

THE INFLUENCE OF HALAL AWARENESS, SELLER REPUTATION AND PRODUCT PROMOTION ON THE INTEREST IN BUYING FOOD THROUGH THE SHOPEE APPLICATION

Dita Camelia Ulfa

Pascasarjana UIN Raden Mas Said Surakarta

dita.camelia20@gmail.com

Agung Abdullah

Pascasarjana UIN Raden Mas Said Surakarta

agungabd@gmail.com

Article Info	Abstract
<p>Article History</p> <p>Received: 21 December 2022</p> <p>Accepted: 04 December 2023</p> <p>Published: 30 December 2023</p>	<p><i>This study aims to analyse the influence of halal awareness, seller reputation and product promotion partially or simultaneously on the interest in buying food through the Shopee application, especially for users of the Shopee food feature in Surakarta City. By using quantitative methods, the data were from primary data obtained through distributing questionnaires with google form media. By using non probability sampling and purposive sampling method selected, this research used 120 respondents. The data analysis technique to answer the hypothesis used multiple linear regression analysis, simultaneous test (F), determination test, and partial test (t) with a significant level of 5% ($\alpha = 0.05$) processed with the help of SPSS 25 software. Based on the partial test, halal awareness has no positive and insignificant effect on purchase intention. Simultaneous testing of halal awareness, seller reputation and product promotion together have a positive and significant effect on buying interest. The results show that seller reputation has the greatest value that influences the interest in buying food through the Shopee application.</i></p> <p>Keywords: Halal Awareness, Seller Reputation, Promotion, Buying Interest, Food, Shopee Application</p>

INTRODUCTION

Technological advancements are rapidly growing and triggering changes in global society. Economic fluctuations impact changes in Indonesian behavior. Since the emergence of Covid-19 in 2020, most Indonesian activities utilize internet technology. Internet usage simplifies daily life, causing conventional lifestyles to shift towards digital ones. Many businesses now develop through online shopping platforms.

The development of online business is supported by the ease of accessing online shopping applications via gadgets. One of the online shopping applications that can be accessed via gadget is the Shopee shopping platform. The Shopee shopping platform is an online shopping application which is now quite popular in various circles. According to Similarweb data reported by databoks above, it can be seen that in August 2022 the Shopee site received 190.7 million visits from the Indonesian people. This figure increased 11.37% compared to the previous month, where visits to the Shopee site amounted to 171.2 million in July 2022. This achievement also makes Shopee the first ranked e-commerce site in Indonesia (Annur, 2022).

Apart from offering buying and selling products, the online shopping platform Shopee currently also offers various types of sales services. One of the services offered is delivering food orders. Food delivery feature is an online service that enables merchants to sell a variety of foods and simplifies transactions for buying and selling. The Shopee shopping application platform launched the Shopeefood food ordering feature in April 2020. Repeat sales of culinary products on this platform in July 2020 increased fourfold. This subsidiary of the Sea Group also curated more than 500 partners selling ready-to-eat food and drinks as of October 2020 (Setyowati, 2021).

Food products are indeed a basic necessity for consumption. The wide variety of food menu choices on the Shopeefood feature means that Muslim consumers cannot be separated from the values of halal awareness when buying food. Even though it is currently easy to buy ready-to-eat food online or through the Shopeefood service from the Shopee application, quite a few consumers do not pay attention to the existence of halal certification, the halal logo and the halal nature of the products they consume. In Islamic teachings, it is important to understand the rules of the religion when consuming food and drink. The halal food industry actually has great opportunities to develop. However, even so, consumers who buy food are sometimes unaware that the food they are consuming is not halal.

Not only from the perspective of consumers who pay less attention to the halalness of a product. Halal awareness on the part of producers is still considered low. The enactment of the Halal Product Guarantee Law is an effort made by the government to increase halal certified products in Indonesia, and is also a government step in protecting Muslim consumers. In article 4 of the Halal Product Guarantee Law, it is stated that all products entering, circulating and traded in Indonesian territory must be certified halal. However, the existence of a law that regulates halal product guarantees has not maximized the number of products sold directly or online that already have halal certification. The implementation of regulations regarding the halal guarantee of online products is still said to be less effective because Muslim consumers do not fully care about the importance of whether the products they consume are halal or not. Seeing that the cost of halal

certification is also quite expensive, some individuals make the halalness of a product only limited to an obligation to fulfill the certification. After all the processes are completed and certification is obtained, they no longer pay attention to the halal elements (Iqbal, 2020). The large number of producers who do not have halal certificates could be due to the small demand from consumers for halal certificates for every product they consume. Previous research by Nurcahyo & Hudrasyah, 2017 on halal awareness shows that it has a positive and insignificant effect on purchase intention. In contrast to the results of research conducted by (Lailla & Tarmizi, 2020) regarding halal awareness, it shows that halal awareness has a positive and significant effect on interest in buying food.

In the Shopee food delivery service, food buyers can compare the reputation of one seller with another. Reputation is a description of a company that shows good or bad service according to consumer assessment. The better the service provided to consumers, the better the reputation of an online shop in the minds of consumers. Jarvenpaa in (Tjakraatmadja & Harjanti, 2018) states that the perceived reputation of a shopping site influences trust in e-commerce. Trust in the seller depends on the seller's expertise, ability to please and similarity to the consumer. This research is supported by research conducted by (Mahliza & Prasetya, 2021), which proves that the seller's reputation can significantly influence buying interest. However, this is different from research conducted by (Bella et al., 2016), with research results showing that the reputation variable has a negative and insignificant effect on purchase intention. The differences in the results of previous research are very interesting for conducting research at this time.

The numerous enticing promotions, including waived delivery fees and food discounts, offered by Shopee food delivery service can attract consumers. Garick in research (Setyowati & Yuniarto, 2019) also states that there are three reasons why consumers choose food delivery services. These factors are convenience, promotions, and what is different compared to other similar services. So from this statement, it can be concluded that consumers are interested in purchasing food online because of the attractive promotions of this service feature. The main effect expected from this sales promotion program is to encourage consumers or distributors to take purchasing action (Suhatman et al., 2020). Strengthened by Ardhya, (2019) proves in his research that promotions have the greatest influence on purchasing interest. However, this is different from research conducted by (Cahya et al., 2022) whose research results show that partial promotions have no effect on buying interest..

With the emergence of problematic phenomena and various gaps in previous research, research is conducted that focuses on the relationship between halal awareness, seller reputation and product promotion on interest in buying food on the Shopee application. So this research

aims to determine the influence of the relationship between halal awareness, seller reputation and product promotion on interest in buying food on the Shopee application.

LITERATURE REVIEW

Halal Awareness

Halal awareness is a Muslim's knowledge about the halal concept, the halal process, and considering that using halal products is important for him (Bashir, 2022). Halal awareness, apart from knowing the concept of halal, includes knowledge and understanding of the halalness of the products to be consumed, as well as the process of producing the food or drink (Nofianti & Rofiqoh, 2019). According to Azwar's opinion in (Fadillah et al., 2021), halal awareness can be viewed from the aspect of intrinsic and extrinsic religiosity components. Muslims who are aware of the extrinsic components of halal tend to respect and guarantee that what they consume is halal by looking at the halal label on the product packaging. They have a strong belief that halal food has goodness and blessings to consume in Islam, however, in contrast to Muslims who have high intrinsic awareness, they spend time understanding the concept of halal.

When Muslim consumers purchase a product, they not only visually observe the halal logo and composition but also take into consideration the absence of a certification process from a reputable institution like the Indonesian Ulema Council for halal labelled products. Based on the concept of halal awareness, it is inferred that the knowledge of the Muslim community interested in consuming halal food is grounded on sharia principles as per the Al-Qur'an and As-Sunnah.

Seller Reputation

Seller reputation or online seller's reputation is information regarding reviews and ranking features that online sellers have on e-commerce sites, where this ranking gives an idea of how online sellers treat consumers and what the quality of the products they offer is (Berutu, 2020).

The online seller reputation system, which is available in the form of online reviews and online ratings, provides access to potential buyers to see and read the results of assessments and reviews provided based on previous transactions. This transaction system is an online seller reputation system presenting in the form of online reviews and online ratings, giving potential buyers access to see and reading the results of assessments and reviews provided based on previous transactions. This transaction system can certainly help potential buyers to predict the behavior of the seller's account or the quality of the goods that will be provided (Agustin & Heliyanto, 2020).

It can be concluded that seller reputation is a seller's reputation built through reviews or assessments from consumers who have previously purchased so that it can attract interest to other potential consumers who will buy the product/service.

Product Promotion

Marketing strategy is very important for companies to continue to survive amidst competition, with a good marketing strategy the company will be able to attract consumer interest in using and deciding to buy the products offered (Ardhya, 2019). Marketing strategy is very important for companies to be able to continue to survive amidst competition, with a good marketing strategy the company will be able to attract consumer interest in using and deciding to buy the products offered (Simbolon, 2021).

Promotion is one part of a series of marketing activities for an item. To carry out promotions, each company must determine exactly which promotional tools to use in order to achieve success in distribution (Kotler & Keller, 2016). ShopeeFood promo is a tool for product promotion and is part of the promotional mix, where with attractive promos in the form of discounts and free delivery costs from the ShopeeFood feature, potential consumers are interested in buying the product.

Purchase Interest

Purchase interest is consumer behavior that appears as a response to objects that indicate the customer's desire to make a purchase (Kotler & Keller, 2009). Ardhya, (2019) claims that if a consumer has interest, motivation and desire for a particular product, then it is certain that he will be motivated to master that product. It can be concluded that purchasing interest is the consumer's desire and interest that arises in purchasing a product/service.

RESEARCH HYPOTHESIS

The influence of halal awareness on interest in buying food through the Shopee application

Halal awareness is a Muslim's knowledge about the concept of halal, the halal process, and considering that consuming halal food is important for him (Izzuddin, 2018). The influence of halal awareness on purchasing interest is proven by research conducted by (Nurhasah et al., 2018). The results of this research show that halal awareness has a significant effect in increasing consumer buying interest.

H1: Halal awareness has a significant influence on interest in buying food through the Shopee application.

The influence of seller reputation on interest in buying food through the Shopee application

Reputation, which can be interpreted as an image or good name owned by a business actor, encourages other parties to be interested in the products made and offered (Mulyanto et al., 2019). The better the seller's reputation, the greater the consumer's buying interest in a product/service. The results of research on reputation on buying interest are proven by (Mahliza & Prasetya, 2021) showing that reputation can influence buying interest positively and significantly.

H2: Seller reputation has a significant influence on interest in buying food through the Shopee application.

The influence of product promotion on interest in buying food through the Shopee application

Tjiptono in (Monica, 2018) explains that promotion is an activity seeking to disseminate information, to influence, to persuade and to remind the target market to be willing to accept, buy and be loyal to the products offered by the company. Without an attractive form of promotion, consumers will not be interested in making a purchase. The current Shopee food promo can be used as a product promotional media tool to encourage consumer buying interest. The existence of attractive promotions can influence purchasing interest as proven in research (Latief, 2018). The results of the research are able to show that promotions had a partial and simultaneous effect on purchasing interest.

H3: Product promotion has a significant effect on interest in buying food through the Shopee application.

This research aims to explain the influence of halal awareness, seller reputation and product promotion on interest in buying food through the Shopee application. The following relationship is shown in Figure 1.

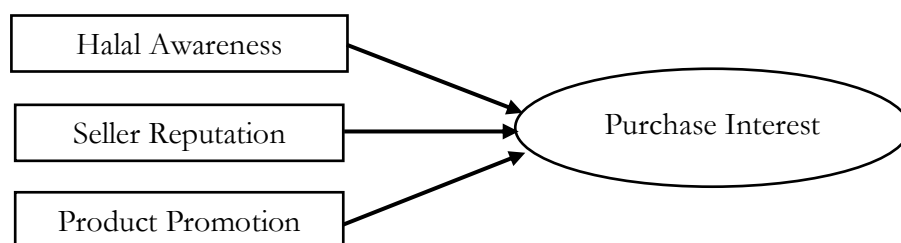


Figure 1. Research Model

METHODOLOGY

Research methods are basically a scientific way to obtain data with specific purposes and uses, and research is based on rational, empirical and systematic scientific characteristics (Sugiyono, 2017). This type of research is quantitative research conducted in the Surakarta area with a research

period of two months, in August 2022 until completion. The research was carried out by collecting primary data. Primary data was obtained from a questionnaire containing questions which were then filled in by respondents in Surakarta area by filling in online on Google form.

The population in this research were people in Surakarta who use the Shopee application. Determining the sample size in this research was carried out using a non-probability sampling technique because the number of members of the population was unknown. So this research took 120 respondents as research samples provided that the respondents are over 18 years old, know about purchasing food via food delivery on the Shopee online shopping application. Of the 120 respondents, data was obtained for 47.5% male and 52.5% female. The education level of the majority of respondents was tertiary (D3/S1) at 67.5% with the highest income below IDR 5,000,000.00 (80.8%).

RESULT AND DISCUSSION

Validity Test

This validity test is carried out to measure whether the data obtained after the research is valid data or not, using the measuring instrument (questionnaire) (Sugiyono, 2017). To analyze whether the questionnaire items in this study are valid or not, it can be seen by the R value in the R table. The R value is obtained using the formula $df = n - 2$, the n value = 120 respondents, then $df = 120 - 2 = 118$ so the R table value is 0.176. The validity test using SPSS 25 shows that all questionnaire items are declared valid because the calculated R value for each statement item on the variables is greater than the R table value.

Reliability Test

A reliable instrument is one that will produce the same object when used repeatedly to measure the same object. (Sugiyono, 2017). A variable is considered good and reliable if it has a Cronbach's alpha value greater than 0.6. The results of the reliability test are shown in the table below:

Table 1. Reliability Test Result

Variable	Cronbach's Alpha	Reliable Limits	Description
Halal Awareness	0.913	0.6	Reliable
Seller Reputation	0.837	0.6	Reliable
Product Promotion	0.837	0.6	Reliable
Purchase Interest	0.903	0.6	Reliable

Source: Processed primary data, 2022

Based on table 1, it can be concluded that all questionnaire instruments for each variable are declared reliable because the Cronbach's Alpha value is greater than 0.6.

Normality Test

The normality test can be performed by using the Kolmogorov-Smirnov test, provided that if the significance value is greater than 0.05, then the residual value is normally distributed. However, if the significance value is less than 0.05, then the residual value is not normally distributed. The following is a table of normality test results with the Kolmogorov-Smirnov test using the SPSS 25 program:

Table 2. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	2.59300315
Most Extreme Differences	Absolute	0.073
	Positive	0.073
	Negative	-0.064
Test Statistic		0.073
Asymp. Sig. (2-tailed)		0.168 ^c

Source: Processed primary data, 2022

Based on table 2 above, it can be seen that the Sig. of 0.168 so it is greater than 0.05. Thus, in this study the residual values are normally distributed.

Multicollinearity Test

The multicollinearity test is carried out to find out a correlation between the independent variables. This test provision takes into account the tolerance and VIF columns. If the tolerance value is greater than 0.1 and the VIF value is less than 10 then there are no symptoms of multicollinearity. The following is a table that lists the results of the multicollinearity test using SPSS 25:

Table 3. Multicollinearity Test Result

Variable	Collinearity Tolerance	Statistics VIF
Halal Awareness	0.918	1.090
Seller Reputation	0.423	2.362
Product Promotion	0.448	2.234

Source: Processed primary data, 2022

Based on table 3 above, it can be seen that the tolerance value is greater than 0.1 and the VIF value is less than 10, so it can be concluded that all variables have no symptoms of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is utilized to establish whether there exists an unequal residual variance of one variable with respect to another in the regression model. This test is based on the Glejser test method, which regresses the absolute value of the residual on the independent variable. The following are the results of the heteroscedasticity test:

Table 4. Heteroscedasticity Test Result

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
(Constant)	2.351	1.472		1.598	0.113
Halal Awareness	0.080	0.058	0.131	1.389	0.167
Seller Reputation	-0.079	0.071	-0.155	-1.115	0.267
Product Promotion	-0.043	0.060	-0.096	-0.710	0.479

Source: Processed primary data, 2022

Based on table 4, the results of the heteroscedasticity test above can be seen from the Sig column. If the Sig value is large, each variable is greater than 0.05, so the regression model in this study does not have heteroscedasticity problems. The test results show that the sig. each variable is greater than 0.05 so that the regression model in this regression is free from heteroscedasticity.

Test of F

Simultaneous test (F test) is a test carried out to determine the overall effect of the independent variable on the dependent variable. The decision is based on testing criteria. The following is a table containing the results of simultaneous tests using SPSS 25:

Table 5. Simultaneous Test Results

Model	Sum of Squares	df	Mean square	F	Sig.
Regression	1361.184	3	453.728	65.781	0.000 ^b
Residual	800.116	116	6.898		
Total	2161.300	119			

Source: Processed primary data, 2022

In table 5, it is revealed that the calculated F is 65.781, which means it is greater than the F table of 2.68. So it can be concluded that the variables halal awareness, seller reputation and product promotion simultaneously have a positive and significant effect on buying interest.

Test of T

Partial test (T test) is a test carried out to determine the effect of the independent variable partially on the dependent variable. Determination of decision making is based on testing criteria, if the sig value < 0.05 or t count $> t$ table, then there is an influence of the independent variable on the dependent variable. However, if the sig value is > 0.05 or t count $< t$ table, then there is no influence of the independent variable on the dependent variable. The following is a table containing partial test results using SPSS 25:

Table 6. Parsial Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.754	2.273		0.772	0.442
Halal Awareness	-.113	0.089	-.075	-1.264	0.209
Seller Reputation	0.708	0.109	0.564	6.492	0.000
Product Promotion	0.328	0.093	0.297	3.519	0.001

Source: Processed primary data, 2022

Based on table 6 above, it can be concluded that:

It is known that the sig value for the influence of the halal awareness variable on purchase interest is 0.209 which is greater than 0.05. Then the calculated t value is -1.264, which means it is smaller than the t table of 1.980. So the first hypothesis is rejected, which means that the halal awareness variable has no effect and is not significant on the purchase interest variable.

It is known that the sig value for the influence of the seller reputation variable on purchase interest is 0.000, which is smaller than 0.05. Then the calculated t value is 6.492, which means it is greater than the t table of 1.980. So the second hypothesis is accepted, which means the seller reputation variable has a significant and influential effect on the purchase interest variable.

It is known that the sig value for the influence of the product promotion variable on purchasing interest is 0.001, which is smaller than 0.05. Then the calculated t value is 3.519, which means it is greater than the t table of 1.980. So the third hypothesis is accepted, which means the product promotion variable has a significant and influential effect on the purchase interest variable.

Coefficient of Determination

The coefficient of determination essentially aims to measure how far the model's ability to explain the dependent variable. A small coefficient of determination value means that the ability of the independent variable to explain variations in the dependent variable is very limited. A value close to one means that the independent variable provides almost all the information needed to

predict variations in the dependent variable (Ghozali, 2018). The following is a table of R test results using SPSS 25:

Table 7. R Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.794a	0.630	0.620	2.626
a. Predictors: (Constant), halal awareness, seller reputation, product promotion				
b. Dependent Variable: purchase interest				

Source: Processed primary data, 2022

Based on table 7 above, it can be concluded that the variables halal awareness, seller reputation and product promotion explain their influence on buying interest by 62%, while the remaining 38% is explained by other variables that influence buying interest outside of this research.

DISCUSSION

The results of the analysis and testing show that the regression coefficient for the halal awareness variable (X1) is -0.113 (negative), the calculated t value is -1.264 (negative) and the significance value is 0.209 or greater than 0.05. This means that halal awareness has no positive and insignificant effect on purchasing interest. So it can be concluded that the halal awareness variable has no effect and is not significant on interest in buying food through the Shopee application.

This result is in line with a research by Anggraini & Dewanti, (2020). This research shows that respondents as research subjects have a high level of awareness of halal food, both in Indonesia and Thailand. This can be seen from the results of descriptive statistics, where the total mean value for halal food awareness reached 4.04. This value indicates that the respondent has a high level of awareness of halal food. Apart from that, research also finds that awareness of halal food has a positive and significant influence on purchase decisions. This means that the respondent's level of awareness of halal food influences their decisions in purchasing food products. This finding especially applies to Muslims living in Indonesia, as evidenced by the significant value of halal food awareness. The importance of awareness of halal food in the context of purchasing decisions shows that the halal factor is a significant consideration for Muslim consumers in Indonesia (Pratama et al., 2023). The implication is that producers and sellers of food products in this market need to pay attention and ensure the halalness of their products.

The results of the analysis and testing prove that the regression coefficient for the seller reputation variable is 0.708 (positive), the calculated t value is 6.492 (positive) and the significance

value is 0.000 or less than 0.05. This means that seller reputation has a positive and significant effect on purchase interest. So it can be concluded that the seller's reputation in the application makes consumers more interested in purchasing food through the Shopee application, making interest in buying food through the Shopee application increase. In line with research by Agostini et al., (2021) explains the importance of sellers having a good reputation. Sellers who have a good reputation will have an impact on good service too. The most important thing is that sellers who have a good reputation establish good relationships with customers.

The test results and data analysis show that the regression coefficient for the product promotion variable is 0.328 (positive), the calculated t value is 3.519 (positive), and the significance value is 0.001 or smaller than 0.05. This means that product promotion has a positive and significant effect on purchasing interest. So if product promotion is increased by making more intensive promotional innovations, consumer buying interest will increase. This is in line with Subagyo et al., (2021) proven in this research. The results of this research show that promotions really influence consumers where good promotions have an impact on consumers' purchase intention behavior.

The test results show that the calculated F value for halal awareness, seller reputation, and product promotion is 65.781, the significance value is 0.000 or less than 0.05. This means that the variables halal awareness, seller reputation and product promotion simultaneously have a positive and significant effect on the dependent variable interest in buying food. The large influence of halal awareness, seller reputation and product promotion contributes 62% to purchase interest. So the remaining 38% is influenced by other variables outside this research. Thus, to increase buying interest, other variables are needed if further research is carried out.

CONCLUSION

This research has an important focus in examining the correlation of halal awareness, seller reputation, and product promotion on consumer purchasing interest. Seller reputation and product promotion are studied as the main factors influencing consumer purchase decisions, while halal awareness has an insignificant influence in influencing purchase decisions. This research reflects a shift in consumer behavior, where seller reputation and product promotion become important factors in the consideration process before making a purchase. Therefore, halal industry players need to consider this factor in their marketing and sales strategies. The recommendation for regulators to provide incentives to encourage a larger halal ecosystem shows the importance of support from the authorities to advance the halal industry. This can include policies and regulations that support the growth and development of halal products.

However, the study also reveals sample limitations, so the results may be difficult to generalize. Therefore, future research is expected to increase external validity by using more representative samples. Additionally, it is important to include and research halal lifestyle orientation to provide a more comprehensive understanding of consumer behavior in this context. By integrating marketing components and the halal concept, this research makes a significant theoretical contribution in line with (Agostini et al., 2021; Anggraini & Dewanti, 2020). This can form the basis for further research that can help halal industry stakeholders in developing effective strategies to attract and retain consumers.

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