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THE EFFECT OF HALAL LIFESTYLE, BRAND IMAGE AND PRODUCT QUALITY ON THE PURCHASE DECISION OF NYAI MERCON PRODUCTS AT TIKTOK SHOP IN BENGKULU CITY

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Abstract

The purpose of this study was to analyze the influence of halal lifestyle, brand image, and product quality on purchasing decisions for products at TikTok Shop at Nyai Mercon Store in Bengkulu City. This study used quantitative methods with primary data in the form of questionnaires for 100 respondents and analysis using SEM-PLS using the SmartPLS 4 application. The results showed that the halal lifestyle variable had a positive and significant effect on purchasing decisions (coefficient 0.448; p-value 0.001). The brand image variable had a significant effect on purchasing decisions (coefficient 0.318; p-value 0.015). The product quality variable has a positive and significant effect on purchasing decisions (coefficient 0.226; p-value 0.026). This study shows that halal lifestyle, brand image, and product quality play a significant role in increasing purchasing decisions on TikTok Shop.

Keywords : *Halal Lifestyle, Brand Image, Product Quality, Purchase Decisions, TikTok Shop*

1. Introduction

In the era of development rapid technology this, a lot activities carried out with utilise sophistication technology. Buying and selling is very close activities with life everyday, good from sell buy needs main and others. From the year to year, consumption public the more increased. In addition to the level continuous consumption increasing, society also always want convenience in get or buy goods needs. From the phenomenon there are many of them The emergence of e-commerce that facilitates online shop sellers (Viela Tusanputri, 2021) . The presence of e-commerce provides benefit to consumers, including that is save time For shopping, things the due to consumer No need go to shop For buy what he wants and enough using e-commerce platforms. Consumers can shop When and where only, without

limitation time. Consumers Can compare quality goods and prices in the ecommerce platform, things the due to in the e-commerce platform there are Lots shop that can selected. In addition, consumers can also buy desired item from a distant area from place stay they (Viela Tusanputri, 2021) .

Buying decision is decisions taken consumer about product or service What will bought, decided For buy or no, when and where consumer will do purchase, and how method payment structure. decision purchase own seven components, namely decision about type product, decision about form product, decision regarding brands, decisions about seller, decision about amount product, decision about time purchases, and decisions about method Payment. Nur Afifa Agustin, 'The Influence of Affiliate Marketing, Live Streaming, Online Customer Reviews, and Online Customer Ratings on Purchase Interest and Online Purchase Decisions in TikTok Shop', Skipsi, 183.2 (2023), 153–64. Purchase decision be one of factors within the company in the business world that must be considered in interesting consumers, with existence decision purchase consumer consumers will also notice quality service, price and promotion from something online shop (Andriani & Nasution, 2023) .

Halal lifestyle recently This of course middle hit the world, no only symptoms in countries where the majority populated Muslim but also in populated countries majority non-Muslims. Awareness fulfillment Halal food is increasing in the global arena along with with writhing global halal tourism that is not always limited to the sector destination tourism related to Islamic (religious) sites but concerning fulfillment needs - needs tour That Alone (Novitasari, 2023) . There are also factors that become reference in decision purchase that is brand. Brand image is perception consumer to something brand as reflection from association the brand that is on the mind consumers. Brand image represents overall perception to brand the (Utomo et al., 2018) . In addition to perception positive to image brands that can influence belief consumer in choose something product other factors that are not lost important is quality product That own. Quality in corner view consumer is things that exist room scope alone as well as different with quality in corner view manufacturer moment market something products that have been famous the quality (Lasfiana & Elpanso, 2023) .

One of the marketplaces used in Indonesia is TikTok Shop. TikTok is one of the... social media that is currently This on the rise own Lots different features from social media other. Applications the own characteristics typical Alone in share videos, songs and various filter options, applications this is used by all circles age Good children to parents. Tiktok increasingly increasingly popular in Indonesia at the moment This especially among teenagers. According to Statista data in 2024, Indonesia is a country that uses TikTok the biggest second in the world that exists reached 126.83 million users in January 2024 (Pokhrel, 2024).

TikTok Shop, which aims For make it easier people millennials in shopping. TikTok Shop does not only give convenience for consumers, but also for people who

want to trade. They can with easy trade via TikTok, for example with do live streaming or include product links in a video (Priyono & Dian Permata Sari, 2023) . We Are Social's report on TikTok User Data in Indonesia in 2025 shows improvement significant, showing how big the influence of this platform. Understand trend This important, especially Because its development related close with popularity of a particular hashtag (Socia, 2025)

Product food Nyai Firecrackers basically is processed local with spicy taste typical Indonesian, but in its development perpetrator business do various modifications to make it more interesting for consumers, in particular generation young people who are used to it with trend culinary contemporary western flavor. Modification This seen from menu variations, toppings, and packaging made more modern and practical as if food fast Western style dishes. According to (Setiadi and Wijaya) in the research (Prima and Aditiya), Micro, Small, and Medium Enterprises (MSMEs) have role strategic in support economy national, including in the sector culinary traditional that stores riches culture and identity local.

Problems study This lies in the extent to which the halal lifestyle and image influence brand and quality product Can influence decision purchase remember the more tightness competition business on digital platforms, especially TikTok Shop. The phenomenon This show change behavior increasingly consumers considering halal lifestyle, image brand and quality product in determine decision purchases on digital platforms as well increasing awareness consumer to implementation style halal living, image brand and quality product in determine decision purchase.

2. Literature review

Halal lifestyle

A halal lifestyle can be defined as a correct and good way of life. It follows Sharia principles and the provisions regarding halal and haram. The word "halal" comes from Arabic and refers to everything permitted by Sharia in the Quran. Sharia defines the order of life, clearly prohibiting all things related to food and drink, transactions, and regulates human behavior in personal and social life (Baca, 2021) . Prima and Febrianti also explain that consuming halal products makes people more aware and wise, as halal products are believed to be not only clean and healthy but also contain elements of blessing. The enthusiasm for religious beliefs regarding the hygiene of halal products, along with the positive reception through cultural assimilation with various groups, has demonstrated its benefits for all people (Hasmi, 2023) .

Setiadi stated that there are three indicators used to measure a person's halal lifestyle, namely as follows (Nugroho J. Setiadi, 2003) .

a. Activities are activities to realize interesting things in life, most of their attention is focused on the environment outside the home, they want to find friends and be in the public eye, they do not hesitate to spend what they like even though the price of the desired item is high.

b. Interest is style purposeful life For look for pleasure, every activity done only For objective reach pleasure and enjoyment in life.
c. Opinion is view or contributions received with objective can advance quality life somebody. In the present this, consumers life with Lots need.

Brand Image

A brands can also interpreted as sign identifier, which is done For recognize One product with product others. Brand is identifier used by a goods or one service with others. Brand is right riches intellectuals who must protected (Adisumarto, 1990) .

According to Tjipotono and Diana in Niken Aprilia's research, dimensions and indicators image brand is (Aprilia & Tukidi, 2021) .

a. Dimensions perception a process of choosing organize and interpret information about something product goods or services by consumers.
b. Dimensions cognition belief somebody about something that is obtained from the thinking process about somebody or something, belief to brands and knowledge about product.
c. Dimensions attitude behavior buying that is formed as results from experience direct about product. How product the accepted, and do Return purchases or loyal customers

Quality Product

quality product is ability something product in fulfil desire consumers. Desires consumer the among them Power stand product, reliability products, convenience usage, as well as attribute worth others who are free from deficiencies and damage (Ani et al., 2022) . In the business world something that is needed from product is the one that can fulfil or satisfying need or desire consumers, both tangible or not tangible (Andika et al., 2022) .

As for the indicators quality other products according to Kotler and Keller in Yenni Arfah's book (Arfah, 2022) .

a. Form that is A product can covering size, or structure.
b. The features are complete function base product.
c. Adjustment that is adapt with desire consumers.
d. Quality Work that is the most important dimension when company apply a model and provide high quality.
e. Quality suitability that is products that meet promised specifications.
f. Resilience that is size or age something product in condition normal or full pressure.
g. Reliability that is allows No experience product failure.
h. Convenience repair that is convenience when product No functioning.

i. Style is product appearance and taste the.

Buying decision

Buying decision is something decision consumers who are influenced by the economy finance, technology, politics, culture, product, price, location, promotion, physical evidence, people and process. So form something attitudes towards consumers For process all information and take conclusion in the form of the response that appears product What will purchased (Imawan, 2021) . According to Kotler & Armstrong in study Daniel Lallo Pakiding et al., stated decision purchase own indicator as following (Pakiding et al., 2023) .

a. Choice product Before do decision purchase a consumer always choose what is the brand name of product and from where product the made.
b. Choice distributor Before determine decision consumer purchases are also usually will evaluate Who distributor goods or product the.
c. Time of purchase A consumer will determine time purchase if required items or what is desired want to be purchased by consumers the.
d. Amount purchase Consumer will decide amount purchase if consumer the Already make decision purchase something goods or product something company.
e. Payment methods Every decision purchase something products by consumers money is tool swap For get product the.

Hypothesis

Sugiyono explain that hypothesis is answer temporary to formulation problem research, where the formulation problem study has formulated in form sentence question. Explanation This state that the answer given Still nature temporary Because only based on relevant theory, not yet based on facts empirical data obtained through data collection (Sugiyono, 2015) .

1. H 1: Halal lifestyle has an influence positive and significant to decision purchase product Nyai Firecrackers at TikTok Shop
2. H 2: Image brand influential positive and significant to decision purchase product Nyai Firecrackers at TikTok Shop.
3. H3: Quality product influential positive and significant to decision purchase product Nyai Firecrackers at TikTok Shop.
4. H 4: Halal lifestyle, image brand and quality product in a way simultaneous influential positive and significant to decision purchase product Nyai Firecrackers at TikTok Shop.

3. Research methods

The approach used in study This is approach quantitative with Structural Equation Modeling (SEM) method based on Partial Least Square (PLS), using help device soft SmartPLS. Approach quantitative used Because study This involves the data collection

process in the form of number from results questionnaire and processed in a way statistics For test hypothesis that has been set (Sugiyono, nd) . For know how much big influence all variables in a way together, then testing done using R-Square (R^2) is used For evaluate ability variables independent in explain variables dependent in the research model. as well as F-Square (f^2) for see big the influence of each variable (Wulandari et al., 2026) .

Taking technique samples in research This use probability sampling technique with technique (*proportionate stratified random sampling*), namely technique taking samples that provide equal opportunities for every elements (members) of a population For chosen as sample members (Sugiyono, 2019) .

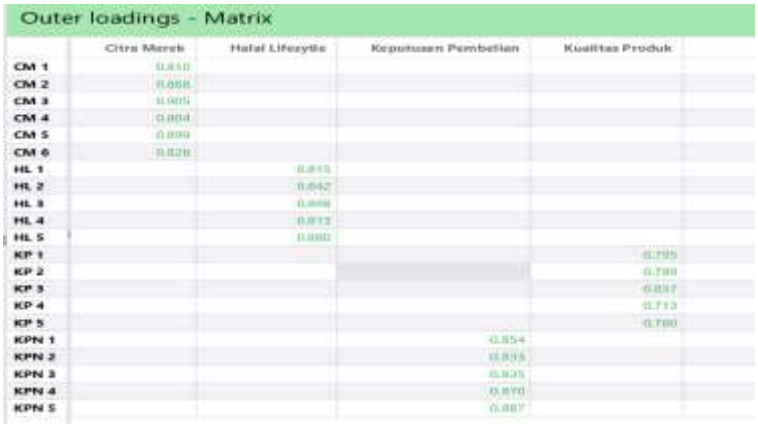
Type of data used in study This are primary data and secondary data. Primary data was obtained in a way direct from respondents through distribution questionnaire, while secondary data obtained from literature, journals, and other relevant sources with study.

Data collection methods in study This done through distribution questionnaire to respondents, who are supported with studies library For obtain relevant secondary data.

4. Results and Discussion

Convergent Validity

Figure 1. Convergent validity



Based on the picture above SmartPLS output results can seen that all over indicators for each variable own outer loading value above 0.70. This show that every indicator capable explain measured variables with good. In the Brand Image variable, the outer loading value is in the range of 0.804 to 0.905. In the Halal Lifestyle variable, all indicator own mark between 0.813 to 0.898, Furthermore, on the variable Quality Product, outer loading value ranges between 0.713 and In the Purchase Decision variable, the outer loading value is in the range of 0.833 to 0.887. Therefore that is all indicator worthy used For analysis stage furthermore.

Discriminant Validity

Table 2. Discriminant validity results

Discriminant validity - Cross loadings

	Citra Merek	Halal Lifesytle	Keputusan Pembelian	Kualitas Produk
CM 1	0.810	0.537	0.637	0.535
CM 2	0.868	0.519	0.562	0.478
CM 3	0.905	0.543	0.654	0.553
CM 4	0.804	0.495	0.665	0.567
CM 5	0.899	0.685	0.734	0.608
CM 6	0.826	0.620	0.631	0.563
HL 1	0.549	0.815	0.751	0.493
HL 2	0.559	0.842	0.597	0.496
HL 3	0.693	0.898	0.741	0.574
HL 4	0.487	0.813	0.589	0.494
HL 5	0.532	0.880	0.691	0.569
KP 1	0.472	0.395	0.470	0.795
KP 2	0.555	0.395	0.532	0.789
KP 3	0.570	0.455	0.603	0.857
KP 4	0.413	0.382	0.455	0.713
KP 5	0.512	0.724	0.668	0.760
KPN 1	0.772	0.695	0.854	0.725
KPN 2	0.547	0.602	0.833	0.506
KPN 3	0.585	0.546	0.835	0.503
KPN 4	0.659	0.746	0.870	0.658
KPN 5	0.670	0.793	0.887	0.604

Based on discriminant validity test results through cross loadings value, known that all over indicator own the highest loading value on the measured construct compared to with construct others. This is show that every indicator capable represent each variable with Good.

Figure 3. Discriminant validity (fornell (larcker criterion)

Discriminant validity - Fornell-Larcker criterion

	Citra Merek	Halal Lifesytle	Keputusan Pembelian	Kualitas Produk
Citra Merek	0.853			
Halal Lifesytle	0.668	0.850		
Keputusan Pembelian	0.764	0.800	0.856	
Kualitas Produk	0.649	0.620	0.710	0.784

Based on the image above, the results of the discriminant validity test using the Fornell-Larcker Criterion method show that the square root of the AVE value for each variable, namely Brand Image of 0.853, Halal Lifestyle of 0.850, Purchasing Decision of 0.856, and Product Quality of 0.784, are all greater than the correlation values between other variables. This indicates that the research model has met the discriminant validity criteria.

R-Square

Figure 4. R-square

R-square - Overview

	R-square	R-square adjusted
Keputusan Pembelian	0.761	0.754

In this picture (5) use One variables dependent variable influenced by the variable dependent others, namely Halal Lifestyle, Brand Image, and Quality variables Products. In the table show R-square value for Purchase Decision Variables obtained of 0.761 or 761% and the Adjusted R-Square value of 0.754. Meanwhile, that, the rest 23.9 % is explained by other variables outside study this is not entered in the research model This.

F-square

Figure 5. F-Square

f-square - Matrix

	Citra Merek	Halal Lifesytle	Keputusan Pembelian	Kualitas produk
Citra Merek			0.196	
Halal Lifesytle			0.416	
Keputusan Pembelian				
Kualitas produk			0.110	

So based on table F-square value in figure (6), which has large size effect with The F-square criterion > 0.35 is Halal Lifestyle on Purchasing Decisions with mark of 0.416. As for those who have effect currently that is with F-square criteria > 0.15 to 0.35 is Brand Image on Purchasing Decisions with mark of 0.196. Meanwhile, those who have effect small with F-square criteria > 0.02 to 0.15 is Quality Product on Purchasing Decisions with mark of 0.110.

Hypothesis Testing

Table 1. T-Statistics and P-Values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV)	P values
Brand Image -> Purchase Decision	0.318	0.287	0.130	2,441	0.015
Halal Lifestyle -> Purchase Decision	0.448	0.488	0.139	3,214	0.001
Quality Product -> Purchase Decision	0.226	0.210	0.101	2,230	0.026

1. Test results show that halal lifestyle has mark coefficient of 0.448, t-statistic of 3.214, and p-value of 0.001. The t-statistic value > 1.96 and p-value < 0.05, so can concluded that halal lifestyle has an influence positive and significant to decision purchase.
2. Test results show that image brand own mark coefficient of 0.318, t-statistic of 2.430, and p-value of 0.015. These values fulfil criteria significance, so that can concluded that image brand influential positive and significant to decision purchase.
3. Test results show that quality product own mark coefficient of 0.226, t-statistic of 2.230, and p-value of 0.026. These values show that quality product influential positive and significant to decision purchase.

Data Analysis Results

1. Research result show that Halal Lifestyle has an influence significant on Purchasing Decisions with t-statistics value 3.214 > 1.96 and p-value 0.001 < 0.05. This means that the more tall implementation style halal living for consumers, then the more big its influence in push decision purchase.

2. Research result show that Brand Image has an influence significant on Purchasing Decisions with t-statistics value 2.441 > 1.96 and p-value 0.015 < 0.05. This means that the more Good image brand something product, then the more tall trend consumer in take decision purchase.
3. Research result show that Quality Product influential significant on Purchasing Decisions with t-statistics value 2.230 > 1.96 and p-value 0.026 < 0.05. This means that the more Good quality the products offered, then the more tall interest consumer For do purchase.
4. Halal lifestyle, image brand and quality product in a way together influential to decision purchase with The R-Square value is 0.761. This show that amounting to 76.1% variation decision purchase can explained by the three variables said, whereas the remaining 23.9% is influenced by other variables outside study.

4. Conclusion and Suggestions

In conclusion that halal lifestyle, image brand and quality product in a way partial and simultaneous influential positive and significant to decision purchase product Nyai Firecrackers at the TikTok Shop in Bengkulu City. Halal lifestyle variables become the most dominant factor in influence decision purchase, followed by image brand and quality product. This show that consumer No only consider aspect functional products, but also values halal become important as well as perception brand in determine choice purchase something food. With Thus, the increase decision purchase can achieved through strengthening marketing strategies that emphasize style halal living, implementation image strong brand, as well as improvement quality product in a way sustainable. Findings This expected can become reference for perpetrator business in formulate a more strategic strategy effective, and for researchers furthermore For develop other relevant variables.

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