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The effect of e-WOM, halal awareness, influencer marketing and lifestyle to the purchase decision of imported packaged food products

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ABSTRACT

Purchasing decisions are part of the consumer's behavior to determine which products to consume. Many factors can affect purchasing decisions. This study aims to analyze the factors affecting consumer purchasing decisions on imported packaged food products. The data was obtained through a questionnaire distributed online through Google form with a sample of 200 respondents who had bought or consumed imported packaged food products in Jakarta. Structural Equation Modeling (SEM) with Partial Least Square (PLS) techniques using SmartPLS 3.0 analysis tools was used in this study. Results show that the e-WOM, halal awareness, influencer marketing and lifestyle variables have a positive significant effect on the purchase decision of imported packaged food products.

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Keputusan pembelian merupakan salah satu bagian dari perilaku konsumen yang mana konsumen akan menentukan produk mana yang akan dikonsumsinya. Terdapat banyak faktor yang dapat mempengaruhi keputusan pembelian. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi keputusan pembelian konsumen pada produk makanan impor dalam kemasan. Data diperoleh melalui kuesioner yang disebar secara daring melalui *google form* dengan sampel 200 responden yang pernah membeli atau mengonsumsi produk makanan impor dalam kemasan di Kota Jakarta. Metode yang digunakan dalam penelitian ini adalah *Structural Equation Modeling* (SEM) dengan teknik *Partial Least Square* (PLS) menggunakan alat analisis SmartPLS 3.0. Hasil menunjukkan bahwa variabel e-WOM, *halal awareness*, *influencer marketing* dan *lifestyle* berpengaruh secara positif dan signifikan terhadap keputusan pembelian produk makanan impor dalam kemasan.

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1. Introduction

Consumer needs increasingly diverse encourage producers to produce a variety of goods according to public demand. The domestic market is not only enlivened by local products but also imported products whose distribution is increasing along with increasing community demand. According to data from the Central Statistics Agency (BPS, 2022), the overall import value of Indonesian consumer for goods reached US\$ 19.832 million. The variety of food product choices on market makes consumers more difficult to determine which products to buy. Purchasing decisions are part of a consumer behavior; it started before unto final decision has been made by directly acting as an effort to acquire and determine which products to buy (Ratno, 2017). There are several factors that are predicted to affect consumer purchasing decisions for imported packaged food products, including Electronic Word of Mouth (e-WOM), halal awareness, influencer marketing, and lifestyle. According to Agustinus & Junaidi (2020), Ievansyah & Sadono (2018) and Latief & Ayustira (2020), e-WOM is predicted to influence the decisions before making a purchase; consumers will firstly collect information about the product of their choice through other people's review on the internet. The consumers do this with aims to don not make any wrong choice later.

The next factor is halal awareness. Halal awareness affected the purchasing decisions for 86.93% moslem of total 273.87 million population in Indonesia (Databoks, 2022), which means that consumers in Indonesia are dominated by moslem consumers and they are required to consume halal food. The third factor is influencer marketing. In today's digital era, social media is known as a platform used not only to interact but also to share, create, and exchange information and ideas in virtual networks (Barusman & Suwandi, 2020). This new marketing method emerged as a result of the use of social media which has greater potential to reach larger customers at a cost; it tends to be more economical compared to advertising on mass media. By the existence of interesting and informative content, influencer can attract the audience to buy the product being promoted. Besides, a well-known expert influencer who has a good reputation can also affect consumer purchasing decisions. The last predicted factor is lifestyle. Lifestyle is related to a person's interests; how individual spends their resources, i.e. money and time to fulfill their needs (Tarigan et al., 2020). It relates to an individual's interest in choosing goods to consume.

2. Literature Review

Consumer Behavior Theory

Consumer behavior is the action of consumer in obtaining, consuming, using goods and services by utilizing resources of money and time to fulfill consumption (Handika et al., 2018). It can be influenced by both psychological and external aspects that encourage consumers to determine the desired goods. According to Wahyuni & Zuhriyah (2020), the factors influence consumer behavior are divided into four, namely cultural, social, personal, and psychological factors. Social factors comprises of reference groups, family, roles and status. A reference group influences consumers directly or indirectly for example marketing influencer. In addition, e-WOM variable is also influenced by social factors; consumers consider opinions from social media as the basis for decision making. Furthermore, lifestyle as a personal characteristics is also predicted to influence. The buying approach to consumers'

Lifestyle is divided into three: (a) principle-oriented lifestyle; purchasing is based on the world's consumer view, (b) status-oriented lifestyle; buying base of people's opinions and attitudes, (c) action-oriented lifestyle in making purchases because of activity tendencies. The last factor is psychological, composed of four aspects, namely motivation, perception, learning, and belief and attitude. Halal awareness variable is influenced by motivational aspects which encourage consumers to look for what is needed, looking for imported halal food products, as well as beliefs and attitudes because they choose to consume halal food products only.

Purchase Decisions

Purchasing decisions are part of consumer behavior. It was started before the decision was made unto the decision has been made by directly acting in an effort to acquire and determine which products to buy (Tjiptono & Diana, 2020). Consumer buying decisions are based on the products needed or wanted, which can change at any time (Nurfajrina et al., 2021). The purchasing decision process can help the consumer to choose what products fits them from the products available. Several factors can affect consumer purchasing decisions, including Electronic Word of Mouth (e-WOM) as studied by Nurhasanah et al (2021), Wiraandryana & Ardani (2021), Purba & Paramita (2021) and Badir & Andjarwati (2021). The second factor is halal awareness as in Nurfajrina et al., (2021), Efendi (2020), Muslichah et al (2019), Bashir (2019) and Utami & Genoveva (2020). Another factor is influencer marketing such as the researches by Barusman & Suwanti (2020), Hodijah et al (2021), Yodi et al (2020), Andiyani & Susandy (2022) and Handayani & Usman (2021). The last factor is a lifestyle as stated by Nguyen et al (2020), Oktaniar et al (2020), Sarah et al (2021), Tarigan et al (2020) and Halim & Dinaroe (2019).

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) is the evolution of Word of Mouth (WOM) as a new means of communication which has developed through adaptation to modern technology. e-WOM is defined as a statement or a review made by a consumer about a product or company, uploaded to social media in order to be accessed widely. Written reviews can be either positive or negative depending on the consumer's experience (Ahmad et al., 2020). Before making a purchase, consumers without hesitation will look for information about the products or services they will consume by looking at other people's reviews on the internet (Nurhasanah et al., 2021). According to Chawla & Chodak (2021), Eslami et al (2021) and Latief & Ayustira (2020), online reviews are one form of e-WOM that can help consumers find out the advantages and disadvantages of the products. Potential customers rely on e-WOM as the basis for purchasing decisions because they believe that the informant who writes the review is an independent or non-contracted person so the review is based on their own experience. The amount of positive products reviews will gain consumers' confidence about making purchases (Nurhasanah et al., 2021).

Compared to traditional WOM, e-WOM brings more benefits to consumers, such as ease of accessing information that is not limited by space and time, the ease of writing reviews and the ease of disseminating information (Abuhashesh et al., 2019). To measure the effect of e-WOM, Goyette et al (2010) proposed several indicators, such as

1. Valence of Opinion

   Valence is a consumer's sense of interest in a product by buying the product based on the opinions and recommendations of other consumers. The valence of opinion can be positive and negative. Indicators of the valence of opinion are (1) positive reviews from social media users, (2) negative reviews from social media users, and (3) consumer recommendations from social media networks.

2. Content

   Content is defined as information contained in social networking sites related to products and services. Content indicators are (1) product choice information, (2) product quality information, (3) price offered information, and (4) information on transaction security and availability internet networking sites.

In addition, there are other indicators that can measure the influence of e-WOM called as Advice Seeking (Thurau et al., 2004). Advice seeking is consumers attempt by to convince themselves before making a purchase decision by reading reviews which also motivates consumers to write comments later.

Halal Awareness

Halal awareness means understanding, experience, knowledge or interest in consuming and seeking information about halal products. Islam requires a moslem to choose, buy, and consume halal food and avoid the haram or whose the halal status is unclear (Arsil et al., 2018; Bukhari et al., 2020; Septi et al., 2020). Consuming halal food is an order from Allah, and every moslem have to obey this and make halal food consumption as a lifestyle so that it becomes a consideration for consumers before making a purchase decision (Usman et al., 2021). The growing moslem population has an impact on increasing demand and purchasing power for halal products (Ali et al., 2017; Bakar et al., 2014; Rarick et al., 2012; Wilson, 2012). Usman et al., (2021) show that halal foods and drinks become the largest moslem expenditure sector.

Halal awareness influence on consumer purchasing decisions because moslem must always consume halal food in accordance with God's command. Halal awareness in food consumption can be seen from the way consumers attentive to the presence of halal labels or having no purchases. Someone who has halal awareness will certainly choose food products with halal certification from official halal guarantee institution to be more careful in order to protect themselves from consuming non-halal food. The halal awareness indicators mentioned by Ahmad et al (2014) and Ambali & Bakar (2014) as follows:

1. Hygiene and Food Safety

   Food safety refers to the handling, preparation, and storage systems for food not to be contaminated by chemicals or physical or biological substances. Meanwhile, food hygiene is the most important aspect of food safety which refers to the process of direct contact with food such as processing.

2. Role of Halal Certification

   Halal certification can play a role as a protector for moslems to avoid in consuming non-halal products. In addition, the certainty of the halal status of a product can reassurance consumer.

Influencer Marketing

Influencer marketing is a marketing services of an influencer to promote goods and services by sharing their opinions on products or services they use to enhance product image and gained customers' trust. The chosen influencers to promote a product are considered by the company for having an impact to a target community or target consumer (Woods, 2016; De-Veirman et al., 2017; Wirapraja, 2018). Influencer marketing can be categorized as opinion leaders who contribute to social networks that are large enough to influence many people (De Veirman et al., 2017). Lately, influencers are considered as an effective marketing tool or strategy for targeting consumers, especially who are starting a new business (Audrezet et al., 2018). The number of followers on social media is not so important for an influencer as long as he/she has the power to influence their followers. However, the more followers that influencer has, the more people will be affected (Nurhandayani, 2019). For consumers themselves, influencers play a role as a source of information that can be used as a reference in purchasing activities (De Veirman et al., 2017).

Indicators used to evaluate an influencer as an endorser based on Royan (2004) VisCAP model are as follows:

a. Credibility, the credibility of an influencer plays a major role in consumers' interest in purchasing reviewed products. Expertise and trustworthiness are determinant aspects to name influencer credibility. Expertise concerns the influencer's skills and knowledge about the product they reviewed, it purposed to deliver message easily understood by the audience and attracts consumers attention. Meanwhile, trustworthiness refers to how consumer see the honesty of products that are being reviewed by influencers.

b. Attraction, consists of two characteristics that, namely attractiveness and similarity. Attractiveness can be both physical and personality meanwhile similarity talks about similarity between the influencer and their audience so that emotional bond can be formed.

Lifestyle

Lifestyle is a reflection of consumption patterns that describe a person's choices about how they use resources such as time and money (Solomon, 2019). Lifestyle is related to patterns of habits, values, behavior, ways and standards of living (Niezgoda & Kowalska, 2020). A person's lifestyle is influenced by internal factors such as behavior, experience, personality, motives and perceptions also external factors such as reference groups, family, culture and social class (Candan & Kapucu, 2018). Everyone has a different lifestyle. Differences in sub-culture, social class and occupation allow a person to have different lifestyles as well. Lifestyle can also affect a person's interest in choosing the items to consume. To measure how much lifestyle affects a person can be used psychographic analysis techniques. Psychographic analysis is defined as an instrument for measuring lifestyles that describe segments of the consumer in terms of life such as work and other activities. The AIO approach classifies consumers based on activities (what consumers do, what consumers buy and how they spend their time), interests (consumer priorities and preferences), and opinions (how a person sees global or domestic issues). Indicators used in this study to measure the effect of lifestyle on purchasing decisions based on Mandey (2009) are interest**.** Interest is related to the consumers' preference or choice in choosing the product or service to consume. Other indicators used to measure the effect of lifestyle on purchasing decisions based on Solomon (2006) are social factors. Lifestyle can be influenced by the environment or the people around the consumer.

3. Research Method

This study uses the Structural Equation Modeling (SEM) analysis methods with Partial Least Square (PLS) techniques also called prediction-oriented techniques which is an analytical method that is spesifically use for predicting the dependent variable by involving many independent variables. SEM-PLS can explain whether there is a relationship between latent variables (Ghozali & Latan, 2015). SmartPLS 3.0 was used as a tool in this study with the population of 200 respondents who lived in Jakarta that are more than 18 years old, Muslims, and have bought or consumed packaged imported food products. Data collection in this study used questionnaires distributed online via google forms and literature studies. The type of data in this study is quantitative and data analysis includes measurement model evaluation (outer model), structural model evaluation (inner model) and hypothesis testing.

4. Result and Discussion

Result

Discriminant Validity Test

An indicator is categorized valid if the cross-loading value of each indicator is greater than the other variables. In addition, discriminant validity can be measured with the AVE root method by comparing it with the coefficients between variables. A variable is considered to have a good level of validity if the value is ≥ 0,50 (Ghozali, 2015).

Table 1. Cross Loadings

	Electronic Word of Mouth	Halal Awareness	Influencer Marketing	Lifestyle	Purchase Decision
X1.1	**0.633**	0.266	0.343	0.334	0.311
X1.2	**0.719**	0.241	0.316	0.294	0.341
X1.3	**0.689**	0.254	0.337	0.321	0.344
X1.4	**0.673**	0.369	0.265	0.299	0.379
X1.5	**0.651**	0.324	0.238	0.246	0.370
X1.6	**0.759**	0.516	0.401	0.477	0.590
X1.7	**0.830**	0.421	0.393	0.424	0.529
X1.8	**0.784**	0.428	0.507	0.424	0.466
X1.9	**0.809**	0.505	0.398	0.448	0.559
X2.1	0.313	**0.602**	0.166	0.140	0.240
X2.2	0.397	**0.823**	0.443	0.341	0.444
X2.3	0.366	**0.734**	0.409	0.308	0.415
X2.4	0.311	**0.703**	0.354	0.286	0.362
X2.5	0.465	**0.695**	0.351	0.466	0.503
X3.1	0.423	0.362	**0.832**	0.581	0.580
X3.2	0.425	0.465	**0.918**	0.631	0.628
X3.3	0.471	0.464	**0.925**	0.630	0.648
X3.4	0.403	0.458	**0.832**	0.597	0.653
X3.5	0.465	0.428	**0.892**	0.638	0.666
X3.6	0.401	0.448	**0.844**	0.585	0.603
X4.1	0.426	0.331	0.555	**0.858**	0.690
X4.2	0.447	0.396	0.558	**0.861**	0.702
X4.3	0.471	0.418	0.693	**0.890**	0.719
X4.4	0.471	0.433	0.594	**0.858**	0.771
X4.5	0.392	0.397	0.612	**0.851**	0.754
Y1.1	0.359	0.357	0.477	0.615	**0.681**

Y1.2	0.398	0.384	0.509	0.627	**0.708**
Y1.3	0.467	0.463	0.801	0.748	**0.777**
Y1.4	0.471	0.447	0.658	0.731	**0.828**
Y1.5	0.425	0.509	0.361	0.476	**0.633**
Y1.6	0.449	0.549	0.382	0.436	**0.611**
Y1.7	0.435	0.369	0.535	0.613	**0.778**
Y1.8	0.426	0.353	0.569	0.661	**0.792**
Y1.9	0.511	0.409	0.401	0.515	**0.666**
Y1.10	0.542	0.457	0.583	0.725	**0.830**
Y1.11	0.515	0.390	0.447	0.609	**0.772**

Source: Data Results, 2023.

The correlation value of a construct with its indicators in Table 1 has shown a higher number than the correlation value of another construct so all constructs are considered to have good discriminant validity criteria.

Table 2. Average Variance Extracted (AVE) Test Result

Variable	Average Variance Extracted (AVE)	Description
Electronic Word of Mouth	0.534	Valid
Halal Awareness	0.511	Valid
Influencer Marketing	0.765	Valid
Lifestyle	0.746	Valid
Purchase Decision	0.544	Valid

Source: Data Results, 2023.

Based on Table 2, it can be seen that the AVE value of each variable is greater than 0,50 so it can be concluded that there is no convergent validity problem in the model tested.

Reliability Test

Realibility tests are carried out to ensure that there is no problem in the measurement. This test was performed using indicators of composite reliability and Cronbach's alpha. If the Cronbach alpha's value and composite reliability are ≥ 0,70 then a variable can be considered reliable. The reliability test results are shown in Table 3.

Table 3. Reliability Test Result

No	Variable	Cronbach's Alpha	Composite Reliability	Description
1	Electronic Word of Mouth (X1)	0.891	0.911	Reliabel
2	Halal Awareness (X2)	0.763	0.838	Reliabel
3	Influencer Marketing (X3)	0.938	0.951	Reliabel
4	Lifestyle (X4)	0.915	0.936	Reliabel
5	Purchase Decision (Y1)	0.915	0.929	Reliabel

Source: Data Results, 2023.

The reliability test results in Table 3 shows that all variables are reliable as all latent variables composite reliability value is ≥ 0,70 and also cronbach's alpha value is ≥ 0,70 so that it can be said that the questionnaire used in this research is credible and consistent.

Structural Model Evaluation (Inner Model)

Structural model analysis shows how contributions and relationships between exogenous variables are made to other endogenous variables. There are several tests performed in this stage such as R-Square Adjust, Effect Size (F-Square), Q-Square Predictive Relevance, Goodness of Fit and Hypothesis Test. A schematic model of the PLS program that has been tested shown in Figure 1
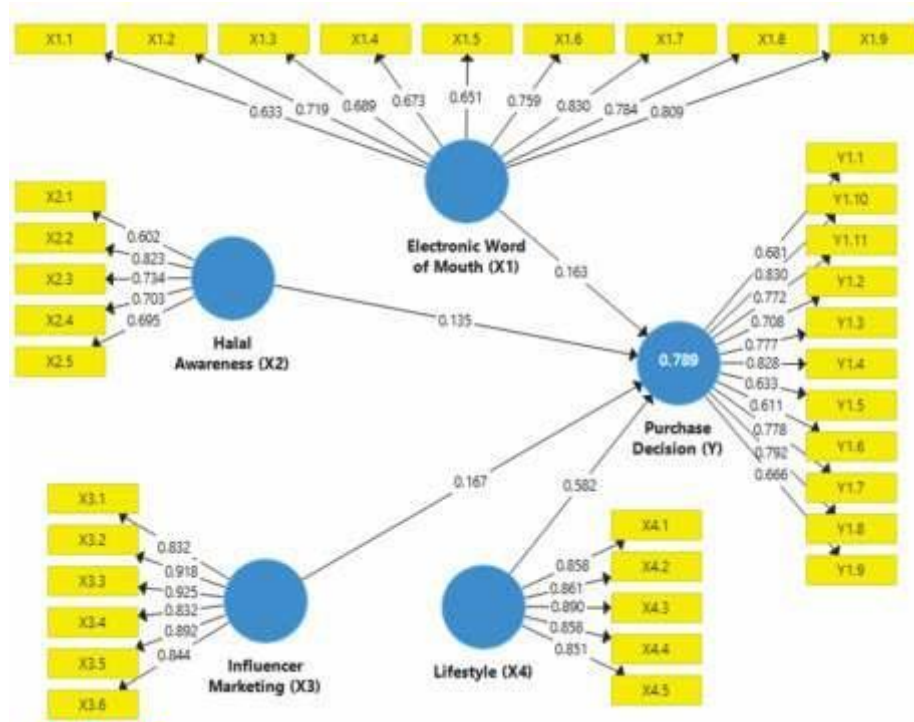

Figure 1. Inner Model Analysis Result

R-Square Test

The R-Square value is used to determine how much the influence of an independent variable affects the dependent variable.

Table 4. R-Square Test Result (R^2)

Variable	R-Square	Adjust R-*Square*
Electronic Word of Mouth (e-WOM), Halal Awareness, Influencer Marketing dan Lifestyle → Purchase Decision	0.789	0.784

Source: Data Results, 2023.

Table 4 shows that the R-Square value is 0,789 which means the variability of consumer purchasing decisions for imported packaged food products that can be explained by E-WOM, halal awareness, influencer marketing and lifestyle is 78,9%. While the other 21,1% was explained by other variables outside this study.

F-Square Test

The F-Square value can show how much the dependent variable has influence on the independent variable (Sari & Ratno, 2020). If the F-Square value is equal to 0,02 then the effect is small, then for the F-Square value of 0,02—0,15 the effect is moderate and if the F-Square value is 0,15—0,35 then the effect is large.

Table 5. F-Square Test Result

Variable	F-Square	Effect
Electronic Word of Mouth (e-WOM)	0.078	Moderate
Halal Awareness	0.055	Moderate
Influencer Marketing	0.061	Moderate
Lifestyle	0.757	Large

Source: Data Results, 2023.

Based on Table 5, the lifestyle variable has the largest F-Square value with 0,757, while the other three variables show a moderate effects, namely e-WOM with 0,078, halal awareness variable 0,055 and the influencer marketing variable 0,061.

Q-Square Test

Prediction relevance (Q-Square) is a test to see how variables are capable of predicting a model well. If the Q-Square value <0 then the model lacks predictive relevance, while if the Q-Square value is > 0 then the model has predictive relevance.

Table 6. Q-Square Test Result

Variable	Q-Square
Electronic Word of Mouth (e-WOM), Halal Awareness, Influencer Marketing dan Lifestyle → Purchase Decision	0.419

Source: Data Results, 2023.

The Q-Square value in Table 6 is 0,419. This value is > 0 so that it can be interpreted that the model is considered good and fit with the data.

Goodness of Fit (GoF) Test

Goodness of fit or model fit test is performed to evaluate the overall fit of the model. GoF is measured using the geometric mean of the total average construction similarity and the general average R-Square for endogenous designs. The R-Square is a tool for assessing the explanatory power and the suitability of the model as an alternative and active instrument proposed (Tenenhaus et al., 2005). According to Wetzles et al (2009), GoF 0,1 means a small match value, 0,25 moderate match value, and > 0,36 means a good match value.

Table 7. Goodness of Fit (GoF) Test Result

Variable	Average Variance Extracted (AVE)	Adjust R - Square
Electronic Word of Mouth	0.534	
Halal Awareness	0.511	
Influencer Marketing	0.765	0.784
Lifestyle	0.746	
Purchase Decision	0.544	
Average Scores	**0.62**	**0.784**
AVE x R²	0.486	
GoF = √(AVE x R²)	**0.697**	

Source: Data Results, 2023.

Table 7 shows that the GoF value obtained for the proposed structural model is 0,697, implied that the model has good and acceptable goodness of fit.

Hypothesis Test

The T-Statistics and P-Values obtained after performing the test are used to answer the hypothesis through bootstrapping. Bootstrapping is used to assess the significance level between latent variables that are formed without a minimum number of samples so that the normality test can be calculated easily. The T-statistics value is compared with the T-table value to test whether or bit the influence of exogenous variables on endogenous variables is significant. If the statistics value > T-table (1,97) then it is significant. Whereas, the hypothesis is accepted when P-Value is < 0,05.

Table 8. Hypothesis Test Result

Path Coefficient	Original Sample	T-Statistics	P-Values	Description
Electronic Word of Mouth → Purchase Decision	0.582	10.925	0.000	Positive and significant
Halal Awareness → Purchase Decision	0.162	3.111	0.002	Positive and significant
Influencer Marketing → Purchase Decision	0.167	2.550	0.011	Positive and significant
Lifestyle → Purchase Decision	0.135	2.403	0.016	Positive and significant

Source: Data Results, 2023.

Discussion

The Effect of Electronic Word of Mouth (e-WOM) on the Purchase Decision of Imported Packaged Food Products

The result of the test proves that the e-WOM variable has a positive influence on consumer purchasing decisions because consumer becomes more confident about choosing a particular product after looking for reviews from others on social media. The results also show that the strongest indicator that affects consumer purchasing decisions for imported packaged food products in the e-WOM variable is content. The review content written by consumers contains information about the product, the actual quality of the product, and the best product recommendations choices to be chosen by customers. It means that the content of e-WOM affects consumers' buying decisions for imported packaged food products because. Consumers can find out the quality of the product through e-WOM, so that they can verify whether the advantages presented by the company in advertising match their actual products. In addition, consumers can also choose the best products because the reviews written by other people. The second strongest indicator of the e-WOM variable that can influence the decision to purchase packaged imported food products is the valence of opinion. Valence is a person's interest in a product by buying a product based on the opinions and recommendations of other consumers. The last indicator is advice seeking. Advice seeking is an attempt by consumers to convince themselves before making a purchase decision by reading reviews written by others, which also motivates consumers to write comments later. This study is in accordance with the research by Kamil & Albert (2020), Nurhasanah et al (2021), WiraAndryana &Ardani (2021) and Purba & Paramita (2021) which show

That e-WOM has a positive and significant effect on consumer purchasing decisions. Before making a purchase, consumers will first look up for information including comments or opinions from other consumers who have purchased the product before. However, this study has different results from Badir & Andjarwati (2020)'s study which states that e-WOM has no influence on consumer purchasing decisions.

The Effect of Halal Awareness on the Purchase Decision of Imported Packaged Food Products

This study wanted to see whether halal awareness influences a consumer's purchasing decision for imported packaged food products, considering that Indonesia is a country with 86,93% of moslem population from the total population of 273,87 million people, thus consumers must have a high halal awareness level of consuming food. The results of the test prove that the halal awareness variable has a positive influence on the decision to purchase packaged imported food products. This evidence shows that consumer awareness to consume halal food products is quite high so that the *halal*-ness of a food product is a consideration for a consumer before making decision to buy. The test results also show that the strongest indicators that affect consumer purchasing decisions for imported packaged food products on the halal awareness variable are hygiene and food safety. It means that consumers consume halal food because they are convinced that halal food prioritizes hygiene well before it is processed until it reaches the hands of consumers.

Consumers also feel safe when consuming halal foods because they are free from substances that can have negative effects on the body. Bashir (2019) also stated that consumers consume halal foods because they believe that halal foods are free from bad effects on the body and are hygienically processed from preparing the ingredients to being processed and ready for consumption to provide a sense of safety for the consumers. The second strongest indicator of the halal awareness variable is the role of halal certification. Halal certification can protect moslems to avoid consuming non-halal products. In addition, the halal certainty of a product provides peace of mind for those who consume it. This is supported by the research of Nurfajrina et al (2021), Efendi (2020), Muslichah et al (2019), Bashir (2019) and Utami & Genoveva (2020) which states that halal awareness has a positive and significant effect on consumer purchasing decisions. The results of this study contradict the results of Esa et al (2021) study which states that the halal awareness variable has no effect on consumer purchasing decisions.

The Effect of Influencer Marketing on the Purchase Decision of Imported Packaged Food Products

The results of the test prove that the influencer marketing variable has a positive influence on the decision to purchase packaged imported food products. The strongest indicator influencing consumer in purchasing those food products in the influencer marketing variable is credibility. Credibility is the quality, capability or power of a person who can attract trust, which means the better the credibility of an influencer, the more trust consumers will have in the reviews given to certain products. This is because consumers think that these influencers will only promote quality products in order to keep their name. The next strongest indicator is attraction. The attractiveness of influencers in the context of this research is how the influencer's speech style can influence the audience to buy the product they promote also the promotional content that is creative and attractive. This is in line with the research of Barusman & Suwanti (2020), Hodijah et al (2021), Yodi et al (2020) and Andiyani & Susandy (2022) which

States that influencer marketing has a positive effect on purchasing decisions consumer. This proves that the selected influencers have good credibility and have the ability to convince consumers to buy the products they promote. In addition, the presentation of promotional content and the way these influencers communicate with their followers can also influence consumer purchasing decisions. However, the results of this study contradict the research of Handayani & Usman (2021), which states that influencer marketing variables have no influence on consumer purchasing decisions.

The Effect of Lifestyle on the Purchase Decision of Imported Packaged Food Products

The results of the test prove that the lifestyle variable has a positive influence on the decision to purchase packaged imported food products. The strongest indicator influencing consumer purchasing decisions for imported packaged food products on the lifestyle variable is interest. The interest in this study referred to the interest in consuming imported food products in packaging which is currently a trend in society. This means that imported packaged food which is currently a trend can influence consumer purchasing decisions because consumers feel interested in trying it. They do not want to miss out on others who have consumed it before. Trend-following lifestyles are influenced by external factors, which relate to a person's desire to buy certain items because of seeing others consume it first. The second strongest indicator is social factors, which means that the environment can also influence someone's product choices. The results of this study are in line with research by Nguyen et al (2020), Oktaniar, Listyaningsih & Purwanto (2020), Sarah et al (2021), Tarigan, et al (2020) and Halim & Dinaroe (2019) which shows that there is a positive influence of lifestyle on consumer purchasing decisions.

5. Conlusions

Based on the research that has been done, it can be concluded that all factors that are predicted to influence the purchasing decision of imported packaged food products are proven to have a positive and significant influence on consumer purchasing decisions, with lifestyle as the strongest factor. The strongest indicator of the lifestyle variable is interest. Trend-following lifestyles influence purchasing decisions because consumers are encouraged to buy a product that is currently booming in society because they do not want to be left behind by others who have tried it before. The next factor that has proven to have a positive and significant effect on purchasing decisions is influencer marketing. Consumers believe in promotions or reviews given by an influencer who has good credibility so that they can encourage them to decide and purchase.

Another factor that has proven to have a positive and significant effect on purchasing decisions is the Electronic Word of Mouth (e-WOM). e-WOM can influence consumer purchasing decisions because before buying a product, consumers will search for information in the form of opinions or reviews from other people on the internet. Then the last factor that is proven to positively and significantly influence consumer purchasing decisions is halal awareness. Consumers who have relatively high awareness of halal make a consideration of *halal*-ness product before making a purchase. It is caused by a sense of security for consumers in consuming halal food. It is processed cleanly and avoids ingredients that have a negative impact on the body. Based on the research that has been done, there are suggestions for consumers to increase caution before buying a product, especially

processed imported products. Consumers are expected not only to consume for the sake of following trends but also to prioritize halal products before consuming them. Manufacturers which produce packaged food have to include a halal logo on their packaging or obtain halal certification so that the products targeted to moslem consumers affects sales volume.

The implication of this research is that simultaneously, the variables e-WOM, halal awareness, influencer marketing and lifestyle together influence the decision to purchase imported packaged food products. However, interestingly, the test carried out partially shows that there is no influence between the independent variables and the dependent variable. So that good intentions can be used as a benchmark in minimizing the occurrence of wrong decisions in purchasing a product. This article highlights each variable in detail and the importance of choosing before deciding to buy an imported packaged food product. The results of this research provide understanding for writers and readers that the contribution of these variables is the basis before deciding to purchase a product

6. Acknowledgment

7. References

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