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Influence Of Lifestyle, Product Quality And Brand Image On Purchase Decisions With Health Awareness As Moderating Variables(Case Study Of Healthy Food Products Quaker Oat)

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A R T I C L E I N F O

Keywords:
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Brand Image,
Purchase Decision,
Health Awareness

ABSTRACT

The purpose of this study was to find out how important the level of public health awareness is to purchasing healthy food decisions by paying attention to lifestyle, product quality and brand image. This research method uses the Sem PlS 3.0 method with primary data in 2022 in the Banten community using a cluster sample of 100 respondents. The research results obtained are that there is a significant relationship between lifestyle and purchasing decisions for Quaker oat products and there is no significant relationship between product quality brand image and lifestyle on purchasing decisions partially. And simultaneously there is no finding of lifestyle, product quality and brand on purchasing decisions. There is no simultaneous ability of the health awareness variable to moderate the relationship between lifestyle, product quality and brand image on purchasing decisions

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1. Introduction

Today's modern conditions show that there is a social change movement that can interact easily that can change the order of human life (Bachri, 2021). This change movement includes lifestyle changes (Bachri, 2021) and (Ekasari,N &Hartono, 2015) revealing thatlifestyle is part of human needs outside of primary needs which can change at any time depending on the era and one's desire to change his lifestyle.

In a marketing perspective, (Solomon, 2007) reveals that lifestyle is a grouping of people on the basis of the things they want to do, how to spend their free time, how they choose to use their extra income, so that a person's lifestyle and patterns will influence purchasing decisions. product. Lifestyle contains personal factors that will influence a person's decision to decide to buy something, because lifestyle is an aspect of the macro social environment (Nitisusastro, 2012). As the results of research conducted by (Roni Sinaga, 2018) which states that lifestyle has a positive effect on purchasing decisions.

The complexity of the lifestyle fosters intense competition so that in competing manufacturers must build and bring out the best products. One of the competitiveness can be seen from the side of product quality. As stated by Kottler and Keller (2010) which states that product quality is one of the determinants of the level of consumer satisfaction after making a purchase and use of a product, and will continue to decide to buy the same product in the next decision, so it can be said if a product quality has a strong influence on consumer purchasing decisions (Nurul HS, 2017). Likewise with the results of research conducted by (Joshua,D & Padmalia, 2016) which assessed that there was a significant influence between product qualityon purchasing decisions of a product.

In psychological theory, Abraham Moslow suggests that there are several hierarchical levels of human needs. and the most basic level is *Physiological Needs.* The most important psychological needs are food and drink**.** According to (Arroyo et al., 2021) as demographic changes and increasing age

make people aware of health and choose healthy foods to prolong their quality of life, although the issue of the role of food as a tool to improve psychological well-being and human health is initially a new and received less attention (Rojas-Rivas,E, 2019).

(Bachri, 2021) revealed that technological developments have an impact on changing lifestyles with minimal activity and causing many *triple burden diseases,* namely infectious diseases, non-communicable diseases and the emergence of various new diseases (WHO). According to a study, Indonesian people have a life expectancy of 71.48 (years), but only 62 years can be used to stay productive while the rest is spent with disability caused by non-communicable diseases (NCDs) such as cancer, stroke, kidney disease. chronic disease, diabetes mellitus and hypertension (Dian Fath Risalah, 2021). Based on basic health research (Supriatin, 2020) and (NEWS, 2021) this lack of health awareness causes a lack of the proportion of physical activity in our society where from 26.1 percent of the population it has increased to 33.5percent of the population.

Based on the above problems, this study is intended to mediate *the research gap* that links between lifestyle, product quality and brand image on purchasing decisions with health awareness as a moderating variable. The research gap is based on, among other things,research conducted (Soepeno et al., 2015) and (Agustina, 2020) which state that lifestyle and product quality and brand image have a significant effect on purchasing decisions. While research conducted by (Iskuntianti,N,D.Faisal,M, 2020) states that only brand image has an effect on purchasing decisions while the effect of product quality has no positive and significant effect. Based on previous research, there have been many studies that link lifestyle,product quality, brand image to purchasing decisions, however there are still few studies that empirically examine health awareness as a variable in improving purchasing decisions.

2. Method

Methods The research method used is the Associative causality method, namely the method used to analyze the relationship between two or more variables (Sugiyono, 2016). The data used in this study is primary data, namely the actual data collected by the researcher. The population taken in this study is the population in the province of Banten, with the sampling technique carried out by *cluster sampling* and obtained a sample of 100 samples from 8 districts/cities in Banten Province.

The stages of the data analysis technique used are:

a. Outer Model or *Measurement* Model
   This model will explain the relationship between indicators and the instrument of the variable itself, this model test consists of Testing this outer medel has three measurement components which include *Convergent Validity, Discriminant Validity* and *CompositeReliability*.
b. Testing the Inner Model or Structural Model This
   instrument *Coefficient of Determination* which is used to see the relationship between variables and assess how much the endogenous construct can be explained by its exogenous construct.
c. Hypothesis
   Testing This hypothesis test was conducted to assess the hypothesized relationship using PLS software using simulation, in the form of a *bootstrapping* on the samples obtained. Parameter Hypothesis Testing is done by using the analysis of P value and pathcoefficients.

3. Results and Discussion

3.2 Characteristics of Respondents

Based on the questionnaires that were collected again, data on the age of respondentsand gender were obtained as presented in the table below:

Table 1.
Age of Responden

Usia	Jumlah	Jenis Kelamin	Jumlah
Kurang dari 25 tahun	14 responden	Perempuan	56 responden
Antara 26-40 tahun	23 responden	Laki-laki	44 responden
Antara 41-50 tahun	56 responden		
Diatas 50 tahun	7 responden		
	100 responden		100 responden

3.2 Measurement Model Quality Test

Data processing technique using SEM based on *Partial Least Square* (PLS) is carried out in two stages, namely Testing the Outer Model or *Measurement* Model and the second is Testing the Inner Model or Structural Model.

3.3 Testing the Outer Model or *Measurement* Model

Testing the outer model is used to measure *the convergent validity* of the measurement model (instrument), which is intended to see the strength of the construct between the instrument and its variables. This outer medel test has three measurement components which include *Convergent Validity, Discriminant Validity* and *Composite Reliability*.

3.4 Convergent validity

Outer Model Testing is a measurement that predicts a relationship using *PLS software* which is based on the component values reflected through indicators based on the correlation between the *component scores* , the benchmark of this instrument refers to the *rule of tumbs* by looking at the value of the Loading Factor (Outer Loading)) with a value must be greater than 0.7. However (Gozali, 2016) for research in the early stages of developing a measurement scale for a loading value of 0.5 to 0.6 is considered sufficient. In this study, a *loading factor* of 0.50 will be used. If the *Convergent Validity* is below 0.5 then the component must be eliminated. The second parameter ofConvergent Validity is to look at the value of the *Average Variance Extracted (AVE*) with the *Rule of Tumbs* greater than 0.5. Based on calculations using *PLS software,* in this study the *Average Variance Extracted (AVE*) value was obtained as in the following table:

Table 2.
Validitas and Realibility Construk Before Eliminated

	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Mean Varians Ekstrakted (AVE)
BI->KK->KP	1,000	1,000	1,000	1,000
Brand Image	0,769	0,079	0,744	0,517
GH->KK->KP	1,000	1,000	1,000	1,000
Gaya Hidup	0,460	0,658	0,693	0,469
Keputusan Pembelian	0,739	0,777	0,836	0,563
Kesadaran Kesehatan	0,254	0,290	0,717	0,566
Kualitas P->KK->KP	1,000	1,000	1,000	1,000
Kualitas Produk	0,790	0,038	0,449	0,151

In the table above, it appears that three research variables do not meet the *rule of tumbs* 0.5, namely Lifestyle, In order to meet *Convergent Validity* severalresearch instruments from these three variables must be eliminated (Gozali, 2016). In determining which instrument should be eliminated, it can be seen through the Loading Factor (Outer Loading).

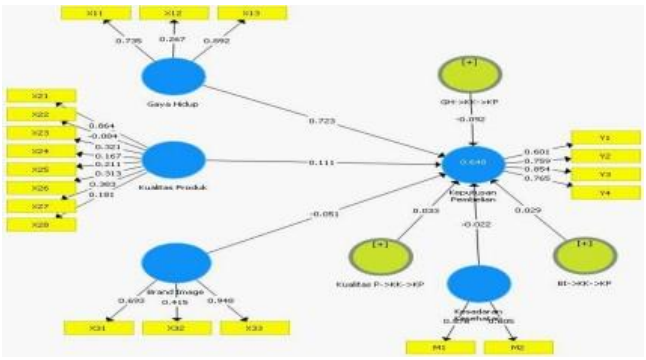

figure 1. Outer Loading Figure

Based on the outer loading above to obtain a good *Convergent validity* value for each variable, it can be done by eliminating the construct values below 0.5. The instrument values that were eliminated in this study were Lifestyle (X12), almost all product quality indicators (except X21) and Brand image (X32). As for the purchase decision variable, no indicator instrument was eliminated. The results of data processing from variables whose indicators have been eliminated, it appears that all *convergent validity* values have a value above 0.5, which means that all indicators of *convergent validity* can be used in this study. The entire value of *Convergent validity* can be seen from the *outer loading* as illustrated below:

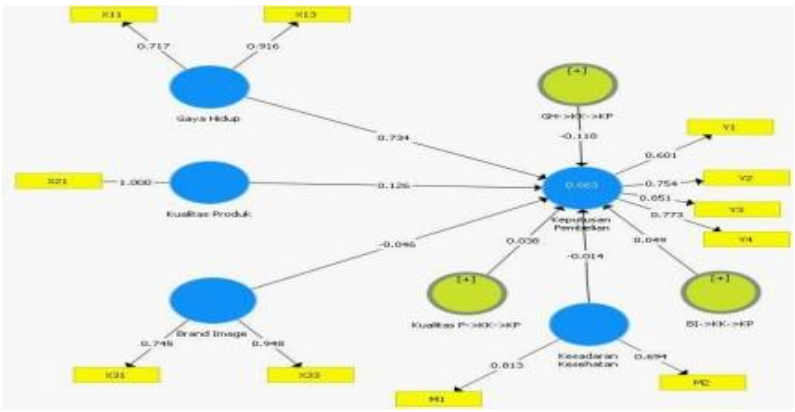

Figure 2. *Outer Loading*

results after eliminating several research instrument variables can also be seen from the *Extracted Variance* (AVE) value as shown in the table below.

Table 3.
Validitas and Realibility Construk After Eliminated

	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Mean Varians Ekstrakted (AVE)
BI->KK->KP	1,000	1,000	1,000	1,000
Brand Image	0,662	0,920	0,840	0,727
GH->KK->KP	1,000	1,000	1,000	1,000
Gaya Hidup	0,548	0,660	0,805	0,677
Keputusan Pembelian	0,739	0,777	0,835	0,563
Kesadaran Kesehatan	0,254	0,260	0,726	0,571
Kualitas P->KK->KP	1,000	1,000	1,000	1,000

Kualitas Produk	1,000	1,000	1,000	1,000

One of the purposes of measuring *convergent validity* is to find out whether the indicator of a construct has a high correlation with the benchmark value of AVE *(Average Variance Extracted)* greater than 0.5. Based on the *Rule of Tumbs* , all components of the research variables have a high correlation, because all of these variables have values above 0.5.

3.5 Discriminant Validity

Measurements ***Discriminant*** Validity are carried out by evaluating the *cross loading* of each construct. ensure that the correlation of the construct with the related measurement variable is greater than that of the other constructs. In general, the method for assessing *discriminant validity* is done by comparing the value *square root of Average Variance Extracted* (*AVE*) of each construct with the correlation between other constructs in the model.root value is *AVE* higher than the correlation value between latent variables, then *discriminant validity* can be considered to be achieved. In many cases, the value of *Discriminant validity* can be said to be achieved if the *AVE* is greater than 0.5 (Gozali, 2016).

In measuring *Discriminant Validity* in this study, it can be seen from the row values that are parallel to the column values in the same variable and have a greater value than the other variable values. Thus, all instruments in this variable have met the *Discriminant Validity aspect.* Overall, the results of the *Discriminant Validity* can be seen in the following table:

Table 4
Discriminant Validity
Kriteria Fornell-Larcker

	BI->KK->KP	Brand Image	GH->KK->KP	Life Style	Buying Decision	Health Awarness	Kualitas P->KK->KP	Quality Product
BI->KK->KP	1,000							
Brand Image	0,146	0,719						
GH->KK->KP	-0,043	-0,004	1,000					
Gaya Hidup	-0,005	-0,058	-0,294	0,685				
Keputusan Pembelian	0,024	-0,084	-0,333	0,791	0,750			
Kesadaran Kesehatan	0,162	0,023	0,017	-0,015	-0,009	0,753		
Kualitas P->KK->KP	-0,004	0,060	0,757	-0,390	-0,369	0,147	1,000	
Kualitas Produk	0,084	0,026	-0,449	0,459	0,470	0,141	-0,410	0,388

3.6 Composite Reliability

The characteristic of scientific disclosure is that it has a value of stability or reliability. In PLS software, for internal *consistency reliability* an indicator is said to be reliable by looking at the value of a latent variable from the *Cronbach's Alpha side.* declared *reliable* if it has a *Cronbach Alpha* of 0.60. Or the measurement of reliability using the *composite reliability*, with an assessment benchmark that is greater (>) than 0.7 (Gozali, 2016). Meanwhile, using the *'s Alpha* Cronbachthis study there are three variables that have a value below 0.6, namely Brand Image, 0.662, Lifestyle (0.548) and Health Awareness (0.254). Meanwhile, if the reliability measurement is carried out using the *composite reliability*, all variables in this study have a value of more than 0.7. In the table below, you can see a description of the *Cronbach Alpha* and *composite reliability* in this study.

Table 5
Validitas and Realibility Construk

	Cronbach's Alpha	rho_A	Reliabilitas	Komposit
BI->KK->KP	1,000	1,000	1,000	
Brand Image	0,662	0,920	0,840	
GH->KK->KP	1,000	1,000	1,000	

Gaya Hidup	0,548	0,660	0,805
Keputusan Pembelian	0,739	0,777	0,835
Kesadaran Kesehatan	0,254	0,260	0,726
Kualitas P->KK->KP	1,000	1,000	1,000
Kualitas Produk	1,000	1,000	1,000

3.7 Testing the Inner Model or Structural Model

After testing with the outer model, the next test using the inner model or structural model is carried out to see the relationship between constructs, by assessing how much the independent variable's ability to explain the dependent variable is. The parameters used in the form of a relationship and how much significance. The following are the results of the analysisobtained from the calculation of the Inner model in the form *of Coefficient of Determination* (R2) which is used to see the relationship between variables and assess how much theendogenous construct can be explained by its exogenous construct. The indicator of the strength of significance was measured with an interval of 0 to 1 with the criterion value of 0.19 being weak, 0.66 was moderate and 1 was strong (Gozali, 2016). The results of the calculation *Coefficient of Determination* (R2) in this study can beseen from the table below:

Table 6
R Square

	R Square	**Adjusted R Square**
Keputusan Pembelian	0,663	0,638

The results of the calculation *Coefficient of Determination (R2*) which are presented in the table above, show the value of *R Square* in the purchase decision of 0.663 which has a moderate significance value. This value means that the purchasing decision variable is simultaneously able to explain the independent variables consisting of lifestyle (X1), productquality (X2) and Brand Image (X3) and the moderation aspect is 66% while the remaining 34% is explained by other aspects that are not discussed in this study.

3.8 Discussion

The hypothesized relationship using PLS software is carried out using simulation, in the form of a *bootstrapping* of the sample obtained. Parameter Hypothesis Testing is done by using the analysis of P value and path coefficients. In addition, analysis of path coefficients between constructs is also used to measure the significance and strength of the relationship between construct variables. The indicator value of path coefficients is in the interval -1 and +1, which indicates a negative relationship approaching -1 and getting closer to +1 indicates a positive relationship. In addition, hypothesis testing is also done by measuring the P value.

The criteria used in measuring the P-value is if the P value <0.05, it means that there is sufficient evidence to reject H0 (accepting the hypothesis), this value also indicates if a variable has a positive and significant effect. Other criteria in hypothesis testing are also carried out by comparing the statistical value of T count with the statistical value of t table of 1.96, meaning that if T count > T table, then a variable is said to have a positive and significant effect. The results of this study after being processed using SEM-PLS 3.0 obtained the results as presented in the table below:

Tabel 7
Path Coefficient

Mean, STDEV, T-Values, P-Values					
	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (| O/STDEV |)	P Values
BI->KK->KP -> Keputusan Pembelian	0,049	0,026	0,089	0,554	0,580
Brand Image -> Keputusan Pembelian	-0,046	-0,039	0,067	0,691	0,490

GH->KK->KP -> Keputusan Pembelian	-0,118	-0,076	0,119	0,995	0,320
Gaya Hidup -> Keputusan Pembelian	0,734	0,718	0,064	11,538	0,000
Kesadaran Kesehatan -> Keputusan Pembelian	-0,014	-0,014	0,075	0,182	0,856
Kualitas P->KK->KP -> Keputusan Pembelian	0,038	0,029	0,110	0,343	0,731
Kualitas Produk -> Keputusan Pembelian	0,126	0,160	0,123	1,026	0,306

In addition to being presented in the table above, the results of the correlation calculation can be seen through the following picture of the results of the structural results of Bootstrapping:

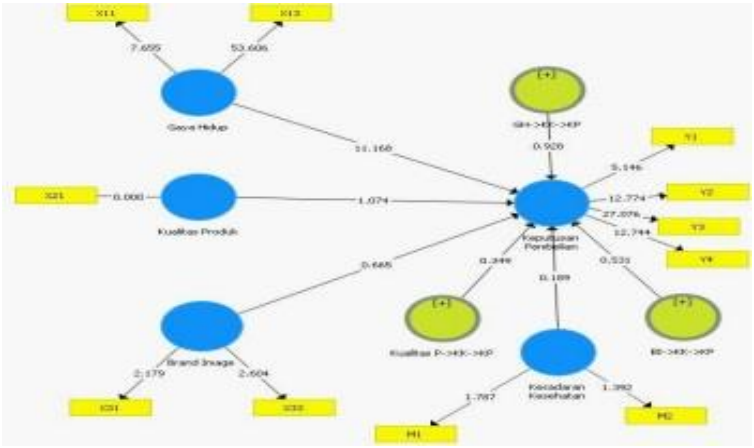

Figure 3. *Structural results of Bootstrapping*

Based on the table of path and structural coefficients the results of the bootstrappingabove, then from the proposed hypothesis, the following answers are obtained.

a. Testing the first hypothesis, there is a significant influence between lifestyle onpurchasing decisions

From the data presented above, the value of the relationship between lifestyle and purchasing decisions results in a P value of 0.000, the P value value is below 0.05, which means it meets the requirements for a relationship significant relationship between lifestyleand purchasing decisions. This result is supported by the presence of a T-statistic value of 11.168 which means that the T-count is greater than 1.96 (T-table). Thus, the first hypothesis proposed in this study can be accepted. The results of this study are in line with research conducted by (Roni Sinaga, 2018) which states that Lifestyle has a positive effect on Purchase Decisions, this is also supportedby research conducted(Dewi & Prabowo, 2018).

b. Second Hypothesis Testing, There is a significant influence between product quality on purchasing decisions

In the table it appears the relationship between product quality and purchasing decisions has a value of 0.283 this value is greater than 0.05 as well as a T-count value of 0.349 which means this value is smaller from the value of T table (1.96) based on these criteria, it means that there is no relationship between the Independent variable and the Dependent variable. Thus, the second hypothesis which states that there is a significantinfluence between production quality on purchasing decisions is not proven.

The results of this study are in line with the results of research conducted (Iskuntianti et al., 2020) who conducted research on the effect of production quality onpurchasing decisions. However, the results of this study are not in line with research conducted by (Himawan et al., 2018) and

(Saragih, 2013) which show that product quality has a significant effect on purchasing decisions. Differences in research results can be caused by the inaccurate selection of product quality indicators in this study. This is indicated by the number of research instruments/indicators that were eliminated, of the eight indicators only one indicator was used.

c. Third Hypothesis Testing, There is a significant influence between Brand image on purchasing decisions

From the criteria used in determining whether a hypothesis is accepted or not, using the P-value measurement in this hypothesis has a value of 0.506 this value is greater than the criteria set at 0 ,05. Likewise, the calculated T criterion in this hypothesis shows a value of 0.665 which means this value is smaller than the T-table value (1.96). Based on these two criteria, the third hypothesis which states that there is a significant influence between brand image on purchasing decisions cannot be accepted.The results of this hypothesis test are contrary to the results of research conducted by (Ulza, 2019) and (Soepeno et al., 2015) who conducted research and found a significant influence between *brand image* and purchasing decisions. However, the resultsof this study are supported by research conducted (Umiyati, 2021) in the hypothesis that it refuses if brand image affects the determination of purchasing a product. This hypothesis isnot accepted because there are many other products that provide almost the same benefits so that consumers do not give an image of a particular brand.

d. Fourth Hypothesis Testing, There is a significant influence between lifestyle, product quality and Brand Image on purchasing decisions

However, based on the R Square table processed with *Bootstrapping* , the R-Square table is generated as follows:

Tabel 8
R Square

Mean, STDEV, T-Values, P-Values					
	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (| O/STDEV |)	P Values
Purchase decitions	0,663	0,698	0,056	11,822	0,000
Diolah dengan SEM PLS 3.0					

In the table above, the P-values are smaller than 0.05 and the T-count value is greater than the T-table (1.96), p. This means that there is a simultaneous influence between the constructs of Lifestyle (X1), Product Quality (X2) and Brand Image (X3) on purchasing decisions. Thus the fourth hypothesis can be accepted.

e. Fifth Hypothesis Testing, There is an effect of health awareness moderating lifestyle, product quality, and brand image on purchasing decisions

Hypothesis testing using moderating variables produces three correlation assessments. First, the T-Statistic value is 0.928 and the P-value is 0.354 which shows that there is no impact of the health awareness variable as a moderating variable on the relationship between lifestyle and purchasing decisions. Second, the T-Statistic value is 0.349 and the P-value is 0.727 which shows that there is no impact of the health awareness variable as a moderating variable on the relationship between product quality and purchasing decisions. Third, the T-Statistic value is 0.531 and the P-value is 0.596, which indicates that the health awareness variable is not able to moderate the relationship between brand image and purchasing decisions. On the basis of the above, none of the health awareness variables are able to moderate the Independent variable on the dependent variable. Thus, it can be said that the fifth hypothesis cannot be accepted.

4 Conclusions

In this study, found a result that can be concluded there is a significant relationship between lifestyle and purchasing decisions on *quaker oat* and there is no significant relationship between product quality and purchasing decisions. There is no influence of brand image on purchasing

decisions and simultaneously no lifestyle, product quality and brand image are found on purchasing decisions also there is no simultaneous ability of health awareness variables to moderate the relationshipbetween lifestyle, product quality and brand image on purchasing decisions

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