

ABSTRACT

Purchasing decisions become one part of consumer behavior which consumers will act directly to choose what products to consume. Purchasing decisions affected by many factors. This study aims to analyze the factors that affecting consumer purchasing decisions on imported packaged food products. Data were obtained through questionnaire distributed online through google form with a sample of 200 respondents who had bought or consumed imported packaged food products in Jakarta. The method used in this study were Structural Equation Modeling (SEM) with Partial Least Square (PLS) techniques using SmartPLS 3.0 analysis tools. Results show that the E-WOM, halal awareness, influencer marketing and lifestyle variables have a positive and significant effect on the purchase decision of imported packaged food products.

Keywords: Purchase decision, E-WOM, halal awareness, influencer marketing, lifestyle