THE INFLUENCE OF HALAL LABELS, HALAL AWARENESS AND PRICE ON INTEREST IN ONLINE SHOPPING FOR FOOD PRODUCTS: THE ROLE OF DEMOGRAPHIC CHARACTERISTICS AS MODERATING

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Article Info	Abstract
	Muslim customers worldwide pay close attention to the halal label as proof that the product conforms to their religious values. Halal awareness refers to how well Muslims understand matters related to halal. One very important factor that can influence shopping interest is product price. Halal labels, awareness, and Prices are important factors in increasing interest in online shopping for food products. This is based on research that tries to test and analyze the influence of halal labels, halal awareness, and prices on online shopping interest in food products, which is moderated by demographic characteristics (gender and age). The method used was the Structural Equation Modelling - AMOS with 152 FEBI UIN Ar-Raniry student respondents. The results show that halal labels and halal awareness do not significantly influence online shopping interest, while Price has a positive and significant influence. Demographic characteristics moderated this effect by 47.4%. These findings highlight that consumer behavior in online shopping is highly complex, influenced by a combination of psychological factors (halal awareness), rational factors (price), and demographic characteristics. While halal labels and awareness hold significant importance in certain contexts, they tend to be less relevant compared to economic factors such as price in the realm of online shopping, particularly when demographic characteristics serve as moderating factors.

INTRODUCTION

Online shopping is increasingly popular in many industries, including purchasing food products, in an increasingly sophisticated digital era. The halal status of a food product is a crucial consideration. Muslim customers around the world pay close attention to the halal label as proof that the product conforms to their religious values. This also applies in the context of purchasing halal products, where Muslim consumers are increasingly paying attention to the halal label as a determining factor in choosing the products they buy. Factors such as increasing internet penetration, increasing smartphone users, and changing consumer behavior have driven this growth. According to a report from the Indonesian Internet Service Providers Association (APJII), in 2022, the number of Internet users in Indonesia will reach 210.03 million. In 2023, the number of Internet users will rise to 215 million people in the total population. This creates a large user base for online shopping in the country. Users can now carry out buying and selling transactions online thanks to advances in internet technology.

E-commerce platforms like Tokopedia and ShopTokopedia have reported a significant increase in food product sales. During Q3 2024, the best-selling categories included Groceries (covering food and beverages), Household items, and Electronics. Among these, seasonings, cooking ingredients, beverages, and snacks were highly sought after by consumers. In Q1 2023, several product categories on Tokopedia saw significant sales growth compared to the previous year. Specifically, in the food and beverage category, mineral water, seafood, and rice were among the top-selling products. The overall trend in online shopping for food products in Indonesia has shown positive growth, with increasing sales across various categories and regions. Key periods such as Ramadan and Ied also significantly boosted online food product sales, reflecting the heightened demand during festive seasons.

Shopping interest or buying interest is what consumers feel, which ultimately encourages them to buy a product or brand (El-Baz et al., 2018). Two components, called internal and external factors, have an impact on purchase intention. Internal factors are consumers' inner thoughts, which are manifested in the form of motivation, perception, feelings, and emotions. Problems related to marketing and socio-cultural aspects are external variables. Students at the Faculty of Islamic Economics and Business at UIN Ar-Raniry were interested in this research because of their desire to buy food online, their ability, and their desire to learn more about it (Widyaningrum, 2019).

Online food shopping provides easy access for consumers. They can choose from various restaurants and menus without leaving home. The delivery feature also provides convenience for customers who want to enjoy their favorite food without going out. Online food platforms provide

various food options from various restaurants or sellers. The phenomenon of purchasing interest refers to consumer behavior in purchasing certain products or services. This could involve several factors influencing a person's buying interests, such as needs, preferences, culture, trends, promotions, etc. Social media has become a powerful platform for influencing purchasing interest. People often see posts, reviews, and product recommendations from influencers or friends on platforms like Instagram, TikTok, and YouTube, which can influence their purchasing decisions. User Experience, product reviews, and other user experiences greatly impact purchasing interest.

The objects of this research are students from the Faculty of Islamic Economics and Business, UIN Ar-Raniry Banda Aceh class 2019-2022 because students from the Faculty of Islamic Economics and Business (FEBI) have a deep understanding of the principles of Sharia economics, including the concepts of halal and haram in business and trade. This allows them to analyze the impact of the halal label on the economy from a perspective based on Sharia principles. FEBI students have studied the concept of halal labels, certification procedures, and related legal aspects in their curriculum. This gives them an edge in analyzing more deeply how halal labels influence consumer preferences and marketing strategies. Studying the relationship between halal labels, halal awareness, and prices requires an understanding of micro and macroeconomics. FEBI students have studied micro and macroeconomic principles that apply in the context of Sharia economics. They can analyze how increasing halal awareness or the use of halal labels can affect supply and demand and price implications.

In this research, the theme or topic regarding interest in online shopping for food products was raised because many factors influence interest in online shopping for food products, such as halal labels, halal awareness, and Price. This topic is very relevant to current market needs, especially among Muslim consumers who pay attention to the halal status of their products. Several previous studies have researched this topic, but their research shows different results, such as research conducted by (Aditya, 2024). The results of this study show that the inclusion of a halal label as a warning has a significant positive influence because of the presence of a halal label. Ardianto et al. (2023), based on the results of path analysis, shows that Perception of the Halal Label (X) has a significant positive effect on Purchase Interest (Y), while Hendradewi et al. (2021) research results show that the halal label does not have a significant effect on purchasing interest.

Halal labels, halal awareness, and Price are three elements that influence shopping intentions (Najmudin et al., 2023). A wise shopper will choose affordable, high-quality items over more readily available and inexpensive items. Consumers pay attention to the benefits of products to meet their needs and safety, which should make them feel at peace both physically and mentally

when using them. Companies should implement halal certification to meet consumer demands and maintain customer trust.

A halal label is the use of a halal sign or written proof as a guarantee of a halal product with halal writing in Arabic letters, other letters, and a motorbike code from the Minister, which is issued based on a halal inspection from a halal inspection agency determined by the MUI, a halal fatwa from the MUI, and a halal certificate from MUI as a legal guarantee that the product in question is halal. By Law of the Republic of Indonesia no. 33 of 2014 concerning Halal Product Guarantees, the halal label is a sign of the halal status of a product, according to Article 1 Paragraph 11. Meanwhile, halal awareness refers to how well Muslims understand halal-related things. This information involves understanding which goods can be consumed and how goods are made (Nofianti & Rofiqoh, 2019; Novianti et al., 2021).

One very important factor that can influence interest in shopping is the product price. According to (Kotler & Keller, 2016), one marketing mix component, Price, drives revenue, while other components drive costs. The product price can be expressed in rupiah or the financial sacrifice required to achieve it. Price is the amount needed to buy various goods and services in combination. Halal labels, halal awareness, and Prices are very important in the context of online shopping because customers cannot physically hold and inspect products before purchasing them (Risma et al., 2024). Therefore, halal labeling, halal awareness, and Price can play an important role in influencing consumers' decisions to purchase goods from online retailers. Other elements such as product quality, Price, and consumer trust in online vendors can also influence purchasing choices. Therefore, to increase the number of purchases of online shopping platform products, vendors must pay attention to this and offer halal products with clear halal labels. Most Muslim consumers highly value halal because it is related to the principles of the Islamic religion. Online purchasing is becoming increasingly popular in today's world compared to traditional markets. Online shopping platforms are growing faster and are in greater demand among consumers due to technological advances and the convenience of online shopping.

This research is based on previous research conducted by (Widyaningrum, 2019). The difference between this research and previous research is the price variable, moderating variable, unit of analysis, and research period. The unit of analysis in this research is the FEBI students of the National Islamic University (UIN) Ar-Raniry Banda Aceh for the research period 2023 using Structural Equation Modeling analysis techniques with the AMOS application. Based on the background that has been explained, this research aims to analyze the influence of the halal label on interest in online shopping for food products among students of FEBI UIN Ar-Raniry Banda Aceh to analyze the influence of halal awareness on interest in online shopping for food products

among students of FEBI UIN Ar-Raniry Banda Aceh, to analyze the influence of Price on interest in online shopping for food products among FEBI UIN Ar-Raniry Banda Aceh students, to analyze the influence of halal labels, halal awareness and Price on online shopping interest with gender as a moderator among FEBI UIN Ar-Raniry Banda Aceh students, and to analyze the influence of the halal label, halal awareness and Price on online shopping interest with age as a moderator for FEBI UIN Ar-Raniry Banda Aceh students.

This research provides a significant contribution to consumer behavior literature by illustrating how economic factors (price) and religious values (halal labels and halal awareness) influence purchasing decisions. Such studies aid academics in understanding the unique dynamics of Muslim consumers in the digital context, which are often underrepresented in conventional consumer behavior studies.

LITERATURE REVIEW

Shopping interest or buying interest is what consumers feel, which ultimately encourages them to buy a product or brand (El-baz et al., 2018). According to Schiffman and Kanuk, interest is a desire to learn more about a product to increase consumer confidence that the item is of high quality and offers several advantages (Bella & Shahnaz, 2016). Shopping interest, often known as "purchasing interest," is a consumer's tendency to engage in purchasing-related behavior and is determined by the likelihood that a customer will purchase a particular good, service, or brand.

A person may have a positive attitude towards an item and wish to obtain it by making financial or personal sacrifices. This is called having buying interest. When customers understand the advantages of a product that can satisfy their desires, they will consider products that can at least fulfill those requests, or it can be concluded that customers have the freedom to choose. Consumer interest in purchasing can arise when customers realize they like a particular item and want to own it. When someone is good opinion of a product grows, they will buy it (Widyaningrum, 2019).

Halal Label

A label is a sign in the form of a written statement, illustration, or other form attached to a container or wrapper to provide information about its contents as information or explanation about the packaged goods (Ermawati & Walyoto, 2024). Meanwhile, "halal" refers to an action permissible, justified, or permissible according to Islamic law. In terms of food, drinks, and consumer goods, halal products are not prohibited for Muslims or for consumption (Husaini, 2015). Halal labeling is the inclusion of halal writing or statements on product packaging to show that the product in question has the status of a halal product (Warto & Samsuri, 2020). Halal labeling is a series of requirements that business actors should fulfill when engaged in food and

beverage processing or generally considered food (Kurnia & Sudrajar, 2019). However, the results differ from those of Aferonika and Setiawan (2021). Their research indicates that lifestyle and price perception positively influence purchasing decisions, while the halal label has no effect on purchasing decisions. The higher the lifestyle, the greater the purchasing decision for Wardah lipstick. This study reveals that 55.9% of the purchasing decision variable can be explained by lifestyle, halal labels, and price perception, while the remaining 44.1% is influenced by other variables.

Halal Awareness

Awareness is the concept of understanding and implementing something (Septiani & Ridlwan, 2020). Septiani and Ridlwan (2020) emphasize that raising halal awareness is crucial in influencing Muslim purchasing decisions when selecting halal products and recognizing the characteristics of certified products. The term "halal" is a linguistic loan from Arabic which has been assimilated into Indonesian. The word "halla," which means permitted or not prohibited, is the root word of the term "halal." They are aware of what a person feels or experiences in their environment. Muslims' level of halal awareness can be assessed by asking whether they know what is meant by the phrase, how it is used in the slaughtering process, and whether they prefer to eat halal food. Halal awareness can also be understood as how consumers know about halal food (Septi Kurnia Prastiwi & Zakky Fahma Auliya, 2016).

Price

According to Enggriani and Nabila (2022), Price is what consumers must pay to obtain the benefits offered by a company's marketing bundle. Price is the amount of money needed to buy various goods and services. The amount of money consumers need to obtain or own a product with its advantages and applications is the Price. According to (Chairunnisa et al., 2022), Price is the amount of money charged for a product or service or the amount of consumer exchange value for the benefits of owning or using the product or service that customers pay for that product." According to the definition of Price given above, Price is the amount of money consumers have to pay to get the goods or services they choose to satisfy their needs and wants.

Demographic Characteristics

Kotler and Armstrong (2012) said that demography is the study of human populations in terms of size, density, location, age, gender, race, way of living, level of education, income, and other factors. Because the individuals will comprise the market, the demographic environment is very important to marketers. Varied customer groups have varying product purchasing goals. Consumer demographic characteristics are directly related to this buying desire. According to Sohel Rana et al. (2015), age, income level, and education level determine a person's social status, and these characteristics significantly impact consumer purchasing intentions.

The study by Maharany and Santika (2019) shows that customer satisfaction has a significant influence on customer loyalty. Additionally, gender acts as a moderating variable that strengthens the relationship between customer satisfaction and loyalty. Therefore, management is advised to consider gender factors, as this variable can indicate differences in customer satisfaction levels based on diverse individual needs and preferences related to gender. Furthermore, brand image has a more dominant influence on purchasing decisions compared to demographic factors. This aligns with the research by Chairina et al. (2023), which found that subjective norms, attitudes, and perceived behavioral control significantly influence behavior. Subjective norms and perceived behavioral control notably impact purchase intentions for facial care products, with these factors affecting women more than men in their intention to purchase such products. Similarly, Rachmadani (2022) study reveals a significant positive influence of parental socioeconomic status on consumer behavior, whereas economic literacy does not affect consumer behavior. Moreover, gender as a moderating variable weakens the influence of parental socioeconomic status on consumer behavior. Gender also has no effect on strengthening or weakening the influence of economic literacy on the consumer behavior of students in the 2018 cohort of the Economics Education Study Program at UNESA.

METHODOLOGY

The type of research used by researchers in this research is a quantitative approach. According to Cresswell, quoted by (Hair et al., 2010), it is described as a phenomenon of collecting numerical data, which is then analyzed using mathematical methods, especially statistics, so quantitative research is the study of numbers. Primary and secondary data sources used in this research are as follows: 1) Primary data or information obtained directly from the subjects studied; in this research, questionnaires are primary data. Respondents who were FEBI students at Ar-Raniry State Islamic University (UIN) Banda Aceh received a questionnaire, and 2) Secondary data is information collected from certain organizations or institutions. Secondary research information comes from books, papers, theses, and journals related to research.

The population in this study was 1,368 FEBI students at the National Islamic University (UIN) Ar-Raniry Banda Aceh in the 2019-2022 class. The researcher obtained 301 samples. However, the researcher used 50% of the specified number of samples. This was because of limited time and funds. Therefore, researchers used 152 samples. This research was conducted among students at the Faculty of Islamic Economics and Business, Ar-Raniry State Islamic University (UIN) Banda Aceh.

Data collection techniques were carried out through questionnaires. According to Sugiyono (2017:142), a questionnaire is a data collection technique where respondents are given a list of

questions or written comments. So, a questionnaire is an instrument or tool used in research or surveys to collect data and information from respondents. The goal is to collect answers, opinions, perceptions, and information from certain individuals or groups regarding a predetermined topic or question.

The questionnaire in this research is in the form of direct data collection. It involves asking respondents of FEBI students at Ar-rainy State Islamic University (UIN) Banda Aceh a series of questions. The questionnaire uses a closed model because responses have been provided, and a Likert scale is used for measurement. This research questionnaire utilizes Google Forms, a digital tool. By entering survey questions into Google Forms and then sending them digitally to respondents, Google Forms is a tool that can conduct surveys and collect information quickly and effectively.

In this research, the Likert scale is used as a measurement method. The Likert scale is used in questionnaires or surveys to measure a person's opinion, attitude, or perception towards a statement or question. According to Sugiyono (2020), the Likert scale measures a person's attitudes, opinions, and perceptions toward social phenomena. The results of using a Likert scale can be processed to measure respondents' average opinion or attitude toward the topic under study and provide an overview of the distribution of opinions among respondents. The Likert scale is useful in analyzing respondents' preferences, perceptions, and attitudes toward various aspects of social, psychological, and other social science research.

The four variables used in this research are the independent variables X1 (Halal Label), X2 (Halal Awareness), and X3 (Price) and the dependent variable Y (Purchase Decision). The research can be measured based on each of these indicators using the variables that influence it, as listed in the questionnaire, which will help it be more targeted and consistent with the methodology it uses.

Furthermore, *Moderated Regression Analysis* (MRA) is a variable that has a strong dependent effect (contingent effect) on the relationship between the dependent variable and the independent variable. The interaction test is one method for testing regression with moderating variables. An interaction Test is a multiple linear regression application whose equation involves an interaction element (multiplication of two or more independent variables). MRA differs from the analysis subgroup because it uses an analytical method that maintains sample integrity while providing a basis for controlling the influence of moderator variables (Fitriyani, 2018).

Path analysis is a statistical method used to understand the relationship between variables in a conceptual model. A path diagram is a visual tool used in path analysis to depict the relationships between these variables. The flow of causal relationships between exogenous and endogenous factors can be shown very clearly through a path diagram. Namely, a cause-and-effect relationship

already has theoretical and conceptual support and has been represented with an image to make it clearer and more interesting. If there is a conceptual causal relationship, it is unfit and can be checked in several models before being tested using SEM to find the best model.
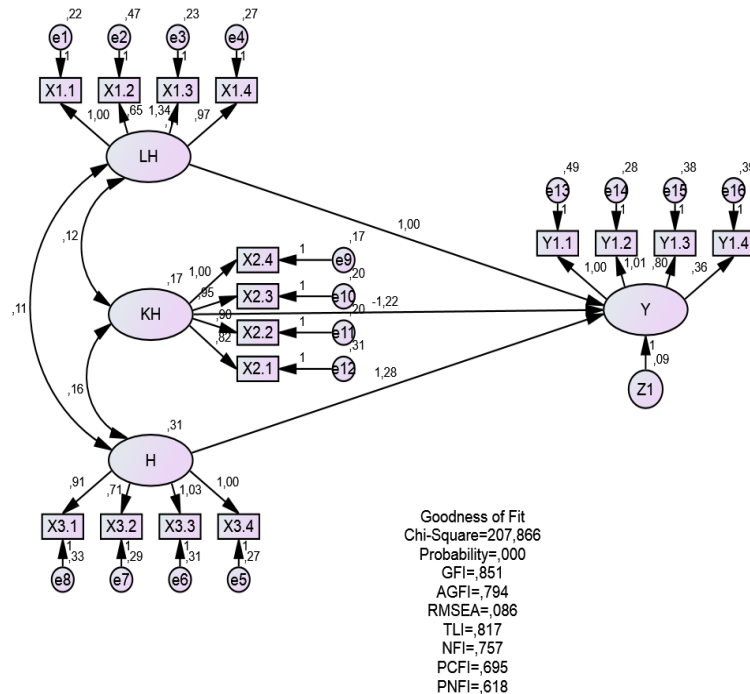
Source: Processed data (2023)
Figure 1. Structural Equation Modeling (SEM)

RESULT & DISCUSSION

SEM assumption testing begins with outlier testing, which is one of the SEM assumption tests that aims to see outlier values or extreme values from the data being observed. Testing the SEM outlier assumption is carried out in two ways: univariate outlier and multivariate outlier. Multivariate outliers can be seen with the Mahalanobis Distance value. Data is not indicated as an outlier if the p1 and p2 values in the Mahalanobis results are greater than 0.05. Results of *Mahalanobis d-squared*, part of a total of 152 respondents' data analyzed using *Structural Equation Modeling* (SEM). The outputs p1 and p2 have values above 0.05. This means that in multivariate outlier data, there are no outliers that could damage the data and research output results. In SEM testing, the residual value can be seen in the output results *as the standardized residual.* A value is said to have a large residual if the value *standardized residual* is> 2,58.

	Y1.4	Y1.3	Y1.2	Y1.1	X2.1	X2.2	X2.3	X2.4	X3.1	X3.2	X3.3	X3.4	X1.4	X1.3	X1.2	X1.1
Y1.4	0															
Y1.3	0,001	0														
Y1.2	0,017	0,002	0													
Y1.1	-0,042	-0,022	0,014	0												
X2.1	0,098	0,07	0,126	0,135	0											
X2.2	0,087	-0,024	-0,062	-0,11	-0,013	0										
X2.3	0,096	-0,005	-0,039	-0,038	-0,017	0,01	0									
X2.4	0,113	0,03	-0,056	0,011	0,002	0	0,004	0								
X3.1	0,009	-0,01	-0,073	-0,004	0,016	0,01	0,02	-0,002	0							
X3.2	0,025	0,067	-0,015	-0,059	0,049	-0,009	-0,038	0,013	0,024	0						
X3.3	-0,023	-0,051	0,016	0,028	0,065	-0,057	0,02	-0,021	0,018	0,019	0					
X3.4	0,016	0,013	0,017	0,061	0,038	-0,026	0,003	-0,003	-0,005	-0,042	-0,005	0				
X1.4	0,085	0,106	-0,045	-0,062	-0,034	0,003	-0,002	0,02	0,062	0,072	-0,076	-0,031	0			
X1.3	0,095	0,038	-0,015	0,04	0,03	0,004	-0,016	-0,015	0,044	0,004	-0,038	0,056	-0,006	0		
X1.2	0,054	0,01	0,018	0,029	-0,006	-0,026	0,03	-0,017	-0,047	-0,009	0,046	-0,021	-0,024	0,01	0	
X1.1	0,067	0,006	-0,047	-0,112	0,004	0,022	-0,013	0,007	-0,024	0,062	-0,045	-0,043	0,01	-0,003	0,013	0

Data source processed, Amos (2023)

Figure 2. Evaluation of Residual Value

Based on Figure 2, you can see that the value standardized residual of each latent variable indicator has a smaller value or is below 2.58. Thus, there is no residual value in the research data.
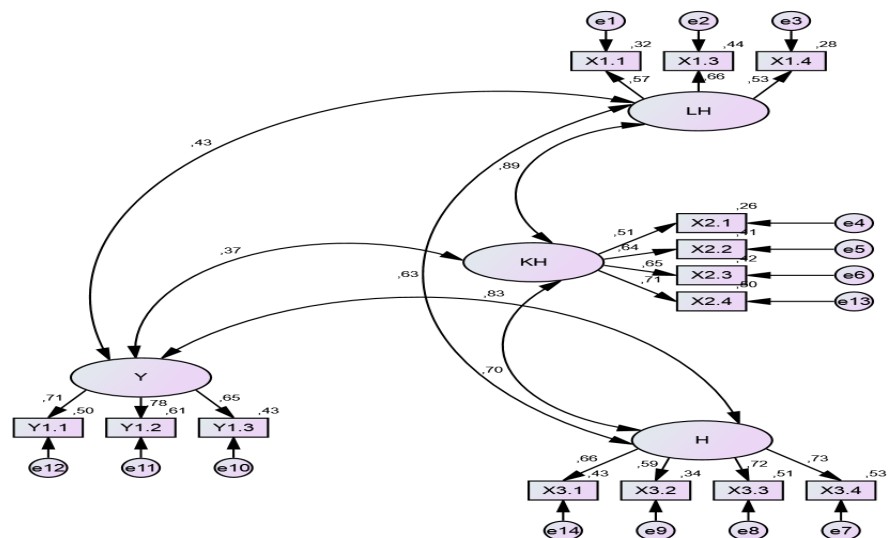

Table 1. Goodness of Fit (GoF) Test Results

Goodness of Fit Index	Cut of Value	Results	Variable
Chi-square	Expected to be Small	155,779	Fit
RMSEA	< 0,08	0,089	Marginal Fit
GFI	> 0,90	0,867	Marginal Fit
CMIN/DF	< 2,00	2,194	Marginal Fit
TLI	> 0,90	0,842	Marginal Fit
CFI	> 0,90	0,878	Marginal Fit

Source: Processed Primary Data, 2023

Table 2. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-32,732	15,248		-2,147	,034
Label Halal	,267	,699	,183	,382	,703
Halal Awareness	1,023	,759	,734	1,347	,180
Price	1,415	,472	1,324	2,999	,003
Gender	14,421	5,563	2,854	2,592	,011
Age	6,560	4,823	1,220	1,360	,176
Halal Label*Gender	-,241	,253	-,874	-,953	,342
Halal Label*Age	,171	,253	,620	,674	,502
Halal Awareness*Gender	-,179	,278	-,647	-,644	,520
Halal Awareness*Age	-,408	,269	-1,456	-1,517	,131
Price*Gender	-,369	,179	-1,353	-2,062	,041
Price*Age	-,115	,176	-,420	-,652	,516

Discussion

The influence of the Halal Label on Interest in Online Shopping for Food Products, based on the results of the hypothesis testing output in Table 1, obtained a C.R value of $0.874 < 1.65$ and a p-value of $0.382 > 0.05$. So, H01 was rejected by H_{a1}. This means the Halal Label variable has no positive or insignificant effect on Interest in Online Shopping for Food Products. Based on the research or analysis results, there is a positive but not significant relationship between the presence of halal labels on online food products and consumers' interest or desire to make online purchases. This means that if interest in the halal label increases, interest in online shopping for food products will also increase, and vice versa. Halal labels do not play a significant role in influencing online shopping interest in food products. In other words, a halal label does not significantly increase consumers' interest in shopping for food products online.

This shows that the halal label influences interest in online shopping for food products among FEBI UIN Ar-Raniry Banda Aceh students, although it is not significant. The results of this research are in line with the results of Ahmad Khalil et al. (2021) research, Uliya et al. (2023) research results show that the influence of the halal label does not have a positive effect on interest in purchasing Pia Naf'a bread products because the majority of consumers do not pay attention to

the halal label when making purchases. The results of this research are also supported by Hendradewi et al. (2021), who explained that the halal label does not have a significant effect on the desire to buy Korean instant noodles among school-age teenagers in Jakarta because the factors that influence the teenagers' desire to buy Korean instant noodles are not only measured by the halal label but also because they love and enjoy Korean food. , fashion, music, films, dance, cosmetics, and other aspects of Korean culture.

The influence of Halal Awareness on Interest in Online Shopping for Food Products, based on the output results of hypothesis testing in Table 2, obtained a C.R value of -1.433 < 1.65 and a p-value of 0.152 > 0.05, So H_{02} accepted by H_{a2} rejected. This means that the Halal Awareness variable has a negative and insignificant effect on Interest in Online Shopping for Food Products. Based on the research or analysis results, there is no negative and insignificant impact from the level of halal awareness on consumer interest in online shopping for food products. This means that if halal awareness increases, interest in online shopping for food products will decrease because consumers will be more careful in purchasing food products online because of the high level of consumer halal awareness, and the level of halal awareness does not significantly affect online shopping interest in products negatively. Food. In other words, halal awareness does not significantly reduce consumers' interest in shopping for food products online. This shows that halal awareness does not influence the interest in online shopping for food products among FEBI UIN Ar-Raniny Banda Aceh students. The results of this research are in line with the results of Ulfa's research (2022), which shows that the halal awareness variable does not influence interest in buying food through the Shopee application. Ulfa and Abdullah (2023) also support this research's results, explaining that what shows halal awareness is negative and not significant towards buying interest.

The influence of Halal Awareness on Interest in Online Shopping for Food Products, based on the results of the hypothesis testing output in Table 2, obtained a C.R value of 4.960 > 1.65 and a p-value of (***) <0.05. So H_{03} H rejected$_{a3}$ accepted. This means that the price variable positively and significantly affects interest in online shopping for food products. Based on the research or analysis results, there is a positive and significant relationship between price perceptions and consumer interest in shopping for food products online. This means that the more affordable the Price of an online food product or the more attractive it is in terms of offers, the greater the consumer's interest in making purchases online. This shows that Price influences interest in online shopping for food products among FEBI UIN Ar-Raniry Banda Aceh students. The results of this research are in line with the research results of (Ahmad Khalil et al., 2021); the results of the research show that the research variable, the Price of Pia Naf'a bread, has a significant

relationship and influence on interest in buying Pia Naf'a bread products. The results of this research are also supported by (Kasman et al., 2023), who stated that, according to his research, price influences purchase intentions positively and significantly.

Demographic Characteristics (Gender) cannot moderate the Halal Label and Halal Awareness. However, they can moderate the Price of Online Shopping Interest for Food Products among FEBI UIN Ar-Raniry Banda Aceh students. In this study, gender did not moderate the influence of halal labels and halal awareness on online shopping interest. In contrast, gender significantly impacts the relationship between Price and online shopping intention for food products. Most likely, preferences and sensitivity to price may differ between male and female students, so gender can moderate the influence of price on online shopping intentions. So, gender is considered to have a different impact on the factors that influence online shopping behavior. Although gender is not believed to moderate the influence of halal labels and halal awareness, it is considered a moderating factor in the relationship between price and college students' online shopping intentions.

Demographic Characteristics (Age) cannot moderate the Halal Label, Halal Awareness, and Price on Interest in Online Shopping for Food Products among FEBI UIN Ar-Raniry Banda Aceh students. Based on the results of research or analysis, the age factor in demographic characteristics cannot significantly moderate the relationship between halal labels, halal awareness, Price, and consumer interest in shopping online for food products. In other words, age does not play a significant role in moderating the influence of halal labels, halal awareness, and Price on online shopping interest in food products. These results can be interpreted as meaning that the influence of halal labels, halal awareness, and Price on online shopping interest in food products tends to be uniform and not significantly influenced by consumer age (Maharany and Santika, 2019).

CONCLUSION

Based on the research findings, it can be concluded that while the Halal label and awareness do play roles in online food shopping, their influence is not as strong as initially expected. Price emerges as the most significant factor, significantly and positively impacting students' purchasing decisions. Additionally, demographic characteristics such as gender can moderate the impact of price, but not the Halal label or awareness. Age does not moderate the influence of these factors either. Together, the combined influence of Halal label, awareness, and price accounts for 47.4%, leaving 52.6% of the variance attributed to other unexamined variables like brand preference, lifestyle, and other personal factors. This suggests that a more comprehensive exploration of these additional factors is needed to fully understand the complexities of online food shopping behavior among students. As halal awareness and halal labels do not significantly influence online shopping

intentions, companies producing and selling halal products need to reassess their marketing strategies. This indicates that consumers may prioritize other factors, such as price, product quality, or shopping convenience, over the mere presence of halal labeling. In this context, the halal industry must explore innovative approaches to enhance consumer trust in halal products on e-commerce platforms.

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