

THESIS
THE INFLUENCE OF HALAL LIFESTYLE AND BRAND
IMAGE ON ZILLENNIAL GENERATION PURCHASING
DECISIONS WITH BOYCOTT AWARENESS AS AN
INTERVENING VARIABLE



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UNIVERSITAS DARUSSALAM GONTOR
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**THE INFLUENCE OF HALAL LIFESTYLE AND BRAND IMAGE ON
ZILLENNIAL GENERATION PURCHASING DECISIONS WITH
BOYCOTT AWARENESS AS AN INTERVENING VARIABLE**

THESIS

Presented to the University of Darussalam Gontor in Partial Fulfilment of
Requirement for Bachelor Degree (S1) In the Department of Islamic Economics
Law, Faculty of Sharia University of Darussalam Gontor

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2024 M/1446 H



ABSTRAK
PENGARUH HALAL LIFESTYLE DAN BRAND IMAGE TERHADAP
KEPUTUSAN PEMBELIAN GENERASI ZILLENIAL DENGAN
KESADARAN BOIKOT SEBAGAI VARIABEL INTERVENING

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Keputusan pembelian adalah suatu proses pengambilan keputusan oleh konsumen akan membeli suatu produk yang mengkombinasikan pengetahuan untuk memilih dua atau lebih alternatif produk yang tersedia. Keputusan pembelian seorang konsumen dapat disebabkan oleh beberapa factor seperti gaya hidup dan *brand image*. Setelah dikelurkannya Fatwa DSN MUI No. 38 Tahun 2023 mengenai dukungan akan Palestina salah satunya dengan tidak mengkonsumsi produk terafiliasi Israel. Kesadaran konsumen akan dukungan kepada Palestina menyebabkan banyak masyarakat yang melakukan boikot kepada brand yang terafiliasi Israel.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh halal lifestyle dan brand image terhadap keputusan pembelian generasi zillennial dengan kesadaran boikot sebagai variabel intervening.

Penelitian ini menggunakan metode kuantitatif. Populasi dalam penelitian ini merupakan generasi zillennial dengan sampel yang telah ditentukan menggunakan rumus slovin berjumlah 100 orang dan purposive sampling. Data analisis Teknik menggunakan PLS-SEM dengan menggunakan survey, questioner yang disebar melalui g-form dan dokumentasi data collection data.

Hasil penelitian ini menunjukkan bahwa gaya hidup halal secara langsung berpengaruh positif tetapi tidak signifikan terhadap keputusan pembelian dengan nilai p value 0.169. *Brand image* secara langsung tidak mempengaruhi keputusan pembelian dengan nilai p value 0.493. Sedangkan *halal lifestyle* dan *brand image* yang dimediasi oleh kesadaran boikot berpengaruh terhadap keputusan pembelian generasi zillennial dengan nilai p value 0.034 dan 0.000. Rekomendasi Penelitian selanjutnya disarankan menambah variabel lain seperti harga, promosi, dan kualitas produk. Generasi Zillennial juga diharapkan lebih bijak dalam keputusan pembelian, terutama terkait boikot produk Israel, dengan mempertimbangkan afiliasi produk yang digunakan.

Kata kunci : Keputusan Pembelian, Halal Lifestyle, Brand image



ABSTRACT
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Purchasing decision is a decision-making process by consumers to buy a product that combines knowledge to choose two or more alternative products available. A consumer's purchasing decision can be caused by several factors such as lifestyle and brand image. After the issuance of DSN MUI Fatwa No. 38 of 2023 regarding support for Palestine, one of which is by not consuming products affiliated with Israel. Consumer awareness of support for Palestine has led many people to boycott brands affiliated with Israel.

This study aims to determine how much influence halal lifestyle and brand image have on zillennial generation purchasing decisions with boycott awareness as an intervening variable.

This research uses quantitative methods. The population in this study is the zillennial generation with a sample that has been determined using the slovin formula of 100 people and purposive sampling. Data analysis techniques using PLS-SEM using surveys, questioners distributed via g-form and data collection data documentation.

The results of this study indicate that halal lifestyle directly has a positive but insignificant effect on purchasing decisions with a p value of 169. Brand image directly does not affect purchasing decisions with a p value of 0.493. Meanwhile, halal lifestyle and brand image mediated by boycott awareness affect zillennial generation purchasing decisions with a p value of 0.034 and 0.000. To add other variables such as price, promotion, and product quality. The zillennial generation is also expected to be wiser in purchasing decisions, especially regarding the boycott of Israeli products, by considering the affiliation of the products used.

Keywords : Purchasing Decisions, Halal Lifestyle, Brand image

DECLARATION

DECLARATION

I, hereby,

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on Zillennial Generation Purchase Decisions with Boycott
Awareness as an Variabel Intervening

I sincerely declare that this thesis belongs to my work and not to other researchers for a different degree. Furthermore, this thesis is never published before, except for some parts with their original references.

Otherwise, if it is found that this thesis is plagiarism, I am ready to be ceased academically.

Ponorogo, Rabiul Akhir 18th, 1446 H

October 21th, 2024 M

Researcher,



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DECISION OF THE TEAM

The committee of the thesis examination in partial fulfilment of the requirements for the degree of Licentiate in Islamic Economics Laws in the Faculty of Sharia, University of Darussalam Gontor, Indonesia, declared that the thesis written by:


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Has been examined by the board of examiners of the Bachelor's Degree (S1) on Department of Islamic Economis Law, Faculty of Sharia University of Darussalam Gontor on October 19th, 2024

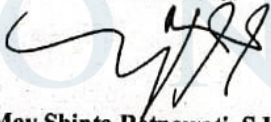
The board of examiners has decided to grant her pass in the thesis examination. Hence, she is eligible to be awarded the degree of Licentiate in Islamic Economics Law in the Faculty of Sharia.

Board Examiner

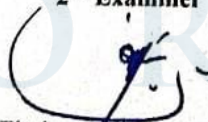
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THESIS ACCEPTANCE LETTER

THESIS ACCEPTANCE LETTER

Bismillahirrahmanirrahim

Assalamu'alaikum wr. wb.

The Faculty of Sharia, University of Darussalam Gontor, Ponorogo Indonesia has received a thesis written by:

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Economics Law in the Faculty of Sharia, academic year 1445-1446/2024-2025.

Wassalamu'alaikum wr. wb

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Assalamu 'alaikum Wr. Wb*

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It has been processed and corrected to meet the partial fulfillment of the requirement for the deree of licentiate in Departement of The Law of Islamic Economics. There for we expect that the thesis can be examined soon.

Wassalamu 'alaikum Wr. Wb.

Mantingan, 14 Oktober 2024 M
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MOTTOS

قال الله تعالى في كتاب الكريم

أعوذ بالله من الشيطان الرجيم

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

يَا أَيُّهَا الَّذِينَ آمَنُوا إِنْ تَنْصُرُوا اللَّهَ يَنْصُرْكُمْ وَيُثَبِّتْ أَقْدَامَكُمْ (7)

“ O ye who believe! If ye help Allah, He will help you and will make your foothold firm.”

(Q.S. Muhammad : 7)

إِنَّ الدِّينَ يُسْرٌ وَلَنْ يُشَادَّ الدِّينَ أَحَدٌ إِلَّا غَلَبَهُ

“Verily, religion is easy. No one makes religion difficult except that it will become difficult for him.”

(H.R. Al- Bukhari)

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DEDICATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Alhamdulillahirobbil a'lamiin. The amount of gratitude that I feel and I offer to Allah SWT because with His grace and grace the author can be easy and strong so that the author can undergo the stages of writing this thesis well. Do not forget my sholawat and salam to the Great Prophet Muhammad SAW who has given Light in this life, may the intercession of the Prophet Muhammad SAW always accompany the author and all of us. Aamiin. This thesis is lovingly presented by the author to : Both beloved parents, my father Eko Susanto who always prayed for the author without stopping, gave their blessings, and full support and hard work to provide the best for the author. My mother Alm. Muslikah, mom I miss you. Thaks for being best mother for me.

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For my best friends and friends who are always there in times of joy or sorrow, always ready to listen to complaints, and always provide support and motivation as well as prayers so that the author can complete this thesis.

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