



The Influence of Marketing Mix and Healthy Lifestyle On Decisions To Purchase Herbalife Nutrition in Banda Aceh City

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ABSTRACT

This research aims to examine the influence of the marketing mix and healthy lifestyle behavior on the decision to purchase Herbalife products. The sample in this study was 98 people. Research data was collected through questionnaires. Hypothesis testing is carried out using multiple linear regression analysis to determine the effect of the independent variable on the dependent variable. The results show that marketing mix partially influences the decision to use the product, a healthy lifestyle partially influences the decision to use the product. Finally, the marketing mix and healthy living behavior simultaneously influence the decision to use the product.

Keywords: Marketing Mix, Healthy Life Style Buying Decisions

RESEARCH BACKGROUND

Healthy is a human right and a fundamental need for humans. Healthy is the state of overall physical, mental and social well-being and determines the quality of human life. However, public awareness in Indonesia to live a healthy life is still relatively low. This can be seen from a number of indications such as low physical activity (exercise), lack of fruit and vegetable intake, high obese population and low life expectancy. Banda Aceh City as the center of trade and government in Aceh Province is one of the areas with a high prevalence of obesity. The prevalence of obesity rate in this area is above the provincial rate of 6.5 percent (Rahmad, et al, 2018).

The busyness and lifestyle of the people in Banda Aceh City that continue to change make the ideal body weight of some people cannot be maintained continuously, especially uncontrolled eating patterns encourage calorie intake to continue to increase and then cause overweight and even obesity which is at risk of various diseases and makes the appearance less attractive. For this reason, various ways are done by the community to obtain ideal body weight, including consuming a number of nutritional and herbal products.

In this case, Herbalife products are one of the products that are chosen in the community, especially people in Banda Aceh City to meet the nutritional intake needed by the body. Where Herbalife Products function to control weight and maintain body elasticity. The product range is so varied, ranging from protein powders, supplement capsules, to diet series packages, both for weight loss and weight gainers.

Herbalife is present in Indonesia including in Banda Aceh City to change the behavior of the community, especially member members, towards a more positive direction, namely within the framework of healthy living behavior. Herbalife is very helpful for adults and overweight and even obese housewives who care about personal health, especially the problem of a healthy body or free from the risk of disease and expectations about ideal body weight.

LITERATURE REVIEW

Decision Making

Decision making or known as decision is a result found by a person or group who is authorized to make alternative solutions or achieve their goals (Dermawan, 2013). The focus of decision making is the ability to analyze something by obtaining any accurate information to choose one of many possibilities (Rahman, 2013). The theoretical basis of the use decision variables in this study is equated with the theory of purchasing decisions. Peter and Olson (2013) reveal the decision to use as an integration process used to combine knowledge and evaluate two or more alternatives and choose one of them.

Factors Influencing Decision Making Using Herbalife according to Kotler and Armstrong (2019) are cultural factors, personal factors and psychological factors. According to Setiadi (2010), decision use is an integrating process in combining knowledge to evaluate two or more alternative behaviors and choose one of them.

The decision indicators uses are as follows:

1. Speed of deciding to buy
2. Confidence to buy
3. According to needs

Marketing Mix

According to Alma (2018) the definition of the marketing mix is as follows: The strategy of interfering with marketing activities in order to find the maximum combination so as to bring satisfactory results. Kotler and Armstrong (2019) explained, the marketing mix is a set of tactical marketing tools for products, prices, promotions, distribution that are combined to produce the desired response of the target market.

According to Kotler and Keller (2019), namely: Marketing mix (marketing mix) is a set of marketing tools that companies use to continuously achieve their marketing goals in the target market. According to Priansa (2017), the marketing mix is the integration of marketing activity planning through four components, namely products, prices, promotions and distributors combined together.

Then according to Priansa (2017), marketing activities recognize four marketing strategies commonly called the 4P goods marketing mix, namely product, distribution, promotion, and price. One example of previous research that mentions the role of marketing mix is research from Ariefin, et al (2023) which found that product portfolios have a positive and significant influence on sales levels.

Healthy Life Style

Behavior is the action or activity of humans themselves that have a very wide expanse including: walking, talking, crying, laughing, working, lecturing, writing, reading, and so on. Human behavior is an activity or human activity as a result of all sorts of human experiences and interactions with their environment. The form can be in the form of knowledge, attitudes, and actions (Nasrah, 2020).

Behavior according to Pakpahan (2021) is the action or deeds of an organism that can be observed and even learned. This behavior is a response or reaction of a person to stimuli / stimuli from outside. While consumer behavior itself according to Priansa (2017) is the actions displayed by consumers when they search, buy, use, evaluate and spend products in order to meet their needs and desires. According to Marpaung, et al (2022) there are three domains in measuring healthy living behavior, namely health knowledge, health attitude and health practice.

Previous research conducted with the results that there is a positive and significant influence between marketing mix and consumer behavior on purchasing decisions. Research from Ilham, et al (2023) found a positive influence between price and location on consumer

interest. In line with this, there is a positive and significant influence between the marketing mix and consumer behavior on the purchase of Bandar Lampung Fresh fruit juice (Octaviani, et al 2014). The positive and significant influence between marketing mix and consumer behavior on purchasing decisions in Minimarkets was also found by Nurjanah, et al (2016) and Pinaryo, et al (2022). In addition, Adnan (2018) mentioned the positive and significant influence on Consumer Behavior from cultural, social and psychological factors on purchasing decisions.

Based on the explanation described above, the hypothesis of the researcher in this study is as follows:

- H1: Marketing mix has a significant impact on the decision to use Herbalife nutrition in Banda Aceh City.
- H2: Healthy living behaviors have a significant effect on the decision to use Herbalife nutrition in Banda Aceh City.
- H3: Marketing mix and healthy living behavior have a significant effect on the decision to use Herbalife nutrition in Banda Aceh City.

This study was conducted to determine and analyze the Effect of Marketing mix and Healthy Living Behavior on the Decision to Use Herbalife Nutrition in Banda Aceh City.

RESEARCH METHODS

This research is one type of correlational research. Correlation is one of the statistical data analysis techniques used to find relationships between two or more variables that are quantitative. Two or more variables are said to be correlated if changes in one variable will be followed by changes in the other variable regularly in the same direction (positive correlation) or opposite (negative correlation).

The variables in this study are independent variables in the form of marketing mix and healthy living behavior, while the dependent variables are in the form of purchasing decisions. The sample in this study was consumers who consumed herbalife in Banda Aceh City. Based on data obtained from one of the herbalife stockists in Laksana Village, Banda Aceh, that the average consumer who bought herbalife products during the past year was 98 people / month so based on these data, researchers set a sample in the study of 98 people. The following is a table of descriptions of filling out questionnaires by respondents based on gender, age and occupation as follows:

Table 1 Respondent Demography

No	Respondents Identity	Frequency	Percentage
1	Gender		
	Male	48	48,98%
	Female	50	51,02%
2	Age		
	20 – 30 years old	20	20,40%
	31 – 40 years old	50	51,02%
	41 – 50 years old	28	28,58%
3	Occupancy		
	Student/College Student	30	30,61%
	House Wife	10	10,20%
	Civil/Private Employees	58	59,19%

Data sources processed by Researchers (2023)

Based on table 1 above, it can be seen that from 98 respondents of this study there are 3 characteristics that can be classified. In the first classification, there is a gender where the female sex is more dominant, namely 50 respondents with a percentage of 51.02%. In the second classification, there are respondents' ages which are divided into 3, namely the age of



20-30 years, 31-40 years, and finally 41-50 years. And the highest percentage is at the age of 31-40 years, which is 50 respondents with a percentage of 51.02%. The third classification is respondents' jobs, from the average respondent's answers there are three job classifications, namely, students / students, housewives, and civil servants / private employees. Of the three classifications, the most respondents were among Civil/Private Employees, a total of 58 respondents with a percentage of 59.19%.

RESULTS AND DISCUSSIONS

Validity Test Results

Measurement of validity for the use of questionnaires in this study is carried out with construct validity where a questionnaire containing several questions is said to be valid if each question item has a high relationship with others. This validity test obtained the following results:

Table 2 Validity Test Results

Item Questionnaires	Coefficient Correlations	Critical Value 5% N = 98	Results
X1. P1	0,932	0,198	Valid
X1. P2	0,826	0,198	Valid
X1. P3	0,728	0,198	Valid
X1. P4	0,598	0,198	Valid
X1. P5	0,932	0,198	Valid
X1. P6	0,826	0,198	Valid
X1. P7	0,932	0,198	Valid
X1. P8	0,590	0,198	Valid
X1. P9	0,553	0,198	Valid
X1. P10	0,431	0,198	Valid
X1. P11	0,932	0,198	Valid
X1. P12	0,932	0,198	Valid
X1. P13	0,932	0,198	Valid
X1. P14	0,932	0,198	Valid
X1. P15	0,553	0,198	Valid
X1. P16	0,932	0,198	Valid
X1. P 17	0,932	0,198	Valid
X2. P 1	0,921	0,198	Valid
X2. P 2	0,657	0,198	Valid
X2. P 3	0,917	0,198	Valid
Y. P1	0,754	0,198	Valid
Y. P2	0,843	0,198	Valid
Y. P3	0,845	0,198	Valid
Y. P4	0,756	0,198	Valid
Y. P5	0,338	0,198	Valid

Sources: Data processed from SPSS 26 (2023)

From the figure of table 2 above, it can be seen that all indicators of the statement items already have an outer loading value of >0.5 and it can be concluded that all statement items are valid.

Reliability Test Results

The reliability test is a continuation of valid tests only and determines whether the instrument is reliability or not, using a limitation of 0.60. Reliability less than 0.60 is not good, while 0.70 is acceptable and above 0.80 is good. The results of reliability testing for the variables Marketing Mix (X1), Healthy Living Behavior (X2), and Product Use Decision (Y) can be seen in Table 3

Table 3 Reliability Test Result

No	Item Questionnaire	Cronbach's Alpha	Reliability Test Result	Results
1.	Marketing Mix	0,964	0,60	Reliable
2.	Healthy Life Style	0,774	0,60	Reliable
3.	Buying Decision	0,707	0,60	Reliable

Sources: Data processed from SPSS 26 (2023)

Based on Table 3 data, it can be seen that Cronbach's alpha value for the Markerting Mix variable (X1) is 0.964, the Healthy Lifestyle variable (X2) is 0.774, the Product Use Decision variable (Y) is 0.707, it can be concluded that each variable is declared reliable because the value of Cronhbach's alpha is > 0.60 .

Hypothesis Test Result

Hypothesis testing is carried out by multiple linear analysis, to test the first and second hypotheses, namely to determine the effect of Marketing Mix and Healthy Lifestyle simultaneously on Product Use Decisions on Herbalife consumers. And to determine the Effect of Marketing Mix on Product Use Decisions in Herbalife consumers and the effect of Healthy Living Behaviors on Product Use Decisions in Herbalife consumers. Table 4 shows the regression results of the influence of Marketing Mix (X1) and Healthy Lifestyle (X2) and Product Use Decisions (Y).

Tabel 4 Multiple Regression Test Results

Variabel	Coef. B	Std.Error	t-Stat	Sig.
Constant	2,419	0,649	3,729	0,000
Marketing Mix	0,182	0,018	10,213	0,000
Healthy Life Style	0,393	0,107	3,667	0,000
R-squared	0,753			
Adjusted R-Squared	0,748			
F-Statistic (Buying Decisions)	144,737			
Prob (F-Statistic)	0,000	Durbin-Watson Stat.		1,722

Sources: Data processed from SPSS 26 (2023)

From Table 4 above, the value of the Marketing Mix variable coefficient (X1) is 0.182 and the value of the Healthy Lifestyle variable (X2) is 0.393. The following is a discussion of each hypothesis in this study:

1. The Influence of Marketing Mix on Product Decisions The results of hypothesis testing found that the regression coefficient value was 0.182 and the t-count value for the Marketing Mix variable (X1) was 10.213 and the significant probability value was 0.000 while for the t-table it was 1.660. So $t\text{-calculate } 10.213 > t\text{-table } 1.660$ and a significant probability value < 0.05 which means H_{a1} is accepted and H_{01} is rejected, so it can be concluded that the marketing mix has a positive and significant effect on the decision to use the product.

2. The Influence of Healthy Living Behavior on the Decision to Use Products The results of hypothesis testing are known that the regression coefficient value is 0.393 and the calculated value for the Healthy Living Behavior variable (X2) is 3.667 and the significant probability value is 0.000 while for the table is 1.660. So $t\text{-calculate } 3.667 > t\text{-table } 1.660$ and a significant probability value < 0.05 which means H_{a2} is accepted and H_{02} is rejected, so it can be concluded that healthy living behavior has a positive and significant effect on the decision to use the product.

CONCLUSIONS

Based on the results and discussion in this study, it can be concluded that, Marketing Mix has a partial and significant effect on the Decision to Use Products. In addition, healthy living behavior also has a partial and significant effect on the decision to use the product. Simultaneously, Marketing Mix and Perilaku Hidup Sehat have a simultaneous and significant effect on the Decision to Use the Product.

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