



Engaging Halal Lifestyle toward Purchase Intention of Event Marketing: A Study on Car Free Day Activities in Aceh

Yusniar^{1,*}, Jumadil saputra², Yuni Gemasih Tebe³, Laili suhairi⁴

^{1,2,3,4} *Stai Tgk. Chik Pante Kulu, Banda Aceh, Indonesia*

¹ *Department of Economics, Faculty of Business, Economics and Social Development, Universiti Malaysia Terengganu*

*Corresponding author e-mail address: yusniaryuzie@yahoo.co.id

Abstract

This study aims to be able to test and analyze the effect of halal lifestyle, price and location on purchase intention in the activities of the Banda Aceh City Car Free Day. The method used is quantitative with Non Probability Sampling in the form of purposive sampling. The data used is primary data, which is obtained directly from the object to be studied in the form of respondents' perceptions by circulating a list of questions in the form of a questionnaire to 100 respondents. Data were analyzed using multiple linear regression statistical tools. The partial test results show that the location variable does not have a positive and significant effect on purchase intention, while the price and halal lifestyle have a positive effect on purchase intention. The simultaneous test results also show that location, price and halal lifestyle variables have a positive and significant effect on purchase intention in the Banda Aceh City Car Free Day activities.

Keywords: Halal Lifestyle, Price, Location, Purchase Intention.

1. Introduction

Lifestyle is a reflection of a person in how to live life, how to use and allocate time, and regulate life patterns. Lifestyle is a habit for each individual in carrying out his life. Halal lifestyle is seen as a pattern new for the 1.6 billion Muslim population. The global market must respond to unique market needs, preferences, and orientations as well economic value and trade. Muslim spending on these sectors has been further increasing in the future due to several key drivers as demographic growth. This becomes very important when a lifestyle can reflect a person's personality. Especially for Muslims who already have a life order, namely by Islamic rules. How all aspects of life have been regulated in Islam shows that it is very clear that the lifestyle as an ideal Muslim is a halal lifestyle which will depend on Islamic law itself.

In the Car Free Day environment, the lifestyle carried out by the community is inseparable from the word sharia, seen from the way they dress, the place is clean and the halal products offered. The Car Free Day activity is an open space vehicle that is actually used by the community to enjoy fresh air, free from vehicle exhaust and to exercise for people who currently have open spaces to support physical activities that are cheap and comfortable, very difficult to find. . Therefore, many physical activities are held on Car Free Day such as group gymnastics, roller skating, skate board, cycling and other activities. From another point of view, the Car Free Day in the city of Banda Aceh is enlivened by traders selling during this activity, it can also be seen that with the Car Free Day activity from year to year the number of

merchants selling continues to increase, the more and more varied in order to attract existing buyers. So that it raises people's buying interest who come to Car Free Day.

In addition, Choosing a trading location is an important decision for a business that must persuade customers to come to the place of business to fulfill their needs. In the implementation of the Car Free Day activity in Banda Aceh City, the trading location is chosen by the traders themselves, the organizer provides a location that is demarcated for each trader and uses a first come, first-come, so they can choose their own location so this can be a strategy for traders to come quickly every morning of the week and choosing a location close to the main stage of the Banda Aceh City Car Free Day activity to attract public buying interest. Strategic location is also one of the attractions for consumers in buying a product because it is considered that location is a place that must be easily accessible, searchable and comfortable.

Purchase interest is a sense of attraction experienced by consumers towards a product which is influenced by the attitude outside the consumer and within the consumer himself. The factors that can affect consumer buying interest are strategic location, affordable prices and the sharia lifestyle they have.

2. Literature Review

Halal Lifestyle

Lifestyle is a way that individuals spend their time. What they consider important in their environment, what they think about themselves and the world around them. Lifestyle refers to a person's daily way of life which combines principles, values and values a different standard of living that he was used to. Meanwhile, the halal lifestyle become a habit for someone in his daily life consume, utilize and use goods / services does not contradict the values and principles of the Islamic religion. The concept of sharia as a lifestyle is a person's lifestyle which is expressed in activities or activities halal, his interest and opinion in spending his money for daily consumption and other pleasures in a halal manner and how to allocate time in a halal manner as well. According to Adinugraha and Sartika (2019), Halal lifestyle is a person's attitude which is followed by a mindset consuming goods / services oriented to Islamic principles. the goal is to practice the halal lifestyle is to guarantee and manage the morality of whatever is done by someone involved in it. At the same time, a halal lifestyle also maintaining human dignity, dignity and honor; human self-control; and maintaining integrity and individuality human.

H1: Halal Lifestyle has a significant effect on purchase intention in Car Free Day in Banda Aceh

Location

In marketing, one of the crucial things is about determining the location. One of the reasons is a distribution channel namely the path used for displacement products from producers to consumers. According to Purnomo (2016), a strategic location is in the center of community activities and a location considered capable of experiencing economic growth. Important issues such as the apparent possibility, parking space, ease of access to access and location safety and security are all factors that contribute to the success of site selection. Choosing a trading location is an important decision for a business that must persuade customers to come to the place of business to fulfill their needs.

H2: Location has a significant effect on purchase intention in Car Free Day in Banda Aceh

Price

Previous studies concluded that consumers are tempted buy something accordingly with the capabilities and benefits obtained. For that means the price greatly affects the rate the success of a company in sell the product. According to Zulaicha (2016) Price is a way for a seller to differentiate its offering from competitors. So that pricing can be considered as part of the function of product

differentiation in marketing. Price is also very relative. If a buyer has the opportunity to buy the same goods and services at a lower price, he will. Zeithaml, Bitner and Gremler in Atmaja and Adiwinata (2013) classify prices into four variables, namely Flexibility (flexibility) can be used by setting different prices in different markets on the basis of geographic location, time of delivery or delivery or the complexity of the product expected.

H3: Price has a significant effect on purchase intention in Car Free Day in Banda Aceh

Purchase Intention

Intention is one psychological aspects that have considerable influence on behavior and interests are also source of motivation to be direct someone inside do what they do. According to Keller (2012: 113) quoted by Sudrajat (2017), consumer buying interest is how likely consumers are to buy a brand or move from one brand to another. Keller explained that buying interest can be identified through the following indicators:

- 1) Transactional interest, which is a person's tendency to buy products.
- 2) Referential interest, namely the tendency of someone to refer products to others.
- 3) Preferential interest, namely interest that describes the behavior of a person who has a major preference for the product. This preference can only be changed if something happens with the preference product.
- 4) Exploratory interest, this interest describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

H4: Halal Lifestyle, Location, price and together influence purchase intention in Car Free Day in Banda Aceh

3. Materials and Method

The research conducted is research that refers to a quantitative approach, because the data obtained will be in the form of numbers. From the figures obtained will be further analyzed in data analysis. This research will be conducted in the Simpang Lima area of Banda Aceh City. The object of research is the people who participate in the Car Free Day (CFD) activities in Banda Aceh City. In this study the authors used Non Probability Sampling, which is a sampling technique that does not provide equal opportunities / opportunities for each element or member of the population to be selected as samples (Sugiyono, 2012). The sample of this study was 100 participant respondents who took part in the Car Free Day activities in the Simpang Lima Area, Banda Aceh City with the criteria determined by the researcher. Primary data sources are data sources that directly provide data to data collectors. In this study, primary data were obtained from respondents' answers obtained through distributing questionnaires from variables of location, price, halal lifestyle and purchase intention

4. Results and Discussion

In this researches, validity test is used to measure whether a questionnaire is valid or not. For the validity level, a significant test was carried out by comparing the calculated r value with the r table value, it is known that the t table value is at the 5% (2-tailed) significance level with the following equation: $t_{table} = n - k = 100 - 3 = 97 = 1.985$ (seen in the t-table). The results of the SPSS output obtained data stating that of the 15 question items given to 100 respondents it was found that the calculated r value was greater

than the r table value, which means that all question items were declared valid. Reliability test is used to determine the extent to which the measurement results remain consistent if done twice or more on the same symptoms using the same measuring instrument. The measuring instrument to be used is Cronbach's alpha through the SPSS computer program. The reliability of a variable construct is said to be good if it has a Cronbach's alpha value > 0.60 . The results of the SPSS output show that all variables have cronbach's alpha > 0.60 . Thus, it can be concluded that the questions in this questionnaire are reliable or reliable. This means that each item is able to obtain consistent data, which means that if the question is asked again, an answer that is relatively the same as the previous answer will be obtained. In this study, namely using the Glejser test where and if the significance value > 0.05 , heteroscedasticity does not occur and if the significance value < 0.05 then heteroscedasticity occurs, but based on the above output, it can be seen that the significance value of the Location variable is 0.488 which means it is free from heteroscedasticity. , the value of the variable Price is 0.084 which means free from heteroscedasticity and the value of the Sharia Lifestyle variable is 0.104 which means that there is no heteroscedasticity in the study. The multiple regression equation is obtained as follows:

$$Y = 7,123 + 0,124 X1 - 1,083 X2 + 0,295 X3 + e$$

Based on the results of the multiple linear regression equation above, it provides an explanation that The constant value (β_0) is 7.123, meaning that if the halal life style Car Free Day (X_1), price (X_2) and location (X_3) are constant 0, then the purchase interest (Y) will be 7.123. Next, β_1 (regression coefficient X_1) of 0.124. This means that if the halal lifestyle variable increases by one unit, it will cause an increase in buying interest (Y) (due to a positive sign) of 0.124. β_2 (regression coefficient X_2) is - 1.083. This shows that the price variable has a negative effect. This means that if the price offered is getting lower, the buying interest in the Car Free Day in Banda Aceh will increase.

d. β_3 (regression coefficient X_3) of 0.295. This means that if the location variable has increased by one unit, it will cause an increase in buying interest (Y) (due to the positive sign) of 0.295.

Based on the result, location has a value of t count of 1,700 and smaller than t table of 1,985. While the comparison of the significance value with the specified error rate of 0.05 is $0.093 > 0.05$. From this value, it can be concluded that location does not have a significant effect on purchase intention. From the results of multiple linear regression analysis, it can be seen that location has an influence of 0.124 on purchase intention. The results of the above calculations can be concluded that the location of the Car Free Day activity in the City of Banda Aceh has no significant effect on purchase intention. This is because the initial goal of people who come to the Car Free Day location is only to exercise such as gymnastics, cycling and enjoying events organized by the Car Free Day. However, over time and the increasing number of visitors, the location of the Car Free Day activity is also used by small and medium entrepreneurs to promote their wares. So that there was an interest in buying from some of the visitors who attended the Banda Aceh City Car Free Day. Price has a significant effect on purchase intention. From the results of multiple linear regression analysis, it can be seen that price has an effect of -1.083 (negative) on purchase intention. This means that if the price drops, purchase intention in the Car Free Day in Banda Aceh will increase. According to the law of demand, it states that if the price rises, the demand for goods will decrease, on the contrary, if the price goes down, the demand for goods will increase. As a phenomenon in the field, when traders provide discounts and price cuts, it will attract buying interest at that location. It can be concluded that buying interest is influenced by the price chosen by consumers both from the quality, perceived benefits and affordability of the price offered.

The influence of the sharia lifestyle on purchase intention occurs because the better a person's lifestyle will affect his behavior. This can be seen at Car Free Day, everyone maintains cleanliness by throwing garbage in plastic bags that have been provided by the organizers in several places 2 meters away, so that the people present think that after they consume something purchased, they will get used to it. The large potential for a sharia lifestyle at the world level, especially at the location of the Banda Aceh City Car Free Day activity, has proven that the opportunity to develop a sharia lifestyle is enormous. As is well

known, a Muslim is required to consume or use various things in a halal manner. It's simple why many consumers are interested in the sharia sector because something that is halal is definitely good, clean, healthy and avoid bad things, thus supporting the rise of a sharia lifestyle in the Banda Aceh City Car Free Day activities

5. Conclusion

Based on the results of the research that has been presented, the effect of Halal Lifestyle, Location, Price and on Purchase intention in the Car Free Day activities of Banda Aceh. Based on the partial test results, the location variable shows that has no significant effect on purchase intention in the Banda Aceh City Car Free Day activities. Based on the partial test results, the halal lifestyle variable has a significant influence on purchase intention. The influence of the halal lifestyle on purchase intention occurs because the better a person's lifestyle will affect his behavior. There is a simultaneous influence between location, price and sharia lifestyle variables on purchase intention. Based on the results of calculations that have been done it shows that the influence of one variable with other variables is quite high, because the independent variable is able to explain the dependent variable by 40.1%. This shows purchase intention in Car Free Day activities can be explained by the variables of location, price and sharia lifestyle, while the remaining 59.9% can be explained by other factors outside of this study. In this study, it can be concluded that simultaneously a strategic and easy-to-reach location can influence interest buy, while from the price side uses the law of demand where if the price goes down, the demand for goods will increase so that the price cut (discount) offered on Car Free Day affects people's purchase intention. The habits or activities of those who come to Car Free Day are influenced by social and environmental motives that are clean so that they generate purchase intention.

References

- Auliani, K. (2019). Peran Humas Pemerintah Kota Banda Aceh dalam Menjalankan Program Car Free Day Periode Aminullah Usman dan Zainal Arifin. Skripsi Fakultas Dakwah dan Komunikasi Universitas Islam Negeri Ar-Raniry.
- Denziana, A., Indrayenti., Fatah, F. (2014). Corporate Financial Performance Effect of Macro Economic Factors Againts Stock Return. *JURNAL Akuntansi & Keuangan*, 5 (2). 17-40.
- Fajri,N. (2018). Pengaruh Promosi, Lokasi dan Alasan Syariah terhadap Minat Nasabah Menggunakan Jasa PT. Pegadaian (PERSERO) Syariah Cabang Banda Aceh. Skripsi. Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Ar-Raniry.
- Ferawati. (2018). Pengaruh Kelas Sosial dan Gaya Hidup Terhadap Keputusan Pembelian Sepeda Motor Yamaha pada Masyarakat Desa Tarasu Kec. Kajuara Kab. Bone, Skripsi. Jurusan Manajemen Ekonomi Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Alauddin Makassar.
- Hakim, A. R. (2017). Pengaruh Brand Image terhadap Minat Beli Konsumen pada Bimbel Tridaya Bandung. *e-Proceeding of Applied Science*, 3 (2). 480-486.
- Harahap, D. A. (2015). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Konsumen di Pajak Usu (PAJUS) Medan. *Jurnal Keuangan dan Bisnis*, 7 (3). 227-242.
- Hendri Hermawan Adinugraha, Mila Sartika. (2019). Halal Lifesyle in Indonesia. An-Nisbah: *Jurnal Ekonomi Syariah Volume 05*, Nomor 02, April 2019
- Indrawan, Rully. 2014. Metodologi Penelitian. Bandung: Refika Aditama.

Ismailia, Y. (2018). Pengaruh Gaya Hidup Syariah dan Harga terhadap Keputusan Pembelian pada Klinik Kecantikan Muslimah Aishaderm. Skripsi. Jurusan Studi Manajemen Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sunan Ampel Surabaya.

Jannah, R. (2017). Pengaruh Pelayanan, Lokasi Toko, dan Harga Produk yang Kompetitif terhadap Minat Beli Konsumen pada Mini Market EL-JHON 2 Pagar Dewa Kota Bengkulu. Skripsi, Jurusan Studi Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Negeri (IAIN) Bengkulu.

Kurniawan, H. D. (2018). Pengaruh Harga, Kualitas Pelayanan dan Lokasi terhadap Keputusan Pembelian (Studi Kasus pada Konsumen Jasa JNE Jl. Glagahsari No. 62 Yogyakarta). *Jurnal Ekobis Dewantara*, 1 (4). 72-82.

Khotimah, R. (2018). Pengaruh Religiusitas, Kepercayaan, Citra Perusahaan dan Sistem Bagi Hasil terhadap Minat Nasabah Menabung dan Loyalitas di Bank Syariah Mandiri (Studi Kasus Pada Nasabah Bank Syariah Mandiri Gresik). *Jurnal Ilmu Ekonomi & Manajemen*, 05 (01). 37-48