Strategic: Journal of Education Business management

Homepage journals:https://ejournal.upi.edu/index.php/strategic/

Effect of Life Style, Price, and Halal Label on Consumers' Repurchase Interest of Mixue Ice Cream & Tea

Fadhillah Insani, Ika Darma Yuni & Chuzaimah Batubara
State Islamic University of North Sumatra, Medan

*Correspondence: E-mail: fadhillahinsani@gmail.com

A B S T R A C T

This study aims to determine the effect of lifestyle, price, and halal labels on consumer repurchase intentions for Mixture Ice Cream & Tea. This research was conducted in light of the fact that, in the last two years, there has been an increase in sales of Mixue products. Many things are the cause of this, one of which is the Mixue product, which is the current trend, so that the level of consumer purchases will be even higher. The data analysis technique uses multiple linear regression using the SPSS (Statitical Program for Social Science) program. The sample studied was 100 people. The technique used in sampling is the purposive sampling technique. The findings of this study are as follows: First, the life style variable has a positive and significant influence on the repurchase intention of Mixture consumers, with a calculated t value of 3.897. Second, the price variable has a positive and significant influence on the repurchase intention of Mixture consumers, with a calculated t value of 2.390. Third, the Halal Label variable has a positive and significant influence on Mixture consumer repurchase intention with a t-count value of 2.476.

1. INTRODUCTION

Marketing theory suggests that it is more profitable to maintain and develop long-term customer relationships than to focus solely on acquiring new customers.(Rafiq, Fulford, and Lu 2013). Repurchase intention is an individual's assessment of repurchasing a product with the same brand by considering the current situation.(Thaichon 2012). Customers who are involved in long-term relationships are more likely to make purchases. They will also spread positive word of mouth which will eventually increase sales revenue. This attachment will be a key success factor for a company in facing competition.

Consumer repurchase intention behavior is influenced by various psychosocial aspects and regulations related to food.(Nardi et al. 2019). Factors that influence repurchase intention are taste, cost, accessibility, type of accommodation, and psychosocial and ecological factors.

There is also the influence of religion on consumer behavior in making purchases as in research(Dindyal and Dindyal 2012). Of all religions, Islam has clear rules regarding food choices and lifestyle. In Islam, it is stipulated that only halal and clean food may be consumed, and Muslims are prohibited from consuming unclean food (QS Al Baqarah: 172)(Regenstein, Chaudry, and Regenstein 2003). Halal indicators are cleanliness, safety, good nutrition, manufacturing materials that are permitted in Islam, namely avoiding pork, alcohol and alcohol-based goods and other synthetic products. Halal recognition can also be obtained with halal certification determined by the authorized body or institution in each country.

Indonesia, which is one of the largest consumers of halal products in the world, contributes 11.34 percent of global halal expenditure. Indonesia is the fourth largest consumer in the world and the second largest consumer of halal food, cosmetics and other goods. Given the huge domestic and global market potential, a change in strategy needs to be made so that Indonesia can become a target market as well as a catalyst for increasing the production of halal products.

One of the most popular food products but also wary of its halal status is ice cream. This is because in its manufacture, many ice cream products contain gelatin which comes from the bodies of animals such as pigs. Ice cream is a processed dairy product that is made by freezing and mixing cream called Ice Cream Mix (ICM), with proper mixing of ingredients and proper processing, good quality ice cream can be produced. In Indonesia, the level of consumption of ice cream is still very low, this makes the ice cream market in Indonesia has promising potential and can be used as an opportunity for existing ice cream producers.

One of the ice cream companies in Indonesia is Mixue Ice Cream & Tea. Mixue Ice Cream & Tea is an ice cream and tea shop company from China that was founded in 1997. According to the Momentum Works report, ice cream and beverage company from China Mixue has 21,582 franchise outlets (franchises) spread across various countries by 2021. This makes Mixue a food and beverage company (food and beverage/F&B) with the 5th most franchise outlets in the world. These outlets are widely spread both inside and outside China, such as Vietnam, Singapore, Malaysia, and even Indonesia.

The Mixue product itself has just officially received an MUI halal certificate as of Wednesday, February 15, 2023. Even so, regarding the halal label or logo, Mixue has actually taken care of the halal certificate, even since the beginning of 2021, but the process has not yet been completed. Because there are several things, namely:

    a. The Covid-19 pandemic has occurred in the last 2 years and has made the process of

obtaining halal certification late.

b. The source of raw material for ice cream mixue is not entirely centered in the city. Even the halal certification process does not only focus on the composition but also includes the source of the raw materials for manufacture.

c. 90% of the raw materials for ice cream mix are imported from China. So that the consultation process for our halal certification at that time was submitted to Shanghai Al-Amin first.

As a consumer, with the rise of the ice cream sales business, of course it will be very confusing for consumers to make a choice. Therefore, factors such as packaging, price, and product quality are thought to influence consumer buying interest (Kasih et al. 2022).

Mixue Ice Cream & Tea products have succeeded in expanding due to the affordable prices of their products, especially for consumers in Indonesia. Prices for the products range between IDR 8,000 and IDR 22,000. Consumers can get ice cream called Boba Sundae for only IDR 16,000. One of Mixue's secrets for being able to keep prices down is because he controls his own supply chain from upstream to downstream. This supply chain is managed by its subsidiaries. Mixue also mastered his own logistics. Mixue is the first franchise to provide free logistics in China. Keeping abreast of developments and the number of similar business competitors, marketing management must be able to carry out their duties appropriately, appropriately and strategically. Carrying out the right strategy and hitting the target is the task of the marketing manager, where the physical environment marketing strategy, taste and service quality can make it easier for consumers to buy ice cream. (KJ Gunawan 2022).

Mixed Ice Cream which is currently rife in Indonesia and has become a trend that has appeal to many people, especially millennials. It's no wonder that mixue is now a lifestyle that grows in social life. According to a general definition, a person's lifestyle can be characterized as the patterns and actions they take in relation to their interests, activities and environment as well as how they see themselves and the rest of the world. Lifestyle is an activity, interest, and opinion that is described as a person's lifestyle to interact with the environment.(Kotler P 2016)

In today's modern era, lifestyle is very important and often becomes a place to show self-identity. The pattern and lifestyle of people who are increasingly busy in their routines, as well as the influence of social media make people consume something based on what is currently viral or mushrooming in the environment. As is the case with Mixue products which are viral on social media because the outlets are widespread. Because of a lifestyle that doesn't want to be left behind from others, it causes people to consume things based on what's currently trending. Then mixue products offer affordable prices for consumers, with delicious tastes. This is what makes traditional drinks such as cendol ice, dawet ice and others forgotten by many consumers.

Several studies discussing this mixue product include research conducted by Annisa Tiara Kasi, Nadia Ayu Saraswati Dewi, Kuntari Budiyati, Ananda Puspa Damayanti, and Vika Fatkhiatul Khasanah entitled Effects of Packaging, Price, and Product Quality on Mixue Consumer Purchase Interests (Studies on Student of Stie Widya Wiwaha Yogyakarta). The findings of this study are as follows: First, packaging has no positive and significant effect on the purchase intention of Mixue consumers. second, price has no positive and significant effect on Mixue consumer buying interest. Third, product quality has a positive and significant impact on Mixue consumer buying interest. Fifth, packaging, price, and product quality simultaneously

have a significant effect on Mixue's consumer buying interest. implication of this research, if packaging, price,

Furthermore, research conducted by Anisa'ul Husnah entitled The Influence of Price, Taste and Service Quality on Consumer Repurchase Interests of Mixue Ice Cream & Tea (Study on University of Muhammadiyah Surakarta Students). The results showed that price had a positive and significant effect on repurchase intention, taste had a positive and significant effect on repurchase intention and service quality had a positive and significant effect on consumer repurchase intention.

Therefore, based on the background that has been presented, the authors are interested in conducting research by taking the title "The Influence of Life Style, Prices and Halal Labels on Consumer Repurchase Interests of Mixue Ice Cream & Tea".

2. RESEARCH METHODS

Research Approach

This study uses a quantitative approach. By using quantitative methods researchers can understand the quantity of a phenomenon that can be used later for comparison. By using inferential statistics, researchers can see patterns of relationships, interactions, and causality of the observed phenomena. In general, quantitative research is an embodiment of the Deductive thinking paradigm (general to specific) where researchers try to find new knowledge or test the validity of existing knowledge on the empirical phenomena that researchers observe.

This study aims to find out what are the factors that influence consumers' repurchase intention of Ice cream & tea Mixue, therefore researchers use a quantitative approach. Quantitative data analysis is the same as qualitative data analysis which has advantages and disadvantages. This is because these two types of data analysis are not perfect. As for some of the advantages of quantitative data analysis is that quantitative data can be interpreted with statistical analysis. The science of statistics is based on mathematical principles, so that the quantitative approach is seen as scientifically objective, and rational. In addition, the possibility of changing the behavior of the object of research is also very small when compared to qualitative data analysis.

Population And Sample

The population in this study were all people in Medan whose location was the HM branch of the Mixue outlet. Yamin. The maximum age of the respondent is 35 years. Because the population is too large and cannot be known with certainty. The sample used in this study was 100 respondents. The technique used in this study was purposive sampling, a technique using the criteria selected by the researcher in selecting the sample.

Data Collection Technique

Source of data used in this research is primary data. Primary data can be obtained from the results of respondents' responses regarding the effect of price, taste and the halal label on the intention to repurchase Mixue Ice Cream & Tea. This study uses a data collection method with a questionnaire. In this study, researchers used a method in the form of interval scaling so that the scale used was a Likert scale.

Data Analysis Technique

Data analysis methods used include validity test, reliability test, and classic assumption test (normality test, multicollinearity test, heteroscedasticity test). Furthermore, hypothesis testing includes the coefficient of determination test (R2), F test, and t test.

OPERATIONAL DEFINITIONS OF VARIABLES

Table 1. Table of Variable Operational Definitions

No	Variable	Definition	Indicator
1	*Lifestyle* **(X1)**	Activities, interests, and opinions that are described as a person's lifestyle to interact with the environment.	1) Activity 2) Interest 3) Opinion
2	Price **(X2)**	A value that must be paid by the customer for the purchase of something.	1) Price affordability 2) Compatibility of price with product quality 3) Price competitiveness 4) Price compatibility with benefits.
3	Halal Label **(X3)**	A label that informs the user of the labeled product that the product is truly halal and the nutrients it contains do not contain elements that are prohibited by sharia so that the product may be consumed.	1) Writing 2) Pictures and writing 3) Stick to the packaging
4	Repurchase Interest **(Y)**	Consumer decisions to repurchase a product or service based on what is obtained from the same company, make expenditures to obtain these goods and services and tend to be made periodically.	1) Tendency to buy the product 2) Tendency to refer to others. 3) The behavior of someone who will seek information from a product that he is interested in supports product trust from the product he has subscribed to.

3. RESULTS AND DISCUSSION

General Description Of The Research Subject

There are six demographic statements submitted before the prospective respondent answers the questions or statements contained in the questionnaire. The demographic data submitted includes gender, age, religion, education, occupation and duration of purchase. The processed demographic data is presented in the form of tables and data as follows.

Gender of Respondents

In this study, out of 100 respondents, there were 20 male respondents with a percentage of

20%. Meanwhile, there were 80 female respondents with a percentage of 80%.

Table 2. Table of Respondents' Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	20	20.0	20.0	20.0
	Woman	80	80.0	80.0	100.0
	Total	100	100.0	100.0	

Age of Respondents

Data on the age range of the people who were respondents in this study aged 16-20 years amounted to 21 people with a percentage of 21%, aged 21-25 years amounted to 76 people with a percentage of 76%, aged 26-30 amounted to 2 people with a percentage of 2% and aged 31-35 years amounted to 1 person with a percentage of 1%.

Table 3. Age table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-20	21	21.0	21.0	21.0
	21-25	76	76.0	76.0	97.0
	26-30	2	2.0	2.0	99.0
	31-35	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Religion

All respondents in this study are religious Islam with a percentage of 100%.

Table 4. Religion Table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Islam	100	100.0	100.0	100.0

Education

Data on the education of respondents in this study who had high school education totaled 5 people with a percentage of 5%, then S1 numbered 88 people with a percentage of 88%, Masters education amounted to 6 people with a percentage of 6% and D3 education amounted to 1 person with a percentage of 1%.

Table 5. Education table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Senior High School	5	5.0	5.0	5.0
	S1	88	88.0	88.0	93.0
	S2	6	6.0	6.0	99.0
	D3	1	1.0	1.0	100.0

Total	100	100.0	100.0

Work

Data on the work of respondents in this study who were students amounted to 54 people with a percentage of 54%, Staff 16 people with a percentage of 16%, Entrepreneurs 19 people with a percentage of 19%, Housewives 1 person with a percentage of 1%, and 10 teachers with a percentage of 10 %.

Table 6. Job Table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	54	54.0	54.0	54.0
	staff	16	16.0	16.0	70.0
	Self-employed	19	19.0	19.0	89.0
	IRT	1	1.0	1.0	90.0
	Teacher	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Purchase Duration

The table below is the duration of purchasing Mixue products by respondents in this study. There were 62 people with purchase duration > 1 with a percentage of 62%, 27 respondents bought > 5 with a percentage of 27%, 10 respondents bought > 10 with a percentage of 10% and 1 respondent bought > 20 with a percentage of 1%.

Table 7. Purchase Duration Table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>1	62	62.0	62.0	62.0
	>5	27	27.0	27.0	89.0
	>10	10	10.0	10.0	99.0
	>20	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Validity test

The validity test was carried out to find out whether the questionnaire given to the respondent was valid or not. By using SPSS version 25.0, the validity of a data where r count ≥ r table can be said to be valid. It can be seen that the r table of 0.1966 is greater than the r count, so in conclusion all the variables are said to be valid.

Reliability Test

The reliability test is to measure the value of the questionnaire variable so that it can produce consistent data using the SPSS version 25.0 statistical test tool. It can be said to be reliable if the cronbach's alpha is greater than 0.06.

Normality test

The Kolmogorov-Smirnov test results show a Kolmogorov-SmirnovZ value of 1,009 with a significant probability value of Asymp. Sig (2-tailed) is 0.106. because the Asymp value. Sig > 0.05, it can be concluded that the residual data is normally distributed. In other words, the research regression model is normally distributed.

Multicollinearity Test
The results of the multicollinearity test where the VIF value in this study has a tolerance value of > 0.1, namely the Life style variable of 0.996, the price variable of 0.975 and the price variable of 0.979. While the VIF value obtained in this test is the VIF value < 10 where in the Life style variable the VIF value is 1.004, the price variable the VIF value is 1.025 and the price variable the VIF value is 1.022. So it can be said that this research is free from multicollinearity and further tests can be carried out, namely the heteroscedasticity test.

Heteroscedasticity Test
Based on the results of the heteroscedasticity test above, it shows that the research model has no symptoms of heteroscedasticity where the significant value is > 0.05, namely for the Life Style variable the significance value is 0.161, the price variable has a significant value of 0.697 and the halal label variable has a significance value of 0.143. It can be concluded that this study fulfills the assumption of non-heteroscedasticity and further tests can be carried out.

Hypotheses and Data Analysis
Multiple Linear Regression Analysis
> Y=6.845+0.245 Life Style (X1)+0.045 Price (X2)+0.168 Halal Label (X3)
> From the table above it can be seen the results of hypothesis testing as follows:
1. Constant = 6,845
   The constant value (a) is 6,845, the positive constant value shows the positive influence of the independent variables (Life style, price and halal label) increasing or having an effect in one unit, then the variable Mixue consumer repurchase interest will increase or be fulfilled.
2. Life Style (X1) = 0.245
   If Life style (X1) increases by 1 percent, while other variables such as price (X2) and halal label (X3) are considered constant, then Mixue consumers' repurchase intention will increase by 0.245 percent.
3. Price (X2) = 0.045
   If the price (X2) increases by 1 percent, while other variables such as life style (X1) and the halal label (X3) are considered constant, then Mixue consumers' repurchase intention will increase by 0.045 percent.
4. Halal Label (X3) = 0.168
   If the halal label (X3) increases by 1 percent, while other variables such as life style (X1) and price (X2) are considered constant, the Mixue consumer's repurchase intention will increase by 0.168 percent.

Partial Test (t test)
> The partial test results in this study can be seen in the following table:

Table 8. Partial Test Table (t test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	6,845	2,826		2,422	007
	Lifestyle	.245	.129	.188	3,897	001
	Price	.345	.114	039	2,390	007
	Halal label	.168	.114	.148	2,476	003

a. Dependent Variable: Repurchase Intention

Based on the table above, it can be seen that the calculated t value for the life style variable is 3,897, which is greater than the t table, which has a value of 1,984 and the probability value for the life style variable has a significant value of 0.001, less than 0.05, so H0 is rejected and Ha 1 can be accepted. This means that the life style variable significantly influences the repurchase intention of Mixue consumers.

For the price variable, it can be seen that the calculated t value is 2,390 which is greater than the t table, which has a value of 1,984 and the probability value for the price variable has a significant value of 0.007 less than 0.05, so H0 is rejected and Ha 2 can be accepted. In other words, the price variable significantly influences the repurchase intention of Mixue consumers.

As for the halal label variable, it can be seen that the calculated t value is 2,476 which is greater than the t table, which has a value of 1,984 and the probability value for the price variable has a significant value of 0.003 less than 0.05, so H0 is rejected and Ha 3 can be accepted. This means that the halal label variable has a significant effect on the repurchase intention of Mixue consumers.

Simultaneous Test (Test f)

The results of the simultaneous test in this study can be seen in the table below:

Table 9. Simultaneous Test Table (Test f)

ANOVAa					
Model	Sum of Squares	Df	MeanSquare	F	Sig.
1 Regression	6,483	3	2,161	2056	.001[b]
residual	100,877	96	1,051		
Total	107,360	99			

a. Dependent Variable: Repurchase Intention
b. Predictors: (Constant), Halal Label, Life Style, Price

Based on the table above, a probability value of 0.001 < (0.05) is obtained, which means that there is a significant influence of the independent variables on lifestyle, price and halal label simultaneously influencing Mixue consumers' repurchase intention.

Determination Coefficient Test (R2)
The results of the test for the coefficient of determination (R2) in this study can be seen in the table below:

Table 10. Table of Determination Coefficient Test (R2)

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.246[a]	.460	.431	1025

a. Predictors: (Constant), Halal Label, Life Style, Price

The determinant coefficient is used to see how far the model explains the dependent variable. A small R2 value means that the variation ability of the independent variable explains the limited dependent variable and vice versa. From the table above, the Adjusted R Square value of 0.431 shows that the variable life style, price and halal label can explain the variable Mixue consumer repurchase intention of 43.1%. While the remaining 56.9% is explained by other variables not included in the research method. In the analysis of the coefficient of determination, it can be seen that the correlation is 0.246 more than 0.05, so the relationship between the independent variable and the dependent variable has a strong relationship where R > 0.05.

Effect of Life Style on Mixue Consumer Repurchase Interest

Based on the results of hypothesis testing which shows a significant value of 0.245 with a probability value of 0.001. The probability value on the life style variable is less than 0.05. This means that life style has a significant positive effect on consumer repurchase intention, so the hypothesis which states that there is an influence between life style and consumer repurchase intention is supported.

Life style is a pattern that describes the activities, interests and opinions of individuals who interact with their surroundings. Activities are characteristics of consumers in their daily lives regarding what they do, what they buy and how they spend their time. Interest focuses on consumer preferences and priorities. Interest is a consumer personal factor in influencing the decision-making process.

Previous research conducted by(Fathurrahman and Anggesti 2021)Regarding the Effect of Lifestyle, Halal Labeling and Prices on Cosmetic Purchasing Decisions (Case Study on Safi Products) there is a positive and significant influence on purchasing decisions for Safi cosmetics. Based on the results of hypothesis testing which shows a significant value of 0.439 with a probability value of 0.000. The probability value on the lifestyle variable is less than 0.05. This means that lifestyle has a significant positive influence on purchasing decisions, so the hypothesis which states that there is an influence between lifestyle and purchasing decisions is supported.

Effect of Price on Mixue Consumer Repurchase Interest

Based on the results of hypothesis testing which shows a significant value of 0.345 with a probability value of 0.007. The probability value on the price variable is less than 0.05. This means that price has a significant positive effect on Mixue consumer repurchase intention, so the hypothesis which states that there is an influence between price and consumer repurchase intention is supported.

Price is related to how the information is fully understood by consumers and gives deep meaning to them. The approach to understanding price perception is information processing proposed by Jacoby and Olson. Consumers can make a comparison between the set price and a price or price range that has been formed in their minds for the product.

Previous research conducted by(Research et al. 2018)From the results of the t test in the table above it was found that it was 4,346, the significant level for the price variable (X1) was 0.000 <0.05, which means that this indicates that price has a significant effect on repurchasing (Y).

Respondents think that the price of Mixue products provides benefits that are in accordance with the price and the quality is able to compete with other products that have higher prices than Mixue and the quality is in accordance with the price offered. From the questionnaires distributed by the researchers to respondents on the price variable, most respondents answered that the Mixue price has a very affordable price but the quality is very good.

Effect of Halal Label on Mixue Consumer Repurchase Interest

Based on the results of hypothesis testing showed a significant value of 0.168 with a probability value of 0.003. The probability value on the halal label variable is less than 0.05. This means that the halal label has a significant positive effect on consumer repurchase intention, so the hypothesis which states that there is an influence between the halal label and consumer repurchase intention is supported.

Unlike the research conducted by(sholihah 2018), The hypothesis which states that there is a positive and significant influence between halal label beliefs on the intention to repurchase Magnum ice cream among Muslim students in Yogyakarta is not proven. Halal label belief variable t-count is smaller than t-table (-0.039> 1.9847) with a probability (0.969) greater than a significant level of 0.05, thus Ho is accepted and Ha is rejected, meaning that the halal label belief variable has an influence negative and not significant to repurchase intention.

The presence of a halal label on the product packaging makes it a consideration and makes it easier to identify the product so that it is more convincing for consumers to buy the product. From this perception, the process by which people choose and consider the products to be consumed. Respondents thought that the halal label on Mixue products guaranteed the product was halal so that it gave them special interest. In addition, information on the LPPOM MUI halal label on the packaging confirms that Mixue does not contain harmful ingredients so that respondents are more confident about consuming Mixue on a daily basis. The halal label on food itself is currently growing in the business world because it becomes a special attraction when a food product carries a halal label.

5. CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis and discussion above the multiple linear regression testing that has been done, it can be concluded that the life style variable has a positive and significant influence on Mixue consumer repurchase intention From the results of multiple linear regression testing that has been done, it can be concluded that the price variable has a positive and significant influence on Mixue consumer repurchase intention. Then the multiple linear regression tests that have been carried out, it can be concluded that the Halal Label variable has a positive and significant influence on the repurchase intention of Mixue consumers.

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