

# **Shopping Preferences at Shopee Barokah on Products Perspective of Islamic Economy: The Effect of Promotion and Halal Lifestyle Bandar Lampung Community**

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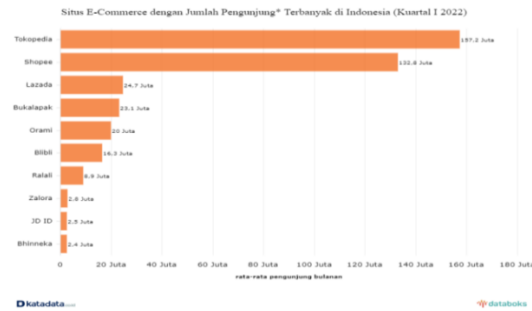
## **Abstract**

Recently, the Halal Lifestyle of the Muslim community has been very careful in doing online shopping, this is because of the promotion and demand for the Islamic market, it turns out that halal products have not yet flooded the e-commerce market in Indonesia, while cases that often occur are falsification of halal certificates, halal sticker logo, even mixing non-halal raw materials with halal raw materials. This study uses a quantitative approach. The population in this study is the Bandar Lampung community. Sampling was carried out using a purposive sampling technique with 400 samples as respondents. The data used in this study were obtained from distributing questionnaires. The results of the data obtained that the promotion variable has a negative and significant effect on shopping preferences. And the halal lifestyle variable has a positive and significant effect on shopping preferences. The results of the product moderation test on the relationship between promotion and halal lifestyle towards shopping preferences produce a significant value, which means that the product strengthens the relationship between promotion and halal lifestyle towards shopping preferences.

**Keywords:** Promotion, Halal lifestyle, Shopping Preferences, Products.

## **1. Introduction**

The growth of the trading industry through electronics or e-commerce is currently growing rapidly and dynamically to encourage digital economic growth and provide direct and indirect benefits to trading activities. E-commerce also provides many conveniences for buyers and sellers. The convenience of shopping through e-commerce is one of the reasons why consumer behavior changes from buying through offline stores to buying through online stores or e-commerce. So do not be surprised if today's society is very dependent on the Internet (Zalni, 2019).



**Picture 1.1**  
Marketplace Visitors in the First Quarter of 2022

It can be seen from the picture above, that Shopee is the second favorite marketplace after Tokopedia with the most visitors. This shows that along with the rapid development of technology that the online business sector has responded to, and the high interest in consumption by the Indonesian people for Muslim fashion products and other halal labeled products, Shopee is one of the e-commerce sites with the highest total visitors. So at the beginning of the fourth quarter of 2019, the Shopee company officially launched a feature that specifically aims to answer the large purchasing power and consumer demand in the Indonesian sharia market. This feature is called *shopee barokah* which includes various kinds of halal products including transaction activities that are carried out (Kasanah & Faujiah, 2021).

Not only that, the *barokah shopee* feature is also equipped with sharia services ranging from zakat and donations, as well as *barokah* payments that are free from elements of usury to prayer schedules. And, of course, in the Shopee application, there are free shipping events every month that encourage consumers to keep shopping and make purchasing decisions

Purchasing decision is an action taken by consumers to buy a product. Every producer must carry out a strategy so that consumers decide to buy their products. In e-commerce there is the concept of tactical and controllable marketing tools that are implemented to get a response from customers, one of the most important of which is promotion (Heryanto, 2015).

Promotion is a form of marketing communication which is meant by marketing communication, namely marketing activities that seek to disseminate information, persuade, or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned (Maimunah et al., 2012).

From the promotion of free consumers to determine their lifestyle behavior to meet needs. Lifestyle behavior of Muslim consumers in choosing needs that are in accordance with Islamic law and guidance. In 2020 Indonesia's Muslim population is estimated to reach 229.62 million people. Halal lifestyle recently has developed into a community need (Hidayat, n.d.). When making a purchase, the public needs specific clarity regarding the legal status of the product they are buying so that it does not cause anxiety and doubts about the product consumed. Because the majority of Indonesia's population are Muslims, there are still problems related to halal products. Cases that often occur are in the form of counterfeiting halal certificates, halal sticker logos, even mixing non-halal raw materials with halal raw materials.

According to Sapta Nirwandar, the Chairperson of the Indonesia Halal Lifestyle Center (IHLC) said that the reason for the existence of a sharia lifestyle (Halal Lifestyle) was due to the emergence of Muslim communities who began to raise awareness and wanted their lives to be more in line with Shari'a or Islamic teachings (Ismailia, 2018).

With the trend of this halal lifestyle (Halal Lifestyle), the Muslim community must be very careful in doing online shopping because often products sold through social media Muslim consumers are not too focused on seeing more details about product halalness. The city of Bandar Lampung is the city with the most Muslim population, therefore, of course, with the recent trend, namely Halal Lifestyle, it has become a reference for the Muslim community in Bandar Lampung for a halal lifestyle that is in accordance with Islamic law to meet their daily needs.

## **2. Methodology**

This study the authors use a type of quantitative research. Quantitative method is a research method based on positivist philosophy, used to examine certain populations or samples, collecting data using research instruments, analysis, data are quantitative or statistical, with the aim of testing established hypotheses (Lubis, 2018).

The population taken by the researcher is the entire community of Bandar Lampung. The sample used in this study took the existing population using a purposive sampling technique, namely a sample selection technique based on the considerations/subjectivity of the research. The criteria for taking this sample were the people of Bandar Lampung who are of productive age ranging from 20-40 years old, both men and women and who use the barokah shopee for shopping.

### **Data Collection Techniques**

Data collection techniques are carried out by methods.

a. Questionnaire (questionnaire)

Is an investigation of a problem of public interest about many by distributing a list of questions that are answered in writing to a number of subjects for the Population is the entire collection of elements that show certain characteristics that can be used to get answers (responses or responses), this questionnaire researchers distribute it to the people of Bandar Lampung to obtain data. The measurement scale used is the Likert scale.

b. Documentation

Is the method used to obtain information from written sources or documents, books, magazines, regulations, meeting minutes, diaries and so on. So it can be understood that documentation is a way of obtaining information from written sources that already exist (Ul'fah Hernaeny, 2021).

### **Data Processing Techniques**

Data in quantitative research is the result of measuring the existence of a variable. The measured variable is a symptom that is the target of research observations. Data obtained through variable measurement can be nominal, ordinal, interval or ratio data. Data processing is a process to obtain data from each research variable that is ready to be analyzed. Data processing includes data editing, data transformation (coding), and data presentation so that complete data is obtained from each object for each variable studied (Aloysius Rangga Aditya Nalendra, 2021).

**1. Data Editing (Editing)**

Editing is checking or correcting data that has been collected. Editing is done because it is possible that the incoming data (raw data) does not meet the requirements or does not meet the requirements. Data editing is done to complete the deficiencies or eliminate errors contained in the raw data. Deficiencies can be completed by repeating data collection or by inserting (interpolating) data. Data errors can be eliminated by removing data that does not qualify for analysis.

**2. Coding and Transformation**

Data Coding (coding) of data is the provision of certain codes on each data including providing categories for the same type of data. The code is a certain symbol in the form of letters or numbers to provide data identity. The code given can have meaning as quantitative data (in the form of a score). Quantification or transformation of data into quantitative data can be done by giving a score to each type of data by following the rules on the measurement scale.

### **3. Data tabulation**

Tabulation is the process of placing data in tabular form by creating tables containing data according to the needs of the analysis. The table created should be able to summarize all the data to be analyzed. Separation of tables will make it difficult for researchers in the data analysis process.

## **3. Data Analysis Techniques**

Data analysis techniques used to answer the formulation of the problem in research

### **1. Classical Assumption Test**

There are several test tools that are often used in classic assumption tests, including:

This test is used to determine whether in a regression model, the residual values of the regression have a normal distribution. If the distribution of the residual values cannot be considered normally distributed, then there is a problem with the assumption of normality (Santoso, 2019).

Good data is normal data in its distribution. If the significance value is  $> \alpha = 0.05$  then the data is normally distributed, if the significance value is  $< \alpha = 0.05$  then the data is not normally distributed.

### **2. Multicollinearity Test**

This test is used to determine whether the regression model found a correlation between the independent variables. If there is a correlation, then it is called a multicollinearity problem (multico). A good regression model should not have a correlation between the independent variables. This test is carried out by measuring the correlation between the independent variables, if the two independent variables prove to be strongly correlated, then it is said that there is multicollinearity in the two variables.

In making a decision on the multicollinearity test, it can be done in two ways, namely as follows (Duli, 2019).

#### **a. See the tolerance value**

If the tolerance value is  $> 0.10$ , it means that there is no multicollinearity for the data being tested, if the tolerance value is  $< 0.10$ , it means that there is multicollinearity for the data being tested.

#### **b. View VIF (Variance Inflation Factor) values**

If the VIF value is  $< 10.00$ , it means that there is no multicollinearity for the data being tested, if the VIF value is  $> 10.00$  it means that there is multicollinearity for the data being tested.

### **3. Heteroscedasticity Test**

This test is used to assess whether there is an unequal variance of the residuals for all observations in the linear regression model. If the residuals have the same variance, the data experiences symptoms of homoscedasticity, and if the variances are not the same, the data experiences symptoms of heteroscedasticity. A good regression equation is an equation in which there are no heteroscedasticity symptoms (Yusuf et al., 2019).

## **4. Validity and Reliability Test**

### **1. Validity Test**

Validity is the degree of accuracy between the data that actually occurs on the research object and the data reported by the researcher. If the data collection instrument used is able to measure what will be tested, the resulting data can be declared valid. In testing this research to find out whether the research is valid or not, the testers use the SPSS 23.0 computerized method.

The validity test should be carried out on each question whose validity is tested. We compare the results of rcount with rtable where  $df=n-2$  with a sig of 5%. If  $rtable < rcount$  then valid.

## 2. Reliability Test

Reliability has meaning and can be trusted. A measuring instrument is said to have reliability if used many times by the same research or by other researchers will still produce the same research. The reliability test is a measure of the stability and consistency of the respondents in answering questions related to the constructs of the questions which are the dimensions of a variable and are arranged in the form of a questionnaire.

Reliability (reliability) is a measure of the stability and consistency of respondents in answering questions related to the constructs of questions which are the dimensions of a variable and are arranged in a questionnaire. The reliability test can be carried out simultaneously on all questions. If the Alpha value is  $> 0.06$  then it is reliable.

## 5. Hypothesis Testing

### 1. Partially Significant Test (T Test)

This test is used to determine whether the effect of each independent variable on the dependent variable is significant or not. The test was carried out by comparing the tcount value of each independent variable with the ttable value with an error degree of 5% in the sense ( $\alpha = 0.05$ ). If the value of  $tcount \geq ttable$ , then the independent variable has a significant effect on the dependent variable. With the rule of conclusion as follows:

- a. If  $ttable > tcount$ ,  $H_0$  is accepted, and if  $ttable < tcount$ , then  $H_1$  is accepted
- b. If  $sig > \alpha$  (0.05), then  $H_0$  is accepted  $H_1$  is rejected and if  $sig < \alpha$  (0.05), then  $H_0$  is rejected  $H_1$  is accepted.

### 2. Simultaneous Significant Test (Test F)

The f test is used to determine whether the independent variable or independent variable can simultaneously affect the dependent variable or the dependent variable.

The steps for testing are as follows:

- a. Define hypotheses
  - 1)  $H_0: \beta_1, \beta_2, \dots, \beta_n = 0$ , which means that the independent variables together have no effect on the dependent variable.
  - 2)  $H_a: \beta_1, \beta_2, \dots, \beta_n \neq 0$ , which means that the independent variables jointly affect the dependent variable.
- b. determining the F table to determine the F table used a significance level of  $\alpha = 5\%$  and the degree of validity  $(dk) = (n-k)$ .
- c. find F arithmetic with the formula.

$$f = \frac{R^2 / (k-1)}{(1-R^2) / (n-k)}$$

#### Information :

- $R^2$  : coefficient of determination  
 $K$  : the number of independent variables  
 $n$  : number of samples

c. decision maker

if  $F_{count} < F_{table}$ , then  $H_0$  is accepted, meaning that there is no significant influence between the independent variables jointly on the dependent variable. If  $F_{count} > F_{table}$ , then  $H_0$  is rejected, meaning that there is a significant influence between the independent variables together on the dependent variable.

### 3. Test Moderation

Moderated Regression Analysis (MRA) uses an analytical approach that maintains sample integrity and provides a basis for controlling for the influence of moderator variables. The moderating variable is an independent variable that will strengthen or weaken other variables on the dependent variable.

In this study the authors used regression moderation analysis. Moderated Regression Analysis (MRA) is a special application of multiple linear regression in which the regression equation contains an element of interaction between the independent variable and the moderating variable. The following is an analysis of whether the product can moderate the promotion knowledge and halal lifestyle variables on shopping preferences. The similarities are as follows:

$$Y = \alpha_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 M + \beta_4 X_1 * M + \beta_5 X_2 * M + e$$

Shopping Preferences = Promotions + Halal Lifestyle + Product + Promotion\*Product + Halal Lifestyle\*Product

Information :

Y : Shopping Preference

M : Products

X1 : Promotion

X2 : Halal Lifestyle

### 4. Test the Coefficient of Determination (R<sup>2</sup>)

The test is used to show the extent to which the level of relationship between the dependent variable and the independent variable, or the extent to which the variable contribution affects the dependent variable. The characteristics of are as follows:

1. The magnitude of the coefficient of termination lies between 0 to 1, or  $0 \leq 1$ .
2. A value of zero (0) indicates that there is no relationship between the independent variable and the dependent variable.
3. A value of one (1) indicates that there is a perfect relationship between the independent variable and the dependent variable.

## 6. Result and Discussion

The number of respondents in this study  $N = 400$  with a significant level of 5% (0.05) obtained a  $r_{table}$  of 0.098 which was used as a standard for measuring validity in research. Based on bivariate pearson correlation analysis which was carried out using the SPSS 23.0 application program. then the following results are obtained:

**Table 3.1**  
**Promotional Variable Validity Test Results (X<sup>1</sup>)**

No	Questionnaire Item	Correlation Value	R	Notes
1	X1.1	0,341	0,098	Valid
2	X1.2	0,396	0.098	Valid
3	X1.3	0,623	0.098	Valid
4	X1.4	0,568	0.098	Valid
5	X1.5	0,672	0.098	Valid

**Source: Primary data processed in 2022**

Based on the table above. So it can be seen in this study that there are 5 question items for the promotion independent variable. Based on the output of SPSS Version 23 from the 5 items the questions posed by the researcher can be said to be valid, this can be proven by the value of  $r_{count} > r_{table}$ .

**Table 3.2**  
**Validity Test Results of Halal Lifestyle Variables (X<sup>2</sup>)**

No	Questionnaire Item	Correlation Value	R	Notes
1	X2.1	0,495	0,098	Valid
2	X2.2	0,476	0.098	Valid
3	X2.3	0,478	0.098	Valid
4	X2.4	0,458	0,098	Valid
5	X2.5	0,551	0.098	Valid
6	X2.6	0,523	0.098	Valid

**Source: Primary data processed in 2022**

Based on table 3.2 it is known that the halal lifestyle variable as a whole has a positive correlation value with  $r_{count} > r_{table}$ . Thus the six questions on the halal lifestyle variable (X2) in this study are valid.

**Table 3.3**  
**Shopping Preference Variable Validity Test Results (Y)**

No	Questionnaire Item	Correlation Value	R	Notes
1	Y.1	0,554	0,098	Valid
2	Y.2	0,593	0.098	Valid
3	Y.3	0,682	0.098	Valid
4	Y.4	0,629	0.098	Valid
5	Y.5	0,706	0.098	Valid

**Source: Primary data processed in 2022**

Based on the table above. So it can be seen in this study that there are 5 question items for the promotion independent variable. Based on the output of SPSS Version 23 from the 5 items the questions posed by the researcher can be said to be valid, this can be proven by the value of  $r_{count} > r_{table}$ .

**Table 3.4**  
**Product Variable Validity Test Results (M)**

No	Questionnaire Item	Correlation Value	R	Notes
1	M.1	0,455	0,098	Valid
2	M.2	0,602	0.098	Valid
3	M.3	0,655	0.098	Valid
4	M.4	0,738	0.098	Valid

**Source: Primary data processed in 2022**

Based on table 3.4 it is known that the moderating variable, namely the overall product correlation value (correlation person) is positive with  $r_{count} > r_{table}$ . Thus the four product variable questions (M) in this study are valid.

The technique used to test the reliability in this study used Croanbach's alpha with the help of the SPSS program. In general, an instrument is said to be reliable if the Croanbach's alpha coefficient is  $> 0.60$ , while if the Cronbach's alpha value is  $< 0.6$ , it can be concluded that the researcher's data cannot be relied upon to explain the research results.



**Table 3.5**  
**Research Variable Reliability Test Results**

No	Variable	Croanbach's Alpha	Reliability Coefficient	Notes
1	Promotion	0,685	0,60	Reliable
2	Halal Lifestyle	0,676	0,60	Reliable
3	Shopping Preference	0,751	0,60	Reliable
4	Product	0,733	0,60	Reliable

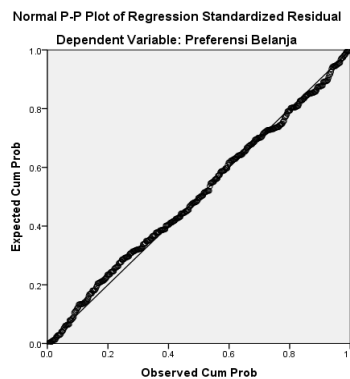
**Source: Primary data processed in 2022**

Based on the table above, it can be seen that all instruments of the variables tested have Cronbach's alpha > 0.60. Where a variable is said to be reliable if Cronbach's Alpha > 0.60. so the results of the reliability test based on the table above can be concluded that the promotion variables ( $X^1$ ), halal lifestyle ( $X^2$ ), shopping preferences ( $Y$ ) and products ( $M$ ) are declared reliable or meet the requirements.

### Classic Assumption Test

#### Normality test

Two ways are often used to test the normality of the residuals, namely by graphical analysis (normal p-p plot) regression and the one sample Kolmogorov-Smirnov test. The normality test in this study used the Kolmogorov Smirnov method. If the significant number is less than 0.05, the data is not normally distributed. The following are the results of the second test, among others:



**Picture 3.1 Normality Test Results**

From the graph above it can be seen that the points are spread around the line and follow the diagonal line, so the residuals in the regression model are normally distributed.

**Table 3.6**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		400
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.86228318
Most Extreme Differences	Absolute	.040
	Positive	.030
	Negative	-.040
Test Statistic		.040
Asymp. Sig. (2-tailed)		.130 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on the output above, it can be seen that the significance value (asymp.sig 2-tailed) is 0.130. According to V. Wiratna Sujarweni's theory, the residual significance value > 0.05 is normally distributed. Based on the significance value above, this shows that the residual data is normally distributed. So it can be concluded that the normally distributed regression model based on the Kolmogorov Smirnov test or the k-s test is feasible to use.

**Multicollinearity Test**

**Table 3.7**  
**Multicollinearity Test Results**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.014	1.245		1.618	.106		
Promosi	.053	.050	.042	1.070	.285	.919	1.088

Halal Lifestyle	.456	.047	.439	9.777	.000	.700	1.429
Produk	.364	.053	.302	6.830	.000	.723	1.383

a. Dependent Variable: Preferensi Belanja

**Source: Primary data processed in 2022**

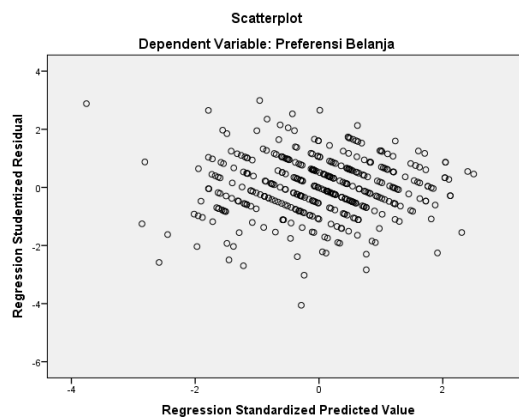
Based on the table above, it can be seen that the results of the multicollinearity test show a tolerance value for the promotion variable of  $0.919 > 0.10$  and a tolerance value for the halal lifestyle variable of  $0.700 > 0.10$  and a value for the product variable of  $0.723 > 0.10$ .

In addition, it can be seen that the VIF value for the promotion variable is  $1.088 < 10$ , and the VIF value for the halal lifestyle variable is  $1.429 < 10$ , and the VIF value for the product variable is  $1.383$ . This shows that the VIF value resulting from the test is still at a value of 1-10.

So it can be concluded that in the results of the multicollinearity test there is no multicollinearity between the independent variables in the regression model.

**Heteroscedasticity Test**

In statistical analysis there are several ways to make various efforts to detect whether there are symptoms of heteroscedasticity, including by carrying out the Scatterplots test and the Glejser test (Timotius Febry & Teofilus, 2020).



**Picture 3.2**  
**Scatter Plot Graph**

It can be seen in the Scatterplot graph above that it shows that the dots are not patterned or irregular and are scattered randomly, so it can be concluded that in this regression model there are no symptoms of heteroscedasticity. To strengthen the results of this test, this research uses a statistical test, namely the Glesjer test.

**Table 3.8**  
**Glesjer's test**

Coefficients		
Model		Sig.
1	(Constant)	,000
	Promosi	,266
	Halal Lifestyle	,252
	Produk	,059

a. Dependent Variable: Preferensi Belanja

**Source: Primary data processed in 2022**

Based on the table above, it can be seen the results of the sig. value of the heteroscedasticity test. promotion (X1) has a sig.  $0.226 > 0.05$  and Halal Lifestyle (X2) has a sig.  $0.252 > 0.05$  and the product (M) has a sig.  $0.59 > 0.05$  this shows that all parameter coefficients for the independent variable have a sig value.  $> 0.05$ , it can be concluded that in this regression model there are no symptoms of heteroscedasticity.

### Hypothesis Test.

#### Simultaneous Significant Test (Test F)

The F test in this study aims to determine whether the independent variable and the Moderating variable simultaneously or together have a significant influence on the dependent variable. The results of the F test are as follows:

**Table 3.9**  
**Simultaneous Significant Test (Test F)**  
**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1103.570	4	275.893	79.713	.000 <sup>b</sup>
	Residual	1367.127	395	3.461		
	Total	2470.698	399			

a. Dependent Variable: Preferensi Belanja

b. Predictors: (Constant), Halal Lifestyle\*Produk, Promosi, Halal Lifestyle, Promosi\*Produk

**Source: Primary data processed in 2022**

Before concluding the hypothesis, the F Table value is determined based on the 5% significance. Based on the table above, it is known that  $N1=4$  and  $N2=395$ . then the obtained Ftable is 2.41. From the results of the simultaneous

significance test (F test) in the table above, it shows a significance value of  $0.00 < 0.05$  and the results obtained for Fcount are 79.713. This means that the Fcount value is greater than Ftable, namely  $79.713 > 2.41$ . This means that  $H_a$  is accepted and  $H_o$  is rejected. So based on the test results it can be stated that simultaneously or simultaneously there is a significant influence between promotions and halal lifestyle on shopping preferences with products as a moderating variable.

**Moderation Test (Moderated Regression Analysis)**

The moderation test in this study is a multiple linear regression test conducted by researchers to determine the results of promotion and halal lifestyle on shopping preferences with products as a moderating variable. The following are the results of the moderation test

**Table 3.10**  
**Moderation Test (Moderated Regression Analysis)**  
**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.499	1.373		5.463	.000
Promosi	-.571	.247	-.451	-2.309	.021
Halal Lifestyle	.763	.216	.736	3.530	.000
Promosi*Produk	.041	.016	.942	2.590	.010
Halal Lifestyle*Produk	.020	.013	.614	1.976	.041

a. Dependent Variable: Preferensi Belanja

Referring to the table above, it can be seen that the multiple regression model of promotion and halal lifestyle on shopping preferences with products as the moderating variable is as follows:

$$Y = 7.499 + (-0.571X_1) + (0.763) + (0.041X_1 * M) + (0.020X_2 * M) + e$$

The coefficients of the multiple linear regression equation above can be interpreted as follows:

- 1) The regression model has a constant of 7.499, this means that if the independent variables of promotion and halal lifestyle and the interaction between the moderating variables are assumed to be equal to zero, the shopping preference *maja* will increase by 7.499.
- 2) The value of the promotion regression coefficient in this study is -0.571 which means that when the promotion variable decreases by one unit, shopping preferences will decrease by -0.571

- 3) The regression coefficient value of the halal lifestyle variable in this study is 0.763 which means that when the halal lifestyle variable increases by one unit, shopping preferences will increase by 0.763
- 4) The value of the regression coefficient of the interaction between products and promotions in this study is 0.041 which means that with the interaction between products and promotions, shopping preferences will increase by 0.041.
- 5) The regression coefficient value of the interaction between products and Halal Lifestyle in this study is 0.021 which means that with the interaction between products and Halal Lifestyle, shopping preferences will increase by 0.021.

Based on the model t test table 2 above, the following conclusions can be drawn:

- 1) From the results of the t model 2 test, it can be seen that the Tcount value of the promotion variable is 2.590 > 1.971 and a significance value of 0.010 < 0.05 which means that the product is able to moderate promotions to increase shopping preferences.
- 2) From the results of the t model 2 test, it can be seen that the Tcount value of the Halal Lifestyle variable is 1.976 > 1.971 and a significance value of 0.041 < 0.05 which means that the product is able to moderate the halal lifestyle to increase shopping preferences.

**Determination Test (R2 test)**

**Table 3.11**  
**Determination Coefficient Test Results**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668 <sup>a</sup>	.447	.441	1.860

a. Predictors: (Constant), Halal Lifestyle\*Produk, Promosi, Halal Lifestyle, Promosi\*Produk

Based on the test results of the coefficient of determination in model 1, which is 0.371 or 37.1%, while the test results for the coefficient of determination in model 2 are 0.441 or 44.1%. Based on this, it is known that the coefficient of determination of the coefficient of determination of model 2 is greater than the coefficient of model 1. Thus it can be concluded that the existence of a product as a moderating variable can strengthen the relationship between promotion and halal lifestyle variables on shopping preference variables.

**7. Discussion of Data Analysis**

**1. The Effect of Promotion on Shopping Preferences**

The potential of the internet as a marketing and trading medium has been widely discussed, especially by business actors in the marketing sector. The discussion resulted in a view on electronic commerce, especially electronic commerce via the internet, causing a person to make a shopping preference.

Promotion is a unidirectional flow of information or persuasion made to direct a person or organization to an action that creates exchange in marketing. Promotion is also a series of marketing activities that aim to increase and encourage demand for goods and services. Promotion is a form of marketing communication used to

disseminate information, influencing, and increasing the target market to buy a product offered by the company (seller and buyer) (Hasan & Setyaningtyas, 2015). The medium for promotion is advertising. Advertising is a promotional media in the form of text or images of a certain size that is placed on a certain website page which will lead to the intended/promoted website page. Promotions carried out can influence consumer shopping preferences.

The shopping preference is a person's tendency to make purchases via the internet. (Levin et al., 2005) The tendency in question is the experience through the buying process from the search stage to the purchase decision stage, not just the intention to make an online purchase. This preference can be formed through the mindset of consumers based on several reasons, including: (Simamora, 2004)

- a) The experience previously obtained by the consumer feels satisfaction in purchasing and feels a match in consuming what he has purchased so that the consumer makes a decision to buy
- b) Trust is hereditary due to the family's habit of using the product, being loyal to the product that they always use because they feel the benefits of using the product, so that consumers get satisfaction and benefits from the product purchased.

This study aims to determine the promotion of the preferences of the Bandar Lampung community. And the results of research on the influence of promotion variables on shopping preferences found the result that  $t_{count} = -2.309$  with a significance value of 0.21, Ho's decision was accepted so that it can be stated that promotions have a negative effect on shopping preferences.

The results of this study are consistent with research conducted by Abdul Latief which shows that promotions have a negative effect on consumer buying interest (Latief, 2018).

### **The Effect of Halal Lifestyle on Shopping Preferences**

The MUI halal label is very important and needs to be considered by consumers before choosing and deciding to make a purchase. Because products that have a halal label or halal certification from the MUI, it is certain that the product is halal or does not contain haram when consumed. In meeting the needs there are several alternatives in determining the choice of buying the product or using the service to be purchased. The decision to use a service or buy a product is influenced by many factors, both internal and external. One of the internal factors that influence consumer purchasing decisions is lifestyle. And for a Muslim consumer it is important to apply a lifestyle (halal lifestyle) in everyday life

Lifestyle broadly is a way of life that is identified by how people spend their time, what they consider important in their environment (interests), and what they think about themselves (opinions).

The lifestyle that is trending among Muslims today is the halal lifestyle. The emergence of the phenomenon of the halal lifestyle among Muslims is the result of awareness among Muslims and the importance of Sharia in life. Halal lifestyle is a person's pattern of life expressed in how to lead a life, spend their wealth and spend time in a way that is in accordance with Islamic religious law. (Wati, 2020)

As for the halal lifestyle, it has an influence in determining one's shopping preferences, namely by buying daily necessities that are not excessive and must be in accordance with Islamic sharia. Islam itself does not allow its followers to consume anything in excess. And Muslim consumers are required by their religion to only consume halal products. Therefore, when buying a product, they look for a halal logo that is certified by a religious authority so that in this case, a halal lifestyle can be a factor in one's shopping preferences.

And in this study it aims to determine the halal lifestyle of the shopping preferences of the people of Bandar Lampung. And the results of statistical analysis tests show that halal lifestyle has a significant influence on shopping preferences. The resulting influence is a positive influence. Where it can be seen from the Tcount value of the halal lifestyle variable, which is equal to  $3.530 > 1.971$  and a significance value of  $0.000 < 0.05$ .

The results of this study are also consistent with research conducted by Irna Wati showing that halal lifestyles can affect consumer shopping preferences.

### **Effect of Products in Moderating Relationship Promotion Against Shopping Preferences**

The results of the statistical analysis test show that promotions have a negative effect on shopping preferences. The product as a moderating variable has the resulting effect, namely a positive influence, which means that the more promotions offered, the more interest consumers will have to make shopping preferences supported by product quality.

Where promotion is a form of company communication to consumers, and with the promotion the company can introduce the products or services offered. Therefore, each company is required to have its own promotion strategy in order to attract many consumers from the results of the promotion. Generally, consumers before making a purchase must seek and collect information, and this information is used as a basis for decision making by consumers. In general, promotions can affect consumer shopping preferences either directly or indirectly. Promotion can also be done in many ways, such as through social media, advertisements, posters, or even through consumers who have used the product or service first. Before consumers make a purchase decision, of course, consumers consider several things such as product quality and halal products for consumption.

Not only that, consumer shopping preferences are also influenced by promotions where promotions that are supported by good product quality will influence consumer choices, and with good products, consumers will trust the products offered. Consumers tend to know exactly what product to buy and will not waste time choosing products that are not of high quality. Therefore, the product as a moderating variable is able to strengthen the relationship between promotion and shopping preferences.

The results of this study are also consistent with research conducted by Yunus, Rashid, Ariffin which shows that promotions can influence purchasing decisions which are supported by products as a moderating variable

### **The Effect of Products in Moderating Halal Lifestyle Relationships on Shopping Preferences**

Lifestyle can be interpreted as a pattern of a person's life which is expressed in activities, interests and opinions that are formed through a social class, and work. However, the same social class and occupation do not guarantee the emergence of a lifestyle that is the same. Using halal products and a halal lifestyle that is still understood by middle class Muslims as an obligation and life guidance so that they can be accepted in their social life in the world as well as an awareness so that their worship can be accepted in the afterlife, this is at the same time strengthening the symbols of piety that attached to him.

In addition to lifestyle, products can also influence consumers in making purchasing decisions. Good and attractive products can make consumers hypnotized and interested in using the products or services being sold. According to Assail, consumer purchasing decisions are consumer processes in receiving and evaluating information from a particular product or service that are influenced by two things, the first is from the consumer and the second is environmental factors.

And this study aims to determine the promotion and halal lifestyle of the people's preferences in Bandar Lampung. The results of the statistical analysis test show that the product as a moderating variable can strengthen the relationship between halal lifestyle and shopping preferences. The results of this study are consistent with research conducted by Musyafa showing that halal lifestyle can affect shopping preferences.



### **The Effect of Promotion and Halal Lifestyle on Shopping Preferences in an Islamic Economic Perspective**

The lifestyle in the Islamic economy is more directed towards efficiency and does not exceed the level of needs needed by the body, Islam itself does not justify its people doing excess and only thinking about self-pleasure, lavishly squandering their wealth extravagantly, regardless of the rights of those around him who need it more. In a halal lifestyle, people prefer Sharia products because Sharia products are guaranteed to be halal, pure and of good quality for consumption.

The phenomenon of the halal lifestyle that is currently rife is due to the increasing awareness of the Muslim community who want their lives to be more in accordance with Islamic law or teachings, although there are many other products, but consumers are more interested and feel safe when they consume them. And halal lifestyle also influences promotion. From an Islamic point of view, promotion is an effort to provide correct information to potential consumers about products/services. In this regard, Islam places great emphasis on avoiding fraud or providing false information to potential customers. So do not be surprised if the halal lifestyle must be applied in everyday life for Muslim consumers.

## **8. Conclusions**

Conclusion Based on the results of the research and discussion, the authors draw the following conclusions:

1. Promotion has a negative influence on the Shopping Preferences of the Bandar Lampung community. This is evidenced by the results obtained at a Tcount value of -2.309, which means that the Tcount value is smaller than Ttable, namely  $-2.309 < 1.971$  and the sig.  $0.21 < 0.05$ .
2. Halal Lifestyle has a significant influence on the Shopping Preferences of the Bandar Lampung community. This is evidenced by the results obtained at the Tcount value of 3.530, which means that the Tcount value is greater than Ttable, namely  $3.530 > 1.971$  and the sig.  $0.000 < 0.05$ .
3. Based on the results of the Moderated Regression Analysis (MRA) it shows that the product is a moderating variable that strengthens the promotion relationship with shopping preferences.
4. Based on the results of the Moderated Regression Analysis (MRA) it shows that the product is a moderating variable that strengthens the relationship between Halal Lifestyle and shopping preferences.
5. Lifestyle in Islamic economics is more directed to efficiency and does not exceed the level of needs needed by the body, Islam does not justify its adherents to excess

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