

The Influence of Lifestyle, Reference Group, and Attitude on Service Usage Decisions at Bio Live Health Home Sei Bamban

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Abstract: This study was conducted at Bio Live Healthy Home, located in Sei Bamban District, Serdang Bedagai Regency. The primary objective of this research is to determine how lifestyle, reference groups, and consumer attitudes influence the decision to use services offered by the institution. In a rapidly growing health and wellness industry, understanding consumer behavior is essential to improve service quality and increase customer engagement. To achieve the research objectives, the study employed a survey method with a quantitative approach. The target population consisted of service users, and a sample of 92 respondents was selected. Data collection was carried out through a combination of observation, interviews, documentation, and the distribution of structured questionnaires. The questionnaire was designed to capture variables related to lifestyle, reference groups, attitudes, and service usage decisions. Before conducting the main analysis, the data were tested for validity and reliability to ensure that the instrument accurately measured what it intended to measure. Furthermore, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to confirm the feasibility of using a multiple linear regression model. The analysis was performed using the Statistical Package for the Social Sciences (SPSS) software. The results of the study revealed that lifestyle, reference groups, and attitudes each had a significant and positive influence on the decision to use services at Bio Live Healthy Home. This indicates that individuals with health-conscious lifestyles, influenced by their social environment and holding positive attitudes toward wellness services, are more likely to engage with the services offered. Moreover, these three factors collectively contributed to a meaningful explanation of the variation in consumer decisions. In conclusion, the findings highlight the importance for service providers to consider psychological and social factors when designing marketing strategies.

Keywords: Attitude; Consumer Behavior; Decision to Use Services; Lifestyle; Reference Group.

1. Introduction

One essential component of human life is health, greatly influencing overall life quality. In the modern era, society is increasingly aware of the importance of maintaining health and shifting toward healthier lifestyles. One form of health awareness is the growing interest in alternative healthcare services, such as those offered by Bio Live Healthy Home in Sei Bamban Subdistrict, Serdang Bedagai Regency. This health center provides herbal-based and alternative therapies, attracting individuals who prefer natural health maintenance. However, the decision to use services at Bio Live Healthy Home is influenced by several factors, particularly lifestyle, reference groups, and individual attitudes toward alternative health services.

Lifestyle, which includes diet, physical activity, and daily habits, significantly affects individuals' choices in healthcare services. Reference groups—such as family, friends, and community leaders—also shape perceptions and influence decisions. Furthermore, a person's attitude, whether positive or negative, towards alternative medicine determines their level of trust and likelihood of using such services. Although there is a growing interest in alternative healthcare, There is still little knowledge on the precise elements determining service usage in the local context of Sei Bamban. This study is crucial in addressing that gap, especially considering generational differences in perceptions. While younger individuals are generally

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more receptive to alternative medicine, older generations often exhibit skepticism regarding its effectiveness and safety.

The rise in health consciousness in Sei Bamban is evident from the increasing number of visitors to Bio Live Healthy Home. Social media plays a significant role in this trend, with positive testimonials from previous users encouraging others to try the services. Nonetheless, there remains a notable contrast in attitude between age groups. Many visitors do not follow current health trends, which suggests a lack of engagement with up-to-date information on healthy lifestyles and new health technologies. According to Hidayat et al. [1], this gap in awareness can hinder the community's adaptation to preventive health approaches and delay decision-making in utilizing health services, especially those rooted in natural or alternative methods.

Reference groups, as defined by Supardin [2], are those who influence individuals' attitudes, behavior, and decisions. In healthcare, these groups may include family members, friends, coworkers, or respected figures who offer recommendations. Interestingly, most people in Sei Bamban appear to make health decisions independently, with little consideration for social norms or community references. This individualistic approach may weaken the impact of community-based marketing strategies and limit the spread of service adoption through social networks.

In terms of attitudes, the perception of service quality at Bio Live Health Home is still mixed. Latifatunnasiha [3] explains that attitudes are shaped by personal experience, received information, and group influence. A significant portion of respondents lacks confidence in the quality of services offered. This skepticism may stem from unmet expectations, unsatisfactory service experiences, or limited visible benefits. Negative perceptions about medical staff competence and service value further exacerbate this issue. Zeithaml et al [4] emphasize the importance of understanding patient attitudes to design effective marketing strategies and build brand loyalty through positive service experiences.

The survey also shows that many users have not yet committed to regularly using services at Rumah Sehat Bio Live. A considerable number of respondents were uncertain about continuing to use or recommending the service to others. This lack of customer commitment reflects low levels of satisfaction and trust, which could lead to stagnation or decline in service usage. The main issues identified include inconsistent healthy lifestyle practices among the community, weak influence from reference groups, varying attitudes toward service quality, and minimal commitment to continued use.

Observations reveal that the majority of the community has not consistently adopted healthy habits, such as regular health check-ups or active information seeking. Additionally, social influence plays a minimal role in health decisions, indicating that community norms are not a strong driver. The mixed attitudes toward Bio Live Health Home suggest skepticism about service effectiveness, competency of health workers, and value for cost. If these negative perceptions are not addressed, it will be difficult to increase user loyalty and long-term engagement [5].

The research aims to determine whether lifestyle, reference groups, and attitudes significantly affect the decision to use services at Bio Live Healthy Home. Furthermore, it investigates the magnitude of influence these variables have collectively, contributing to practical recommendations for improving service strategies and consumer engagement. The hypotheses in this study are:

H1: It is suspected that Lifestyle has an influence on the Decision to use services at the Bio Live Healthy Home in Sei Bamban District

H2: It is suspected that Reference Groups have an influence on the Decision to use services at the Bio Live Healthy Home in Sei Bamban District

H3: It is suspected that Consumer Attitudes have an influence on the Decision to use services at the Bio Live Healthy Home in Sei Bamban District

H4: It is suspected that Lifestyle, Reference Groups and Attitudes have an influence on the Decision to use services at the Bio Live Healthy Home in Sei Bamban District.

2. Preliminaries or Related Work or Literature Review

2.1. Literature Review

2.1.1. Lifestyle

According to Putro et al. [6], lifestyle reflects a person's habitual patterns related to activities, interests, and opinions, which significantly affect health. In this study, lifestyle refers to behavioral choices such as physical activity, dietary habits, and behaviors like smoking or alcohol consumption, all of which are social and economic factors influencing public well-being.

2.1.2. Reference groups

Reference groups are individuals or collectives that influence one's attitudes, values, and consumption behavior, either directly or indirectly, as people tend to adopt these groups as standards in making decisions, including service usage. Reni and Haeruddin [7] emphasize that reference groups help form behavioral norms within a social setting and may consist of family, peers, communities, public figures, or social media influencers with symbolic influence.

2.1.3. Attitude

Attitude, as defined by Maulina et al. [8], is an internal evaluation that reflects a consistent tendency to respond positively or negatively and plays a key role in shaping consumer purchase intentions. It is shaped by experience, information, and social influence, and individuals with a positive attitude toward a service are more likely to use it. Yiyang and Fitriani [9] further assert that social and educational factors strongly influence individual attitudes.

2.1.4. The decision to use a service

The decision to use a service, particularly in the health sector, is a psychological and behavioral process that involves evaluating service quality, perceived benefits, institutional image, and both internal and external factors such as lifestyle and social groups. Pura and Madiawati [10] found that lifestyle, consumer behavior, and promotion all significantly influence service usage decisions, showing that consumers actively process information and compare alternatives before making final choices.

2.2. Preliminaries or Related Work

Several previous studies have investigated the factors influencing consumer decision-making in various service and product contexts, particularly those involving lifestyle, attitude, as well as reference groupings. The impact of lifestyle and brand equity on the choice to employ beauty treatment services at Natasha Skin Care in Semarang was investigated in one study by Kinasih & Prabawani [11]. The findings showed that brand equity and lifestyle both significantly influenced consumer decisions, partially and simultaneously, with a combined determination value of 51.1%. This study confirms the relevance of lifestyle in service usage decisions, particularly in health and beauty sectors.

A more closely related study by Febriany et al. [12] examined how patient attitudes, motivation, perception, and lifestyle affected the choice to receive treatment at the Harum Medika Clinic in Binuang, South Kalimantan. All four variables had a positive and significant relationship, according to the study influence, both individually and collectively, on the decision to seek treatment. This research is highly relevant to the current study as it shares the same context—health services—and includes lifestyle and attitude as key variables. However, it differs in terms of variable composition, as the current study excludes motivation and perception and instead includes reference groups as a key independent variable.

Another relevant investigation was conducted by Samosir [13], who explored The impact of lifestyle, location, and price on the decision to buy a house at CV. Medan Properti. The study revealed that all three factors significantly influenced purchasing decisions. While the context of real estate is different from healthcare, this study supports the significance of lifestyle in shaping consumer behavior across industries. Similarly, Aini, et al. [14] found that both lifestyle and consumer attitudes significantly influenced purchasing decisions at Café Gwalk, further emphasizing the general applicability of these variables in consumer decision-making.

The role of reference groups was emphasized in a study by Supardin [15], which analyzed the impact of reference groups and lifestyle on the choice to buy halal labeled products. The findings showed that both social factors and lifestyle had significant effects, both

independently and jointly, on purchase decisions. This study underlines the importance of reference groups—a variable that is also central to the current research—especially in shaping consumer preferences through social influence.

In a more technologically oriented study, Siqueira et al. [16] investigated the elements impacting São Paulo's uptake of ride-sourcing services. They found that attitudes toward technology and the sharing economy significantly influenced service adoption. Moreover, demographic factors such as youth, higher education, and smartphone ownership increased the likelihood of adoption. Although the context differs from healthcare, this study highlights how attitude and lifestyle characteristics intersect with service usage decisions.

Similarly, Kim and Rasouli [17] explored how latent lifestyle variables influence the intention to subscribe to Mobility-as-a-Service (MaaS). Their results showed that psychographic lifestyle elements—such as attitudes toward multimodality and technology—significantly influenced adoption intentions. Mechanistic lifestyle factors, like daily travel behavior, moderated service preferences. These findings demonstrate the profound impact of both internal attitudes and habitual behavior on service choices, aligning conceptually with the present study's exploration of lifestyle and attitude.

Among these seven studies, the most relevant to the present research is the one by Febriany et al. [12], due to its similarity in variables—lifestyle, attitude, and service usage decision—and its healthcare context. While Febriany included motivation and perception, the present study focuses on lifestyle, reference groups, and attitudes, offering a distinct angle. Moreover, this research is conducted in a different geographical and service setting—namely, Rumah Sehat Bio Live in Sei Bamban, which specializes in herbal and natural alternative therapies. This contextual difference and variable composition establish a clear research gap and justify the contribution of the current study to the field.

3. Proposed Method

This study adopts quantitative research as an approach to studying how the decision to use the service (Y) at Bio Live Health House, Subdistrict Sei Bamban, Serdang Bedagai Regency, is influenced by lifestyle (X1), approach (X3), and reference group (X2). A systematic questionnaire with five Likert scale alternatives, ranging from "Strongly Disagree" to "Strongly Agree," was used to gather primary data. 1,200 service users who used the service at least once between March and June of 2025 made up the population. Slovin's algorithm was used to produce a representative sample of 92 respondents, with a 10% margin of error [18]. Purposive sampling was the method used for sampling based on the criteria of a Bio Live Health House user, residing in Sei Bamban, being 25 years old or above, and using the services within the study period. The study was carried out at the service location on Jl. Protokol, Dusun 1. Pre-data collection happened between February and June 2025.

Questionnaires, paperwork, interviews, and observation were used to gather data. The study undertook direct observations at the site of research; in turn, interviews opened a channel for exploring the respondents' perceptions more deeply. The questionnaire was the main instrument of data capture concerning the variables: lifestyle, reference group, attitude, and service usage decision. Documentation gave additional support to the data in written sources from books, official reports, and online materials. The Both descriptive and inferential statistical methods were used to analyze the data. These included multiple linear regression analysis to look at the correlations between the independent variables (X1, X2, X3) and the dependent variable (Y), validity and reliability tests, and traditional assumption tests (normality, heteroscedasticity, multicollinearity). The coefficient of determination (R²) was used to assess how well the independent variables explained changes in the decision to use services, and the hypotheses were tested using both partial testing (t-test) and simultaneous testing (F-test) [19].

4. Results and Discussion

4.1. Result

4.1.1. Validity and Reliability Test

Table 1. Validity Test Results

Variable	Statement	Correlation Pearson	Value Measurement Criteria	Status
Lifestyle (X ₁)	X _{1.1}	0,875	0,361	Valid
	X _{1.2}	0,878	0,361	Valid
	X _{1.3}	0,634	0,361	Valid
	X _{1.4}	0,841	0,361	Valid
	X _{1.5}	0,638	0,361	Valid
	X _{1.6}	0,596	0,361	Valid
Reference Group (X ₂)	X _{2.1}	0,845	0,361	Valid
	X _{2.2}	0,918	0,361	Valid
	X _{2.3}	0,907	0,361	Valid
	X _{2.4}	0,918	0,361	Valid
	X _{2.5}	0,944	0,361	Valid
Attitude (X ₃)	X _{3.1}	0,918	0,361	Valid
	X _{3.2}	0,943	0,361	Valid
	X _{3.3}	0,785	0,361	Valid
	X _{3.4}	0,931	0,361	Valid
	X _{3.5}	0,917	0,361	Valid
Decision to Use Services (Y)	Y.1	0,862	0,361	Valid
	Y.2	0,583	0,361	Valid
	Y.3	0,790	0,361	Valid
	Y.4	0,777	0,361	Valid
	Y.5	0,597	0,361	Valid

Source: Research Results, 2025

Considering the validity test's findings, all question items on the variables Lifestyle (X₁), Reference Group (X₂), Attitude (X₃), and Decision to Use Services (Y) showed Pearson correlation coefficient values higher than the 0.361 r-table value. This indicates that every statement in every variable has a substantial correlation value with the variable's overall score, indicating the validity of every questionnaire item. Thus, this research instrument is suitable for data collection because the questions are proven to be able to measure the intended construct accurately.

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Value Measurement Criteria	Description
Lifestyle (X ₁)	0,837	0,7	Reliable
Reference Group (X ₂)	0,946	0,7	Reliable
Attitude (X ₃)	0,940	0,7	Reliable
Keputu Penggunaan Jasa (Y)	0,775	0,7	Reliable

Source: Research Results, 2025

Based on Cronbach's Alpha values for all research variables, including Lifestyle (X1), Reference Group (X2), Attitude (X3), and Decision to Use Services (Y), are higher than the minimal requirement of 0.70. This value indicates that each variable in this research instrument is classified as reliable because it is able to provide consistent and stable measurement results. Consequently, it may be said that every question in the questionnaire are suitable for use as data collection tools because they meet the reliability requirements.

4.1.2. Classical Assumption Test

Table 3. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			92
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.30157971
Most Extreme Differences	Absolute		.048
	Positive		.046
	Negative		-.048
Test Statistic			.048
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig. 99% Confidence Interval		.877
		Lower Bound	.869
		Upper Bound	.886

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Source: Research Results, 2025

The One-Sample Kolmogorov-Smirnov Test findings for the normalcy test indicate an Asymp. Sig. (2-tailed) value of 0.200. It can be inferred that the residual data is normally distributed since the significance value is higher than 0.05. In addition, the Monte Carlo Sig. value of 0.877 with a 99% confidence interval also supports that there is no significant deviation from the normal distribution.

Table 3. Multicollinearity Test Results

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	1.647	1.581		1.042	.300		
Lifestyle	.399	.074	.480	5.376	<.001	.529	1.889
Reference Group	.266	.087	.282	3.043	.003	.492	2.032
Attitude	.167	.069	.175	2.417	.018	.805	1.242

a. Dependent Variable: Service User Decision

Source: Research Results, 2025

According to the multicollinearity test results, every independent variable in this regression model has a VIF < 10 and a tolerance value > 0.10. The Reference Group's tolerance is 0.492 and its VIF is 2.032, the Lifestyle variable's tolerance is 0.529 and its VIF is 1.889, and the Attitude variable's tolerance is 0.805 and its VIF is 1.242.

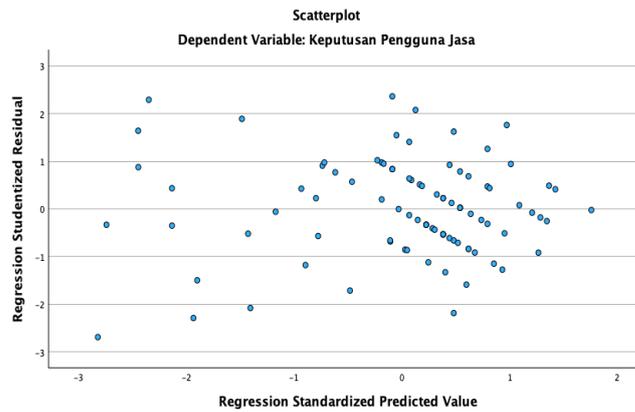


Figure 1. Scatterplot of Heteroscedasticity Test

Based on Figure 1, it is known that the data is randomly distributed around the Y-axis and does not produce various patterns, so this regression model is free from indications of heteroscedasticity.

4.1.3. Multiple Linear Regression Analysis

Table 4. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	1.647	1.581		1.042	.300		
Lifestyle	.399	.074	.480	5.376	<.001	.529	1.889
Reference Group	.266	.087	.282	3.043	.003	.492	2.032
Attitude	.167	.069	.175	2.417	.018	.805	1.242

a. Dependent Variable: Service User Decision

Source: Research Results, 2025

Based on Table 4., the following results are obtained:

$$Y=1.647+0.399X1+0.266X2+0.167X3$$

- The constant value of 1.647 indicates that the decision to utilize the service has a value of 1.647 if all independent variables are taken to be zero.
- Assuming all other factors remain constant, the lifestyle regression coefficient of 0.399 means that an increase of one unit in the lifestyle variable will result in a 0.399-unit increase in the decision to use the service.
- Social groups have a beneficial impact on the decision to use the service, according to the reference group coefficient of 0.266.
- The attitude coefficient of 0.167 indicates that the more positive the respondents' attitudes towards the services provided, the higher their decision to use the service.

One-Sample Kolmogorov-Smirnov Test

Classical Assumption Test

4.1.4. t-Test (Partial)

Table 5. t-Test Results (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	1.647	1.581		1.042	.300		
Lifestyle	.399	.074	.480	5.376	<.001	.529	1.889
Reference Group	.266	.087	.282	3.043	.003	.492	2.032
Attitude	.167	.069	.175	2.417	.018	.805	1.242

a. Dependent Variable: Service User Decision

Source: Research Results, 2025

To ascertain each independent variable's partial impact on the dependent variable—the choice to use services—the t-test was employed. At degrees of freedom ($df = n - k = 92 - 4 = 88$) and a significance threshold of 5% ($\alpha = 0.05$), the t-table value is 1.987.

- The test findings indicate that the Lifestyle variable has a positive and significant impact on the decision to use services, as indicated by the t-count value of 5.376, which is greater than the t-table ($5.376 > 1.987$).
- It may be inferred that the Reference Group significantly influences the decision to use services because the Reference Group variable's t-count value of 3.043 is higher than the t-table ($3.043 > 1.987$).
- Similarly, Attitude has a considerable impact on the decision to use services, as evidenced by its t count of 2.417 and more than the t table ($2.417 > 1.987$).
- Therefore, it has been demonstrated that the three independent variables in this study—lifestyle, reference group, and attitude—have a favorable and noteworthy impact on the decision to use services. at the Bio Live Healthy Home, Sei Bamban District, Serdang Bedagai Regency.

4.1.5. F Test (Simultaneous)

Table 6. F Test Results (Simultaneous)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	260.564	3	86.855	49.578	<.001 ^b
Residual	154.164	88	1.752		
Total	414.728	91			

a. Dependent Variable: Service User Decision

b. Predictors: (Constant), Attitude, Lifestyle, Reference Group

Source: Research Results, 2025

The results of the F test show that the calculated F value is 49.578 with a significance value of <0.001. This value is compared to the F table of 2.71 (at a significance level of 5% with $df1 = 3$ and $df2 = 88$). Because the calculated F value is much larger than the F table ($49.578 > 2.71$) and the significance value is smaller than 0.05, it can be concluded that the variables Lifestyle, Reference Group, and Attitude simultaneously have a significant effect on the Decision to Use Services at the Bio Live Healthy Home, Sei Bamban District, Serdang Bedagai Regency. This means that the three variables together are able to explain variations in consumer decisions to use the services offered.

4.1.6. Coefficient of Determination Test

Table 7. Results of the Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.628	.616	1.324

a. Predictors: (Constant), Attitude, Lifestyle, Reference Group

b. Dependent Variable: Service User Decision

Source: Research Results, 2025

The R Square value, as determined by Table 7, is 0.628, or 62.8%. This indicates that 62.8% of the variation in the variable Decision to Use Services can be explained by the variables Lifestyle, Reference Group, and Attitude taken combined. However, other characteristics not included in this research model account for the remaining 37.2%. Consequently, it can be said that this regression model has a reasonably high explanatory power when it comes to examining the variables that affect the choice to use services at the Bio Live Healthy Home, Sei Bamban District, Serdang Bedagai Regency.

4.2. Discussion

4.2.1. *Influence of Lifestyle on Decision to Use Services*

At the Bio Live Healthy Home in Sei Bamban District, Serdang Bedagai Regency, lifestyle has a favorable and significant impact on the decision to use services, according to the regression test results. This is demonstrated by the computed t value of 5.376, which has a significance value of less than 0.001 and is higher than the t table of 1.987.

This implies that people are more likely to choose to employ alternative health services, such those provided by the Bio Live Healthy Home, if they lead better lifestyles. This study supports earlier research by Kinasih and Prabawani. [6] as well as Tumonggor et al. [8], which shown that lifestyle has a favorable and noteworthy impact on the choice to use services. This result is consistent with what Kotler & Keller believe. [20], which states that lifestyle greatly influences consumer decisions because it reflects consumption patterns and values.

4.2.2. *The Influence of Reference Groups on Decisions to Use Services*

With a t-value of 3.043 and a strong favorable impact on decisions to use services, the Reference Group variable also a significance of 0.003. This means that social groups such as family, friends, coworkers, or communities that are a person's reference can influence their decision to choose health services such as Rumah Sehat Bio Live.

Research by Supardin [15] also supports the results that reference groups or reference groups have a positive and significant influence on purchasing decisions. In the context of this study, reference groups such as family and friends have been shown to influence decisions to use health services.

4.2.3. *The Influence of Attitude on the Decision to Use Services*

With a t-value of 2.417 and a significance value of 0.018, the statistical test findings demonstrate that attitude significantly influences the decision to use services. Positive or unfavorable opinions of the services provided by customers are reflected in their attitudes, which might range from the facilities, comfort, and service to the outcomes experienced after utilizing the service.

The results of this study are corroborated by the findings of Aini et al [14] and Febriany [12] which show that attitude has a favorable and significant effect on purchase decisions. It relates to the services provided by Bio Live Healthy Home, where satisfied consumers will develop a supportive attitude and ultimately make repeat purchasing decisions.

4.2.4. *The Influence of Lifestyle, Reference Group, and Attitude on Service Use Decisions*

Simultaneously, the three independent variables, namely Lifestyle, Reference Group, and Attitude, have been shown to have a big impact on decisions about service use. With a significance level of less than 0.001, the F test results reveal a computed F value of 49.578, much higher than the F table of 2.71. This suggests that the employed regression model is workable and capable of elucidating the impact of the three variables on consumer decisions simultaneously. Simultaneously, the three variables of lifestyle, reference group, and attitude have also been found to have an effect in several studies. Febriany [12], Siqueira et al. [16] and Kim & Rasouli [17] state that motivation, perception, lifestyle, and attitude together influence service users' decisions.

These results strengthen the understanding that service use decisions are not only determined by one factor, but are the result of the interaction of various psychological and social aspects. Lifestyle shapes individual orientation and preferences, reference groups provide social and reference influences, while attitudes represent personal evaluations and beliefs about a service.

5. Conclusions

This study concludes that lifestyle, reference groups, and attitudes all have a favorable and noteworthy impact on the choice to utilize services at Bio Live Healthy Home. Individuals with higher awareness and commitment to healthy living are more likely to choose alternative health services. Reference groups, such as family, friends, and communities, also shape consumer decisions through recommendations and social influence. Likewise, positive consumer attitudes—based on trust, comfort, and perceived service quality—contribute significantly to service usage decisions. Collectively, these three variables account for 62.8%

of the variance in service usage decisions, indicating their substantial combined effect, while the remaining influence comes from other unobserved factors.

These findings support the research objectives by confirming the hypothesized relationships and offering evidence that personal lifestyle, social influence, and attitudes are critical determinants in adopting alternative health services. The Research advances our knowledge of consumer behavior within the framework of herbal and holistic healthcare and provides valuable insights for health service providers. However, limitations remain in the scope of variables and geographic coverage. Future studies are encouraged to explore additional influencing factors such as pricing, accessibility, and service innovation, as well as to broaden the field of study to obtain a more thorough comprehension of decision-making patterns related to alternative healthcare services.

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Data Availability Statement: Sharing research data is encouraged for all authors of works published in FAITH journals. This section includes links to publicly preserved datasets that were studied or created during the study, as well as information about where data supporting reported results may be located. A statement is nevertheless necessary in cases where no new data was produced or if data was unavailable because of ethical or privacy constraints.

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