intention variable was also agreed by the majority of respondents. Multivitamin consumers still need multivitamin products to maintain their health. As many as 72.7% of respondents agreed that they would recommend the multivitamin products they purchased to others, and as many as 74.5% of respondents also agreed that they had the desire to buy again. In addition, as many as 73.9% of respondents were still interested in repurchasing multivitamin products.

To obtain additional information regarding respondents' behavior towards multivitamin products, at the end of the questionnaire, open-ended questions were added that could be answered according to the respondents' understanding and conditions. The questions asked were about motivation and the type of multivitamin brand consumed. Based on the respondents' answers, it can be said that multivitamins are considered important and are the choice for respondents to maintain their health. Most respondents (95.3%) answered that they consume multivitamins to maintain their immunity and health. In addition, respondents also

intended to reduce the risk of disease and increase body stability. Several respondents stated that consuming multivitamins has become a form of their healthy lifestyle. Therefore, they routinely consume multivitamin products both during and after Covid-19. The brands of multivitamins that respondents often buy can be seen in Table 5 below.

Table 5.
Multivitamin Brands Purchased by Respondents

Multivitamin Brands	Amount	Percentage (%)
Imboost	50	17.7
Enervon C	45	16.0
Blackmores	43	15.2
Vitamin C	19	6.7
Becomzet/BecomC	13	4.6
Holisticare Ester C	13	4.6
IPI	11	3.9
Sangobion	9	3.2
Renovation	8	2.8
Vitacimin	8	2.8
Pharmaton	8	2.8
Caviplex	6	2.1
Hemaviton	6	2.1
Redox	6	2.1
Zegavit	6	2.1
Nutrimax	6	2.1
CDR	4	1.4
Wellness	4	1.4
Nature-E	3	1.1
Sakatonic	3	1.1
Fatigue	2	0.7
Nature's Bounty	2	0.7
Sea quill	2	0.7
Prisoner	1	0.4
Macro B	1	0.4
Calcifar	1	0.4
Cerebrovit	1	0.4
Everton	1	0.4

Based on Table 5, respondents' answers regarding the most widely consumed multivitamin brands can be seen. The top three most frequently purchased multivitamin brands are Imboost (17.7%), Enervon C (16.0%), and Blackmores (15.2%). According to Wardhani et al. (2021), the Imboost brand of multivitamins has been widely recognized by consumers because it has various types of variants and is available in many places of sale both offline and online. This causes consumers to feel familiar and buy the brand. Imboost brand multivitamins consist of various preparations such as Imboost Tablets, Imboost Force, Imboost Effervescent, Imboost Lozenges, and Imboost Kids Syrup. In addition, several types of multivitamin brands are dominated by Vitamin C content such as BecomC, Hositicare Ester C, and Vitacimin. This is in accordance with the research of Yilmaz et al. (2020) stated that during the COVID-19 pandemic, there was an increase in multivitamin consumption, especially for vitamin C. In addition, the type of vitamin C is also easier for consumers to find and identify its content. The type of Vitamin C that is popular in the community is Vitacimin (Isnaini and Rahmawati 2021).

Respondents' Knowledge Profile Regarding Multivitamins

The study was conducted to see respondents' knowledge about multivitamins by providing 10 statements related to knowledge sourced from BPOM Regulation Number 24 of 2023 concerning the safety and quality requirements of health supplements. Each correct answer is worth 10 and a wrong answer is worth 0. The level of respondent knowledge is divided into three categories as shown in Table 6.

Table 6.
Distribution of Respondents' Knowledge Levels

Category	Score Interval	Amount	Percentage (%)
Low	0 – 3	11	3.5
Currently	4 – 6	119	37.4
Tall	7 – 10	188	59.1

The data in Table 6 shows that there are 188 respondents (59.1%) with a high knowledge category, 119 respondents with a moderate level of knowledge (37.4%), and the remaining 11 respondents (3.5%) have a low level of knowledge. The large number of respondents who still have moderate and low knowledge regarding multivitamins needs to be considered. Efforts are needed to increase knowledge about health supplement products,

especially multivitamins because consuming them must be done carefully and requires accuracy.

Table 7.
Results of Respondents' Knowledge Answers Regarding Multivitamins

No	Questions/Statements	Answer				n	%
		Correct		Wrong			
		n	%	n	%		
1.	Multivitamins are a type of health supplement that is intended to supplement nutritional needs and maintain, improve, and/or repair health functions, containing one or more ingredients in the form of vitamins and minerals.	312	98.1	6	1.9	100	
2.	Consuming multivitamins can replace food needs as a daily nutrient	196	61.6	122	38.4	100	
3.	Multivitamins can be claimed as antiviral substances and function to treat diseases	193	60.7	125	39.3	100	
4.	When consuming multivitamins, it is best to check the CLICK (Packaging, Label, Distribution Permit, Expired)	316	99.4	2	0.6	100	
5.	Multivitamin products may be advertised before obtaining distribution permit number	248	78	70	22	100	
6.	Multivitamins are included in class of drugs	127	39.9	191	61.1	100	
7.	Excessive consumption of multivitamins may cause side effects	289	90.9	29	9.1	100	
8.	Multivitamins may contain ingredients drug	225	70.8	93	29.2	100	
9.	Container/wrapper/packaging Multivitamins must contain complete information	313	98.4	5	1.6	100	
10.	Multivitamins can be consumed long-term	239	75.2	79	24.8	100	

Based on the questions listed in Table 7, it can be seen that item number 4 "When consuming multivitamins, it is better to check KLIK (Packaging, Label, Distribution Permit,

Expiration)" is the statement that is most often answered correctly by respondents (99.4%), this shows that in general respondents already have sufficient knowledge about the information search process in choosing multivitamins. In addition, question item number 9 regarding the packaging/packaging of multivitamins, most respondents have also answered correctly. This shows that respondents are starting to be aware of the multivitamin purchasing process by looking at the suitability of the information listed on the packaging label and the dosage needed. Meanwhile, item number 6 "Multivitamins are included in the class of drugs" is the answer that is most often answered incorrectly by respondents. This indicates that most respondents do not yet know that multivitamins are not included in the class of drugs, but are included in the class of health supplements. The question items that are most often answered incorrectly also occur in question number 2, namely, multivitamins can replace daily nutritional needs, and statement number 3, namely, multivitamins can be claimed to treat diseases. Claims in health supplement products only cover three types, namely nutritional claims, functional claims, and claims of reducing the risk of disease. Therefore, multivitamins cannot function as a medicine to cure a disease.

CONCLUSION

Respondents have been accustomed to consuming multivitamins for the past year until now. However, the frequency of consumption and purchases has decreased compared to the COVID-19 pandemic. Respondents mostly buy multivitamins through pharmacies and e-commerce. Sources of information about multivitamins are mostly obtained from professionals and friends/relatives. Instagram and TikTok are social media that are sources of information search. The availability of information and packaging labels is considered by respondents to be very important in purchasing multivitamins. The majority of respondents have trusted and are satisfied with the multivitamins they have purchased and intend to make repeat purchases. Respondents' knowledge about multivitamins is quite good, but it needs to be explained that multivitamins are not a type of drug that can cure diseases and cannot be consumed long-term.

The suggestion for multivitamin companies is to start paying attention to selling multivitamins online, especially e-commerce, and providing information through social

media such as Instagram and TikTok. Manufacturers can also further adjust sales segments based on the target market to be targeted from online and offline sales types. In addition, the suggestion for further research is that further research is needed involving professional endorsers (health professionals) to see the interest in buying multivitamins and using specific respondents (GenZ or certain health history).

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