Research Article

The Influence of Halal Lifestyle, Brand Image, and Product Quality on Cosmetic Product Purchase Decisions on Online Shopping Sites for Generation Z in Bandar Lampung

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Abstract.
Internet users in Indonesia are increasing every year. Technological developments also help users to access the internet from anywhere and at any time. Technological advances and globalization are supporting factors for the exchange of information and culture, such as cosmetics from different countries. One of the changes in people's habits influenced by these technological advances is in the buying and selling system (model), which utilizes the internet for online shopping or e-commerce. The purpose of this study is to test and analyze the influence of halal lifestyle , brand image, and product quality on purchasing decisions for cosmetic products on online shopping sites for generation Z in Bandar Lampung, Indonesia. The method used in this study is quantitative, using primary and secondary data, and analyzed with SPSS. The population studied is generation Z in Bandar Lampung with a sample size of 100 people. The results of the study show that halal lifestyle, brand image, and product quality all have significant effects on the decision to purchase cosmetic products on online shopping sites for generation Z in Bandar Lampung.

Keywords: halal lifestyle, brand image, product quality, purchasing decision, generation Z

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1. Introduction

Internet usage in Indonesia has increased every year. According to the We Are Social report, the number of internet users in Indonesia has reached 213 million people as of January 2024. In the era of globalization, technological developments are considered to have provided many changes in the online buying and selling system or E-Commerce, which is a trade related to the activities of buying, selling, marketing goods or services using the internet.[1] According to iPrice and SimilarWeb data calculations, Shopee became the top E-Commerce in Indonesia as of February 2024, with an average of 235.9 million visits. From these calculations, Shopee is in the top position in terms of the total

number of application downloads and monthly active users. While other e-commerce are below it[2]. The increasing number of e-commerce applications or websites that can be used by the public makes it easier for people to meet their daily needs. (Vikaliana, 2021). Conditions like this cause changes in people's lifestyles, such as conventional transaction models which are gradually shifting to electronic transactions.[3]

Based on data from the Ministry of Home Affairs (Kemendagri), the majority of the population in Indonesia is Muslim. The number of Muslims in Indonesia is 242.62 million people as of February 2024. This number is equal to 87.2% of the population in Indonesia which reaches 273.32 million people. This makes the halal market a major concern for the community. The halal market is a new economic growth sector in the global world. Changes in Muslim consumer behavior in recent years are due to the increase in the number of Muslims in the world and the increasing awareness of Muslim youth towards halal products.

Generation Z are digital natives. Generation Z grew up surrounded by advanced technology and the internet, so they are very comfortable interacting with online stores and using various e-commerce platforms to shop. Halal lifestyle and online shopping product purchasing decisions by Generation Z have an interrelated relationship[4]. Halal lifestyle can be interpreted as an individual's way of living their daily life with halal principles, starting from behavior, habits, activities to interests and passions, all of which must be in accordance with Islamic law[5]. Generation Z who follow a halal lifestyle will actively seek information about products before making a purchase decision. Generation Z wants to ensure that the product meets strict halal standards. Detailed product descriptions, including origin, composition, and halal certification, are very important to this group of buyers.[6]

Brand image is a consumer's perception of a brand as a reflection of the brand associations that exist in the consumer's mind (Dani Bagus Utomo, 2019). Brand image is a symbolic representation that includes beliefs, ideas, and impressions that a person has about a brand.[7] Brand image is a perception of a brand that is reflected in the brand associations that exist in consumer memory.[8] Brand image plays a significant role in online shopping product purchasing decisions, especially for Generation Z who tend to value authenticity, innovation, and personalization. Generation Z tends to view brands that can show real personality and consistent values as often more favorable[9].

In addition, factors that can influence purchasing decisions for Generation Z are product quality. Product quality itself is an understanding that the product offered by

the seller has a higher selling value that is not owned by competing products. To satisfy consumers and to increase sales, companies must pay attention to product quality, because before buying a product, of course consumers will choose which product suits their needs.[10]

The increasing intensity of competition and the number of competitors require companies to always pay attention to the needs and desires of consumers and try to meet their expectations. By providing better product quality to consumers than competitors do, thus, only companies that sell quality products can compete and dominate the market.[11]

Purchasing Decision Theory as proposed by Kotler and Armstrong (1970), states that purchasing decisions are influenced by an individual's tendency to acquire and use a product, whether tangible goods or intangible services, based on their perception of its ability to meet their needs and their willingness to accept the associated risks. Purchasing decisions as a buyer's stage in the decision-making process, which includes problem recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior.

The purchase choice process involves buyers engaging in the decision evaluation stage, when they evaluate and compare various brands in their choice set, which ultimately leads to the formation of a purchase intention. Purchase decision refers to the process of selecting one option from several alternatives. Simply put, the existence of different alternatives is a necessary condition for an individual to arrive at a decision.[12]

Halal Lifestyle or halal lifestyle is defined as the integration of sharia values in all aspects of economic and social life.[13] Halal lifestyle is a way of life that determines the attitude of decision-making regarding a matter that is required, allowed or prohibited to be done by humans according to Islamic law. Therefore, halal is not only related to eating or drinking, but also many discussions related to other things and even regulates all aspects of human life[14].

Generation Z's lifestyle tends to be modern and easily incited by high shopping desires, it is possible that it will cause consumer behavior. The demand to appear attractive in public is the reason why the cosmetics industry is growing rapidly. Not only adult women, but Generation Z teenage men also make cosmetics a must-have and a necessity to use them, so it is not surprising that the rapid progress of the national cosmetics industry occurs due to the surge in the Generation Z population who are starting to use cosmetics.

Generation Z is the first group to truly be raised with full access to the internet and mobile devices, making them highly tech-savvy and different in the way they interact with the world. Generation Z is the first demographic group to be born fully into the 21st century, making them digital natives.[15]

Previous research conducted by Gabrielle Muhammad[16], susy Ayunging [17] stated that Halal lifestyle, Brand Image and Product Quality have a significant influence on Purchasing Decisions. While the results of different studies by Sofiyatuzzohra and Alrasyid Harun[18] stated that Lifestyle, Brand Image and Product Quality do not have a significant effect on Purchasing Decisions. Based on this problem, there is a research gap from previous researchers, so the researcher conducted the research.

2. Methods

This research is included in quantitative research and is associative in nature, namely a research method that is carried out to find the relationship between one variable and another, as well as to test and use the truth of a problem or knowledge. The dependent variable (Y) used in the study is the purchasing decision and the Independent Variable (X) used is halal lifestyle (X1) and halal knowledge (X2) and brand image (X3). The population in this study is all Generation Z in the city of Bandar Lampung, which is 384,779 people. In this study, the researcher used the Slovin formula so that the sample used and representative in this study was 100 respondents. Questionnaire access was used for the data collection process, and the Likert Scale was used to evaluate the indicators.[19]

This study uses statistical software SPSS Version 21 for data analysis purposes. This study uses statistical software SPSS Version 21 for data analysis purposes. Validity test is conducted using item analysis. Reliability assessment is conducted by testing the Cronbach's Alpha coefficient. The test is conducted with classical assumptions consisting of normality test, autocorrelation test, heteroscedasticity test and multicollinearity test. The test is conducted with multiple linear regression test with T test (Partial), F test (simultaneous) and determination coefficient (R-Square).[20]

3. Results and Discussion

Validity test is used to measure the accuracy of an item in a questionnaire or scale to be measured. In determining whether or not the item used is valid, the step that must be

TABLE 1: Operational Variables.

No	Variables	Indicator	Scale
1	Halal Lifestyle (X1)	Activity	Likert
		Interest	
		Opinion	
2	Brand Image (X2)	Creator Image	Likert
		User Image	
		Product Image	
3	Product Quality (X3)	Form	Likert
		Feature	
		Adjustment	
		Performance Quality	
		Quality of Conformity	
		Resilience	
		Style	
		Design	
4	Buying decision (X4)	Determination to buy after knowing the product	Likert
		Decided to buy because of a preferred brand	
		Buy because it suits your wants and needs	
		Buying because of recommendations from others	

taken is to compare the calculated r with the r table, where the significance rate used is 0.05 with N = 100.

It can be seen based on the data above, overall the statement items on the variables, namely halal lifestyle (X1), brand image (X2), product quality (X3) and purchasing decisions (Y). are declared valid, because all statement items have a calculated r-value greater than the r-table (0.195).

Based on Table 3.2, it can be seen that the Cronbach's Alpha value for each variable is more than 0.6. The halal lifestyle variable with a Cronbach's Alpha value of 0.814> 0.6, the brand image variable with a Cronbach's Alpha value of 0.617> 0.6, and the last is the purchasing decision variable with a Cronbach Alpha value of 0.966> 0.6. So it can be concluded that each variable tested in this study is reliable or consistent with a good level of reliability.

TABLE 2: Validity Test Result.

Variables	Indicator	R-count	R-table	Information
Halal Lifestyle	X1.1	0,816	0,195	Valid
(X1)	X1.2	0,692	0,195	Valid
	X1.3	0,462	0,195	Valid
	X1.4	0,824	0,195	Valid
	X1.5	0,710	0,195	Valid
	X1.6	0,558	0,195	Valid
Brand Image	X2.1	0,691	0,195	Valid
(X2)	X2.2	0,722	0,195	Valid
	X2.3	0,730	0,195	Valid
	X2.4	0,792	0,195	Valid
	X2.5	0,278	0,195	Valid
	X2.6	0,195	0,195	Valid
Product Quality	X3.1	0,422	0,195	Valid
(X3)	X3.2	0,843	0,195	Valid
	X3.3	0,877	0,195	Valid
	X3.4	0,899	0,195	Valid
	X3.5	0,840	0,195	Valid
	X3.6	0,819	0,195	Valid
	X3.7	0,847	0,195	Valid
	X3.8	0,741	0,195	Valid
Buying decision	Y1.1	0,880	0,195	Valid
(Y)	Y1.2	0,857	0,195	Valid
	Y1.3	0,895	0,195	Valid
	Y1.4	0,886	0,195	Valid
	Y1.5	0,913	0,195	Valid
	Y1.6	0,920	0,195	Valid
	Y1.7	0,900	0,195	Valid
	Y1.8	0,936	0,195	Valid

Source: SPSS Data Processing Results 2024

Based on the results of the normality test in the table above using the one sample kolmogrov-smirnov method shows that the residual value of all research variables in the number of samples (N) of 100 is 0.496. It can be interpreted that the data from this study is normally distributed. Because the residual value is greater than the significance value of 0.05 or 0.496> 0.05. So the regression model can be used for hypothesis testing.

<div align="center">TABLE 3: Reliability Test Results.</div>

Variables	Cronbach's Alpha	Critical Value	Keterangan
Halal Lifestyle	0,814	0,6	Reliabel
Brand Image	0,617	0,6	Reliabel
Product Quality	0,906	0,6	Reliabel
Buying decision	0,966	0,6	Reliabel

Source: SPSS Data Processing Results 2024

<div align="center">TABLE 4: Normality Test Result (Kolmogorov Smirnov Test).</div>

N	Std. deviation	Kolmogrov-smirnov	Asymp. Sig. (2-tailed)
100	3,93056717	0,830	0,496

Source: SPSS Data Processing Results 2024

<div align="center">TABLE 5: Autocorrelation Test Result.</div>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,850^a	0,722	0,713	0,14390	1,908

Source: SPSS Data Processing Results 2024

According to the table above, the Durbin Watson value in this study is 1.908. To find the du value, it can be seen in the distribution of the Durbin Watson table values based on k (3) and N (100) with a significance of 5%. In this study, the du value is 1.736 and the 4-du value is 2.263. There are no symptoms of autocorrelation, if the Durbin Watson value lies between du and (4-du). Du (1.736) < Durbin Watson (1.908) < 4-du (2.263). So, it can be concluded that there are no symptoms of autocorrelation in this study.

It can be seen from the scatterplot image above that the points do not form a clear pattern or the points are spread above and below the number 0 on the Y axis. Therefore, in this study there are no symptoms of heteroscedasticity.

<div align="center">TABLE 6: Multicolonized Test Result.</div>

Variables	Tolerance	VIF
Halal Lifestyle	0,476	2,103
Brand Image	0,526	1,901
Product Quality	0,684	1,461

Source: SPSS Data Processing Results 2024

Based on the multicollinearity test data output in Table 3.5, it shows that the tolerance value is more than 0.100 and the VIF value of the three variables is less than
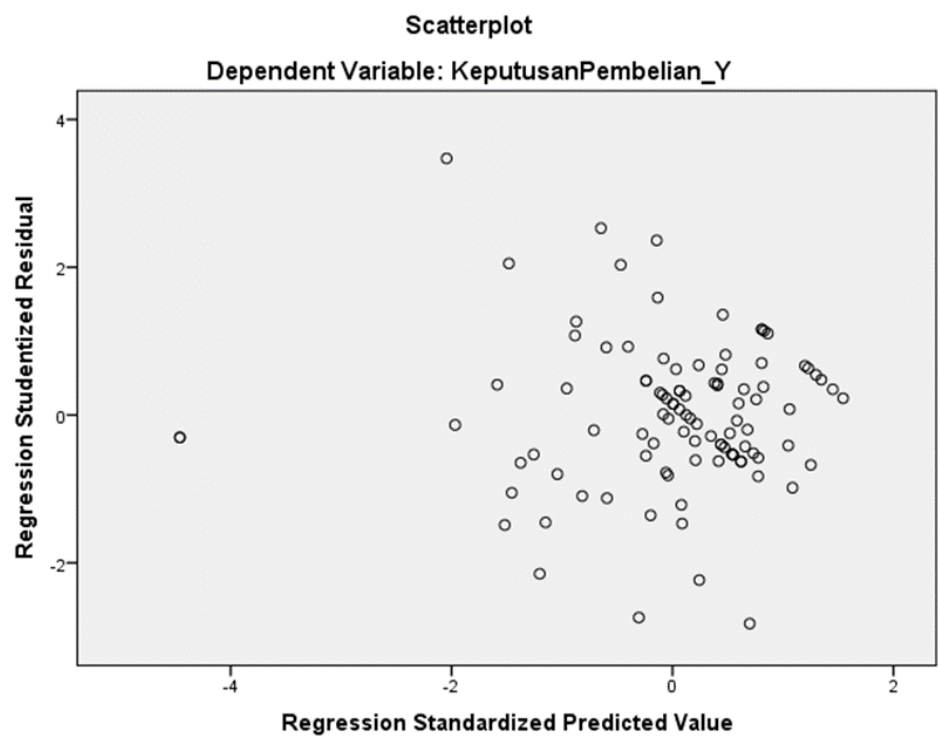
Figure 1: Heteroscedasticity Test Result. Source: SPSS Data Processing Results 2024.

10.00. So it can be concluded that there is no multicollinearity problem or is free from multicollinearity.

TABLE 7: Multiple Linear Regression.

Variables	B	T	Sig.
Halal Lifestyle (X1)	0,605	7,328	0,000
Brand Image (X2)	0,291	3,380	0,001
Product Quality (X3)	0,146	2,119	0,036

Source: SPSS Data Processing Results 2024

Halal Lifestyle (X1) has a positive sign of 0.605, meaning that every 1% increase in Halal Lifestyle will increase the Purchasing Decision by 0.605. The coefficient is positive, meaning that there is a positive relationship between the halal lifestyle variable and the purchasing decision. The brand image variable (X2) has a positive sign of 0.291, meaning that every 1% increase in brand image will increase the purchasing decision by 0.291. The coefficient is positive, meaning that there is a positive relationship between brand image and purchasing decisions. The product quality variable (X3) has a positive sign of 0.146, meaning that every 1% increase in product quality will increase the purchasing

decision by 0.146. The coefficient is positive, meaning that there is a positive relationship between product quality and purchasing decisions.

TABLE 8: T-Test Results (Partial).

Variables	Std. Error	T	Sig.
Halal Lifestyle (X1)	0,083	7.328	0,000
Brand Image (X2)	0,086	3.380	0,001
Product Quality (X3)	0,069	2.119	0,036

Source: SPSS Data Processing Results 2024

From the results of the T test, it can be seen that the calculated t value of the halal lifestyle variable is 7.328 > 1.984 and the significance value is 0.000 < 0.05, which means that the halal lifestyle variable has a significant influence on purchasing decisions. The brand image variable is 3,380 > 1.984 and the significance value is 0.001 < 0.05, which means that the brand image variable has a significant influence on purchasing decisions, and the product quality variable is 2,199 > 1.984, the significance value is 0.036 < 0.05, which means that the Product quality has a significant influence on purchasing decisions.

TABLE 9: Coefficient of Determination (R2) Test Result.

Model	Sum of Squares	df	Mean Square	F	Sig.
1	5,160	3	1,720	83,061	0,000

Source: SPSS Data Processing Results 2024

Based on the SPSS output above, it shows that the coefficient of determination (R Square) is 0.612. This means that 61.2% of purchasing decision variables are influenced by halal lifestyle and brand image variables, while the remaining 38.8% are influenced by other variables outside the variables used in this study.

3.1. The Influence of Halal Lifestyle on Purchase Decisions of Cosmetic Products on Online Shopping Sites for Generation Z in Bandar Lampung

The halal lifestyle phenomenon in online purchasing decisions by Generation Z combines two major emerging trends. The growth and acceptance of halal products and the increasing role of online shopping among the younger generation. Generation Z, who were born in the digital era and grew up with the development of the internet and e-commerce, tend to be highly skilled in utilizing technology to meet their daily needs,

including shopping.[21] Online sellers who offer these options, including the ability to choose products that fit a halal lifestyle, will benefit.[22]

From the results of the study, it can be seen that the halal lifestyle variable has a significant effect on the decision to purchase cosmetic products on online shopping sites for Generation Z in Bandar Lampung. This shows that respondents perceive that a halal lifestyle can influence or play a role in the decision to purchase halal cosmetic products. The influence of halal lifestyle on the decision to purchase cosmetic products among Generation Z also occurs because of the increasingly modern era so that people compete to follow lifestyle trends in society. A digital-based lifestyle makes it easy for Generation Z to access various products and services they want, without having to leave the house to shop offline. With the many cosmetic products available on online shopping sites, it is easy for them to find cosmetic products that suit the halal lifestyle they live.

In Bandar Lampung, as in many areas in Indonesia, awareness and adherence to Islamic teachings are often important aspects of daily life. Generation Z here is more likely to ensure that the products they buy are in accordance with halal principles. Generation Z's skills in online shopping make them more likely to seek out and choose products that confirm their halal identity. Generation Z who are interested in authenticity and quality are more likely to seek out products that are halal certified.

3.2. The Influence of Brand Image on Purchase Decisions of Cosmetic Products on Online Shopping Sites for Generation Z in Bandar Lampung

Generation Z, who grew up in the digital age and are often known as 'digital natives', have a unique way of interacting with brands and making purchasing decisions. Generation Z tends to first interact with brands online before in the real world.[23] Brand image built through websites, social media, and other digital platforms has a significant impact on shaping their perception. Generation Z whose values and missions align with their personal and social beliefs tend to have a positive brand image. This includes issues such as sustainability, equality, and social responsibility. [24].

From the results of the study, it can be seen that the halal lifestyle variable has a significant effect on the decision to purchase cosmetic products on online shopping sites for Generation Z in Bandar Lampung. In this case, it can be seen from the high interest in buying generation Z for Wardah cosmetic products. Wardah cosmetics themselves

are widely known for their halal image, where the image shows that Wardah products are safe to use so that consumers do not feel worried about the risks caused by using Wardah cosmetics. In addition to its halal image, Wardah cosmetics are also in great demand because consumers feel that Wardah cosmetics are widely used by famous artists. In addition, a good brand image is often associated with quality and reliability. Generation Z tends to choose brands that have a positive reputation because this provides a guarantee of the quality of the products they buy online. Generation Z tends to be attracted to brands that have a personality or persona that they can identify. Brands that are considered to have a good work ethic and transparency in their production can influence Generation Z to trust and choose these products when shopping online.

3.3. The Influence of Product Quality on Cosmetic Product Purchase Decisions on Online Shopping Sites for Generation Z in Bandar Lampung

Product quality is the ability of a product to perform its function, both in terms of product durability, reliability, accuracy, ease of use and repair, and other valuable attributes of the product. Product quality includes characteristics of the product that depend on the ability of a product to provide satisfaction to meet consumer needs that can be implied.[25]

From the research results, it can be seen that the product quality variable has a significant effect on the decision to purchase cosmetic products on online shopping sites for Generation Z in Bandar Lampung. This is because the quality of a product will be shown directly in the performance of a product, including cosmetic products. Consumer desires include product durability, product reliability, ease of use and other valuable attributes. If the product offered by the manufacturer has good product quality and is in accordance with customer desires, it will have an impact on consumer desire to make a purchase of the product. Generation Z is able to get good information from social media, advertisements, news, articles or word of mouth obtained by consumers (Generation Z) as a consideration for buying a product. So that the assessment that creates a perception for Generation Z, good or bad, of the product to be used will influence consumers in having an interest in buying skincare products that can support a person's appearance.

4. Closing

Based on the findings carried out by means of data collection, data processing and finally data analysis with reference to the problems and objectives of the study, it can be concluded according to the results of the t-test that Halal Lifestyle (X1), Brand Image (X2), and Product Quality (X3) partially have a significant and positive effect on Purchasing Decisions (Y) of cosmetic products on online shopping sites for Generation Z in Bandar Lampung

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