The Influence of Lifestyle and Halal Labels on Purchase Decisions of Packaged Imported Food Products (Case Study of Madrasah Aliyah Matholi'ul Anwar Lamongan Students)

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ABSTRACT

Food is an essential human need. A person is given complete freedom to consume whatever they need. But in deciding a purchase, a person is not allowed to consume food that is not halal (haram). The increase in packaged imported food circulating in Indonesia is feared to cause consumers to buy packaged imported food not based on the halal label but only to meet lifestyle needs. This study aims to determine the influence of lifestyle and halal brands on purchasing decisions of imported packaged food products partially and simultaneously in Madrasah Aliyah Matholi'ul Anwar Lamongan students. The method used in this study is a quantitative method with descriptive analysis and multiple linear regression analysis. The instruments used in this study were primary and secondary data obtained from the research location for testing the device using the validity, reliability, classic assumption, and hypothesis tests. The results showed an influence between lifestyle variables and halal label variables on the decision to purchase packaged imported food products for Madrasah Aliyah Matholi'ul Anwar Lamongan students. So, the results of the T-test (partial), lifestyle gets a value of (8.227), and the halal label variable receives a matter of (3.729). Meanwhile, from the F test (simultaneous), both variables get a discount of (46.730), which is greater than the F table (4.85).

Introduction

Along with the times, information media is increasing rapidly and becoming more widespread globally. These benefits are gaining more and more consumers. Therefore, rapid developments in the times can impact consumption and result in purchasing decisions that are not needed or only follow a lifestyle despite spending large amounts of money. This lifestyle shift usually occurs in teenagers,

the generation entering the transitional age stage from childhood to adulthood or around 10-19 years old with births over 2002 (Diananda, 2019). They argue that following trends will increase networks and a better career. Indonesia is a country with a population of 281.092 million people.

Students are teenagers because they are in the vulnerable age group of 10-19 years born above 2002 (Diananda, 2019). Students often buy imported products due to lifestyle pressures. Based on the results of a pre-survey through interviews with several Madrasah Aliyah Matholi'ul Anwar Lamongan students, they were attracted to buying imported products because they saw the results of reviews on social media and were tempted to try them. Some buy imported food products because they only follow trends (Setyari & Putu, 2017). Imported products have the trust of most people as trustworthy products in terms of quality, packaging, production, and others. However, there are imported products that have not been registered in testing, which can result in losses in terms of consumer safety. For Muslims, mistakes in consuming products can bring harm physically and mentally. Physically consuming dangerous foods can cause health problems, while mentally consuming foods that are not halal can cause sin (Fithriana & Kusuma, 2018).

Lifestyle is one of the principles in consumer purchasing decisions. The influence of lifestyle on purchasing decisions is significant because this lifestyle can manage finances or waste a person's finances. This research was carried out to obtain information accompanied by concrete scientific evidence about the influence of lifestyle and halal labels on consumer purchasing decisions (characteristics of Muslim communities) for imported packaged food products. Madrasah Aliyah Matholi'ul Anwar Lamongan is one of the Islamic boardings school-based ma'arif educational institutions because it is in the same shade as the Matholi'ul Anwar Lamongan Islamic Boarding School. This educational institution has a majority of Muslim students and teachers who use social media intensively, thus making Madrasah Aliyah Matholi'ul Anwar Lamongan a place to be used as a research object. Meanwhile, the population taken were Madrasah Aliyah Matholi'ul Anwar Lamongan students.

1. Definition of Lifestyle

According to Mowen and Minor, lifestyle reflects consumption patterns that describe a person's choices about using time and money. The lifestyle in one society will be different from other societies. Even a few years ago, individual and group lifestyles will move dynamically. Differences in someone's style will provide benefits to the seller. There are four benefits that sellers can get from disagreements in consumer lifestyles, including sellers can create consumer lifestyle goals as market segmentation, Knowledge of consumer lifestyles will help products in the market as advertising media, and Sellers can place product advertisements in contemporary media. , Sellers can develop their products according to consumer lifestyle demands. Based on the explanation above, the researcher's analysis is that a person's or group's lifestyle operates dynamically according to time and circumstances. A person's

lifestyle is a shortcut for producers to increase consumers' purchasing power for a product.

The choice of certain food products results from a person's lifestyle. Consumption of products to fulfill their lifestyle without prioritizing their food needs is consumptive behavior. Consumptive behavior is something where buying goods without any prior consideration. Islam regulates all aspects of human life, including lifestyle (Yuha, 2021). A Muslim can consume everything he needs but cannot consume excessive amounts and not prioritize his life's needs. Which is contained in the Al-Qur'an in Surah Al-Araf verse 31:

الْمُسْرِفِيْنَ يُحِبُّ لَا اِنَّهُ تُسْرِفُوْاۚ وَلَا وَاشْرَبُوْا وَّكُلُوْا مَسْجِدٍ كُلِّ عِنْدَ زِيْنَتَكُمْ خُذُوْا اٰدَمَ يٰبَنِيْٓ

O descendants of Adam! Wear your nice clothes every time you (enter) the mosque, eat and drink, but don't overdo it. Indeed, Allah does not like people who exaggerate QS. Al-Araf (8): 31.

2. Factors that influence lifestyle

A person's lifestyle will be different from other people in society. Even from time to time, lifestyle will move dynamically. However, lifestyle will not change quickly, so this makes the lifestyle stagnant (D. N. Dkk, 2022). Likewise, factors that influence lifestyle consist of two types, namely internal and external factors. Internal factors include experience and observation, attitudes, motives, and perceptions. Meanwhile, external lifestyle factors include reference groups, family, social class, and culture (Nurul Izzah, Muhammad Ikhsan Harahap, 2022).

3. Halal label

The label is part of a product's information about what is being sold and the product itself. Brands are essential to development because they can attract consumer interest (Izzudin, 2018). According to Yuswohadi, the halal label is a guarantee given by an authorized institution such as the Indonesian Ulema Council's Food, Drug and Cosmetics Assessment Institute (LPPOM MUI) to ensure that the product has passed halal testing by Islamic law (Izzudin, 2018). In Muslim communities, consuming halal products is mandatory. Therefore, the Muslim community must pay attention to the halal label on every product they purchase to guarantee the trustworthiness of imported food products in the packaging. As mentioned in the Qur'an in the letter Al-Maidah ayat 88 :

مُؤْمِنُوْنَ بِهٖ اَنْتُمْ الَّذِيْٓ اللهَ ۗوَاتَّقُوا طَيِّبًا حَلٰلًا اللهُ رَزَقَكُمُ مِمَّا وَكُلُوْا

And eat from what Allah has given you as halal and sound sustenance, and fear Allah in Whom you believe. AL-Maidah verse 7. This verse explains that Muslim communities must eat halal and good food according to the law, nutrition, health, and others. When deciding to buy products, the Muslim community must pay attention to the halal label because everything halal will invite goodness and benefit. According to Government Regulation 69 of 1999, halal label indicators are attached to the packaging, including images, writing, a combination of pictures, and writing (Bulan et al., 2017).

4. Understanding Purchasing Decisions

Consumers using a product, whether services or goods, which they believe can fulfill their needs cannot be separated from consumer behavior in purchasing decisions. Purchasing decisions arise due to encouragement from external and internal factors that make consumers make purchasing decisions. According to Engel, buying decisions are an essential action. According to Berkowitz, purchasing decisions are the processes or stages buyers go through in choosing the products and services they want.

5. Stages of Purchase Decision

In making purchasing decisions, consumers, as problem solvers, assume that consumers have targets they want to achieve or desire. The consumer purchasing decision process does not only end with a purchase. Still, it continues until the asset becomes an experience, so it becomes a consideration for repeat purchase (Syah, 2022). According to Kotler and Armstrong, the stages of the purchasing decision process have several types, including problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Amstrong, 2008).

6. Factors That Influence Consumer Behavior

Consumer behavior is the behavior shown by consumers in selecting and deciding on several alternative products or services to purchase and own. Several vital factors greatly influence buying decisions. These factors are essential for entrepreneurs or marketers to know the marketing strategy that will be implemented. The consumer's goal is to achieve satisfaction, while the marketer aims to make a profit (Razak, 2016). Wells and Prensky state that several factors influence consumer behavior, including cultural, social, personal, and psychological factors (Arfah, 2022).

7. Imported Packaged Food Products

A product is something that can fulfill customer needs and desires. According to Mursid, a product is the entire concept of an object or process that provides the value of benefits from goods or services to consumers (Fitria, 2021). According to Islam, products have two terms, Al-Tayyibah and Al-Rizq, which means that the product is effective or beneficial for the consumer (Zainal, 2014). So, when buying a product, what must be considered is that consumers are not only getting physical goods or services but also benefits and value from the product. Import is entering goods into another country's customs area (Deyanputri, 2020). This definition means that import activities involve two countries. In this case, it means that two companies have interests between two countries. One party becomes the supplier, and the other becomes the recipient country.

Meanwhile, packaging is an essential factor for a product. Packaging aims to protect the product and functions as product branding to attract consumer interest in buying the product. Packaging is one of the processes used by manufacturers to show attractiveness in terms of color, shape, etc. so that the quality of the product can be maintained (R. Dkk, 2021). Based on the explanation above, the researcher analyzed that imported packaged food products are food products that go through a process, where the process goes

through processing activities and is packaged neatly and cleanly, has an expiry period for sale, and is sent from abroad for consumption by the Indonesian people.

8. Research Hypothesis

A hypothesis or basic assumption is a temporary answer to a problem that is still presumptive because its truth must still be proven. This answer is a provisional truth, which will be tested with data and collected through research. Based on the theoretical description and previous study, the following hypothesis can be proposed:

H_1: Lifestyle influences the decision to purchase imported packaged food products.

H_2: The halal label influences purchasing imported packaged food products.

H_3: Lifestyle and halal labels influence purchasing imported packaged food products.

Method

This type of field research aims to explore current conditions and social interactions in the community. Likewise, the approach is quantitative (Suryabrata, 2014). The population used was Madrasah Aliyah Matholi'ul Anwar Lamongan students, numbering 1,350 students with a population of 93. Meanwhile, the sample in this study was the entire population, namely 93 samples, using a saturated sampling technique. In this research, researchers used data collection techniques through questionnaires and interviews. Meanwhile, the data analysis used in this research is validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing.

Research Result and Discussion
Hypothesis test
1. Descriptive analysis
    a. Characteristics of Respondents Based on Gender

Based on this research, the characteristics of respondents based on gender were 31 people or 33% male, while for female respondents, 62 people or 67%. So it can be concluded, based on respondent data in research regarding purchasing imported packaged food, that women dominate because women have more or greater desires to shop according to their lifestyle than men.

    b. Characteristics of Respondents Based on Class

Based on this research, the respondents' characteristics based on class X class were 20 people or 22%. For class XI respondents, there were 43 people or 46%, and for class XII respondents were 30 or 32%. So, it can be concluded that class XI dominates research regarding purchasing imported packaged food.

    c. Characteristics of Respondents Based on Place of Residence

Based on this research, the characteristics of respondents based on residence were 35 people or 38% for residents in the student's parent's

house. In contrast, for residents in Islamic boarding schools, there were 58 people or 62%. So, it can be concluded that research regarding purchasing imported packaged food is dominated by those living in Islamic boarding schools.Pengujian Kualitas Data

2. Validity test

    Based on the data used to measure the influence of lifestyle, halal labels, and purchasing decisions, the validity test in this study used a significance level of 0.01 and an r-table value of 0.265. All of these studies produced values above 0.265. So that all statement items are declared valid or suitable for use in subsequent research.

3. Reliability test

    Based on research data obtained to test reliability, it produces a Cronbach Alpha value above or more than 0.6. So, it can be concluded that in this research, all the variables used are reliable or reliable to be used as variable measuring instruments.

4. Classic assumption test

    a. Normality test

        The normality test is a test to see whether the residual values are normally distributed. Where to detect whether the data is usually distributed can be described using the distribution data of the P-P plot graph and one sample Kolmogorov Smirnov. Based on the results of the average probability plot graph, it can be seen that the distribution of points around the diagonal line means that the data is standard, so the regression model can be used to predict probability. Meanwhile, the normality test using Kolmogorov Smirnov produces an Asymp Sig (2-tailed) value of 0.200 > 0.01, so these results state that the data is usually distributed.

    b. Multicollinearity Test

        The multicollinearity test is used to test whether, in the regression model, a free (independent) correlation is found. The multicollinearity test can be seen through the VIF (Variance Inflation Factory) value or tolerance value, namely if the VIF value is < 10 or vice versa by looking at the tolerance value > 0.1. The results of the multicollinearity test states that the lifestyle variables (X1) and the halal label (X2) have a tolerance value of 0.976 > 0.1 and a VIF value of 1.025 < 10. So, it can be concluded that the multicollinearity test shows that it is not proven that multicollinearity in the relationship that occurs between the independent variables can be tolerated. The results will not interfere with the regression results.

    c. Heteroscedasticity Test

        The heteroscedasticity test is used to find whether there are differences in variance and residuals from one observation to another in the regression model. The test results to prove that there is heteroscedasticity in all variables can be seen in the graph as follows:
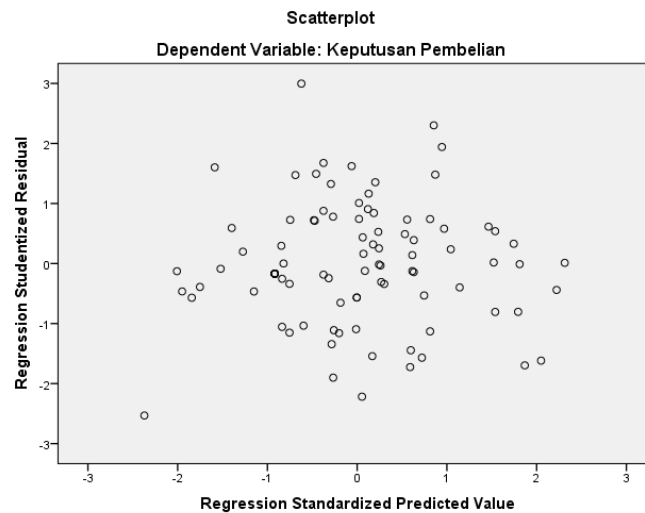
Figure 1.
Heteroscedasticity Test

Based on the scatterplot image data above, the researcher's analysis showed that the dots were spread below and above the number 0 (zero) on the Y axis and did not have a regular pattern. So, the conclusion is that the independent variables above do not have heteroscedasticity or homoscedasticity. Thus, the regression model can be used for lifestyle variables and halal labels, influencing purchasing decisions about imported packaged food products.

d. Multiple Linear Regression Analysis

Multiple linear regression analysis acts as a statistical method that functions as a tester of whether there is a causal relationship between the two variables or examines how influential lifestyle variables and halal labels are with purchasing decision variables for imported packaged food products. The following are the results of data processing as follows:

Table 1. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	b	Std. Error	Beta		
(Constant)	5.253	3.392		1.549	.125
Gaya Hidup	.315	.038	.615	8.227	.000
Label Halal	.346	.093	.279	3.729	.000

Based on the multiple linear regression analysis results in the table above, the coefficient for the lifestyle variable (X1) is 0.315, and for the halal label variable (X2), it is 0.346. For the constant, it is 5,253. So, the regression

model obtained is Y = 5,253 + 0.315 (X1) + 0.346 (X2). The explanation of the results can be seen as follows:

1) The constant of 5.253 states that if there is no increase in the lifestyle value (X1) and the halal label variable (X2), then the value of the purchasing decision variable (Y) is 5.253.
2) The regression coefficient for the lifestyle variable (X1) of 0.315 states that each additional value of the variable.
3) The regression coefficient for the halal label variable (X2) is 0.346, indicating each other variable's weight.

Hypothesis testing

1. Partial Test (T)

The partial test (T) determines the influence of each independent and dependent variable in the multiple linear regression model. If the t count > t table and the significance value > 0.01, then the hypothesis is accepted, where the t table in this study is 2.36850. So, a table of partial test results (T) can be presented as follows:

Table 2. Partial Test (T)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	b	Std. Error	Beta		
(Constant)	5.253	3.392		1.549	.125
Lifestyle	.315	.038	.615	8.227	.000
Halal label	.346	.093	.279	3.729	.000

Based on the table above results, the calculated t value for the lifestyle variable (X1) is 8,227, more significant than the t table, 2.36850, with a significance value of 0.000 < 0.01. With these results, it can be stated that H1, namely lifestyle, influences the entire regression model. So, when there is an increase in the lifestyle variable, it can affect the purchasing decision variable. Meanwhile, for the halal label variable (X2), the calculated t value was 3,729, more significant than the t table, 2.36850, with a significance value of 0.000 < 0.01. With these results, it can be stated that H2, namely the halal label, influences purchasing decisions. So, the halal label variable controls the entire regression model, so an increase in the halal label variable can affect the purchasing decision variable.

2. Simultaneous Test (F)

The simultaneous test (F) functions to test whether the independent variable or independent variable (X) together affects the dependent variable (Y). A variable in the simultaneous test (F) is said to be influential if F count > F table or significance value < 0.01, where f table in this study is 4.85. So, the table can be presented as follows:

Table: Simultaneous Test (F)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1340.036	2	670.018	46.730	.000[b]
Residual	1290.416	90	14.338		
Total	2630.452	92			

Based on the results of the simultaneous test (F) in Table 4.14, it can be seen that the calculated F value is 46.730. With df = 90 (93-3), the F table is 4.85. Because the estimated F value is 46.730 > F table 4.85 and the significance level is 0.000 < 0.01. So, it can be concluded that H3 states that lifestyle and the halal label jointly influence purchasing or acceptance decisions.

3. Coefficient of Determination Test (R^2)

The coefficient of determination test (R^2) functions to measure the ability of the independent variables (lifestyle and halal label) to explain the dependent variable (purchasing decisions). The table model can be defined as follows:

Tabel: Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714[a]	.509	.499	3.787

Based on the results of the table data above, the R Square (R2) is 0.509. These results show that only 50.9% of lifestyle variables and halal labels influence the decision to purchase imported packaged food products. Meanwhile, the remaining 49.1% is influenced by factors other than lifestyle and the halal brand. This means that many other things outside this research influence the decision to purchase imported packaged food products, namely 49.1%. Respondents not only consider lifestyle and halal labels when deciding on a purchase, but there are also other factors outside this research.

Conclusion

This research aims to determine the partial, simultaneous, and dominant influence of lifestyle variables and halal labels on the decision to purchase packaged imported food products among Madrasah Aliyah Matholi'ul Anwar Lamongan students. Based on the explanation presented in the previous chapter, as well as the analysis process that has been carried out on the variables studied, the researcher, therefore, draws the following conclusions: lifestyle partially has a positive influence on purchasing decisions, which is expressed by the calculated t value > t table or 8.227 > 2.36850 with a significance value of 0.000 < 0.01. In other words, lifestyle variables have a significant influence on purchasing decisions. The halal label positively influences buying decisions, expressed by the calculated t value > t table or 3.729 > 2.36850 with a significance value of 0.000 < 0.01. In other

words, the halal label variable significantly influences purchasing decisions. Lifestyle and halal labels simultaneously or together influence purchasing decisions because calculated f > f table or 46.730 > 4.85 and a significance level of 0.000 < 0.01. So, it can be concluded that the lifestyle and halal label variables simultaneously or together influence purchasing decisions.

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