Analysis of the Influence of Maqashid Syariah, Marketing Strategies, and Green Products on the Halal Lifestyle of Indonesian Alwahida Antidote Herbal Consumers in Medan City

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Article Info	ABSTRACT
	This study analyzes the influence of Maqashid Syariah, marketing strategies, and green products on the halal lifestyle of HPAI consumers in Medan City. This study aims to determine how much influence Maqashid Syariah, marketing strategy, and green product on halal lifestyle for HPAI consumers in Medan City. The data collection technique is carried out by using questionnaires and disseminated through google forms to Herba Penawar Al-Wahida Indonesia consumers in Medan City. The population of this study is the community in Medan City with 21 districts. The sample in this study was as many as 100 respondents selected using the slovin formula. The sampling technique is carried out by random sampling. The data processing technique in this study uses the help of a tool, namely version Statistical Program for Social Science version 26. The analysis used is hypothesis analysis with partial test approaches, simultaneous tests, and determination tests. The results of this study show that Maqashid Syariah is partially influential and significant on halal lifestyle, marketing strategies are partially influential and insignificant on halal lifestyle, and green products are partially influential and significant on halal lifestyle. Maqashid Syariah variables, marketing strategies, and green products have a significant effect together (simultaneously) on halal lifestyle and influence 66.9% and the remaining 30.1% are influenced by other variables.

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1. Introduction

The repetitive structure "is experiencing rapid growth in line with increasing" can be summarized. The halal lifestyle encompasses not only food and beverages but also multiple sectors such as health, beauty, finance, and daily lifestyle (Azzahra, 2025). In this context, green products or environmentally friendly products are the main concern because of their compatibility with Islamic values that emphasize cleanliness and sustainability. Islam teaches to consume good and halal products as mentioned in the Qur'an:

يَٰٓأَيُّهَا النَّاسُ كُلُوْا مِمَّا فِى الْأَرْضِ حَلَٰلًا طَيِّبًاۖ وَّلَا تَتَّبِعُوْا خُطُوٰتِ الشَّيْطٰنِۗ اِنَّهٗ لَكُمْ عَدُوٌّ مُّبِيْنٌ

It means: *"O people, eat what is lawful and good from what is on earth, and do not follow the* steps *of the devil; for the devil is a real enemy to you."* (QS. Al-Baqarah: 168)

Maqashid Syariah plays an important role in shaping the consumption behavior of Muslim communities by emphasizing the protection of religion, life, intellect, offspring, and property. This principle includes the protection of religion (*hifdzud-din*), soul (*hifdzun-nafs*), reason (*hifdzul-aql*), offspring (*hifdzun-nasl*), and property (*hifdzul-mal*). The application *of Maqashid Syariah* in marketing strategies and the development of halal products is a key factor in building consumer preferences for the halal *lifestyle*. In addition, Muslim consumers are also increasingly selective in choosing products that are not only halal in terms of certification, but also provide health and environmental sustainability benefits.

Herba Penawar Al-Wahida Indonesia is one of the manufacturers of herbal products that focuses on the concept of halal and environmentally friendly. The products produced not only comply with halal standards but also consider health and sustainability aspects. This is important because public awareness of health is increasing, especially after the COVID-19 pandemic. Consumers are starting to look for products that are not only halal but also have additional benefits such as natural ingredients, clean production processes, and environmentally friendly packaging (Ropikoh, 2024).

This phenomenon indicates a shift in Muslim consumer behavior, where they now consider not only religious compliance but also health and sustainability. Therefore, it is important for business actors to understand the factors that influence consumers' decisions in adopting a halal *lifestyle*. One approach that can be used is through a marketing strategy based on *Maqashid Syariah* and *the concept of green products*.

Along with the increasing competition in the halal industry in Indonesia, marketing strategies are also a crucial factor in attracting consumer interest. Islamic value-based marketing and effective communication of product benefits can enhance consumer loyalty (Satiadharmanto, 2024). However, there are still many business actors who do not fully understand how to have an effective marketing strategy in the context of halal *lifestyle*, especially in combining the principles of maqashid sharia with sustainability trends.

Although the halal product market is growing, there are still challenges in understanding how much influence Maqashid Syariah, marketing strategies, and *green products* have on people's consumption patterns. Several previous studies have examined the influence of these factors separately, but not many have examined how the three interact in shaping consumer halal *lifestyles* . Therefore, this study aims to analyze these factors and measure their contribution to consumer decisions in adopting a halal *lifestyle* in Medan City.

Maqashid Syariah

Maqashid sharia is the main goal in Islamic law which aims to achieve the benefit of humans. This concept includes the protection of religion (*hifdzud-din*), soul (*hifdzun-nafs*), intellect (*hifdzul-aql*), heredity (*hifdzun-nasl*), and property (*hifdzul-mal*). In the context of business and marketing, Maqashid Syariah plays a role as a guideline in maintaining trade ethics, fairness in transactions, and transparency in business communication (Salvia, 2023). The application *of Maqashid Syariah* in the halal industry aims to ensure that the products consumed are not only legally halal, but also provide wider benefits for society and the environment (Zahara, 2025).

Marketing Strategy

A marketing strategy is a set of tactics and approaches that companies use to attract customers and increase product sales. In the context of the halal industry, marketing strategies include Islamic value-based marketing, digital marketing, and consumer education about the importance of halal products. Research shows that marketing that applies the principles of *Maqashid Syariah* is more effective in building customer loyalty because it provides a sense of trust and security in the consumption of halal products (Safitri, 2023). In addition, digital-based marketing strategies

have opened up opportunities for halal business actors to reach a wider market and increase the visibility of halal products globally (Affrina, 2024).

Green Product

Green product refers to products that are produced by considering environmental sustainability aspects. In the halal industry, environmentally friendly products are increasingly in demand due to consumer awareness of the importance of nature conservation. The use of natural raw materials, a production process with minimal waste, and environmentally friendly packaging are the main factors in the concept *of green products* (Setiawan, 2020). Muslim consumers tend to choose products that are not only halal but also have a positive impact on the environment, so the trend of green product-based halal products is growing rapidly (Nurdin, 2019).

Halal Lifestyle

Halal lifestyle is a consumption pattern and lifestyle that is based on Islamic principles. This covers various aspects of life, including food, clothing, finances, and daily habits. Consumers who implement a halal *lifestyle* tend to be more selective in choosing the products and services used, ensuring that everything is in accordance with Islamic values (Malahayatie, 2022). Increasing awareness of the importance of a halal *lifestyle* has encouraged the halal industry to continue to innovate in creating better products and services for Muslim consumers (Oktaviany, 2023).

2. Methods

This research was conducted in Medan City using quantitative methods with descriptive and associative approaches. The descriptive approach is used to provide an overview of the variables being studied, while the associative approach is used to test the relationship and influence between independent and dependent variables. The population in this study is consumers of Indonesian Al-Wahida Herbal Remedies in the city of Medan. The sample was determined using the Slovin formula with an error tolerance rate of 10%, so that 100 respondents were obtained. The sampling technique was carried out by the random sampling method, where each individual in the population had an equal chance of being selected as a respondent.

2.1 Research Variables

This research consists of several variables as follows:
1) Independent variable (X):
   Maqashid Syariah (X1)
   Marketing Strategy (X2)
   Green Product (X3)
2) Dependent variable (Y):
   Halal *Lifestyle*

2.2 Data Collection Techniques

The data in this study were obtained through:
1) Primary Dates:
   Collected through questionnaires distributed to respondents online using *Google Forms.* The questionnaire uses *a Likert* scale with five answer choices.
2) Secondary Data:
   Obtained from various sources of literature, scientific journals, and documents relevant to research.

2.3 Research Instruments

The questionnaire used in this study consisted of several parts:
Part one: Demographic data of respondents (age, gender, education level, and occupation).
Part two: Statements related to *Maqashid Syariah*, marketing strategies, *green products*, and halal *lifestyle* measured using the Likert scale.

2.4 Validity and Reliability Tests

1) Validity Test
   This is done by looking at the correlation between each item's score and the total score using Pearson Product Moment. If the calculated r value is greater than the r of the table, then the instrument is considered valid
2) Reliability Test
   done using Cronbach's Alpha method. If Cronbach's Alpha value > 0.70, then the instrument is considered reliable.

2.5 Data Analysis Techniques

The data that has been collected is analyzed using the SPSS version 6 program. The analysis techniques used in this study include:
1) Descriptive Analysis:
   It is used to provide an overview of respondent characteristics and the distribution of answers.
2) Classic Assumption Test:
   It includes normality tests, multicollinearity tests, and heteroscedasticity tests to ensure that the data meet the assumptions in multiple linear regression.
3) Multiple Linear Regression Analysis: Used to determine the influence of independent variables on dependent variables.
4) Hypothesis Test:
   - t-test (Partial): To test the influence of each independent variable on the dependent variable individually.
   - F Test (Simultaneous): To test the influence of the three independent variables together on the dependent variables.
   - Coefficient of Determination (R^2): To find out how much an independent variable is able to explain a dependent variable.

3. Results and Discussion

PT HPAI (Herba Penawar Al-Wahida Indonesia) is a company engaged in the halal herbal product industry, committed to providing quality products in accordance with *Maqashid Syariah*. Some key points from the study:
1) Halal and Natural Products – Using halal-certified herbal ingredients with health benefits according to the concept of thayyib.
2) Implementation *of Maqashid Syariah* – All business processes follow sharia principles, especially in the protection of life (hifdzul nafs).
3) Sharia Marketing Strategy – Using ethical marketing based on direct selling and digital marketing.
4) Impact on *Halal Lifestyle* – Increasing Muslim consumers' awareness of the importance of halal and healthy products.
5) Challenges and Opportunities – Industry competition and changing consumer preferences are becoming challenges, but product innovation and marketing can expand market reach.

The results of data collection after the study were reviewed based on respondent data which was categorized into several groups, namely based on gender, age, occupation, income, respondent address, length of use of HNI HPAI products, and where to find out HNI HPAI products, and buy HPAI products. Based on the data obtained based on the gender of the respondents, it was analyzed that women used HNI products more than men with a percentage of 69: 31. Based on the age data, the respondents who use HNI are mostly dominated by the age of 20 to 30 years. The results of the data based on the respondents' work were most in demand by students with a percentage of 66. The income range of respondents who use HNI products the most is between Rp. 1,000,000 to Rp. 2,000,000. The results of the analysis of Medan Selayang research data with a percentage of 18 are most interested in the use of HNI products. Based on the respondents' religion, 100% of the Islamic religion is the most interested in the use of HNI products. The data obtained based on the results of the study showed that respondents who used HNI products were still in less than 1 year and for the purchase of this product were purchased from HPAI members.

Data Quality Test Results

3.1 Validity Test Results

According to (Ghozali, 2018) states that if r is calculated with a positive value and r is calculated > from the r table, then the statement is valid and if r calculates a negative value and r is calculated from the table, then the statement is invalid. Therefore, from this statement, the interpretation can be taken from the data processing as follows:

Table 1. Interpretation of the Validity of Maqashid Syariah Variables

Question	Items	r count	rtable	H0 accepted?	Information	Interpretation
Maqashid Syariah	X1.1	0,675	0,2609	Accepted	Valid	Enough
	X1.2	0,689	0,2609	Accepted	Valid	Enough
	X1.3	0,776	0,2609	Accepted	Valid	Enough
	X1.4	0,508	0,2609	Accepted	Valid	Low
	X1.5	0,702	0,2609	Accepted	Valid	Enough
	X1.6	0,734	0,2609	Accepted	Valid	Enough
	X1.7	0,682	0,2609	Accepted	Valid	Enough
	X1.8	0,685	0,2609	Accepted	Valid	Enough
	X1.9	0,721	0,2609	Accepted	Valid	Enough
	X1.10	0,684	0,2609	Accepted	Valid	Enough
	X1.11	0,713	0,2609	Accepted	Valid	Enough
	X1.12	0,532	0,2609	Accepted	Valid	Low
	X1.13	0,690	0,2609	Accepted	Valid	Enough
	X1.14	0,667	0,2609	Accepted	Valid	Enough
	X1.15	0,681	0,2609	Accepted	Valid	Enough
	X1.16	0,572	0,2609	Accepted	Valid	Low

Source: data processed, 2023

Table 2. Interpretation of the Validity of Marketing Strategy Variables

Question	Items	r count	rtable	H0 accepted?	Information	Interpretation
Marketing Strategy	X2.1	0,688	0,2609	Accepted	Valid	Enough
	X2.2	0,803	0,2609	Accepted	Valid	Tall
	X2.3	0,771	0,2609	Accepted	Valid	Enough
	X2.4	0,675	0,2609	Accepted	Valid	Enough
	X2.5	0,807	0,2609	Accepted	Valid	Tall
	X2.6	0,754	0,2609	Accepted	Valid	Enough

Source: data pocessed, 2023

Table 3. Interpretation of Green Product Validity

Question	Items	r count	rtable	H0 accepted?	Information	Interpretation
Green Product	X3.1	0,608	0,2609	Accepted	Valid	Enough
	X3.2	0,659	0,2609	Accepted	Valid	Enough
	X3.3	0,748	0,2609	Accepted	Valid	Enough
	X3.4	0,789	0,2609	Accepted	Valid	Enough
	X3.5	0,722	0,2609	Accepted	Valid	Enough
	X3.6	0,560	0,2609	Accepted	Valid	Low
	X3.7	0,698	0,2609	Accepted	Valid	Enough
	X3.8	0,748	0,2609	Accepted	Valid	Enough
	X3.9	0,661	0,2609	Accepted	Valid	Enough
	X3.10	0,660	0,2609	Accepted	Valid	Enough
	X3.11	0,685	0,2609	Accepted	Valid	Enough
	X3.12	0,750	0,2609	Accepted	Valid	Enough
	X3.13	0,653	0,2609	Accepted	Valid	Enough
	X3.14	0,537	0,2609	Accepted	Valid	Low

Source: data processed, 2023

Table 4. Interpretation of the Validity of Halal Lifestyle Variables

Question	Items	r count	rtable	H0 accepted?	Information	Interpretation
Halal Lifestyle	y.1	0,777	0,2609	Accepted	Valid	Enough
	y.2	0,761	0,2609	Accepted	Valid	Enough
	y.3	0,732	0,2609	Accepted	Valid	Enough
	Y.4	0,641	0,2609	Accepted	Valid	Enough
	y.5	0,712	0,2609	Accepted	Valid	Enough
	y.6	0,703	0,2609	Accepted	Valid	Enough
	y.7	0,730	0,2609	Accepted	Valid	Enough
	Y.8	0,740	0,2609	Accepted	Valid	Enough
	Y.9	0,791	0,2609	Accepted	Valid	Enough
	Y.10	0,799	0,2609	Accepted	Valid	Enough
	Y.11	0,648	0,2609	Accepted	Valid	Enough
	Y.12	0,618	0,2609	Accepted	Valid	Enough

Source: data processed, 2023

3.2 Reliability Test Results

The reliability test measures the consistency of the questionnaire's measurement results in repeated use. A questionnaire can be said to be reliable if the respondents' answers from time to time are consistent and not random. Where a construct is said to be reliable if the cronbach value alpha is >0.7 (Ghozali, 2018: 46).

Table 5. Results of the Feasibility Test of Maqashid Sharia Variables, Marketing Strategies, Green Products, and Halal Lifestyle

Reliability Statistics *Maqashid Syariah*		Reliability Statistics **Marketing Strategy**		Reliability Statistics *Green Product*		Reliability Statistics *Halal Lifestyle*	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.917	16	.845	6	.907	14	.916	12

Source: data processed, 2023

Based on the table above 4 variables, *Maqashid Sharia* Reliability Statistics found that the Cronbach alpha value (0.917) > 0.60. Based on the statement from (Ghozali 2018) if the Cronbach alpha value > 0.60, then the data is reliable. The Reliability Statistics of Marketing Strategy table found that the Cronbach alpha value (0.845) > 0.60. Based on the statement of darı (Ghozali, 2018) if the Cronbach alpha value is > 0.60, then the data is relabeled. The Green Product Reliability Statistics table found that the Cronbach alpha value (0.907) > 0.60. Based

on the statement from (Ghozali, 2018) if the Cronbach alpha value > 0.60, then the data is reliable. And the Halal Lifestyle Reliability Statistics table found that the Cronbach alpha value (0916) > 0.60. Based on the statement from (Ghozali, 2018) if the Cronbach alpha value > 0.60, then the data is reliable.

3.3 Classical Assumption Test Results

- **Data Normality Test Results**

In this study, the researcher tested the data using the Kolmogorov-spirnov method with the Monte-Carlo significant approach. It is found in table 4.18 that the value of the Monte-Carlo significance is 0.103 with a confidence interval value of 95%. From the statement (Dul et al., 2020), it is stated that if the significance value of monte carlo > 0.05, then the data is distributed normally.

Table 6. Normality Test Results with the K-S Method

N				100
Normal Parameters, b	Mean			.0000000
	Std. Deviation			.22427511
Most Extreme Differences	Absolute			.120
	Positive			.120
	Negative			-.073
Test Statistic				.120
Asymp. Sig. (2-tailed)				.001c
Monte Carlo Sig. (2-tailed)	Sig.			.103d
	95% Confidence Interval	Lower Bound		.097
		Upper Bound		.109

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
   Based on 10000 sampled tables with starting seed 2000000.
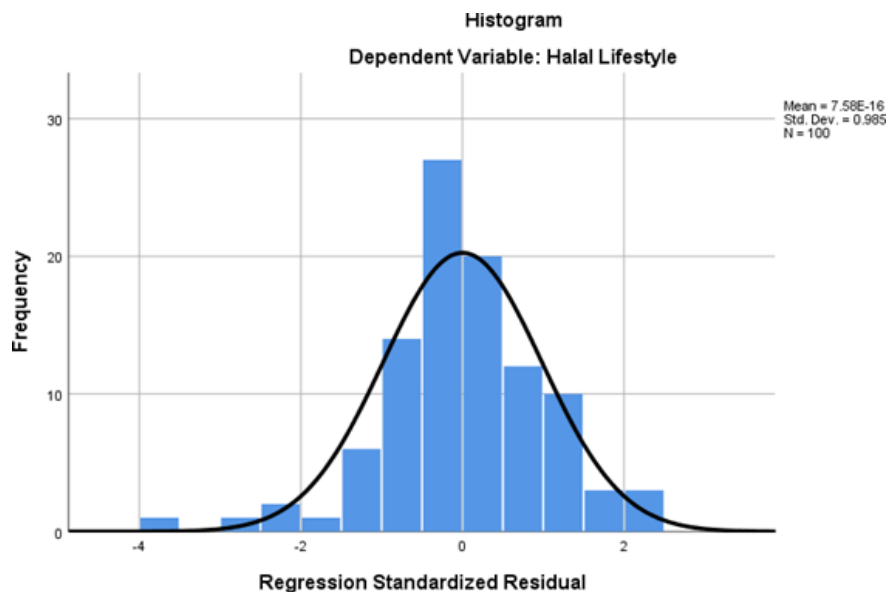   Source: data processed, 2023

Figure 1. Normality Test Results with Histogram
Image source processed with spss 26, 2023

Based on figure 1 above, it can be seen that the histogram graph shows a normal distribution pattern with the graph forming a bell pattern or not tilted to the right or left Therefore, the regression model is in accordance with the assumption of normality because it meets the criteria

for normality of chart analysis, which is the first normality criterion of graph analysis, namely normally distributed data.
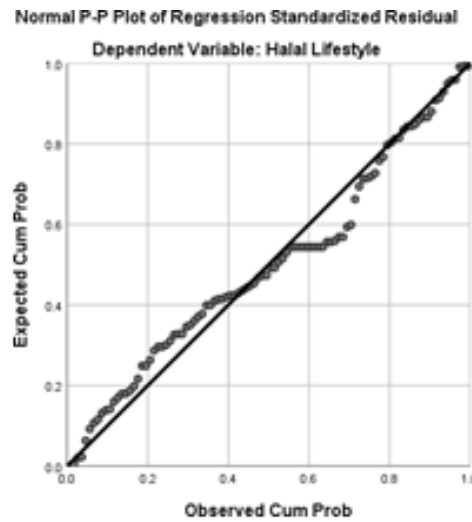

Figure 2. Normality P-Plot Chart Results
Source: image processed with spss 26, 2023

- **Heteroscedasticity Test Results**

Heteroscedasticity can be said to be non-existent if the significant value > 0.0547 (5%). On the other hand, if the significance value is <0.05, it can be said that heteroscedasticity occurs.

Table 7. Heteroscedasticity Test Results

Coefficient					
Unstandardized Coefficients			Standardized Coefficients		
Type	B	Std. Error	Beta	T	Sig.
1 (Constant)	.401	.155		2.588	.011
Maqashid Sharia	.033	.058	.083	.563	.575
Strategy Marketing	.012	.045	.036	.262	.794
Green product	-.113	.060	-.275	-1.869	.065

a. Dependent Variable: ABS_RES

Source: data processed, 2023.

If the significance value > 0.05, then the data does not have Heteroscedasticity. Therefore, the following interpretation can be given from the statement.

Table 8. Interpretation of Heteroscedasticity Test Results

Variable	Sig	*Alpha*	Conclusion
Maqashid Syariah	0,575	>0.05	No Heteroscedasticity occurs
Marketing Strategy	0,794	>0.05	Not happening Heteroscedasticity
Green Product	0,065	>0.05	No Heteroscedasticity occurs

Source: data processed, 2023.

In addition to using the glejser test, the Heteroscedasticity test can also use the scatterplot graph method as a decision-making.
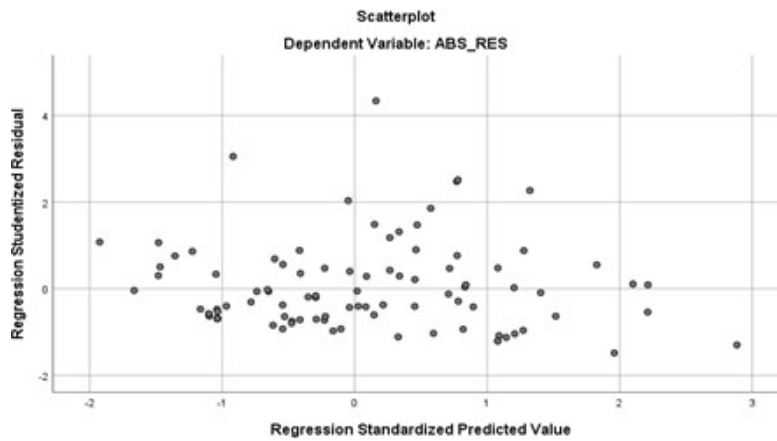
Figure 3. Scatterplot Graphics
Source: Image processed with spss 26, 2023

- **Multicollinearity Test Results**

The presence or absence of maltilinearity in a research model can be seen from the VIF *(Variance Inflation Factor)* and *the Tolerance* value.

Table 9. Multicollinearity Test Results

Type	Collinearity Statistics	
	Tolerance	VIVID
(Constant)		
Maqashid Syariah	.454	2.204
Marketing Strategy	.532	1.879
Green product	.459	2.177

Source: data processed, 2023

Based on the statement from (Ghozali, 2018), the following interpretation can be given:

Table 10. Interpretation Test Results

Variable	VIVID	*p-value*	*tolerance*	*p-value*	Conclusion
Maqashid Sharia	2,204	<10	0,454	>0.05	Not happening Multicollinearity
Marketing Strategy	1,879	<10	0,532	>0.05	Multicollinearity does not occur
Green Product	2,177	<10	0,459	>0.05	Not happening Multicollinearity

Source: data processed, 2023

- **Autocorrelation Test Results**

In detecting data whether there is autocorrelation, one of them can be done by using the Durbin Watson method.

Table 11. Dw Method Autocorrelation Test Results

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.836a	.699	.690	.22775	1.782

Source: data processed, 2023

According to (Raharjo, 2021c), it is stated that to find the arbin-watson value (d) is to find the Watson durbin table at a significance of 5% with the formula (k: N). The number of independent variables is 3 or "k" = 3, while the number of samples "N" is 57, then (3: 100). So it is possible that the value at is 1.6131 and the du value (upper limit) is 1.7364, the durbin Watson value is 1.782

4-of4 1.7364=2.2636.

The value of du (1.7364) < dw (1.782), and the value of dw (1.782) <4 du (2.2636).

So based on the statement (Ghozali, 2018), if the du value <d<4-du then there is no correlation between the independent *variables of Maqashid Sharia*. Marketing Strategy, and *Green Product*) on dependent variables (Halal *lifestyle*).

- **Multiple Linear Regression Test Results**

Table 12. Linear Regression Test Results

| | Type | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
		B	Std. Error	Beta		
1	(Constant)	.136	.231		.591	.556
	Maqashid Syariah	.230	.087	.220	2.648	.009
	Marketing Strategy	.043	.066	.050	.654	.514
	Green product	.687	.090	.633	7.661	.000

Source: data processed, 2023

$$HL = a + b1MQS + b2SP + b3GP + e$$

$$HL = 0.136 + 0.230MQS + 0.043SP + 0.687GP$$

From this equation it can be deduced:

1. The constant of 0.136 indicates that if the independent variable is zero, then the Halal *Lifestyle* remains at 0.136.
2. *Maqashid Syariah* (0.230) has a positive effect on Halal *Lifestyle*, meaning that every 1 unit increase in MQS increases HL by 0.230.
3. Marketing Strategy (0.043) also had a positive effect, but it was small. An increase of 1 SP unit only increases the HL by 0.043.
4. *Green Product* (0.687) has the greatest influence on HL. An increase of 1 GP unit increases the HL by 0.687.

- **t (t-test) test results**

Table 13. Test Results t

| | Type | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
		B	Std. Error	Beta		
1	(Constant)	.136	.231		.591	.556
	Maqashid Syariah	.230	.087	.220	2.648	.009
	Marketing Strategy	.043	.066	.050	.654	.514
	Green product	.687	.090	.633	7.661	.000

Source: data processed, 2023

Table 14. Interpretation of t-test Results

Variable	Stuttgart	Table	Sig	Stand	Information
Maqashid Syariah (x1)	2,643	>1,984	.009	>0.05	H1 is accepted and Significant
Marketing Strategy (x2)	0,654	<1,984	.514	>0.05	H0 is accepted and not Significant
Green Product (x3)	7,661	>1,984	.000	<0.05	H1 is accepted and Significant

Source: data processed, 2023

It can be concluded that the variable of Maqashid Syariah has a positive and significant weak influence on the halal *lifestyle* of the people of Medan City. Marketing strategies have a positive and insignificant influence on the halal *lifestyle*.

The people of Medan. The *green product* variable has a positive and significant influence on the halal *lifestyle* of the people of Medan.

- **F-Test Results**

Table 15. F Test Results

	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11.564	3	3.855	74.310	.000b
	Residual	4.980	96	.052		
	Total	16.543	99			

Source: data processed, 2023

So, it is possible that the value of the Ftable of df (3:95) with a probability of 5% is 2.70. So it can be concluded that the value of $F_{\text{is calculated}}$ (74.310) > $F_{\text{of the table}}$ (2.70) and the significance value (0.000) < 0.05. This means that *independent variables* such as *Maqashid Syariah,* marketing strategies, and *green products* have a significant influence and jointly (simultaneously) affect dependent variables, namely halal *lifestyle*.

- **Determination Test Results (R2)**

Table 16. Determination Test Results

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836a	.699	.690	.22775

Source: data processed, 2023

Based on the table above, it can be found that the determination value (R) is 04-99 at 69.9%. This means that the influence of independent variables such as *Maqashid Syariah,* marketing strategies. and green products is 69.9% on the dependent variable, namely halal *lifestyle* , while the remaining 30.19% is influenced by other variables, such as public interest and also existing promos.

4. Conclusion

Based on the discussion that has been carried out previously, the conclusion can be given, which is as follows:

1. The variable of *Maqashid Syariah* has a positive and significant influence on *the halal lifestyle.*
2. Marketing strategy variables have a positive and insignificant influence on *the halal lifestyle*.
3. The *green product* variable has a strong and significant positive influence on *the halal lifestyle*.

Independent variables (*maqashid sharia*, marketing strategy, and *green product*) simultaneously have a positive and significant effect on dependent variables (halal lifestyle). With a percentage of 66.9%, the influence between independent variables and the remaining 30.1% is influenced by other variables that also affect the *dependent variable halal lifestyle*

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