

## The Influence of Perception of Convenience, Islamic Lifestyle, and Religiosity on the Consumptive Behavior of Buy Now Pay Later Users of Generation Z in Jepara

Reynaldo Faisal Ardiansyah <sup>1</sup>, Mahmudatus Sa'diyah <sup>2</sup>

<sup>1,2</sup> Universitas Nahdlatul Ulama Jepara, Indonesia

E-mail: [221130001802@uni-snu.ac.id](mailto:221130001802@uni-snu.ac.id), [mahdab@unisnu.ac.id](mailto:mahdab@unisnu.ac.id)

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### Keywords:

Healthy Lifestyle, Perceived Value, Purchase Intention, SEM-PLS, MSMEs

### Abstract

*As public awareness of healthy consumption patterns in Indonesia increases, consumer preferences for health-based products are increasing, which in turn influences purchase intention through evaluation of product perceived value, based on this phenomenon, this study aims to analyze the influence of Healthy Lifestyle on Purchase Intention of Fruve Juicery healthy drink products with Perceived Value as a mediating variable. This study uses a quantitative approach with a causal associative design through a survey method. Data were collected from 100 respondents who were selected purposively in Mataram City, aged at least 16 years and have knowledge about Fruve Juicery products. The research instrument used a questionnaire measured with a Likert scale. Data analysis was carried out using Structural Equation Modeling–Partial Least Squares (SEM-PLS) through SmartPLS 4.0 software to test the validity, reliability, and research hypotheses. The results showed that a healthy lifestyle has a positive and significant effect on purchase intention, both directly and through perceived value as a mediating variable. In addition, perceived value has been shown to play an important role in increasing consumer purchase intention for MSME healthy drink products. These findings indicate that consumer perceived value is a key mechanism in linking a healthy lifestyle to purchasing decisions. Therefore, healthy beverage MSMEs need to improve consumer value perception by improving product quality and optimizing digital marketing strategies to strengthen consumer purchasing intentions.*

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## INTRODUCTION

Changes in modern lifestyles reflect an increased awareness of health and life balance due to technological advances and globalization. This trend is evident in consumption patterns shifting toward natural products such as healthy drinks, as indicated by survey data. goodstats (2022) Research shows that 53% of Indonesian respondents exercise regularly, 45% consume fruits and vegetables, and 44% are trying to reduce sugar consumption. Furthermore, 39% of people are reducing fried foods, and 28% are opting for health drinks. This phenomenon has been exacerbated by the pandemic, which has driven a preference for preservative-free cold-pressed juices, such as the Fruve Juicery variety, which preserves nutrients through high-pressure hydraulic processing.

Indonesians are increasingly adopting a healthy lifestyle through physical activity, a nutritious diet, and the consumption of organic products to support fitness. This is in line with Kotler & Keller (2016) that lifestyle reflects the pattern of interaction between individuals and their environment, while Agustina (2020) emphasizing a focus on health quality. The 2025 wellness

trend in major cities like Mataram is boosting demand for healthy beverage MSMEs, despite nationally low fruit consumption.

Fluctuation in sales of Fruve Juicery from Rp. 35,000,000 (2022), then experienced a significant increase of IDR 55,000,000 (2023). However, in the following year, revenue decreased to Rp. 50,000,000. (2024), and continues to decline to Rp. 45,000,000 (2025). This change indicates instability despite the rising trend of healthy lifestyles. Consumers with a healthy lifestyle do not necessarily have high purchasing intentions if the perceived value, namely the difference between benefits and costs (Kotler & Keller, 2016), perceived low. It also includes an evaluation of functional, emotional, and social benefits that reflect the product's suitability to consumers' healthy and sustainable lifestyle values (Albornoz et al., 2024).

This issue indicates a gap between healthy lifestyle awareness and purchasing decisions of local MSME products. Although interest in healthy drinks is increasing, purchase intentions are strongly influenced by perceived value, which includes functional, emotional, and social dimensions (Sweeney & Soutar, 2001). Previous research shows that a healthy lifestyle has a positive effect on purchase intentions (Napitupulu et al., 2025). Therefore, perceived value is positioned as a mediating variable to explain the mechanism of influence of a healthy lifestyle on consumer purchase intentions.

Fruve Juicery, an MSME that markets its products through digital platforms such as Instagram and WhatsApp, operates in an increasingly competitive market environment, driven by the rise of healthy lifestyles, particularly in Mataram. This increased consumer awareness of health has been accompanied by an increase in the number of products and businesses offering similar products, leading consumers to become more selective in making purchasing decisions. In this context, consumers with a healthy lifestyle tend to evaluate the extent to which a product provides benefits commensurate with the sacrifices made, which is reflected in perceived value. Therefore, perceived value is positioned as a mediating variable that explains the mechanism by which a healthy lifestyle influences purchase intention. Furthermore, the Theory of Planned Behavior explains that purchase intention is influenced by attitudes, subjective norms, and perceived behavioral control, where perceived value plays a cognitive role in shaping consumer attitudes toward a product. Ghozali (2020).

This study aims to analyze the influence of a healthy lifestyle on purchase intention of the healthy beverage product of Fruve Juicery, a local MSME, with perceived value as a mediating variable. Specifically, this study seeks to explain the role of perceived value in bridging the relationship between a healthy lifestyle and consumer purchase intention, thus providing a more comprehensive understanding of the mechanisms of consumer behavior in the context of healthy beverage products of local MSMEs.

## LITERATURE REVIEW

### *Theory of Planned Behavior (TPB)*

This study refers to the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which is a development of the Theory of Reasoned Action (TRA), which explains that an individual's intention to perform a behavior is influenced by attitudes and subjective norms. In the TPB, Ajzen added the component of perceived behavioral control, so that behavioral intention is influenced by three main determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. (Ajzen, 1991, in Ghozali, 2020). In the context of this research, a

healthy lifestyle represents consumers' positive attitudes toward consuming healthy products, while perceived value reflects consumers' perceptions of the benefits and costs of the product as a form of behavioral control. These three constructs conceptually play a role in shaping consumers' purchase intentions. Thus, TPB serves as a strong theoretical foundation to explain the mechanism by which a healthy lifestyle, as a form of attitude and awareness of healthy living, can influence perceived value, which in turn contributes to increasing consumers' purchase intentions for Fruve Juicery's healthy beverage products.

### ***Healthy Lifestyle***

According to (Kotler & Keller, 2016) defines lifestyle as an individual's lifestyle pattern reflected through activities, interests, and opinions, and is used as a basis for psychographic segmentation to understand consumer characteristics and behavior. Solomon (2013) He added that lifestyle represents an individual's consumption patterns in allocating time and resources, reflecting a person's values, character, and personality. As public awareness of quality of life increases, the concept of a healthy lifestyle has evolved as a behavioral orientation that emphasizes individual health and well-being. Diyah & Wijaya (2017) states that a healthy lifestyle is a pattern of activities, intentions and opinions of individuals that are oriented towards health, whereas Aleksandrova et al., (2014) explains that a healthy lifestyle encompasses behaviors such as physical activity, a balanced diet, adequate sleep quality, and relaxation activities. This trend is driving increasing consumer preference for natural and healthy products, including healthy drinks, as part of efforts to maintain fitness and balance.

### ***Perceived Value***

In the marketing context, perceived value is defined as the consumer's evaluation of the balance between the benefits obtained and the sacrifices made to obtain a product or service. Kotler & Keller, 2016) explains that perceived value is the difference between the total benefits felt by consumers and the total costs that must be incurred, so that the higher the benefits felt and the lower the sacrifice required, the higher the value perceived by consumers. Meanwhile, Garcia-Salirrosas et al., (2024) emphasizes that perceived value not only includes functional aspects, but also emotional and social dimensions, as well as the level of product suitability with consumer needs, preferences, and values, which reflects psychological satisfaction and the relevance of the product to the lifestyle adopted by consumers.

### **Purchase Intention**

Purchase intention reflects an individual's tendency and readiness to purchase a product after going through the process of searching for information, evaluating, and comparing product alternatives. Aryadhe et al., (2018) states that purchasing intention is an internal drive that arises after consumers obtain information about a product or service, whereas Sanita et al., (2019) explains that purchase intention arises when consumers feel attracted to a particular brand or product, thus reflecting future purchase plans. Therefore, purchase intention is often used as a primary predictor of consumer purchasing decisions.

### **The Influence of a Healthy Lifestyle on Purchase Intentions**

*Healthy lifestyle* A healthy lifestyle emphasizes consumption behaviors that support physical health. Increasing public awareness of the importance of maintaining health encourages consumers

to be more selective in choosing the products they consume, including healthy beverages. Therefore, a healthy lifestyle has the potential to influence purchase intentions for health-based products. Previous research findings support this relationship. Agustina (2020) found that a healthy lifestyle and social media marketing significantly influence purchase intentions for Herbalife products. Prasetio (2022) showed that a healthy lifestyle has a positive and significant influence on purchase intentions for Milky Malt products, both directly and through attitude as a mediating variable. Furthermore, Harvey (2021) demonstrated a positive and significant influence between a healthy lifestyle and purchase intention for Sorbet Ghiaccio products. Overall, previous research confirms that the higher the level of healthy lifestyle adoption, the greater the consumer's tendency to intend to purchase health-oriented products.

**H1:** *Healthy lifestyle* has a positive influence on Purchase Intention

### The Influence of a Healthy Lifestyle on Perceived Value

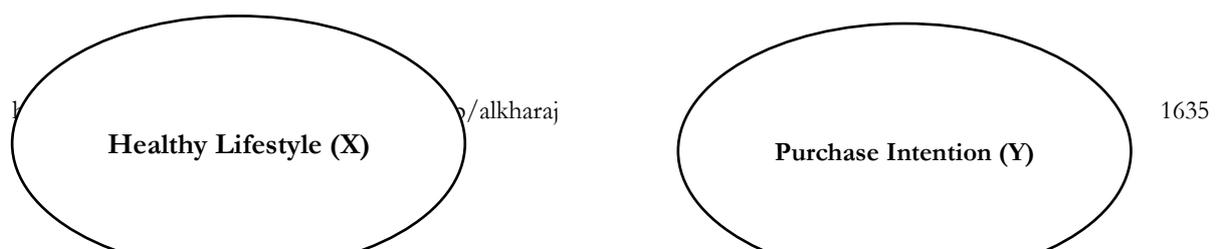
*Healthy lifestyle* encourage consumers to pay more attention to product quality, benefits, and safety before making purchasing decisions. Preferences for health-promoting products lead consumers to evaluate products based on their suitability to their needs and healthy living goals, so a healthy lifestyle has the potential to increase *perceived value* through evaluating the functional and emotional benefits of the product. Previous research supports this relationship. Garcia-Salirrosas et al., (2025) found that a healthy lifestyle has a positive influence on various dimensions of perceived value, which in turn increases consumers' willingness to consume health products. Alborno et al., (2024) shows that health consciousness significantly increases consumer perceptions of value, both in terms of quality, emotional benefits, and social value. In addition, Napitupulu et al., (2025) demonstrated that health awareness has a positive effect on perceived value, particularly on the functional value dimension, although its effect on social value is relatively insignificant. Overall, these findings confirm that adopting a healthy lifestyle contributes to increased consumer value perceptions of health-based products.

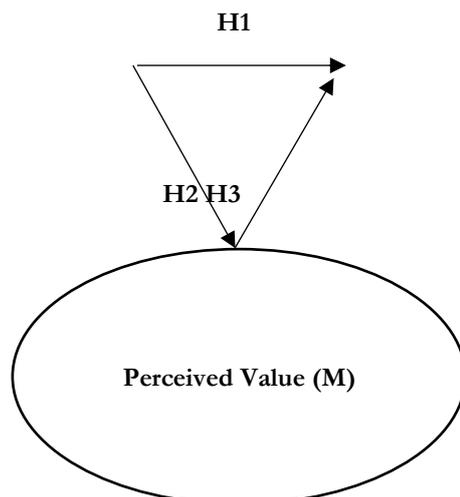
**H2:** *Healthy lifestyle* has a positive influence on *perceived value*

### Influence *perceived value* Against Purchase Intention

*Perceived value* It is a consumer's personal assessment of the comparison between the benefits received and the costs incurred. When consumers perceive a product as having high value in terms of quality, health benefits, and resulting satisfaction, their purchase intention will increase. Previous research supports this relationship. Tj Winoto et al., (2022) found that perceived value has a positive and significant effect on purchase intention, especially when the product is perceived to provide value for money and efficiency for consumers. Lutfi & Baehaqi (2022) also shows that perceived value has a positive and significant influence on product purchasing decisions, which indicates the important role of perceived value in the consumer decision-making process. In addition, Brahmin (2025) demonstrated that perceived value has a positive and significant effect on purchase intentions for plant-based food products, across functional, emotional, and social dimensions. Overall, previous research findings confirm that the higher a consumer's perceived value, the greater their likelihood of purchasing a product.

**H3:** *Perceived Value* has a positive influence on Purchase Intention





## RESEARCH METHODS

This study uses a quantitative research type with a causal associative approach to test the relationship between the influence of a healthy lifestyle on the purchase intention of the healthy beverage MSME product Fruve Juicery which is mediated by perceived value, as explained by Sekaran and Bougie (2016). This approach allows for the identification of patterns of relationships, direction of influence, and strength of association between variables statistically, in accordance with Sugiyono (2023) which emphasizes quantitative research to measure exogenous and endogenous variables with numerical data. In addition, a survey method is applied to collect primary data through a Likert scale questionnaire of 1-5, which is effective for generalizing the results to a wider population as recommended by Fraenkel et al., (2019).

The main instrument in the form of a questionnaire includes healthy lifestyle indicators from Gracia & De Magistris (2007) in Suprpto Wijaya (2012), perceived value from Sweeney and Soutar (2001), and purchase intention from Ferdinand (2016), distributed online via Google Form and offline in Mataram. Validity and reliability were tested through outer loading  $>0.70$ , AVE  $>0.50$ , and composite reliability  $>0.70$  using SmartPLS 4.0, while data analysis involved SEM-PLS for path coefficient, R-square, and specific indirect mediation effect. This technique is in line with Hair et al., (2017) which suggests PLS-SEM for complex models with small samples, and Ghozali (2020) for causal path analysis.

The study population consisted of residents of Mataram City who were familiar with and intended to purchase Fruve Juicery products. This was chosen due to the high level of healthy lifestyle awareness in the area and its easy access for researchers. The sample was drawn using a non-probability purposive sampling method.

$$n = \frac{Z^2 \times P (1 - P)}{d^2}$$

Sampling with age criteria  $\geq 16$  years, domicile in Mataram, and knowledge of Fruve Juicery, resulted in a sample size of 100 respondents based on the Lemeshow formula:

Information:

n = number of samples

Z = Z score at 95% confidence = 1.96

P = maximum estimate 5% = 0.5

D = alpha (0.10) or sampling error = 10%

Based on this formula, the calculation for determining the number of samples in this study is as follows:

$$n = \frac{(1.96)^2 \times 0,5 (1 - 0,5)}{(0,10)^2}$$

$$n = 96.04$$

This approach is appropriate Sugiyono (2023) for infinite populations and purposive for the representation of specific characteristics, as well as Saefullah (2021) which emphasizes the accuracy of representation.

The research procedure begins with variable identification (healthy lifestyle as exogenous, perceived value as intervening, purchase intention as endogenous), followed by primary data collection through observation and questionnaires in Mataram, and secondary data from company documents. The data were processed using discriminant validity, Cronbach's Alpha reliability, goodness-of-fit (Q-square), and hypothesis testing (t-statistic >1.96, p<0.05) via SmartPLS for direct/indirect effects. These stages follow a systematic flow from Sugiyono (2023) for operationalization of variables and Hair et al., (2017) for the evaluation of structural models, ensuring that empirical conclusions can be generalized.

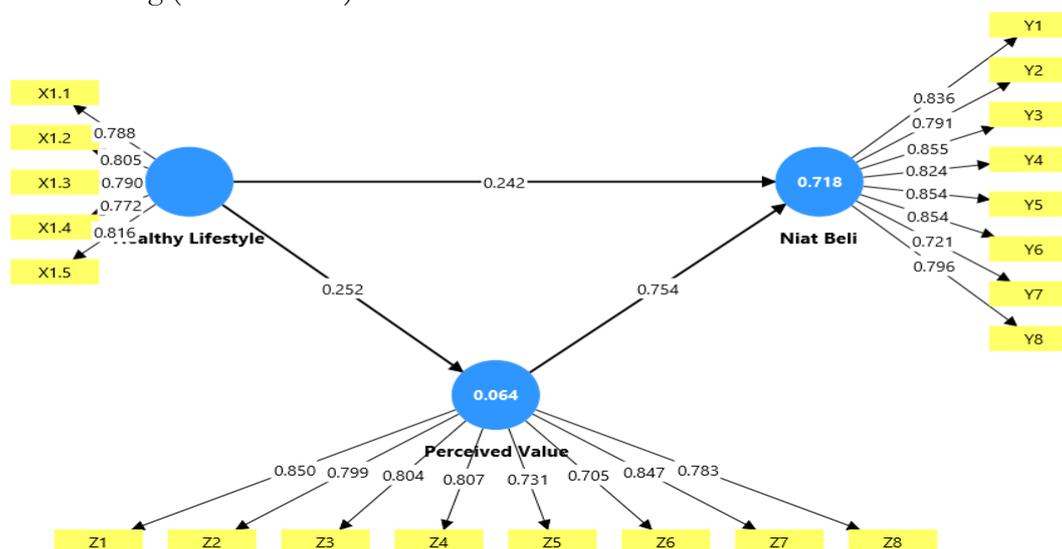
## RESULTS

**Table 1. Respondent Identity**

Profile	Amount	%
Address/domicile		
Ampenan	11	11%
Cakranegara	2	2%
Mataram	68	68%
Sandubaya	4	4%
Sekarbela	9	9%
Selaparang	6	6%
Gender		
Man	30	30%
Woman	70	70%
Age		
16 – 23 Years	81	81%
24 - 32 Years	12	12%
33 - 40 Years	3	3%
> 41 Years	4	4%
Level of education		
SENIOR HIGH SCHOOL	38	38%
D3	5	5%
S1	53	53%
S2	2	2%
S3	2	2%

Monthly Income		
Rp. 500,000 – 1,500,000	66	66%
Rp. 1,500,000 – 3,000,000	15	15%
Rp. 3,000,000 – 5,000,000	8	8%
> Rp. 5,000,000	11	11%

The results of this study were processed and analyzed using SmartPLS 4 which produced data such as *Loading Factor*, Composite Reliability, Average Variance Extracted (AVE), and direct hypothesis testing (Direct Effect).



**Table 2. Outerloading**

	Healthy Lifestyle	Intention Buy	Perceived Value	Information
X1.1	0.788			Valid
X1.2	0.805			Valid
X1.3	0.790			Valid
X1.4	0.772			Valid
X1.5	0.816			Valid
Y1		0.836		Valid
Y2		0.791		Valid
Y3		0.855		Valid
Y4		0.824		Valid
Y5		0.854		Valid
Y6		0.854		Valid
Y7		0.721		Valid
Y8		0.796		Valid
Z1			0.850	Valid
Z2			0.799	Valid
Z3			0.804	Valid

Z4	0.807	Valid
Z5	0.731	Valid
Z6	0.705	Valid
Z7	0.847	Valid
Z8	0.783	Valid

Based on the data processing results in this table, it shows that all indicators have outer loading values  $>0.7$ , ranging from 0.705 to 0.855. Therefore, these values meet the convergent validity test in the SEM-PLS analysis.

**Table 3. Validity and Reliability**

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_c)</b>	<b>Average variance extracted (AVE)</b>
<i>Healthy Lifestyle</i>	0.854	0.895	0.631
Purchase Intention	0.928	0.941	0.668
<i>Perceived Value</i>	0.915	0.931	0.628

Based on the test results, all variables demonstrated Cronbach's alpha and Composite Reliability values exceeding the minimum threshold of 0.70, thus reflecting an adequate level of reliability. Furthermore, the Average Variance Extracted (AVE) value for each variable was also above 0.50, indicating convergent validity. Therefore, all constructs in this study were declared valid and reliable, and suitable for use in subsequent analysis.

**Table 4. R-square**

	<b>R-square</b>	<b>R-square adjusted</b>
Purchase Intention	0.718	0.712
<i>Perceived Value</i>	0.064	0.054

Based on the test results, the R-square value for the Purchase Intention variable is 0.718 with an adjusted R-square of 0.712, indicating that 71.8% of the variation in Purchase Intention can be explained by the variables contained in the research model. Meanwhile, the Perceived Value variable has an R-square value of 0.064 with an adjusted R-square of 0.054, indicating that the model's ability to explain the variable is relatively low. Thus, the research model has strong explanatory power for the Purchase Intention variable, but weak for the Perceived Value variable.

**Table 5. Hypothesis Test Results**

<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>	<b>Information</b>
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<i>Healthy Lifestyle-&gt; Purchase Intention</i>	0.242	0.242	0.069	3,512	0,000	Valid
<i>Healthy Lifestyle-&gt; Perceived Value</i>	0.252	0.269	0.106	2,374	0.018	Valid
<i>Perceived Value-&gt; Purchase Intention</i>	0.754	0.754	0.049	15,471	0,000	Valid

This test states that if the T-statistic is greater than the T-table value, then there is an influence between the exogenous and endogenous variables on each hypothesis used in the study. Based on the results of the path coefficient classification in the table above, the magnitude and level of significance of this research hypothesis can be seen.

### Hypothesis Test Results

1. The analysis results show that the Healthy Lifestyle variable has a positive and significant effect on Purchase Intention, as indicated by the path coefficient value of 0.242, the t-statistics value of 3.512, and the p-value of 0.000. This finding indicates that an increase in a healthy lifestyle tends to be followed by an increase in consumer Purchase Intention for the Fruve Juicery Healthy Drink MSME Product.
2. The results of the analysis show that the Healthy Lifestyle variable also has a positive and significant effect on Perceived Value, with a coefficient value of 0.252, a t-statistics value of 2.374, and p-values of 0.018, which indicates that a healthy lifestyle contributes to shaping consumer value perceptions.
3. The analysis results show that Perceived Value has a positive and significant influence on Purchase Intention, as reflected in the path coefficient value of 0.754, t-statistics value of 15.471, and p-values of 0.000. These results confirm that Perceived Value is a factor influencing Purchase Intention.

### Indirect Effect Hypothesis Testing

Indirect hypothesis testing is conducted to determine the extent of influence of the mediating variable on the endogenous variable through the exogenous variable. A relationship is considered to have a positive and significant indirect influence if the t-statistic is greater than 1.96 and the significance value (p-value) is less than 0.05.

**Table 6. Indirect Effect Hypothesis Testing**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Information
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Healthy Lifestyle -> Perceived Value -> Purchase Intention	0.190	0.201	0.077	2,482	0.013	Valid
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Based on the bootstrapping test results in Table 6, it is known that perceived value significantly mediates the influence of a healthy lifestyle on the purchase intention of the Fruve Juicery healthy beverage MSME product, with a t-statistic value of 2.482 and a p-value of 0.013 ( $t > 1.96$  and  $p < 0.05$ ). These results indicate that a healthy lifestyle not only influences purchase intention directly, but also indirectly through the perceived value consumers feel towards the product. In other words, consumers who adopt a healthy lifestyle tend to have higher purchase intentions if they assess that Fruve Juicery healthy beverage products provide functional, emotional, and social benefits that are commensurate with the costs incurred. Therefore, perceived value is proven to play a role as a mediating variable that bridges the influence of a healthy lifestyle on the purchase intention of Fruve Juicery healthy beverage products.

## DISCUSSION

### The Influence of a Healthy Lifestyle on Purchase Intentions

The results of the study show that a healthy lifestyle has a positive and significant effect on purchasing intentions, with a t-statistic of 3.512, which is greater than 1.96, and a p-value of 0.000, which is below 0.05. Therefore, the first hypothesis (H1) is confirmed. This indicates that a healthy lifestyle has a positive effect on consumer purchase intention for the Fruve Juicery healthy beverage MSME product. This means increasing lifestyle patterns that emphasize choosing consumption that supports body health and public awareness of the importance of maintaining health encourage consumers to be more selective in choosing the products they consume, including healthy drink products, so consumers' desire to buy them will increase. Healthy beverage SME Fruve Juicery This finding shows that a healthy lifestyle is a significant factor in driving consumer purchase intention. This makes a healthy lifestyle a potential factor in influencing consumer purchase intention for health-based products. This statement is in line with the results of research conducted by Agustina (2020), show that a healthy lifestyle and social media marketing significantly influence consumer purchase intentions, particularly among followers of the Instagram account @herbalifeindonesiaofficial. In other words, the better the implementation of a healthy lifestyle and the more optimal the social media marketing strategy, the greater the consumer's likelihood of purchasing Herbalife products.

### The Influence of a Healthy Lifestyle on Perceived Value

The results of the study show that a healthy lifestyle has a positive and significant effect on perceived value, with a t-statistic value 2.374, and p-values of 0.018 which is below 0.05. Therefore, the second hypothesis (H2) is confirmed. This indicates that a healthy lifestyle has a positive effect on perceived value. *Healthy lifestyle* encourage consumers to pay more attention to product quality, benefits and safety Healthy beverage SME Fruve Juicery before making a decision. Preference for products that support health makes consumers tend to evaluate a product Healthy beverage SME Fruve Juicery based on the extent to which these healthy drinks align with their needs and healthy lifestyle goals. Thus, a healthy lifestyle has the potential to increase perceived value because consumers will more deeply consider the functional and emotional benefits the product offers. This statement is in line with the results of research conducted by Garcia-Salirrosas et al., (2025), show

that *healthy lifestyle* has a positive influence on some, or even all, dimensions of perceived value. This suggests that consumers who adopt a healthy lifestyle tend to rate health brands or products more highly, which in turn increases purchase intention or willingness to consume.

### **The Influence of Perceived Value on Purchase Intentions**

The results of the study show that *perceived value* has a positive and significant effect on purchase intention with a t-statistic value of 15.471 which is greater than 1.96, and the p-value is 0.000, which is below 0.05. Therefore, the third hypothesis (H3) is proven. This indicates that the perceived value of the Fruve Juicery healthy beverage MSME product can increase consumer purchase intention for the Fruve Juicery healthy beverage MSME product. This means When consumers perceive a product as having high value, whether in terms of quality, health benefits, or the satisfaction it provides, their tendency to have the intention to purchase the product will be greater. This statement is in line with the results of research conducted by Brahmin (2025), shows that perceived value has been proven to have a positive and significant influence on purchase intention for plant-based food products. The greater the value or benefits perceived by consumers, whether from functional aspects such as nutritional content and health benefits, emotional aspects such as personal satisfaction and conformity with life principles, or social aspects such as the image of an individual who cares about the environment, the higher the consumer's tendency to purchase the product.

### **The Influence of Healthy Lifestyle on Purchase Intention Mediated by Perceived Value**

The research results in Table 6 show that Healthy Lifestyle has an indirect and significant influence on Purchase Intention through Perceived Value, with a t-statistic value of 2.482 which is greater than 1.96, and the p-value is 0.013 which is below 0.05. Therefore, the fourth hypothesis (H4) is proven. These findings indicate that consumers' healthy lifestyles can increase purchase intentions through evaluating the perceived value of products. Consumers who adopt a healthy lifestyle tend to have higher purchase intentions when they assess healthy beverage products as providing benefits commensurate with the sacrifices made, both in functional, emotional, and social aspects. Conceptually, perceived value acts as a psychological mechanism that bridges the influence of a healthy lifestyle on purchase intentions. Consumers with a healthy lifestyle orientation not only consider health aspects but also evaluate product quality, emotional satisfaction, and the social value obtained from consuming healthy products. This value evaluation then drives the formation of purchase intentions for Fruve Juicery's healthy beverage products. These findings align with research by García-Salirrosas et al. (2025) which shows that a healthy lifestyle influences willingness to consume through the perceived value of healthy food products. In addition, Albornoz et al. (2024) and Napitupulu et al. (2025) also found that health awareness increases perceived value, which in turn strengthens the intention to consume health products. Thus, the results of this study confirm that perceived value is an important mediating variable in explaining the relationship between a healthy lifestyle and the intention to purchase healthy beverage products.

## **CONCLUSION**

This study shows that a healthy lifestyle has a positive and significant effect on the purchase intention of the healthy beverage MSME product Fruve Juicery, both directly (coefficient = 0.242;  $t = 3.512$ ;  $p = 0.000$ ) and indirectly through perceived value as a mediating variable (coefficient = 0.252;  $t = 2.374$ ;  $p = 0.018$ ). In addition, perceived value is proven to have a significant effect on purchase intention (coefficient = 0.754;  $t = 15.471$ ;  $p = 0.000$ ). This research model is able to explain 71.8% of the variation in consumer purchase intention, so that all research hypotheses are

declared accepted. The results of the analysis show that the indirect effect of a healthy lifestyle on purchase intention through perceived value is greater than its direct effect, so that perceived value acts as a partial mediator that strengthens the relationship between a healthy lifestyle and purchase intention. This finding confirms that consumers with a healthy lifestyle will have higher purchase intention if they perceive the value of the product, both from functional, emotional, and social aspects. Practically, MSMEs like Fruve Juicery need to increase the perception of product value by emphasizing health benefits, product quality, and price alignment with the benefits obtained, especially through digital communication strategies on Instagram and WhatsApp platforms.

Nevertheless, This study has several limitations. First, data collection was conducted online through an online questionnaire, so the researcher could not determine the respondents' level of understanding of each question item, which could potentially lead to perceptual bias. Second, respondents were limited to individuals residing in Mataram City, so the research findings may not necessarily reflect consumer behavior in other regions. Third, the respondents involved were only individuals who were familiar with and aware of Fruve Juicery as a healthy beverage product, so the perceptions of potential consumers who were unfamiliar with the product were not accommodated. Furthermore, limited direct interaction with respondents prevented the researcher from digging deeper into information regarding purchasing motivations.

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