The Influence of Healthy Lifestyle, Brand Trust and Product Quality on Purchasing Decisions on Herbalife Nutrition Products

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Abstract

The purpose of this study is to analyze the influence of healthy lifestyle variables, brand trust and product quality partially and simultaneously on purchasing decisions for Herbalife Nutrition products. The population in this study were all consumers who had used Herbalife products at least once in the Gresik area. The analysis method in this study used primary data with a total of 150 respondents and accidental sampling techniques. The tests used were validity, reliability test, normality, multicollinearity, heteroscedasticity, multiple linear regression, f test, t test, and coefficient of determination test. This study concludes that healthy lifestyle, brand trust and product quality partially have a positive and significant effect on purchasing decisions.

Kaywords: *Healthy Lifestyle, Brand Trust, Product Quality, Purchase Decision*

Introduction

In the current era of globalization, public awareness of the importance of health and well-being is increasing. This has encouraged the emergence of a healthy lifestyle trend that is not just a choice, but has become a basic need for most individuals. Changes in lifestyle for modern society that are increasingly busy and rushed have an impact on increasing awareness of the importance of health. According to Kotler and Keller (2009:175) lifestyle is a person's pattern in the world that is reflected in activities, interests, and opinions. Along with that, the trend of healthy living is increasingly popular, encouraging people to seek solutions that can improve their quality of life and health. Human lifestyle continues to change, including a healthy lifestyle that is currently trending, even becoming a necessity that cannot be separated from everyday life.

"Healthy lifestyle patterns are often disrupted by unbalanced fast food consumption. Fast food that is easily obtained and cheap has become a popular choice for many people. However, excessive consumption of fast food can cause various health problems. The highest health problem of a bad lifestyle in Indonesia is obesity (source: databoks, 2023). Therefore, obesity is the most common health problem due to poor lifestyle, with a percentage of 66%. Obesity, which is one of the main health problems, not only affects physical condition but can also increase the risk of serious diseases such as diabetes, hypertension, and heart disease. That a bad lifestyle has a significant impact on public health in Indonesia. According to Chen (Syaifulloh and Iriani, 2013), a healthy lifestyle is assessed from the consumption of organic food, health care, and life balance. A healthy lifestyle, which is defined as a deliberate activity to help oneself and one's family in the health sector (Atmaja et al., 2021), influences purchasing decisions. If people have the same interests, their lifestyle can be influenced. In modern times, a healthy lifestyle can influence a person's purchasing behavior, and enthusiasm for a good or service can encourage spontaneous purchases. Healthy lifestyle factors are currently an alternative choice for consumers in meeting their diverse needs and desires. To overcome the problem

of obesity, many individuals seek solutions through healthy eating patterns, regular exercise, and the use of health products such as nutritional supplements. Herbalife, as one of the companies providing nutrition and weight management products, is a popular choice among people who want to live a healthy lifestyle and achieve their ideal weight. This shows that Herbalife products can offer a combination of balanced nutrition and ease of consumption, thus attracting the attention of consumers who need trusted and innovative health and well-being solutions.

The public now knows Herbalife Nutrition as diet milk, competing with WRP and Entarsol. The Top Brand Index survey conducted by Marketing Magazine and Frontier Consulting Group included Herbalife Nutrition in the diet milk category. Weight loss milk brands WRP and Entrasol are among the top brands. WRP excels in low-fat products that prevent weight gain. Herbalife products are excellent at creating an ideal body and can be digested by toddlers, teenagers, and adults to maintain important organs and provide vitamins. Survey by Herbalife. Herbalife ranks second in special diet milk in the Top Brand Index (TBI) 2020. The survey findings are in table 1.

Table 1. Top Brand Index (TBI) Data for 2020-2024

No.	Brand	2020	2021	2022	2023	2024
1.	WRP	41.5%	45.9%	42%	39.9%	31.4%
2.	Herbalife	36.6%	32.6%	30.9%	30.3%	29.8%
3.	Entrasol	21.8%	17.2%	22.8%	22.3%	29.3%

Source: Top Brand Index

Based on table 1, it shows that the Top Brand Index (TBI) data from 2020 to 2024, the Herbalife brand has experienced a significant decline, from 36.6% in 2020 to 29.8% in 2024. This downward trend indicates a weakening of consumer trust and preference for Herbalife products. Several major factors contributing to this decline include product quality issues, where consumers increasingly doubt the composition, effectiveness, and health claims promised, supported by negative testimonials that reduce brand credibility. In addition, the Multi Level Marketing (MLM) system implemented by Herbalife has created a negative perception in the community, with many potential consumers viewing it as a pyramid scheme that prioritizes recruitment over the true value of the product. Finally, increasingly fierce market competition with the presence of new brands that offer modern innovations, better transparency, and more ethical marketing approaches has further eroded Herbalife's market position, as consumers are now more critical in looking for products with strong scientific evidence, official certification, and verified testimonials.

Brand Trust is a critical component in the dynamics of modern marketing, especially in the health and nutrition industry such as Herbalife. This concept includes consumer confidence in the integrity, credibility, and ability of a brand to fulfill its promises and expectations. Trust in the Herbalife brand is built through various factors, ranging from company reputation, product quality, and good customer service. Herbalife's reputation as a company that has long been involved in the health and nutrition industry, with scientifically tested products, is the main foundation in building consumer trust. Brand Trust greatly influences purchasing decisions. According to Alfan Surya Putra (2018), there are three elements that influence brand trust. The three criteria are related to the three parties in the brand-consumer interaction. Brands, producers, and consumers are the three factors. The relationship between the three criteria and brand trust becomes a measuring tool, starting from Brand Characteristics which are always evaluated by consumers before buying. This trust is formed from the reputation that has been built, the brand's ability to be predicted, and the competence shown. second, Company Characteristics, namely the foundation of consumer understanding of a brand. Knowledge about the company behind the product, including the characteristics of the company and the motivations it wants to achieve, shapes consumer perceptions of the brand and Finally, Consumer Brand Characteristics, namely playing an important role when there is a similarity between the

consumer's emotional concept and their experience with the brand. When the emotional value and experience of consumers are aligned with the brand, the level of trust tends to increase. These three characteristics work simultaneously in shaping and influencing consumer trust in a brand.

Product quality is a very crucial factor in influencing consumer purchasing decisions, especially for health and nutrition products such as Herbalife Nutrition. In the context of Herbalife Nutrition Products, product quality is also reflected in various aspects such as complete nutritional content, high-quality ingredients, production processes that meet international standards, and the results of ongoing research and development. This company has built a strong reputation in the nutrition industry by prioritizing strict quality standards at every stage of production. This creates a positive perception in the minds of consumers regarding the safety and effectiveness of Herbalife Nutrition products. Another aspect that influences purchasing decisions is Product Quality. Products with the best appearance do not necessarily have the best quality, thus product quality must be more creative according to consumer desires (Supriyadi et al., 2016). High-quality products grow rapidly and attract customers (Saragih, 2018).

From the above phenomenon, the author is interested in conducting research and making the above phenomenon the topic of this research with the title "THE EFFECT OF HEALTHY LIFESTYLE, BRAND TRUST AND PRODUCT QUALITY ON THE DECISION TO PURCHASE HERBALIFE NUTRITION PRODUCTS."

Literature Review

Healthy Lifestyle

Healthy Lifestyle or Healthy lifestyle is a way of life that reduces the risk of serious illness or premature death. Not all diseases can be prevented, but most deaths, especially those from coronary heart disease and lung cancer, can be avoided (Egger, 2017). According to Putri and Huda (2018), indicators of variables that influence lifestyle are behaviors shown in activities, interests that are personal factors in decision making and opinions from oneself or others, especially those related to self-image to reflect their social status.

Brand Trust

Consumer brand trust is their belief in a brand. According to Damaryanti et al. (2022), brand trust provides a sense of security to consumers through their interactions with a brand based on their view that the brand is trustworthy and responsible for their interests and well-being. Brand trust is very important for consumer-brand relationships. According to Putra & Soebandi (2019), brand trust is built when consumers believe that a brand has a good reputation, has a safe promise, and performs well. There are four main indicators that influence brand trust. First, Brand Predictability which measures the consistency of a brand's quality and response to consumer expectations. Second, Brand Liking which describes consumers' feelings of liking or interest in a particular brand. Third, Brand Competence which refers to the product's ability to meet consumer needs or solve consumer problems more effectively than competing products. Fourth, Brand Reputation which reflects the good name that has been built by a brand in the eyes of consumers. These four indicators are interrelated and together form the foundation of consumer trust in a sustainable brand.

Product Quality

Kotler and Caslione (2011) state that a product is said to be of quality if it meets consumer needs, desires, and the totality of features and characteristics that depend on its ability to satisfy consumer needs. According to Ely (2021), product quality is the integrity that

allows a product or service to meet implicit demands. According to Fandy Tjiptono (2008:96), product quality is influenced by five interrelated variable indicators. First, the core product (core benefit) is the main benefit needed by consumers, such as the comfort of the material in clothing products. Second, the generic product is the basic form of the product that fulfills minimal functions. Third, the expected product includes the attributes and normal conditions that consumers expect when buying. Fourth, the augmented product offers added value in the form of features and variants that increase satisfaction and differentiation from competitors. Finally, potential products refer to developments and innovations that may be carried out in the future.

Purchase Decision

Before post-purchase behavior, a purchase decision is made. After considering various options, the buyer will act to buy the product at this time (arfah, 2022). Based on Sunyoto's theory (2020), the consumer purchasing decision process takes place through five interrelated stages. Initially, consumers recognize problems or needs triggered by internal or external drives. Then, consumers seek information from various sources such as personal, advertising, mass media, and previous experiences to get an idea of the desired product. At the alternative evaluation stage, consumers analyze the available options based on considerations of needs, benefit value, and product functions according to expectations. Furthermore, consumers make purchasing decisions by considering the brand, seller, quantity, time, and payment method, although this decision can be influenced by the opinions of others and unexpected situational factors. The last stage is post-purchase behavior, where consumers evaluate satisfaction based on a comparison between expectations and the performance of the purchased product, which will determine the level of consumer satisfaction or disappointment with the product. Based on the explanation of the conceptual framework above, the relationship between healthy lifestyle, brand trust and product quality can be seen in Figure 2 as follows:
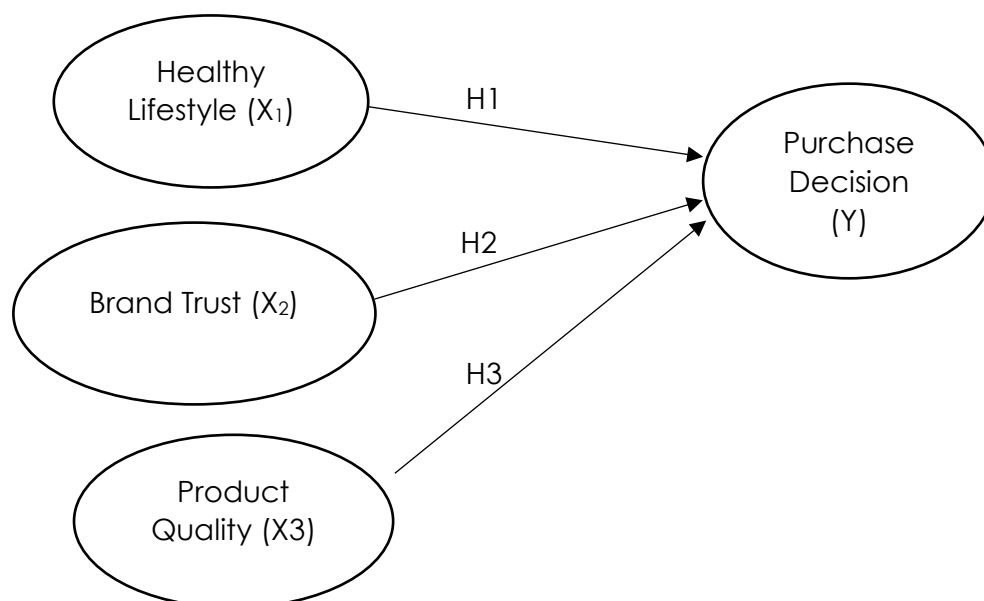
Based on the description of the framework of thought above, the author draws the following hypotheses:

H1: Healthy Lifestyle has a positive and significant effect on Purchasing Decisions

The results of this study are supported by previous studies conducted by (Aeini Mulia Evi Diana & Imam Nuryanto 2024), (Nur Isnaeni & Joko Fitra 2023) and (Lutfi & Baehaqi 2022)

H2: Brand Trust has a positive and significant effect on Purchasing Decisions

The results of this study are supported by previous studies conducted by (Shanfi Maylita Inggasari & Retno Hartati 2022), (Abdul Salam & Selly Abdiyanti, 2022), and (Yusi Intan Junia, 2020)

H3: Product Quality has a positive and significant effect on Purchasing Decisions

The results of this study are supported by previous studies conducted by (Syafruddin et al., 2024), (Valina et al., 2024) and (Risnadyawati Aprilia et al., 2023)

Analysis Method

The independent variables in this study are healthy lifestyle (X1), Brand Trust (X2) and Product Quality (X3), the dependent variable in this study is the purchasing decision (Y). The population in this study were all consumers who had used Herbalife products at least once in the Gresik area. The sample of this study was 150 respondents using primary data with accidental sampling techniques. The collection technique or by distributing questionnaires using Google Forms. The data analysis technique used in this study was using a quantitative approach.

Results and Discussion

RESEARCH RESULTS

1. **Analysis of Respondent Characteristics**

   This study involved users of Herbalife nutritional products. A total of 150 consumers were sampled in this study. This survey included respondents based on gender, age, and purchase frequency. The following table explains the characteristics of the respondents:"

   1) Gender

Table 1. Respondents Based on Gender

Gender	Number of Respondents	Percentage (%)
Female	78	52%
Male	72	48%
Total	**150**	**100%**

From the data above, it states that the respondents who participated in filling out the questionnaire in the study were female respondents as many as 78 respondents with a percentage of 52% and male respondents as many as 72 respondents with a percentage of 48%.

   2) Age

Table 2. Respondents Based on Age

Age	Number of Respondents	Percentage (%)
17-20	18	12%
21-30	98	65.3%
>30	34	22.7%
Total	150	100%

In the age group, the majority of respondents were aged 17-20 years with the number of respondents 18 with a percentage of 12%, respondents aged 21-30 years were 98 with a percentage of 65.3%, and respondents aged >30 years were 34 with a percentage of 22.7%.

   3) Purchase Frequency

Table 3. Respondents based on Purchase Frequency

Purchase	Frequency	Percentage (%)
1 time	41	27,3 %
>2 times	109	72,7 %

Purchase	Frequency	Percentage (%)
Total	**150**	**100%**

Based on table 3, Purchase Frequency is known that consumers of Herbalife products make more purchases >2x with a frequency of 109 with a percentage value of 72.7%, while 1x purchases are made with a frequency of 41 people with a percentage value of 27.3%.

2. Validity Test

The validity test in this study was conducted to assess whether a questionnaire is valid or not. This test was conducted using the results of respondent data (n) = 150 respondents., a = 5%, with df = n-2 or 150 – 2 = 148, resulting in 0.159. If r count ≥ r table, then the questions in the questionnaire are declared valid and vice versa if r count < r table, then the questions in the questionnaire are declared invalid. In table 4. states that all healthy lifestyle question items (X1) consisting of 9 items, brand trust (X2) consisting of 5 items, product quality (X3) consisting of 6 items and purchasing decision variables (Y) consisting of 5 items are declared valid. because it has a value of r count > r table 0.159.

Table 4. Validity Test of Healthy Lifestyle Variables, Brand Trust Variables, Product Quality Variables and Purchasing Decision Variables

Variables	Question Item	r table	r count	Description
Healthy Lifestyle	X1.1	0,159	0,485	Valid
	X1.2	0,159	0,541	Valid
	X1.3	0,159	0,616	Valid
	X1.4	0,159	0,604	Valid
	X1.5	0,159	0,610	Valid
	X1.6	0,159	0,481	Valid
	X1.7	0,159	0,614	Valid
	X1.8	0,159	0,616	Valid
	X1.9	0,159	0,677	Valid
Brand Trust	X2.1	0,159	0,695	Valid
	X2.2	0,159	0,699	Valid
	X2.3	0,159	0,666	Valid
	X2.4	0,159	0,627	Valid
	X2.5	0,159	0,615	Valid
Quality Product	X3.1	0,159	0,582	Valid
	X3.2	0,159	0,611	Valid
	X3.3	0,159	0,578	Valid
	X3.4	0,159	0,626	Valid
	X3.5	0,159	0,620	Valid
	X3.6	0,159	0,697	Valid
Purchase Decision	Y1	0,159	0,706	Valid
	Y2	0,159	0,718	Valid
	Y3	0,159	0,593	Valid
	Y4	0,159	0,614	Valid
	Y5	0,159	0,643	Valid

Source: Primary data processed 2025

3. Uji Realibilitas

According to Sugiyono (2022:121) reliability testing is used to measure a questionnaire which is an indicator of a variable. Reliability testing is the level of stability of a measuring instrument in measuring a symptom or event. The higher the reliability of a measuring instrument, the more stable the measuring instrument is. If the Cronbach Alpha value is more than 0.60, the statement item in the questionnaire is declared reliable.

Tabel 5. Uji Reliabilitas

Variabel	Reliability Statistic	
	Cronbach's Alpha	N of items
Healthy Lifestyle	0.757	9

Brand Trust	0.680	5
Quality Product	0.682	6
Keputusan Pembelian	0.668	5

Based on the table above, it shows that all variables (Healthy Lifestyle, brand trust, product quality and purchasing decisions) have Cronbach's Alpha> 0.60. Thus, the research variable instrument is declared reliable or can be used as a research instrument

4. Normality Test

The normality test can be known by looking at the significance value ≥ 0.05, then it can be said that the data is normally distributed. In this study, using Kolmogorov-Sminorv with the exact P-values equation. The results of the normality test can be reviewed in the following table 4:

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,20893088
Most Extreme Differences	Absolute	,049
	Positive	,036
	Negative	-,049
Test Statistic		,049
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on table 4 Normality Test, it can be concluded that the significance value of Unstandardized Residual in the Kolmogorov-Smirnov test used is 0.200. Thus, it can be said that the significance value of P-Value (0.200)> α (0.05). So that H0 is accepted which can be interpreted that the residuals of the three variables are normally distributed, and can continue to the next test stage

5. Classical Assumption Test

Multicollinearity Test

The multicollinearity test aims to find out whether or not there are autonomous variables that have similarities between autonomous variables in one model. Multicollinearity occurs when the tolerance value <0.10 or is the same as the VIF value greater than 10 (Ghozali, 2018). The results of the multicollinearity test can be seen in the following table 5.

Table 5. Multicollinearity5. Uji Asumsi Klasik

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,911	1,460		1,309	,193		
	Healthy Lifestyle	,160	,046	,271	3,490	,001	,606	1,651
	Brand Trust	,228	,092	,203	2,464	,015	,540	1,852
	Kualitas Produk	,292	,071	,328	4,082	,000	,568	1,761

a. Dependent Variable: Keputusan Pembelian

Based on Table 5, the Multicollinearity Test results show that the tolerance value for the Healthy Lifestyle variable is 0.606, and the VIF value is 1.651, which means it is lower than 10 (1.651 < 10). The Brand Trust variable has a tolerance value of 0.540 and a VIF

of 1.852, which also indicates a value lower than 10 (1.852 < 10). Meanwhile, the Product Quality variable has a tolerance value of 0.568 and a VIF of 1.761, meaning it also falls below 10 (1.761 < 10). It can be concluded that none of these three variables show signs of multicollinearity.

Heteroscedasticity Test

The Heteroscedasticity Test is used to examine whether there is a difference in the variance of residuals from one observation period to another (Ghozali, 2018). Heteroscedasticity can be identified by looking at the significance value in the Glejser Test. If the probability value is > 0.05, it can be concluded that the regression model does not have heteroscedasticity (Sujarweni & Utami, 2019). The results of the heteroscedasticity test are presented in Table 6 below:

Table 6. Heteroscedasticity Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,819	,850		,964	,337
	Healthy Lifestyle	-,001	,027	-,004	-,039	,969
	Brand Trust	-,025	,054	-,051	-,456	,649
	Quality Product	,066	,042	,172	1,585	,115

a. Dependent Variable: Abs_RES

Based on table 6 Heteroscedasticity Test with the glejser test, the results show that the significance value for the Healthy Lifestyle variable is 0.969, the significance value for the Brand Trust variable is 0.649 and the significance value for the Product Quality variable is 0.115. Because the significance value of the three variables produces a significance value greater than the probability sig of 0.05 and it can be concluded that these variables do not experience heteroscedasticity in the regression model.

Partial Significance Test (T Test)

Partial test or t test is conducted to show how far the influence of one independent variable on the dependent variable by assuming the other independent variables are constant or in other words to prove whether each independent variable included in the model has an influence on the dependent variable. The criteria for drawing conclusions from the test results are if the probability value (sig)-t is less than 0.05 then it is stated that the independent variable has an effect on the dependent variable, conversely if the probability value (sig)-t> 0.05 then it is stated that there is no influence between the independent variables on the dependent variable. The following is for the t test:

Table 7 Partial Test or T Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,911	1,460		1,309	,193		
	Healthy Lifestyle	,160	,046	,271	3,490	,001	,606	1,651
	Brand Trust	,228	,092	,203	2,464	,015	,540	1,852
	Kualitas Produk	,292	,071	,328	4,082	,000	,568	1,761

a. Dependent Variable: Keputusan Pembelian

Based on Table 7 depicting the results of the t-statistic test shows that the significance value of the healthy lifestyle variable is 0.001 <0.05 so it can be concluded that healthy lifestyle has a partial significant effect on the decision to purchase herbalife products, so the first hypothesis (H1) which states that healthy lifestyle (X1) influences the decision to purchase herbalife nutrition products (Y) is accepted. The significance value of the brand trust variable is 0.015 <0.05 so it can be concluded that brand trust has a partial significant effect on the decision to purchase herbalife products, so the second hypothesis (H2) which states that brand trust (X2) influences the decision to purchase herbalife nutrition products (Y) is accepted. The significance value of the product quality variable is 0.000 <0.05 so it can be concluded that product quality has a partial significant effect on the decision to purchase herbalife products, so the third hypothesis (H3) which states that product quality (X3) influences the decision to purchase herbalife nutrition products (Y) is accepted. Simultaneous Significance Test (F Test)

The F test is conducted to determine whether the regression model used is feasible to be used as a data testing model and the proposed hypothesis with the criteria if sig <0.05 then the research model is feasible to use, otherwise if sig> 0.05 then the research model is not feasible to use. The following are the results of the F test research:

Table 8 F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	632,306	3	210,769	42,326	,000^b
	Residual	727,027	146	4,980		
	Total	1359,333	149			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Kualitas Produk, Healthy Lifestyle, Brand Trust

Based on the table above, it is known that the sig value is 0.000, then 0.000 <0.005 and it is known that the calculated F is 42.326, because the calculated F value is 42.326> F table 2.67 it can be concluded that the variables Healthy Lifestyle, Brand Trust and Product Quality simultaneously influence purchasing decisions.

6. **Multiple Linear Regression Analysis**

This study uses multiple linear regression, conducted using the enter method, where all variables are entered to find the effect of the independent variable on the dependent variable by regressing the Purchase Decision (Y) as the dependent variable and the effect of Healthy Lifestyle, Brand Trust and Product Quality as independent variables. The results of the hypothesis are in table 9 below.

Table 9. Multiple Linear Regression Results

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	1,911	1,460		1,309	,193		
	Healthy Lifestyle	,160	,046	,271	3,490	,001	,606	1,651
	Brand Trust	,228	,092	,203	2,464	,015	,540	1,852
	Kualitas Produk	,292	,071	,328	4,082	,000	,568	1,761

a. Dependent Variable: Keputusan Pembelian

Based on the table, the following regression equation is obtained:

Y = 1.911 + 0.160X1 + 0.228X2 + 0.292X3

The Healthy Lifestyle, Brand Trust, and Product Quality coefficients have a positive relationship of 0.160, 0.288, and 0.292 on the decision to purchase Herbalife Nutrition products. If Healthy Lifestyle, Brand Trust, and Product Quality increase by one unit, the

decision to purchase Herbalife products increases according to the respective regression coefficients.

Determination Coefficient Test (Adjusted R Square)

Determination (R^2) is used to see how much the independent variables (Healthy Lifestyle, Brand Trust, and Product Quality) contribute to the dependent variable (Purchase Decision). Meanwhile, to see how much correlation or relationship there is between the independent variables and the dependent variable, it can be seen through the R value. The results of the R and R^2 values are shown in table 10 below.

Table 10 Coefficient of Determination

			Model Summary[b]	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,682[a]	,465	,454	2,232

a. Predictors: (Constant), Product Quality, iHealthy Lifestyle, Brand Trust

b. Dependent iVariable: Buying decision

Based on the table, the Adjusted R Square is 0.454, meaning that the Healthy Lifestyle, Brand Trust, and Product Quality variables have an influence on purchasing decisions of 0.465 (46.5%).

Discussion

The discussion of the analysis results is a descriptive description of the research results from the data that has been obtained. The things discussed are Healthy Lifestyle, Brand Trust, and Product Quality on Purchasing Decisions. Based on the results analyzed, the following results can be obtained:

a. Effect of Healthy Lifestyle (X1) on Purchasing Decisions (Y) on Herbalife Nutrition Products

Based on the results of processing for hypothesis test 1, the significance value for the influence of the Healthy Lifestyle variable on Purchasing Decisions is 0.001 <0.05 and the calculated t value is 3.490 with a t table value of 1.976, so it can be concluded that there is a significant influence between the Healthy Lifestyle variable and Purchasing Decisions.

So it can be concluded that users who adopt a healthy lifestyle have a higher tendency to choose Herbalife products that support their health goals, such as nutritional supplements and low-calorie foods. They are more receptive to information about product benefits conveyed through testimonials and health-oriented marketing campaigns. The Herbalife user community that actively promotes a healthy lifestyle plays a significant role in influencing purchasing decisions through social interactions and peer support that create a positive environment. This environment motivates individuals to buy products that are believed to help achieve their health goals.

The results of the study (Farid et al., 2023) stated that Healthy Lifestyle influences purchasing decisions on Bear Brand milk products. The results obtained were significant at 0.000 <0.05 (Alpha value), therefore, the hypothesis was accepted. These results mean that there is a significant influence of the Healthy Lifestyle variable on purchasing decisions on Bear Brand milk products.

b. The Influence of Brand Trust (X2) on Purchasing Decisions (Y) on Herbalife Nutrition Products

Based on the results of processing for hypothesis test 2, the significance value for the influence of the Brand Trust variable on Purchasing Decisions is 0.015 <0.05 and the calculated t value is 2.464 with a t table value of 1.976, so it can be concluded that there is a significant influence between the Brand Trust variable and Purchasing

Decisions.

So it can be concluded that Herbalife product users show a high level of brand trust, which encourages repeat purchasing patterns and a willingness to recommend products to others. This trust is rooted in the belief that Herbalife products are not only effective in achieving health goals, but are also safe and of high quality. Transparent and consistent communication from the company, both through marketing campaigns and interactions on social media, plays an important role in building this relationship of trust. Users who understand the benefits and how to use the product well tend to trust the brand more, thus directly influencing their purchasing decisions.

The results of the study (Eunike et al., 2022) stated that Brand Trust influences purchasing decisions on Emina products. The results obtained are significant at 0.031 < 0.05 (Alpha value), therefore, the hypothesis is accepted. This result means that there is a significant influence of the Brand Trust variable on purchasing decisions on Emina products.

c. The Effect of Product Quality (X3) on Purchasing Decisions (Y) on Herbalife Nutrition Products

Based on the results of processing for hypothesis test 2, the significance value for the effect of the Product Quality variable on Purchasing Decisions is 0.000 <0.05 and the calculated t value is 4.082 with a t table value of 1.976, so it can be concluded that there is a significant effect between the Product Quality variable and Purchasing Decisions.

So it can be concluded that Herbalife product users evaluate quality based on various interconnected aspects. From raw materials and production processes to real results felt, quality assessments are formed through personal experience and sharing information in the community. The effectiveness of the product in helping to achieve health goals such as weight loss and increased energy is a determining factor in customer satisfaction. When users feel the expected benefits, trust in the brand increases, which then influences subsequent purchasing decisions. Herbalife itself has built a strong reputation for quality and innovation over the years in the market.

This perception of quality is not only determined by the physical characteristics of the product, but is also formed through social interactions and information circulating in the community, including testimonials and reviews from fellow users on social media and the health community. The results of the study (Sakti et al., 2020) stated that Product Quality influences purchasing decisions on Frestea beverage products. The results obtained were significant at 0.000 <0.05 (Alpha value) therefore, the hypothesis was accepted. This result means that there is a significant influence of the product quality variable on purchasing decisions on Frestea beverage products.

Conclusion and Suggestions

Conclusion

Based on the results of research and analysis related to the influence of Healthy Lifestyle (X1), Brand Trust (X2) and Product Quality (X3) on Purchasing Decisions (Y) on Herbalife Nutrition Products, the following conclusions can be drawn:

1. Healthy Lifestyle has a significant effect on purchasing decisions on Herbalife Nutrition products and it is stated that H1 is accepted. That Herbalife users who have a healthy lifestyle tend to look for products that can help them maintain their health, including supplements and nutritional products from Herbalife

2. Brand Trust has a significant effect on purchasing decisions on Herbalife Nutrition products and it is stated that Hypothesis 2 is accepted. That Herbalife users who have a high level of trust in Herbalife are more likely to make repeat purchases and recommend products to others. Factors such as company reputation, information

transparency, and customer testimonials contribute to building this trust.

3. Product Quality has a significant effect on purchasing decisions on Herbalife Nutrition products and it is stated that Hypothesis 3 is accepted. That Herbalife users tend to choose products that are proven to have health benefits, quality raw materials, and effectiveness that is in accordance with company claims.

Suggestions

Based on the conclusions that have been obtained, there are several suggestions that can be given to the Herbalife company to improve purchasing decisions, namely Herbalife needs to focus on three main aspects to improve consumer purchasing decisions. First, increasing awareness of a healthy lifestyle through comprehensive educational campaigns on various platforms, including collaboration with nutritionists and influencers, can attract more consumers who care about health. Second, strengthening brand trust through transparency of product information, publication of testimonials, and obtaining certification from trusted health institutions will increase consumer confidence in the safety and effectiveness of the product. Third, maintaining and improving product quality through continuous innovation, use of high-quality ingredients, science-based research, and development of product variants that target specific consumer needs will ensure Herbalife's competitiveness in the health product market. Consistent implementation of these three strategies will help Herbalife strengthen its position in the nutrition and health supplement industry

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