



THE INFLUENCE OF PRODUCT QUALITY, HALAL LIFESTYLE, AND PROMOTION ON THE DECISION TO PURCHASE THRIFT PRODUCTS WITH PURCHASE INTEREST AS INTERVENING VARIABLE

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Abstract

This research aims to determine the influence of product quality, halal lifestyle and promotion on purchasing decisions with purchase intention as an intervening variable (case study of Muslim communities in Salatiga City). This research uses quantitative methods with a research sample of 100 respondents from the people of Salatiga City using purposive sampling. Analysis includes instrument tests, statistical tests, classical assumption tests and path analysis. The results of this research show that: product quality, halal lifestyle and promotion partially have a positive and insignificant effect on purchasing decisions. Product quality has a significant positive effect on purchase interest, promotion has a positive but not significant effect on purchase interest, and halal lifestyle has an insignificant negative effect on purchase interest. The purchase interest variable has a positive and significant effect on purchasing decisions. Testing path analysis found that purchasing interest can mediate the influence of product quality on purchasing interest and the influence of promotions on purchasing decisions, but cannot mediate the influence of halal lifestyle on purchasing decisions.

Keywords: Product quality, Halal lifestyle, Promotion, Buying Decision, Interest in Buying

INTRODUCTION

Humans need to fulfill their primary needs, such as food, clothing, and shelter, as essential foundations for survival in the world. However, in the contemporary era, there has been a significant increase in the range and complexity of human desires. The world is consistently experiencing rapid transformation facilitated by various forms of mass media spread across Indonesia, thus ensuring the rapid dissemination of the latest information. Advances in industrial technology have contributed to increasing individuals' levels of sophistication and creativity in product selection, allowing them to align themselves with emerging trends. A large number of people in Indonesia are inspired by changes in contemporary society, which has caused them to adopt various lifestyle patterns that are heavily influenced by foreign culture for personal gain. This phenomenon often occurs in millennial

generation individuals who simultaneously change their clothing guidelines. Apart from that, it is worth noting that the millennial generation often looks for inspiration from contemporary South Korean fashion trends because of their uniqueness and ability to attract people's interest. The phenomenon of South Korean cultural fashion trends entering Indonesia which influences people's behavior to follow existing fashion trends shows that there is high public interest in thriftd clothing. Used clothing that is resold at a lower price than its original price is called thrifty clothing. The clothes sold in thrift stores come from various brands, both imported and local products, and the quality is comparable to the clothes displayed in boutiques or malls.

The development of the thriftshop business can be seen from the number of online shops on various social media such as Instagram, TikTok, and various e-commerce sites such as Shope and Tokopedia. Which sells various kinds of thrift ranging from sweaters, shirts, trousers and shoes. Currently, many thrift clothing sellers are opening offline stores so that buyers can visit directly to choose the items they are looking for. The increasing popularity of second-hand shopping has motivated individuals to purchase second-hand clothing to meet their lifestyle needs. Thrift products are still in good condition, available at affordable prices, and can be used as a fashion statement, similar to clothing trends in South Korea that are popular with millennials(Permatasari et al., 2021). The following is a table of second hand clothing imports entering Indonesia :

Table 1. Thriffting import data 2017-2021

Year	Import weight (Kg)	Import Value (US\$)
2017	3,533,827	15,386,874
2018	3,406,721	9,722,133
2019	4,288,506	15,032,118
2020	6,560,424	41,655,798
2021	13,495,604	36,957,321

Data source :(BPS, 2021)

Salatiga is a city in Central Java Province with the majority of its population embracing Islam. According to data from the Salatiga City Central Statistics Agency for 2022, it is stated that the majority of the population of Salatiga City adheres to Islam with a percentage of 79.46% of the total population.(Salatiga, 2022). Thrift shops or shops selling imported second-hand products have mushroomed in various regions in Indonesia, including in the city of Salatiga. Currently there are many Thrift Shops located in the Salatiga City area and its surroundings. The following is a list of thrift shops in Salatiga City and its surroundings that the author obtained via the Instagram platform.

Table 2. List of Thrift Shops in the Salatiga City Area and Surrounding Areas

No	Store Name	Store Address	Social Media (Instagram)
1.	Onlythrift	Jl. Kartini No.7 Sidorejo Lor, District. Sidorejo, Salatiga City	Onlythriftt.id

2.	16 Store Stuff	Jl. Argoyuono No. 44, Ledok, Kec. Argomulyo, Salatiga City	16store. stuff
3.	Omah Branded	Jl. Sembojasari No. 57-58, Karangduet, Kec. Tingkir, Salatiga City	Omah_branded_salatiga
4.	Oemah Klambi	Jl. Joglosari, Kutowinangun Kidul, District. Tingkir, Salatiga City	Omah_klambi_branded
5.	Ryu-Ryu Thrift	Jl. Tingkir Indah, Tingkir Lor, District. Tingkir, Salatiga City	Ryuryu.thriftshop.salatiga
6.	Haha Thrift	Jl. Dipomenggolo, Pulutan, District. Sidorejo, Salatiga City	Hehatftshop.id
7.	Morethan Thrift	Klero, District. Landmark, Semarang Regency	Morethan. thrift
8.	NR Boutique Salatiga	JL. Canden II, Kutawinangun Kidul District. Tingkir Lor, Salatiga City	Nr_butiksalatiga
9.	Omah Thrift Salatiga	Jl. Argo Boga No.2, Pendem, Ledok, Kec. Argomulyo, Salatiga City	Omahthriftsalatiga
10.	Donato Thrift Store CO	Jl. Kaligelis No. 120, Kutowinangun Kidul, Kec. Tingkir, Salatiga City	Donato_store.co

Data Source: Instagram

Product quality is a measure of a product's ability to meet or exceed consumer expectations (Saputro & Irawati, 2023). Therefore, an entrepreneur or goods provider must pay attention to the quality of the products they sell so that they remain able to compete in the market by consistently providing quality products and services. Consumers are more likely to make purchases when a company consistently offers high-quality products at reasonable prices.

The majority of the population who embrace Islam are required to be more selective in choosing their daily needs. Halal lifestyle is currently becoming a global trend that has mushroomed in various parts of the world. Indonesia, as a country with the largest Muslim population in the world, certainly has the potential to become a mecca for halal lifestyle. Adinugraha and Santika in 2019 in their research quoted by (Rahmawati, 2022) explained that Halal lifestyle is not only about halal food and drinks, but also in terms of halal clothing or fashion, halal finance, halal tourism, halal cosmetics and so on. The MUI has determined that clothing products such as clothes and shoes must have a halal certificate which is ratified in Undang-Undang (UU) Nomor 33 Tahun 2014 concerning Jaminan Produk Halal (JPH), because there are clothes that use pig skin as the basic material for making them.

"Promotion plays an important role in the effectiveness of a marketing program or plan, because it functions as a means of persuasive communication that aims to attract, encourage, urge, persuade and convince the target audience" (Mursid, 2014). Lack of efficient promotion can hinder sales of superior products. Through promotional efforts, customers will gain awareness of the product's usefulness and value. Promotions have the potential to change customer attitudes and stimulate customer behavior, thereby encouraging purchase or product engagement.

According to Kotler and Keller, consumer buying interest refers to the tendency of consumer behavior in choosing, utilizing, consuming, or expressing desires for a product presented on the market (Kotler & Keller, 2012). Purchase intention refers to consumer behavior in which individuals express a desire to acquire a particular product, driven by their previous experience and utilization of that item.

Based on the background above, there is an inconsistency between theory and conditions in the field, so the author conducted research with the title: "The Impact of Product Quality, Halal Lifestyle and Promotion on Purchase Decisions for Thrift Products with Purchase Interest as an Intervening Variable (Case Study in Muslim Communities in Cities Salatiga)"

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT (

Martin Fishbein put forward the Theory of Reasoned Action (TRA). Attitudes, beliefs, behavior, and volition are all related to this idea. Because volition is the most accurate predictor of behavior, you can know what someone will do if you are interested in seeing what they will do. On the other hand, each individual is able to make decisions for various reasons (not because of will). In this view, the emphasis is on the urgency of the situation, and will is influenced by attitudes and subjective norms (Jogiyanto, 2007).

Based on research findings conducted by (Sitompul et al., 2020) In determining purchasing choices, product quality has a positive and significant impact. Research (Saputro & Irawati, 2023) Product quality is proven to have a good and significant impact on purchasing decisions, according to the findings of the tests carried out. On the other hand, research conducted by (Milano et al., 2021) states that product quality has a negative impact on purchasing decisions. Backed by research (Maiza et al., 2022) which also states that product quality has a negative and significant impact on purchasing decisions.

The results of research conducted by (Meinawati & Ardyansyah, 2023) there is a significant impact between halal lifestyle on purchasing decisions, meanwhile (Kholil, Rabiatul Abdawiyah Harahap & Supaino, 2022) through his research, he explained that halal lifestyle does not have a significant impact on purchasing decisions.

Research results (Dewi & Mahargiono, 2022) promotions have a positive and significant impact on purchasing decisions, meanwhile (Nasution et al., 2019) explains that promotions have a negative impact on purchasing decisions.

(Huda et al., 2023) explained that purchasing interest has a significant influence on purchasing decisions, however (Rosdiana et al., 2020) through the results of the research, purchasing interest does not have a significant impact on purchasing decisions.

The difference between this research and previous research is the use of an intervening variable, namely buying interest, to see the impact of product quality, halal lifestyle and promotion on purchasing decisions.

Based on the description above, the author creates a research framework as follows:

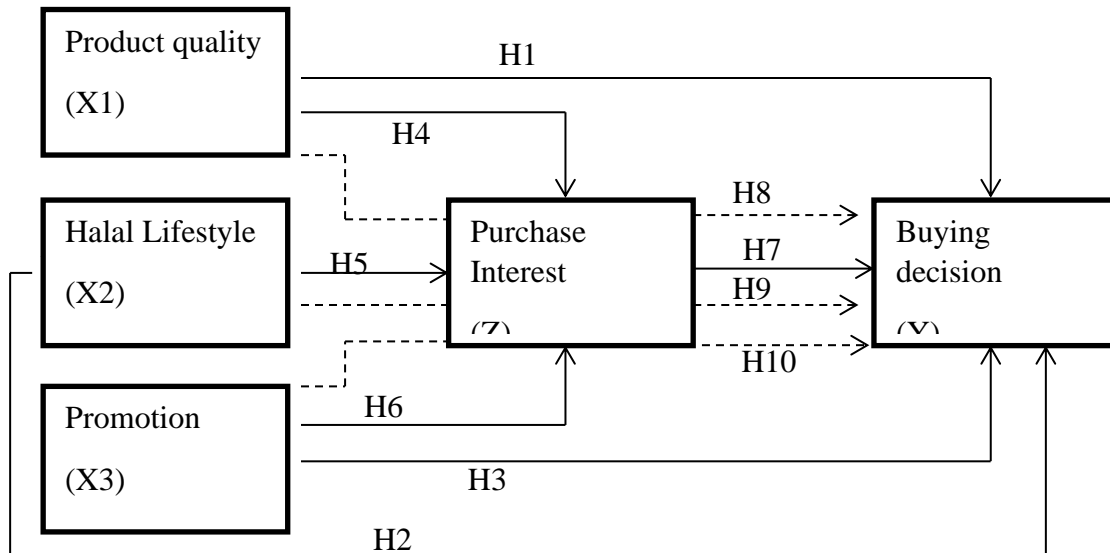


Figure 1. Research Framework

METHOD

This research is quantitative research, which will ultimately produce findings which obtained through statistical steps. Quantitative research is carried out by collecting data in the form of numbers and then processing and analyzing them in order to obtain scientific results from the data.

The population in this research is the entire Muslim community in Salatiga City. According to data from the Salatiga City Communication and Information Service, in the report for the first semester of 2023, the total number of residents of Salatiga City who are Muslim is 159,814 people. The purposive sampling method was used to carry out the sample determination process. The author sets the sample criteria as follows:

- 1) The people of Salatiga City are Muslim,
- 2) Have an understanding of thrift products.

The type of data in this research is primary data sourced from questionnaires and literature studies. The data that has been obtained is then analyzed using SPSS 20 software.

This research uses an interval measurement scale by giving scores to respondents and ranking them. This ranking can be based on preferences, behavior, or other factors (Bawono, 2006). In the quantitative method, a score is given to each response to each item on the instrument using a Likert scale, which ranges from positive to negative.

Table 3. Research Questionnaire Scores

Strongly Disagree	0	1	2	3	4	5	6	7	8	9	10	Strongly agree
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The operational definition of this research is as follows:

1) Buying decision

(Kotler & Armstrong, 2016) explains "purchasing decisions are the buyer's decision on which brand to buy". When someone is personally involved in the process of acquiring, utilizing, and managing the acquisition of goods and services, they are responsible for making decisions. When studying consumer behavior, it is important to consider the various elements that can impact purchasing decisions and product utilization. Purchasing decisions are the result of an evaluation process carried out by consumers. This evaluation process includes product, brand and service aspects of the various options available, as well as price, which can also influence purchasing decisions (Widiyanto, 2021).

(Kotler & Armstrong, 2016) suggests that purchasing decisions have the following indicators:

- 1) Product selection
- 2) Brand choice
- 3) Choice of dealer
- 4) Purchase time
- 5) Purchase amount
- 6) Payment method

2) Product quality

Definition of product quality According to Kotler & Armstrong (2008) The defining attributes of a product or service depend on its capacity to satisfy consumer demands through explicit statements and implicit conclusions. According to (Prawiro Sentono, 2004) Product quality refers to the tangible attributes, functionality, and characteristics of a product that effectively meet consumer preferences and requirements, commensurate with the value of resources or currency invested.

From various definitions according to experts, it can be concluded that product quality is a characteristic inherent in a product or service that is able to meet consumer expectations and needs.

According to (Tjiptono & Chandra, 2016) There are eight indicators of product quality as follows:

1. Performance
2. Durability (Durability)
3. Conformance to Specifications (Conformance to Specifications)
4. Features
5. Reability
6. Aesthetics (Aesthetics)

3) *Halal Lifestyle*

Kotler & Keller (2012) The term "lifestyle" can be defined as a person's consistent and repetitive way of living, including his activities, hobbies and opinions. This comprehensive concept aims to capture a person's entire interaction with the surrounding environment. According to Setiadi (2003) A person's lifestyle can be defined generally as the way a person spends time (activities), the things they consider important (interests), and the things they think about. Kusnandar & Kurniawan (2018) Broadly speaking, the

concept of lifestyle is related to individual habits in allocating time, prioritizing activities, and perceptions of oneself and the surrounding environment.

The concept of a halal lifestyle emerged as a result of the inclusion of fundamental standards in the Islamic religion that every individual must adhere to in everyday life. The term “lifestyle” refers to the typical way a person expresses himself in relation to the environment in which he carries out his daily activities. Meanwhile, the name halal comes from the Arabic words halla, yahillu, hilan, and wa halalan, which means obedience to the principles of sharia law, especially those relating to activities or things permitted by Allah. The way a person lives impacts the purchasing decisions and behavior they make. They prefer to live a lifestyle that is reflected in the goods they buy. The way a Muslim fulfills daily needs, manages finances, and uses time to obtain goods and services can be seen from the following characteristics (Ma'ruf, 2022):

1. Living Life (Simple Life)
 2. Choose a product or service
 - a. Halal
 - b. Thayib or good
 - c. Clean
 3. Making the Most of Free Time (Save)
- 4) Promotion

According to (Lupiyoadi, 2014) Promotion is a strategic effort undertaken by organizations to effectively convey the advantages of their products and services, functioning as a mechanism to influence consumer behavior to make purchases or take advantage of offers according to their specific needs. Meanwhile, according to (Tjiptono, 2014) In marketing communications, promotion is a type of communication that seeks to disseminate information, influence or convince, and/or expand the target market of a company and the goods it wants to sell. According to (Kotler & Armstrong, 2016), promotion indicators are:

1. Advertising (advertising)
 2. Sales promotion (sales promotion)
 3. Public relations (public relations)
 4. Direct marketing (direct sales)
- 5) Purchase Interest

According to Kotler and Keller (2016: 137) consumer behavior that occurs as a response to things that indicate a person's intention to make a purchase is called purchase interest, in accordance with the following statement (Solihin, 2020). Meanwhile, according to (Sukmawati and Suyono in Pramono, 2012) the buying interest stage is the stage where consumers determine their choice of several brands that are included in the choice set, then they are among several brands that are part of the choice set, and finally, they make purchases to existing alternatives. According to (Ferdinand, 2006) Indicators of buying interest are:

1. Transactional interest.
2. Referential Interest.
3. Referential interest
4. Exploratory interest

RESULTS AND DISCUSSION

1. Validity and Reliability Test
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a. Validity test

Table 4. Validity Test Results

Variable	Statement	T hitung	T table	Information
Product quality (X1)	Item 1	0.708	0.195	Valid
	Item 2	0.765	0.195	Valid
	Item 3	0.794	0.195	Valid
	Item 4	0.801	0.195	Valid
	Item 5	0.775	0.195	Valid
	Item 6	0.775	0.195	Valid
	Item 7	0.752	0.195	Valid
	Item 8	0.708	0.195	Valid
	Item 9	0.791	0.195	Valid
	Item 10	0.760	0.195	Valid
<i>Halal lifestyle</i> (X2)	Item 1	0.690	0.195	Valid
	Item 2	0.679	0.195	Valid
	Item 3	0.666	0.195	Valid
	Item 4	0.587	0.195	Valid
	Item 5	0.623	0.195	Valid
Promotion (X3)	Item 1	0.657	0.195	Valid
	Item 2	0.685	0.195	Valid
	Item 3	0.692	0.195	Valid
	Item 4	0.735	0.195	Valid
	Item 5	0.742	0.195	Valid
	Item 6	0.762	0.195	Valid
	Item 7	0.760	0.195	Valid
	Item 8	0.787	0.195	Valid
Buying decision (Y)	Item 1	0.720	0.195	Valid
	Item 2	0.731	0.195	Valid
	Item 3	0.745	0.195	Valid
	Item 4	0.782	0.195	Valid
	Item 5	0.718	0.195	Valid
	Item 6	0.665	0.195	Valid

	Item 7	0.698	0.195	Valid
	Item 8	0.645	0.195	Valid
Purchase Interest (Z)	Item 1	0.749	0.195	Valid
	Item 2	0.782	0.195	Valid
	Item 3	0.748	0.195	Valid
	Item 4	0.769	0.195	Valid
	Item 5	0.760	0.195	Valid
	Item 6	0.812	0.195	Valid
	Item 7	0.715	0.195	Valid
	Item 8	0.807	0.195	Valid

b. Reliability Test

Reliability testing needs to be carried out in order to see whether respondents have consistent responses over time. For data to be considered credible, the Cronbach's alpha value must be greater than the threshold of 0.60. Reliability tests have been carried out for this research, and the following are the findings from these tests:

Table 5. Reliability Test Results

Variable	Cronbach's Alpha value	Limit Value	Information
Product Quality (X1)	0.938	0.60	Reliable
<i>Halal lifestyle</i> (X2)	0.884	0.60	Reliable
Promotion (X3)	0.940	0.60	Reliable
Purchase Decision (Y)	0.901	0.60	Reliable
Purchase Interest (Z)	0.933	0.60	Reliable

Source data: Processed by the author

2. Classic assumption test

a) Purchase Decision Equation (Equation I)

1) Normality test

Using the Kolmogorov-Smirnov statistical test, this test was carried out to ensure whether the data followed a normal distribution or not. With significance ($\alpha=5\%$) and the basis for decision making if the sig value is > 0.05 , then the data is said to be normally distributed.

Table 6. Normality Test Results for Equation I

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		100
Normal Parameters, b	Mean	0E-7
	Std. Deviation	2.35994916
	Absolute	.111
Most Extreme Differences	Positive	.111
	Negative	-.092
Kolmogorov-Smirnov Z		1,111
Asymp. Sig. (2-tailed)		,169

Source data: Processed by the author

Asymp value, Sig. of 0.169 is greater than 0.05. So it can be concluded that this research data is normally distributed.

2) Multicollinearity Test

Table 7. Multilinearity Test Results for Equation I

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,559	1,803		,864	,390		
1 Product quality	,067	,088	,074	,767	,445	,180	5,568
Halal lifestyle	.031	,148	.016	,212	,832	,286	3,492
Promotion	,081	.102	,070	,793	,430	,218	4,577
Purchase Interest	,757	,075	,793	10,065	,000	,271	3,690

a. Dependent Variable: Y

Source data: Processed by the author

From these results it can be seen that the independent variable has a tolerance value of more than 0.100 and a VIF value of less than 10.00, so it can be concluded that the multicollinearity assumption has been met or that there are no symptoms of multicollinearity.

3) Heteroscedasticity Test

The Glejser test was used in this investigation to determine whether there were symptoms of heteroscedasticity. The following are the results of the heteroscedasticity test.

Table 8. Heteroscedasticity Test Results for Equation I

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	2,921	1,190		2,455	.016
Product quality	-.011	,058	-.045	-.194	,847
1 Halal lifestyle	,147	,098	,277	1,507	.135
Promotion	-.059	,067	-.183	-.870	,386
Purchase Interest	-.061	,050	-.234	-1,238	,219

a. Dependent Variable: Abs_RES

Source data: Processed by the author

The significance value of each independent variable is greater than 0.05. So a conclusion was obtained which proves that the phenomenon of heteroscedasticity does not occur in the variables contained in this research.

b) Purchase Interest Equation (Equation II)

1) Normality test

Table 9. Normality Test Results for Equation II

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		100
Normal Parameters, b	Mean	0E-7
	Std. Deviation	3.21907965
Most Extreme Differences	Absolute	,120
	Positive	,120
	Negative	-.093
Kolmogorov-Smirnov Z		1,201
Asymp. Sig. (2-tailed)		,112

a. Test distribution is Normal.

Source data: Processed by the author

The Asymp, Sig values. of 0.112 is greater than 0.05. So it can be concluded that this research data is normally distributed.

2) Multicollinearity Test

Table 10. Multicollinearity Test Results for Equation II

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.318	2,446		-.130	,897		
1 Product quality	,835	,083	,880	10,072	,000	,369	2,707
Halal lifestyle	-.197	,200	-.098	-.987	,326	,289	3,457
Promotion	,063	,138	,052	,456	,650	,219	4,567

a. Dependent Variable: Z

Source data: Processed by the author

It is known that the independent variable has a tolerance value of more than 0.100 and a VIF value of less than 10.00, so it can be concluded that the multicollinearity assumption has been fulfilled or that there are no symptoms of multicollinearity.

3) Heteroscedasticity Test

Table 11. Heteroscedasticity Test Results for Equation II

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,903	1,706		1,115	,268
1 Product Quality	-.093	,058	-.266	-1,609	,111
Halal lifestyle	.017	,139	.023	.124	,902
Promotion	.108	,097	,240	1,115	,267

a. Dependent Variable: Abs_RES

Source data: Processed by the author

The significance value of each independent variable is greater than 0.05. So a conclusion was obtained which proves that the phenomenon of heteroscedasticity does not occur in the variables contained in this research.

3. Statistic test

a) Statistical Test of Purchasing Decision Equation (Equation I)

1) R Test²

Table 12. R2 Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917a	.840	.833	2.40912

a. Predictors: (Constant), Z, X2, X3, X1

Source data: Processed by the author

The adjusted r square value = 0.833, which means that there is a strong relationship between the independent variable and the dependent variable because the R value is close to 1. These results show that 83.3% of purchasing decisions can be influenced by independent variables while 16.7% are influenced by other factors. .

2) F test

Table 13. F Test Results

ANOVAa					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2897.273	4	724,318	124,799	,000b
1 Residual	551,367	95	5,804		
Total	3448.640	99			

a. Dependent Variable: Y

b. Predictors: (Constant), Z, X2, X3, X1

Source data: Processed by the author

F count 124,799 with a significance level of 0.000. So the product quality, halal lifestyle, promotion and purchase interest variables have a positive and significant effect on the purchase decision variable because the significance value is less than 0.05.

3) T test

Table 14. T Test Results

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,559	1,803		,864	,390
1 Product quality	,067	,088	,074	,767	,445

Halal lifestyle	.031	,148	.016	,212	,832
Promotion	,081	.102	,070	,793	,430
Purchase Interest	,757	,075	,793	10,065	,000

a. Dependent Variable: Y

Source data: Processed by the author

Based on the table above, the following conclusions are drawn:

1. Product quality

The calculated T result for product quality was 0.767 with a significance value of $0.445 > 0.10 (\alpha)$, it can be concluded that individual product quality has a positive impact on purchasing decisions but is not significant.

2. Halal lifestyle

The calculated T result for halal lifestyle is 0.212, and the significance level is 0.832 or greater than 0.1. Thus, it can be concluded that halal lifestyle has a positive but not significant impact on purchasing decisions.

3. Promotion

The T calculated results for the promotion variable have a T calculated of 0.793 and a significance level of 0.430 which is greater than 0.1. Therefore, it can be concluded that promotions have a positive but not significant impact on purchasing decisions.

4. Purchase Interest

The calculated T result for buying interest was 10,065 with a significance value of $0.000 < 0.10 (\alpha)$, it can be concluded that individual buying interest has a positive and significant impact on purchasing decisions.

b) Statistical Test of Purchase Interest Equation (Equation II)

1) Test R^2

Table 15. R^2 Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854a	.729	.721	3.26899

a. Predictors: (Constant), X3, X1, X2

Source data: Processed by the author

The adjusted r square value = 0.721, which means that there is a strong relationship between the independent variable and the dependent variable because the R value is close to 1. These results show that 72.1% of buying interest can be influenced by the independent variable while 27.9% is influenced by other factors.

2) F test

Table 16. F Test Results

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2760.115	3	920,038	86,095	,000b
1 Residual	1025.885	96	10,686		
Total	3786,000	99			

a. Dependent Variable: Z

b. Predictors: (Constant), X3, X1, X2

Source data: Processed by the author

F count 86.095 with a significance level of 0.000. So the product quality, halal lifestyle, and promotion variables have a positive and significant effect on the purchase interest variable because the significance value is less than 0.05.

3) T test

Table 17. T Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	-.318	2,446		
1 Product quality	,835	,083	,880	10,072	,000
Halal lifestyle	-.197	,200	-.098	-.987	,326
Promotion	,063	,138	,052	,456	,650

a. Dependent Variable: Z

Source data: Processed by the author

Based on the table above, the following conclusions are drawn:

1. The calculated T result for product quality is 10.072, and the significance level is 0.000 or less than 0.1. Thus, it can be concluded that product quality has a positive and significant impact on purchasing interest.
2. The T calculated result for halal lifestyle was -0.987 with a significance value of 0.326 > 0.10 (α), it can be concluded that halal lifestyle individually has a negative but not significant impact on buying interest.
3. The T calculated results for the promotion variable have a T calculated of 0.456 and a significance level of 0.650 which is greater than 0.1. Therefore, it can be concluded that promotions have a positive but not significant impact on purchasing interest.

4. Path Analysis

Table 18. Path Coefficient Calculation Results

Variable	P2 (X to Z)	P3 (Z to Y)	Sp2 Std.error (X to Y)	Sp3 Std.error (X to Z)	p2 x p3
X1	10,072	10,065	0.088	0.075	101.37468
X2	-0.987	10,065	0.148	0.075	-9.934155
X3	0.456	10,065	0.102	0.075	4.589640

Source data: Processed by the author

- a) Impact of product quality (X1) on purchasing decisions (Y) through purchasing interest (Z)

The level of mediation of buying interest in product quality variables in purchasing decisions is known by calculating the standard error value of the coefficient *indirect effects* as follows:

$$Sp_{2p3} = \sqrt{p_3^2 \cdot Sp_2^2 + p_2^2 \cdot Sp_3^2 + Sp_2^2 \cdot Sp_3^2}$$

$$Sp_{2p3} = \sqrt{\frac{10,065^2 \cdot 0,088^2 + 10,072^2 \cdot 0,075^2 + 0,088^2 \cdot 0,075^2}{}}$$

$$Sp_{2p3} = \sqrt{1,355172638} = 1,164118825$$

Based on the direct impact of 0.767, the indirect impact is $p_2 \times p_3 = 10.072 \times 10.065 = 101.37468$. Total impact $0.767 + 101.37468 = 102.14168$.

Mediation impact statistical t value:

$$T = \frac{p_{2p3}}{Sp_{2p3}} = \frac{101,37468}{1,164118825} = 87.082759786 \frac{p_{2p3}}{Sp_{2p3}} \frac{101,37468}{1,164118825}$$

The amount of t calculated = $87.082759786 > t$ table 1.66023 with sig level. 5%, meaning that purchase interest can mediate the relationship between product quality and purchasing decisions.

- b) The impact of halal lifestyle (X2) on purchasing decisions (Y) through purchasing interest (Z)

$$Sp_{2p3} = \sqrt{p_3^2 \cdot Sp_2^2 + p_2^2 \cdot Sp_3^2 + Sp_2^2 \cdot Sp_3^2}$$

$$Sp_{2p3} = \sqrt{\frac{10,065^2 \cdot 0,148^2 + -0,987^2 \cdot 0,075^2 + 0,148^2 \cdot 0,075^2}{}}$$

$$Sp_{2p3} = \sqrt{2,224570655} = 1,491499465$$

Based on the direct impact of 0.212 while the indirect impact is $p_2 \times p_3 = -0.987 \times 10.065 = -9.934155$. Total impact $0.212 + (-9.934155) = -9.722155$.

Mediation impact statistical t value:

$$T = \frac{p_{2p3}}{Sp_{2p3}} = \frac{-9,934155}{1,491499465} = -6,660515295$$

The amount of t calculated = $-6.660515295 < t$ table 1.66023 with sig level. 5%, meaning that buying interest cannot mediate the relationship between halal lifestyle and purchasing decisions.

- c) The impact of promotions (X3) on purchasing decisions (Y) through purchasing interest (Z)

$$Sp_{2p3} = \sqrt{p_3^2 \cdot Sp_2^2 + p_2^2 \cdot Sp_3^2 + Sp_2^2 \cdot Sp_3^2}$$

$$Sp_{2p3} = \sqrt{10,065^2 \cdot 0,102^2 + 0,456^2 \cdot 0,075^2 + 0,102^2 \cdot 0,075^2}$$

$$Sp_{2p3} = \sqrt{1,055197319} = 1,027227978$$

Based on the direct impact of 0.793 while the indirect impact is $p_2 \times p_3 = 0.456 \times 10.065 = 4.589640$. Total impact $0.793 + 4.589640 = 5.38264$.

Mediation impact statistical t value:

$$T = \frac{p_2 p_3}{Sp_{2p3}} = \frac{4,589640}{1,027227978} = 4,467985781$$

The amount of t calculated = 4.467985781 > table 1.66023 with sig level. 5%, meaning that buying interest can mediate the relationship between promotions and purchasing decisions.

CONCLUSSION AND RECOMMENDATION

The aim of this research is to discuss the analysis of the impact of product quality, halal lifestyle and promotion on purchasing decisions with purchase intention as an intervening variable (Case study of the Muslim community in Salatiga City). According to the research that has been carried out, several decisions have been made as follows:

1. Product quality has a positive but not significant impact on purchasing decisions. This means that the product quality factor is not the main benchmark in deciding whether someone will buy a product.
2. *Halal lifestyle* provide a positive but not significant impact on purchasing decisions. It is possible that in the Muslim community of Salatiga City, the halal lifestyle or halal lifestyle is not used as a decision to purchase thrift products.
3. Promotions have a positive but not significant impact on purchasing decisions. This is because some people buy thrift products by seeing the product directly and promotions by the seller are not the main reason people buy the product.
4. Product quality has a significant impact on purchasing interest. It means, The better the quality of the thrift product, the greater the consumer's buying interest.
5. *Halal lifestyle* has an insignificant negative impact on buying interest. Most thrift products are imported from abroad and have models that are not suitable if worn by someone who makes a halal lifestyle in dressing or dressing, the materials used and the cleanliness of thrift products also cannot guarantee halal aspects. Someone who prioritizes a halal lifestyle will tend to choose clothing products that comply with sharia.
6. Promotions have an insignificant positive impact on purchasing interest. This means that the promotions carried out by thrift entrepreneurs have not been able to increase people's buying interest, so they need to innovate promotional strategies.
7. Purchase interest has a positive and significant impact on purchasing decisions. Purchase interest refers to a consumer's tendency to buy a particular brand or carry out

purchasing activities. It is measured by the probability that a customer will actually make a purchase.

8. Purchase interest can mediate the impact of product quality on purchasing decisions.
9. Purchase intention cannot mediate the impact of halal lifestyle on purchasing decisions.
10. Purchase interest can mediate the impact of promotions on purchasing decisions.

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