

# Impact of Lifestyle and Halal Labelization on Chatime Drink Product Packaging: A Behavioral Geographic Study

Sri Wiludjeng SP<sup>1</sup>  
Widyatama University  
[sri.wiludjeng@widyatama.ac.id](mailto:sri.wiludjeng@widyatama.ac.id)

Yana Hendayana<sup>2</sup>  
Widyatama University  
[yana.hendayana@ac.id](mailto:yana.hendayana@ac.id)

## Abstract

The behavioral geography is regarded as the sub branch of the human geography. The development of the beverage business is a growing business today. In fact, this business is able to penetrate the global market, with new brands starting to appear in Indonesia, both local and international brands. One of the international brands that is developing its business in Indonesia is Chatime. This is because the Indonesian people have changed their lifestyle, which increases the need to consume soft drinks anytime and anywhere. So that the current market demand for soft drinks continues to increase every year, causing soft drink manufacturers to compete with each other to create and offer products that are able to compete tightly to meet buyers' expectations. This study aims to find out how respondents respond about lifestyle and halal labeling on chatime product packaging and how it affects the consumer buying decision process. In line with the behavioral geographic which studies how to human understanding is developed regarding their environment, and its influence on their behaviors. In this regard, the study has considered the halal labeling and lifestyle as an environment and its influence on human thinking by considering the process buying decision. This study uses descriptive and verification methods. Data collection techniques used by distributing questionnaires, interviews and observations. While the sampling technique used is accidental sampling. The data analysis tool used is Multiple Regression. The results showed that the lifestyle and halal labeling on chatime product packaging had a positive and significant impact on the consumer buying decision process. This is because lifestyle is a change in behavior in meeting their needs from traditional patterns to today's modern patterns. Meanwhile, halal labeling affects the buying decision process, because the label written on the packaging will show a sense of responsibility from the producer, and consumers feel safe when consuming the product.

## Keywords

Lifestyle, Halal Labeling, Buying Decision Process, Behavioral Geography

**Submitted:** 05-01-2021 • **Revised:** 10-02-2021 • **Accepted:** 28-03-2021

## Preliminary

The development of the soft drink industry in Indonesia at this time is classified as very good. Moreover, the world of tourism in Indonesia has become a field of development that gets special attention, because the tourism sector is an important state asset to increase the country's foreign exchange. The development of this tourism will affect the behavior or lifestyle of the community, because many local and even foreign tourists come to Indonesia. Of course this will affect the culture of the Indonesian people. At first, in meeting the needs, especially for drinks, Indonesian people were still traditional, initially only knowing soft drink products which were sold in various places of sale, such as mineral water, tea, and milk packaged in bottles or boxes. But now the habit has turned into a modern habit, and so are the products. Many people like products that are modern in style. In today's modern era, lifestyle is very important and often becomes a place to show one's identity. Therefore, many manufacturers compete fiercely to pamper their buyers. According to Triyono Prijosoelilo as chairman of ASRIM, said that sales growth in 2019 is projected to reach 3% - 4%, which will be supported by a positive market absorption rate. <https://industri.kontan.co.id/news/asrim-project-volume-demand-soft-drinks-can-grow-3-4>. However, in reality, in the January-July 2020 period, it decreased by 10%, which was due to changes in consumer behavior, due to the pandemic (covid 19). <https://ekonomi.bisnis.com/read/20200908/257/1288570/siasat-industri-minum-ringan-di-pasar-lemah-permintaan> The development of business competition in the bubble drink business is getting tighter in producing and selling its products, giving an influence on consumers' views that companies must introduce and inform their products so that consumers are encouraged to buy the company's products they promote. The market for bubble drink providers in Indonesia is growing rapidly along with the growing market demand for the bubble drink. The current competition is not only in terms of products, but also emphasizes the functions produced by a company such as taste, product content for health, services provided, advertising, promotion. Chatime is one of the companies selling bubble drink and has market potential in Indonesia. Bubble tea itself is a tea-based drink combined with various flavors and given a filling (topping) in the form of jelly or the like (Adinugraha & Sartika, 2019; Al Umar et al., 2021; Alzeer et al., 2018; Briliiana & Mursito, 2017; Hasibuan et al., 2019; Habanabakize, 2020) Currently, Chatime has 211 outlets in total spread throughout Indonesia. (<https://industri.kontan.co.id/news/chatime-perbanyak-gerai-berkode-dine-in>). This bubble tea in its presentation includes fresh drinks without preservatives and without additional ingredients that endanger health or additional ingredients that contain haram elements which are prohibited in Islam. However, people should remain careful in choosing and buying products. Some things that need to be understood by consumers before consuming a product understand the language/writing, registration number, product name, producer and production address, halal label, and a list of ingredients used. Because in the processing process, if it is mixed with haram ingredients, it is not holy. The problems seen in the current situation of society are in accordance with the considerations of science and technology, do people today know which ones are lawful and which ones are unlawful? For this reason, with the extraordinary advances in science and technology in the processing of a product, it would not be excessive to know the halalness and sanctity of it, and this is not an easy thing. Halal certificate is a rule made by MUI to declare the halalness of a food product in accordance with Islamic Sharia, aiming at legal certainty for those who consume it. Government Regulation No. 69 of 1999 concerning Food Labels and Advertisements, article 2 paragraph 1, that every person who produces or markets packaged food within the territory of Indonesia for trading is obliged to include a label inside and or on food packaging. The absence of the label will make Muslim consumers be careful in deciding to buy and consume products without the halal label.

Based on the above phenomenon, it is necessary to conduct further research to find out how respondents respond to lifestyle, halal labeling and how it impacts the consumer purchasing decision process on chatime products in the Widyatama University environment.

## Literature Review and Frameworks Lifestyle

The development of technology and knowledge will have an impact on human life. Human life in the era of advanced technology will change the culture or habits of humans themselves. This

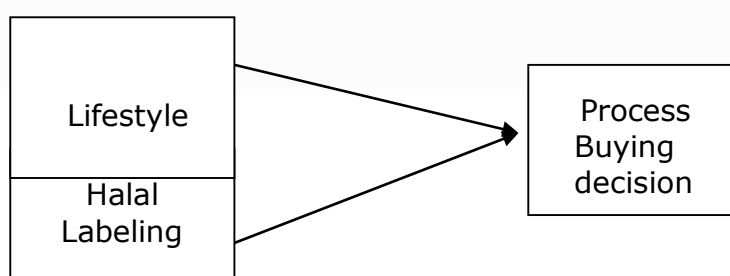
act of change can be considered as a change in the human's daily behavior, which will eventually lead to a changed lifestyle. The definition of lifestyle according to is a set of behaviors that have meaning for individuals and other people at one time in a place, including in social relations, consumption of goods, entertainment and clothing. Meanwhile, according to Kotler which is translated by Bob Sabran as a person's pattern of life in the world which is revealed in his activities, interests and opinions. Lifestyle describes the whole person who interacts with his environment. Furthermore, (Jamal & Sharifuddin, 2015; Meyer & Klonaridis, 2020; Moon & Rizal, 2016; Muller & de, 2020; Nasution & Rossanty, 2018; Oktaniar et al., 2020; Sunaryo & Sudiro, 2017; Tomcikova, 2020) define lifestyle as how people live, how to spend their money, and how to spend time. Lifestyle in principle is a person's pattern in managing his time and money. Lifestyle influences a person's behavior which ultimately determines a person's consumption pattern. As for evaluating a person's lifestyle can be done through the following dimensions: Activities, Opinions and Interests (Torun, 2020; Van & Surujlal, 2020; Weiss, 2020; Zukhrufani & Zakiy, 2019).

## Halal Labelization

Halal labeling is a label that informs consumers of the labeled product, that the product is truly halal and the ingredients it contains do not contain elements that are prohibited by sharia, so that the product can be consumed by consumers. Thus, products that do not include a halal label on their products are considered not to have received approval by the authorized institution (LPPOM-MUI) to be classified as halal products or are considered to be in doubt about their halalness. This halal regulation can be used as an effective marketing campaign for business people targeting this segment. In evaluating the halalness of a product, it can be done through the following elements; 1) Picture, 2) Writing, 3) Combination of Picture and Text, 4). Sticking to the Packaging,

## Consumer Buying Decision Process

The buying decision process is a process in which consumers go through five stages, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior, which begins long before the actual purchase is made and has a long after impact Purchasing decision-making process is strongly influenced by consumer behavior Purchasing decision is the selection of two or more available alternative options, meaning that a person's condition for making a decision must have several alternative choices (According and Kanuk) Therefore, to evaluate the purchasing decision process can be done through problem recognition, information search, alternative assessment, consumer buying decisions and post-purchase. This can be described as follows:



**Image:** hought Framework

## Hypothesis

The hypothesis in this study states that there is an assumption that lifestyle and halal labeling have a positive and significant effect on the consumer purchasing decision process.

## Research Methods

The research method used in this research is descriptive and verification methods. The population of this study is all consumers who buy chattime in the Widayatama University student

environment. While the data needed in this study is primary data and secondary data. The data collection techniques by distributing questionnaires, interviews and observations In connection with the large enough consumption of chatime, this study only takes part of the population or in other words uses a sample. The sampling technique used is accidental sampling. The sample or respondents selected using the formula proposed can be obtained 100 respondents:

$$n = 0,25 \left( \frac{Z_{\alpha/2}}{E} \right)^2 \rightarrow$$

$$n = 0,25 \left( \frac{1,96}{0,1} \right)^2 = 96,04 \text{ rounded up } 100$$

**Where**

- n = Number of samples
- Z / 2 = value obtained from normal Table Top level of confidence
- e = error rate in withdrawal sample

**Multiple Regressions**

In general, this analysis is used to examine the impact of several independent variables (variable X) on the dependent variable (variable Y). In this study the lifestyle variable (X1) and Halal Labeling (X2) and the dependent variable Consumer Purchase Decision (Y), so the multiple regression equation is as follows:

$$Y = a + b^1x^1 + b^2x^2 + \dots + bX^n.$$

Where:

- a = constant
- Y = Variable Consumer purchasing decisions for chatime products.
- X1 = Lifestyle
- X2 = Halal Labeling
- b = coefficient

**Results and Discussion**

Analysis of the data in this study using Multiple Regression with the results can be seen in the table below:

**Table.1**

Lifestyle, Halal Labeling on Purchase Decisions Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,301	2,397		1,430	,006
Lifestyle	,390	,102	,340	3,811	,000
Halal Labeling	,672	,321	,191	2,093	,030

**Dependent Variable: Buying decision**

**Table 1**

above informs the results of data processing and can be formulated as follows:

$$Y = 1,301 + 0,390X_1 + 0,672 X_2$$

The regression results can be explained that lifestyle variables can positively and significantly affect the consumer buying decision process by 0.390; this is because consumers buy Chatime products to meet lifestyle or behavioral demands every day. So it can be explained that the more a person's lifestyle increases, the decision to purchase imported processed beverage products will also increase. The results of this study are in line with existing theories. Lifestyle is an important aspect that must be known by companies or marketers to segment and service the target market. While the halal labeling variable has a positive and significant effect of 0.672, meaning that halal labeling can influence or contribute 0.672 to the consumer buying decision process. Consumers will buy Chatime products if the product states the halalness of the product. In addition, halal labels attached to packaging can increase sales, because consumers have no doubts about the authenticity of the products they buy, and halal labeling is a must for food and beverage products, such as chatime, which is an imported product.

## Conclusions and Suggestions

The description above can give a conclusion that consumer purchasing decisions for Chatime products are positively and significantly influenced by lifestyle, this is because a person's lifestyle is able to reflect, or behavior / culture that is able to place a person's position in a high, middle or low position. Meanwhile, labeling also shows a positive and significant influence on the consumer purchasing decision process. For this reason, it is recommended that companies offer and sell chatime products; companies are able to see or identify consumer behavior, culture or actions at any time. While other factors that can affect the consumer buying decision process is the halal labeling factor, so it is recommended for companies to offer their products using halal labels so that consumers do not hesitate to buy Chatime products.

## Thank-you note

The author expresses his deepest gratitude to the Chancellor of Widyatama University, Vice Chancellor I, Vice Chancellor II, Vice Chancellor III, for the support and attention and the opportunity given to the author to be able to publish this paper. In addition, thanks are conveyed to all those who provided assistance to the author, until this paper was published and thank you for the suggestions and constructive criticism for the perfection of this research report so that it deserves to be published.

## Reference

- Adinugraha, H. H., & Sartika, M. (2019). Halal Lifestyle Di Indonesia An-Nisbah: Journal Economics Syariah, 5(2), 57-81.
- Al Umar, A. U. A., Mustofa, M. T. L., Fitria, D., Jannah, A. M., & Arinta, Y. N. (2021). The Effect of Halal Labels and Expiration Dates on Sidomuncul Product Purchase Decisions. *Jesya (Journal of Sharia Economics and Economics)*, 4 (1), 641-647.
- Alzeer, J., Rieder, U., & Abou Hadeed, K. (2018). Rational and practical aspects of Halal and Tayyib in the context of food safety. *Trends in Food Science & Technology*, 71, 264-267.
- Briliana, V., & Mursito, N. (2017). Exploring antecedents and consequences of Indonesian Muslim youths' attitude towards halal cosmetic products: A case study in Jakarta. *Asia Pacific Management Review*, 22(4), 176-184.
- Habanabakize, T. (2020). Assessing The Impact Of Interest Rate, Catering, And Fast-Food Income On Employment In The Social Services Industry. *International Journal Of Economics And Finance*, 12(2).
- Hasibuan, S. W., Nasution, Y., & Siregar, S. (2019). The Effect of Health and Religious Beliefs on Consumer Consciousness of Using Halal Cosmetics. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 239-249.
- Jamal, A., & Sharifuddin, J. (2015). Perceived value and perceived usefulness of halal labeling: The role of religion and culture. *Journal of Business research*, 68(5), 933-941.
- Meyer, N., & Klonaridis, R. (2020). The Identification Of Female Entrepreneurs'business Growth Factors: Evidence From South Africa. *International Journal of Business and Management Studies*, 12(1), 208-224.

- Moon, T. P. L., & Rizal, muhammad. (2016). Halal labeling influence on purchase decision Sausages in Aceh Regency Kuala Simpang. *Journal of Management & Finance*, 5 (1), 431-439.
- Muller, C., & de Klerk, N. (2020). Influence of Design Aesthetics and Brand Name On Generation Y Students' Intention to Use Wearable Activity-Tracking Devices. *International Journal of eBusiness and eGovernment Studies*, 12(2), 107-121.
- Nasution, M. D. T. P., & Rossanty, Y. (2018). Country of origin as a moderator of halal label and purchase behaviour. *Journal of Business and Retail Management Research*, 12(2).
- Oktanar, F., Listyaningsih, E., & Purwanto, B. (2020). The Effect of Halal Labeling, Advertisement Creativity and Lifestyle on Purchase Decisions of Wardah Products (Case Study of Students of Universitas Malahayati). *KnE Social Sciences*, 692-700.
- Sunaryo, S., & Sudiro, S. E. A. (2017). The impact of Brand awareness on purchase decision: mediating effect of halal logo and religious beliefs on halal food in Malang Indonesia. *Australian Academy of Business Leadership*, 1(1), 54-62.
- TOMČÍKOVÁ, I. (2020). Implementation of Inquiry-Based Education in Geography Teaching-Findings about Teachers Attitudes. *Review of International Geographical Education Online*, 10(4), 533-548.
- Torun, F. (2020). The Effect of a Textbook Preparation Process Supported by Instructional Technology Tools on the TPACK Self-Confidence levels of Prospective Social Studies Teachers. *Review of International Geographical Education Online*, 10(2), 115-140.
- Van Den Berg, L., & Surujlal, J. (2020). The Relationship Between Coach Guidance, Feedback, Goal Setting, Support And A Long-Term Development Focus Of University Athletes. *The International Journal of Social Sciences and Humanity Studies*, 12(2), 273-288.
- WEISS, G. W. (2020). The Social-Constructivist Concept of Space in a German Geography Education Context: Status-quo and Potential. *Review of International Geographical Education Online*, 10(4), 684-705.
- Zukhrufani, A., & Zakiy, M. (2019). The Effect Of Beauty Influencer, Lifestyle, Brand Image And Halal Labelization Towards Halal Cosmetical Purchasing Decisions. *Jurnal Ekonomi dan Bisnis Islam (JEBIS)*, 5(2), 168-180.