



## THE INFLUENCE OF HALAL PRODUCT KNOWLEDGE, HALAL LABELING, AND RELIGIOSITY ON THE PURCHASE DECISION OF HALAL FOOD AT SFA STEAK & RESTO (SFA HALAL FOOD) GENTAN

**Dewi Ermawati**

Pascasarjana Universitas Islam Negeri Raden Mas Said Surakarta

[dewiermawati354@gmail.com](mailto:dewiermawati354@gmail.com)

**Sri Walyoto**

Pascasarjana Universitas Islam Negeri Raden Mas Said Surakarta

[walyoto.sri@gmail.com](mailto:walyoto.sri@gmail.com)

Article Info	Abstract
<b>Article History</b>  Received: 19 June 2023  Accepted: 16 December 2023  Published: 30 June 2024	<i>This study aims to analyze the influence of product knowledge, halal labeling, and religiosity on purchasing decisions for halal food at SFA Steak &amp; Resto (SFA Halal Food) Gentan. The research focuses on millennials born between 1980 and 2000, aged 23-43 years, residing in Sukoharjo, who have made purchases, with an unknown population size. Data analysis was conducted using multiple linear regression with a sample size of 100 respondents. The sample size proportionally represents each sub-district in Sukoharjo. The sampling technique employed was non-probability sampling with purposive sampling. Data was collected through questionnaires. The type of data used is cross-sectional data, obtained from primary and secondary sources. The results of the study indicate that product knowledge, halal labeling, and religiosity simultaneously influence purchasing decisions. The development of religiosity and the implementation of strategies using AI and ML algorithms are suggested for further application.</i>  <b>Keywords:</b> Purchasing Decision, Halal Food, Religiosity, Halal Label, Millennials.

### INTRODUCTION

Halal food not only adheres to religious requirements but also emphasizes cleanliness, ethics, and high food safety standards, making it appealing to both Muslim and non-Muslim consumers. Research on halal food provides insights into how consumer perceptions of halal certification influence their purchasing decisions (Triansyah, 2023). In the food processing industry around SFA Steak & Resto (SFA Halal Food) Gentan, not all establishments have obtained halal certification. Various foods, including those made from dog meat, are often sold freely. Additionally, there is a widely known issue in the community regarding a popular chicken noodle product infamously referred to as "Mie Ayam Pocong". SFA Steak & Resto was chosen as the

research object because it has received halal certification and is the most favored dining destination in the Gentan Sukoharjo area.

Understanding halal products plays a significant role in influencing consumers' purchase intentions. Consumers equipped with comprehensive information are more likely to choose products with halal certification. Halal products are often associated with high cleanliness and safety standards, which raises awareness of the importance of selecting quality products free from harmful ingredients (Triansyah, 2023). This aligns with consumer knowledge that influences decisions about which products to purchase and consume. Every consumer has a perception of products or services. According to Rizkitysha & Hananto (2020), knowledge contributes to purchasing behavior, product information search, and product evaluation. Interestingly, millennial consumers (Generation Y) are theorized to exhibit positive behaviors and attitudes, such as reciprocity when receiving quality and assured products from a company (Blau, 1964).

Research conducted by Muflih & Juliana (2021) indicates that halal food purchasing decisions are positively and significantly influenced by halal labeling and other factors such as trust, spirituality, brand image, and customer satisfaction. However, a study by Raziqi (2022) found that purchasing decisions for food and beverages with halal labels did not have a significant influence. Fermanto & Sholahuddin (2020) demonstrated that halal labeling on halal food with natural additives positively and significantly affects purchasing decisions. Similarly, research by Ekowati et al., (2020) found that halal labeling associated with a halal lifestyle, supported by young generations' knowledge, has a positive and significant impact on purchasing decisions. In contrast, a study by Suprpto & Azizi (2020) revealed that halal labels, along with other factors, were not proven to significantly affect consumer purchasing decisions.

The study by Mahendri (2020) demonstrated that religiosity has a positive and significant influence on purchasing decisions. Similarly, (Wulandari, 2021) found that religiosity positively and significantly affects purchasing decisions. However, research by Fitria & Artanti (2020) showed that religiosity does not have a significant impact on purchasing decisions. The objective of this study is to analyze the influence of halal product knowledge, halal labeling, and religiosity on the purchasing decisions of halal food at SFA Steak & Resto (SFA Halal Food) Gentan. The novelty of this research lies in its focus on millennials, aiming to identify the factors influencing this generation's decisions to purchase halal food.

## **LITERATURE REVIEW**

### **Purchasing Decision**

According to Kotler & Keller (2016), a purchasing decision is the action taken by a consumer to either buy or not buy a product or service. Research by Muflih & Juliana (2021) shows that purchasing decisions are positively and significantly influenced by halal labeling and other factors.

Similarly, Muzakar & Istikomah (2023) found that consumers' purchasing decisions for food are driven by their behavior, influenced by halal labeling and other factors, with a positive and significant impact (Isa, Muzakar & Istikomah, 2023).

According to Kotler & Keller (2016), a purchasing decision is the action taken by consumers to decide whether to buy or not buy a product or service. The purchasing decision process is often complex and may involve several stages, including problem recognition, information search, evaluation of alternatives, and the final purchasing decision (Rizkitysha & Hananto, 2020). Factors such as social influences, marketing efforts, and personal values all play a role in this process. Individual differences and influences, such as motivation, knowledge, attitudes, personality, lifestyle, and demographics, also contribute to purchasing decisions. Furthermore, psychological processes, including information processing, learning, attitude changes, and consumer behavior, are integral after information is processed (Herliani, Yeni dan Farid, 2018).

### **Halal Product Knowledge**

Halal knowledge refers to the understanding and awareness of what is permissible (halal) and prohibited (haram) in Islam, particularly concerning consumption and lifestyle choices (Rizkitysha & Hananto, 2020). Knowledge serves as a critical consideration in purchasing decisions, reflecting the quality of products or services. Research by Rizkitysha & Hananto (2020) revealed that product knowledge has a positive and significant influence on consumer purchasing decisions. The study also highlighted those independent variables, including halal logos and religiosity, have significant simultaneous and partial impacts on purchasing decisions.

Halal food knowledge specifically refers to the understanding and information possessed by individuals, particularly non-Muslim consumers, regarding halal food (Wibowo et al., 2020). Product knowledge encompasses a wide range of information that consumers have about a product. This includes product categories, brands, terms related to the product, attributes or features, price, and trust in the product. Additionally, product knowledge involves an understanding of the benefits offered by the product and the level of satisfaction it can provide to consumers. It also covers insights into the product's characteristics or attributes—both physical and abstract—as well as information about the purchasing process, such as where and when to acquire the product. Furthermore, product knowledge includes guidance on usage, such as recommendations from the manufacturer to ensure the product performs optimally according to its intended purpose (Nurhayati & Hendar, 2019).

### **Halal Label**

A halal label is a mark or written evidence guaranteeing a product's halal status, typically in the form of the word "halal" written in Arabic, Latin script, and accompanied by a code issued by the Ministry of Religious Affairs. It is authorized based on halal inspections by the Halal Inspection

Institution, halal fatwas from the Indonesian Ulema Council (MUI), and halal certification from MUI, serving as an official guarantee (Sukiati, 2019).

Research by Hui-Rang & Soyoung (2021) revealed that halal labeling significantly and positively influences purchasing decisions among Korean consumers. Similarly, Akhtar et al., (2020) demonstrated that halal labeling in Chinese restaurants has a positive and significant impact on purchasing decisions. Fermanto & Sholahuddin (2020) also found that halal labeling on halal food with natural additives positively and significantly affects purchasing decisions. Halal labels provide information regarding the halal status of food, presented in the form of images, text, or a combination thereof, incorporated into the product's packaging (Handayani, 2022; Sari, 2018). These labels ensure clarity regarding raw materials, production processes, halal certification, and the certifying institution, affirming that the certified products contain no haram or prohibited substances for Muslim consumption.

### **Religiosity**

Religiosity is a critical factor influencing consumer behavior. It represents a system of beliefs, values, and behaviors focused on worldly issues, rooted in ultimate beliefs. According to Muslichah et al. (2020), religiosity refers to the extent to which individuals demonstrate adherence or commitment to their religious teachings, encompassing belief, ritual practices, and the role of religion in daily life. Higher levels of religiosity often indicate a deeper commitment to religious values and norms. As stated by Koc et al. (2024) and Nurhayati & Hendar (2019), religiosity can be defined in various ways, yet these definitions are closely interconnected. Fundamentally, religiosity reflects the extent to which individuals adhere to their religious beliefs and practices. It can be categorized into high or low levels of religiosity. For this study, the dimensions used to measure the religiosity level of millennials (Generation Y), born between 1980 and 2000 (ages 23-43) in Sukoharjo, include belief dimensions, religious practice dimensions, and application dimensions.

### **Millennial Generation**

The term "millennial" was first coined by William Strauss and Neil Howe in their book *Millennials Rising: The Next Great Generation* (2000), though it was introduced globally as early as 1987. This generation currently dominates the workforce both in Indonesia and internationally. Theoretically, millennials exhibit a positive outlook and behavior, often reflecting a sense of reciprocity when receiving quality products or services from a company (Blau, 1964). Millennials are characterized as a generation with a strong understanding and experience in global markets. They possess high self-esteem, independence, and a sense of security, combined with an ambitious drive to achieve their goals.

**Development****The Influence of Halal Product Knowledge on Purchasing Decisions**

Research by Mutiara & Syahputra (2018) and Musthofa & Buhanudin (2021) revealed that halal product knowledge positively and significantly influences purchasing decisions. Their findings showed that Halal Product Knowledge contributes 16% to purchasing decisions, while the remaining 84% is influenced by other variables such as price, advertising, and benefits not examined in their study, including product quality and brand image. Based on this, it is presumed in this study that halal product knowledge is one of the factors explaining the variability of determinants in consumer purchasing decisions. Therefore, the hypothesis proposed in this study is:

H1: There is a positive and significant influence of halal product knowledge on purchasing decisions

**The Influence of Halal Label on Purchasing Decisions**

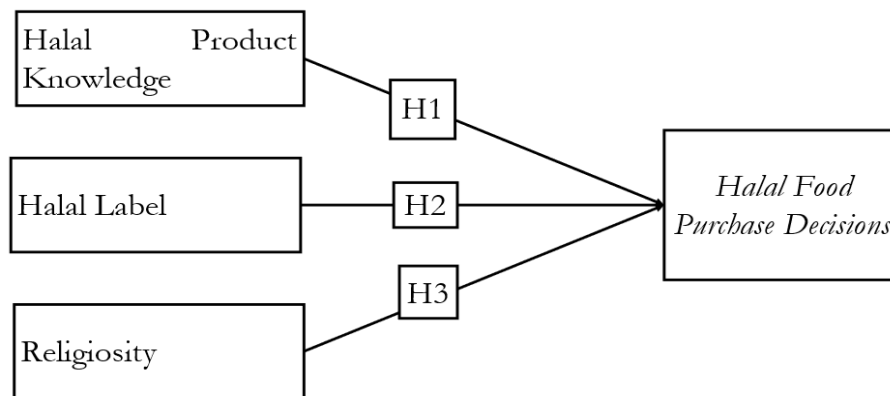
Research by Ikawati et al., (2024) demonstrates that halal labels have a positive and significant influence on purchasing decisions. This aligns with findings from Matondang et al., (2023), which also confirm the positive and significant impact of halal labels on purchasing decisions. Similarly, Sara et al. (2014) and Sururi (2021) reported consistent results, showing that halal labels significantly influence purchasing decisions. Based on these findings, it is proposed that halal labels are among the factors explaining the variability in determinants of consumer purchase intentions. Hence, the hypothesis proposed in this study is:

H2: There is a positive and significant influence of halal labels on purchasing decisions

**The Influence of Religiosity on Purchasing Decisions**

Religiosity is a significant and essential factor influencing consumer behavior. Research by Mahendri (2020) demonstrated that religiosity has a positive and significant impact on purchasing decisions. Similarly, Wulandari (2021) found that religiosity significantly influences purchasing decisions. Rafiki et al. (2023) highlighted that religiosity acts as a moderating variable in the relationship between halal brand awareness and purchasing decisions, indicating that the effect of brand awareness on purchasing decisions is stronger for individuals with higher levels of religiosity. Based on these findings, the hypothesis proposed in this study is:

H3: There is a positive and significant influence of religiosity on purchasing decisions



**Figure 1.** Research Model

## METHODOLOGY

The population in this study is the millennial generation (Generation Y) born between 1980 and 2000 (aged 23-43 years) in Sukoharjo Regency, who have purchased or are currently purchasing from SFA Steak & Resto (SFA Halal Food) Gentan. The population size is unknown. SFA was chosen as the study site because it has halal certification and is a popular restaurant with many visitors in the Gentan area.

Since the population size is unknown, the sample size was determined using the Cochran formula:

$$n = \frac{z^2 pq}{e^2}$$

Where:

N = Required sample size

z = Prize from the normal curve for a 5% margin of error, with a value of 1.96

p = Probability of success 50% = 0,5

q = Probability of failure 50% = 0,5

e = Sampling error margin

For this study, a sampling error margin of 10% is set:

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 (0,5) (0,5)}{(0,10)^2}$$

$$n = 96,04 \text{ or } 96 \text{ resident.}$$

Based on the calculations above, the sample in this study consists of 100 individuals from the millennial generation (Generation Y), born between 1980 and 2000, or those currently aged 23 to 43 years, residing in Sukoharjo Regency.

The type of data in this study, according to the dimension of time, is cross-sectional data. This means the data is collected at a single point in time, but from different sources. In this study, primary data is used, collected through a questionnaire via Google Forms. The respondents are millennials (Generation Y) born between 1980 and 2000 (ages 23 to 43), who have either purchased or are currently purchasing from SFA Steak & Resto (SFA Halal Food) Gentan. Additionally, secondary data sources are used, such as books, journals, and other information related to the research variables.

In this study, variable 1 is product knowledge, represented by  $x_1$ . Product knowledge is the score obtained from the respondents' answers, which measures their knowledge of the product with the following indicators: subjective knowledge (name of the place; location of the place; menu knowledge), objective knowledge speed in making purchase decisions; sense of safety and comfort; self-confidence), and experience-based knowledge (feeling of confidence; always trusting; satisfaction). According to Aurier Philippe et al. (1999) on Syahlani et al. (2023), subjective knowledge is an individual perception regarding a product, whereas objective knowledge is an understanding of actual information detailing a product.

In this study, variable 2 is the halal label, represented by  $x_2$ . The halal label is the marking of halal products with the Arabic word "halal," the Latin word "halal," and a certification code from the Ministry of Religious Affairs, based on halal inspections by MUI. The indicators are: the command to consume halal products, the prohibition of consuming forbidden (haram) products, halal labeling on products by LPPOM MUI, the guarantee of safety when consuming halal-labeled products, and the benefits of consuming halal-labeled products.

In this study, religiosity is represented by  $x_3$ . Religiosity refers to a state within an individual that drives them to behave in accordance with the level of their adherence to religion. The indicators of religiosity include belief dimensions (aqidah), religious practice dimensions (worship), and application dimensions (morals).

In this study, the purchase decision variable is represented by  $y$ . Purchase decision is an action taken by consumers to either buy or not buy a product or service. The indicators of consumer purchase decision behavior include social, cultural, personal or individual influences, and psychological factors. Multiple linear regression analysis is also used for forecasting purposes, enabling the data collected by the researcher to be applied in predicting the population. The results are projected linearly, ensuring no deviation occurs between the data and its realization.



## RESULT & DISCUSSION

The characteristics of respondents are comprehensively explained. The gender distribution of respondents is presented in Table 1, as follows:

**Table 1.** Gender of Respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	35	35.0	35.0	35.0
	Female	65	65.0	65.0	100.0
	Total	100	100.0	100.0	

Source: Processed Data, 2023

Based on the data in Table 1, it is known that the majority of respondents in this study are female, totaling 65 individuals. The largest percentage of respondents comprises 65% females, while the remaining 35% are male respondents. This data shows that the number of female respondents is higher than that of male respondents.

Next, the characteristics of respondents based on age can be seen in table 2, as follows:

**Table 2.** Age of Respondents

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	23-24	36	36.0	36.0	36.0
	25-29	28	28.0	28.0	64.0
	30-34	6	6.0	6.0	70.0
	35-39	12	12.0	12.0	82.0
	40-43	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Source: Processed Data, 2023

Based on the data in Table 2, it is observed that the majority of respondents, within the age range of 23–43 years, belong to the 23–24 age group, totaling 36 individuals (36%). The remaining respondents are distributed as follows: 28 respondents (28%) aged 25–29, 6 respondents (6%) aged 30–34, 12 respondents (12%) aged 35–39, and 18 respondents (18%) aged 40–43.

Next, the characteristics of respondents based on their occupation can be seen in table 3, as follows:



**Table 3.** Respondents Based on Occupation

Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	25	25.0	25.0	25.0
	Civil Servants	11	11.0	11.0	36.0
	Employees	23	23.0	23.0	59.0
	Freelancers	23	23.0	23.0	82.0
	Others	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Source: Processed Data, 2023

Based on the data in Table 3, the majority of respondents in this study are students, totaling 25 individuals (25%). The remaining respondents are distributed as follows: civil servants, totaling 11 individuals (11%); employees, totaling 23 individuals (23%); freelancers, also totaling 23 individuals (23%); and those categorized under "others," totaling 18 individuals (18%).

This description indicates that the majority of respondents in this study belong to the millennial population (Generation Y), born between 1980 and 2000 (aged 23–43 years) in Sukoharjo Regency. These respondents have previously purchased or are currently purchasing at SFA Steak & Resto (SFA Halal Food) Gentan and predominantly belong to the category of individuals who are not yet working and are still pursuing higher education. The sample was proportionally selected from each district in Sukoharjo, totaling 100 respondents.

The validity test of the instrument for product knowledge ( $x_1$ ) is based on the comparison between the calculated  $r$ -value and the table  $r$ -tabel for the questionnaire items in the online survey regarding product knowledge ( $x_1$ ). The results are presented in Table 4 as follows:

**Table 4.** Validity Test Results for Product Knowledge Instrument ( $x_1$ )

Statement Items	$r$ value	$r$ table	Remarks
Statement 1	0,670	0,1966	Valid
Statement 2	0,670	0,1966	Valid
Statement 3	0,646	0,1966	Valid
Statement 4	0,540	0,1966	Valid
Statement 5	0,615	0,1966	Valid
Statement 6	0,667	0,1966	Valid
Statement 7	0,557	0,1966	Valid
Statement 8	0,662	0,1966	Valid

Statement Items	r value	r table	Remarks
Statement 9	0,609	0,1966	Valid

Source: IBM SPSS Statisticts 25

The comparison between the calculated r-value and the table r-value for the online questionnaire items regarding the Halal Label ( $x_2$ ) is presented in Table 5 as follows:

**Table 5.** Validity Test Results for Halal Label Instrument ( $x_2$ )

Statement Items	r value	r table	Remarks
Statement 1	0,611	0,1966	Valid
Statement 2	0,547	0,1966	Valid
Statement 3	0,608	0,1966	Valid
Statement 4	0,518	0,1966	Valid
Statement 5	0,664	0,1966	Valid
Statement 6	0,709	0,1966	Valid
Statement 7	0,598	0,1966	Valid
Statement 8	0,649	0,1966	Valid
Statement 9	0,602	0,1966	Valid
Statement 10	0,597	0,1966	Valid
Statement 11	0,502	0,1966	Valid
Statement 12	0,574	0,1966	Valid
Statement 13	0,569	0,1966	Valid
Statement 14	0,658	0,1966	Valid
Statement 15	0,532	0,1966	Valid

Source: IBM SPSS Statisticts 25

The comparison between the calculated r-value and the table r-value for the online questionnaire items regarding Religiosity ( $x_3$ ) is presented in Table 6 as follows:

**Table 6.** Validity Test Results for Religiosity Instrument ( $x_3$ )

Statement Items	r value	r table	Remarks
Statement 1	0,503	0,1966	Valid
Statement 2	0,636	0,1966	Valid
Statement 3	0,676	0,1966	Valid
Statement 4	0,295	0,1966	Valid
Statement 5	0,642	0,1966	Valid
Statement 6	0,586	0,1966	Valid

Statement Items	r value	r table	Remarks
Statement 7	0,735	0,1966	Valid
Statement 8	0,511	0,1966	Valid
Statement 9	0,347	0,1966	Valid

Source: IBM SPSS Statistics 25

Comparison between calculated r-value and table r-value for the online questionnaire items on Purchase Decision (y) can be seen in Table 7 as follows:

**Table 7.** Results of Validity Test for Purchase Decision Instrument (y)

Statement Items	r value	r table	Remarks
Statement 1	0,448	0,1966	Valid
Statement 2	0,585	0,1966	Valid
Statement 3	0,544	0,1966	Valid
Statement 4	0,610	0,1966	Valid
Statement 5	0,623	0,1966	Valid
Statement 6	0,553	0,1966	Valid
Statement 7	0,546	0,1966	Valid
Statement 8	0,567	0,1966	Valid
Statement 9	0,468	0,1966	Valid
Statement 10	0,570	0,1966	Valid
Statement 11	0,498	0,1966	Valid
Statement 12	0,569	0,1966	Valid
Statement 13	0,667	0,1966	Valid
Statement 14	0,581	0,1966	Valid
Statement 15	0,559	0,1966	Valid
Statement 16	0,553	0,1966	Valid
Statement 17	0,523	0,1966	Valid
Statement 18	0,482	0,1966	Valid
Statement 19	0,526	0,1966	Valid
Statement 20	0,511	0,1966	Valid
Statement 21	0,636	0,1966	Valid
Statement 22	0,474	0,1966	Valid
Statement 23	0,576	0,1966	Valid
Statement 24	0,397	0,1966	Valid

Statement Items	r value	r table	Remarks
Statement 25	0,414	0,1966	Valid
Statement 26	0,587	0,1966	Valid
Statement 27	0,616	0,1966	Valid
Statement 28	0,472	0,1966	Valid
Statement 29	0,376	0,1966	Valid
Statement 30	0,572	0,1966	Valid
Statement 31	0,490	0,1966	Valid
Statement 32	0,635	0,1966	Valid
Statement 33	0,656	0,1966	Valid
Statement 34	0,592	0,1966	Valid
Statement 35	0,572	0,1966	Valid
Statement 36	0,578	0,1966	Valid
Statement 37	0,567	0,1966	Valid
Statement 38	0,575	0,1966	Valid
Statement 39	0,518	0,1966	Valid
Statement 40	0,431	0,1966	Valid
Statement 41	0,601	0,1966	Valid
Statement 42	0,561	0,1966	Valid
Statement 43	0,563	0,1966	Valid
Statement 44	0,579	0,1966	Valid
Statement 45	0,442	0,1966	Valid
Statement 46	0,735	0,1966	Valid
Statement 47	0,567	0,1966	Valid

Source: IBM SPSS Statistics 25

Reliability test for this instrument is based on the Cronbach's alpha value. If the Cronbach's alpha coefficient is greater than 0.7, the instrument is considered reliable. The results of the reliability test for the instrument are shown in Table 8 as follows:

**Table 8.** Results of Realibility Test for Research Variables

Research Variables	Cronbach alpha	Critical Value	Remarks
Product Knowledge	0,802	0,7	Reliable
Halal Label	0,870	0,7	Reliable

Research Variables	Cronbach alpha	Critical Value	Remarks
Religiosity	0,721	0,7	Reliable
Purchase Decisions	0,949	0,7	Reliable

Source: IBM SPSS Statistics 25

The results of the F-test calculation in this study show a significant value of  $0.000 < 0.05$ . Therefore, it can be concluded that the variables Product Knowledge ( $x_1$ ), Halal Label ( $x_2$ ), and Religiosity ( $x_3$ ) simultaneously have an effect on Purchase Decision ( $y$ ). This multiple linear regression analysis is used for forecasting, where the data collected by the researcher can be used to predict the population. The results of the data testing using the Statistical Product and Service Solutions (SPSS) version 25 are shown in Table 9 as follows:

**Table 9.** Results of Multiple Linear Regression Data Testing

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.574	7.197		1.886	.062
	Product Knowledge ( $X_1$ )	.006	.294	.001	.020	.984
	Halal Label ( $X_2$ )	1.185	.250	.404	4.733	.000
	Religiosity ( $X_3$ )	2.712	.359	.545	7.560	.000
a. Dependent Variable: Purchase Decisions ( $y$ )						

Source: IBM SPSS Statistics 25

Based on the data in Table 9 above, the results of the multiple linear regression data testing yielded the following regression equation:

$$y = 13,574 + 0,006x_1 + 1,185x_2 + 2,712x_3$$

Based on the results of testing the effect of the independent variable, Product Knowledge ( $x_1$ ) individually, it was found that the Product Knowledge variable has a positive value, but it does not have an effect and is also not significant on Purchase Decision. This is shown by the t-value  $< t$ -table value and a significance value of  $0.984 > 0.05$ . This means that the Product Knowledge variable does not have an effect and is not significant on Purchase Decision.

The results of testing the effect of the independent variable Halal Label ( $x_2$ ) individually show that the Halal Label variable has a positive and significant effect on Purchase Decision. This is indicated by the t-value  $> t$ -table value and a significance value of  $0.000 < 0.05$ . This means that the Halal Label variable has an effect and is significant on Purchase Decision. The findings of

Ikawati et al., (2024) support that the Halal Label is very important for consumers, especially in Indonesia, where the majority of the population is Muslim. This label indicates that the food complies with the standards for food that is suitable for consumption, which consumers associate with cleanliness, safety, and health. A high perception of food safety risks can lead consumers to be willing to pay a higher price for products with a Halal label due to the safety and health standards.

The results of testing the effect of the independent variable, Religiosity ( $x_3$ ) individually, show that the Religiosity variable has a positive and significant effect on Purchase Decision. This is indicated by the  $t\text{-value} > t\text{-table value}$  and a significance value of  $0.000 < 0.05$ . This means that the Religiosity variable has an effect and is significant on Purchase Decision. In line with Zhang et al. (2022), their research explains that religiosity significantly contributes to purchase decisions by enhancing pro-environmental attitudes, moderating the effects of various predictors, and fostering moral values that prioritize environmental protection. This understanding is crucial for marketers aiming to promote eco-friendly products in Muslim communities. This is further supported by Ali et al. (2022), who state that religiosity functions as a moral compass for individuals, guiding their decisions on what is considered ethical or unethical. This is particularly relevant in the context of purchasing counterfeit products, where religious beliefs can shape attitudes toward such practices. This study highlights that religiosity is a key predictor of attitudes toward counterfeit products, showing that individuals often do not consider themselves unethical when buying counterfeit goods.

## **CONCLUSION**

The results of this study conclude five points. First, product knowledge does not significantly affect purchase decisions. This means that the higher the consumer's product knowledge, the lower the purchase decision. Second, Halal labels have a positive and significant effect on purchase decisions. This means that the clearer the product label for consumers, the higher the purchase decision. Third, religiosity has a positive and significant effect on purchase decisions. This means that the higher the consumer's religiosity, the higher the purchase decision. Fourth, product knowledge, Halal labels, and religiosity simultaneously affect purchase decisions. This means that the higher the product knowledge, Halal label, and religiosity of consumers, the higher the purchase decision.

The Halal label functions as a guarantee for Muslim consumers that a product meets Islamic standards, thus increasing trust and confidence in the product, which ultimately drives purchase decisions. Additionally, the Halal label is often associated with high standards in cleanliness, quality, and safety. Therefore, the presence of this label not only influences Muslim consumers but

also attracts the attention of non-Muslim consumers who value these aspects. Moreover, consumers with a high level of religiosity tend to prioritize products that align with their religious beliefs. For example, Muslim consumers prefer products with a Halal label because they follow Islamic principles. Religiosity plays an important role in determining product selection criteria. Furthermore, religiosity often influences ethical consumption behavior. Highly religious consumers tend to avoid products that do not align with their religious values.

## REFERENCES

- Akhtar, N., Jin, S., Alvi, T. H., & Siddiqi, U. I. (2020). Conflicting halal attributes at halal restaurants and consumers' responses: The moderating role of religiosity. *Journal of Hospitality and Tourism Management*, 45, 499–510. <https://doi.org/10.1016/j.jhtm.2020.10.010>
- Ali, S., Zahid, H., Khalid, N., Poulova, P., & Akbar, M. (2022). Examining the Role of Religiosity on Generation M's Attitude Toward Purchasing Luxury Counterfeiting Products in Social Commerce. *Frontiers in Psychology*, 13(September), 1–12. <https://doi.org/10.3389/fpsyg.2022.927697>
- Blau, P. M. (1964). *Exchange and power in social life*. Transaction Publishers.
- Ekowati, J., Rahman, A. P., Rabbani, H. R., Ananda, G. C., Wulandari, A. A., Febriani, K., 'Ainul Yaqin, I. N., Asriningrum, T. P., Nofianti, K. A., Nasution, N. E., & Kartosentono, S. (2020). Increasing community empowerment through the promotion of halal lifestyle and the critical point of halal food in the young generation. *Journal of Halal Product and Research*, 3(1), 43. <https://doi.org/10.20473/jhpr.vol.3-issue.1.43-50>
- Fermanto & Sholahuddin, M. A. (2020). Studi Ilmiah Halal Food Additive yang Aman Dikonsumsi dan Baik Bagi Kesehatan. *Jurnal Produk Halal Dan Research*, 3(2), 95–104. <https://doi.org/10.20473/jhpr.vol.3-issue.2.95-105>
- Fitria, Sarah & Artanti, Y. (2020). Pengaruh Religiusitas dan Kelompok Referensi Terhadap Keputusan Pembelian. *Psikologi*, 8(1), 9.
- Handayani, I. (2022). the Influence of Halal Label, Product Quality, Brand Image, and Promotion on the Purchase Decision of Herbal Products. *Journal of Management and Islamic Finance*, 2(1), 54–53.
- Herliani, Yeni dan Farid, F. M. (2018). Pengaruh Perilaku Konsumen dan Label Halal Produk Makanan Rumah Tangga Terhadap Keputusan Konsumsi di Palangka Raya (Keluarga Mahasiswa Ekonomi Syariah IAIN Palangka Raya). *Al Qordh*, 5, 61.
- Ikawati, R., Erwanto, Y., & Purnomo, B. R. (2024). Are online meatball restaurants in Indonesia committed to their declared Halal label? *Veterinary World*, 17(4), 778–784. <https://doi.org/10.14202/vetworld.2024.778-784>
- Isa, Muzakar & Istikomah, R. (2023). Analisis Perilaku Konsumen dalam Keputusan Pembelian Makanan di Kota Surakarta. *Ekonomi Dan Bisnis*.
- Jalaluddin. (2009). *Dimensi Religiusitas Menurut Jalaluddin*.
- Koc, F., Ozkan, B., Komodromos, M., Halil Efendioglu, I., & Baran, T. (2024). The effects of trust and religiosity on halal products purchase intention: indirect effect of attitude. *EuroMed Journal of Business*. <https://doi.org/10.1108/EMJB-01-2024-0004>



- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.,). Pearson Education.
- Lim, Hui-Rang & An, S. (2021). Intention to Purchase Wellbeing Food Among Korean Consumers: An Application of the Theory of Planned Behavior. *Food Quality and Preference*.
- Mahendri, W. (2020). The Influence of Religiosity and Halal Label Through Halal Awareness Purchase Decisions. *Ekonomi Dan Bisnis*, 6.
- Matondang, Z., Hamni Fadlilah, & Ahmad Saefullah. (2023). Pengaruh Pengetahuan Produk, Label Halal, dan Harga Produk Terhadap Keputusan Pembelian Kosmetik Dengan Religiusitas Sebagai Variabel Moderating. *Jurnal Ilmu Ekonomi Dan Bisnis Islam*, 5(1), 18–38. <https://doi.org/10.24239/jiebi.v5i1.138.18-38>
- Muflih, M., & Juliana, J. (2021). Halal-labeled food shopping behavior: the role of spirituality, image, trust, and satisfaction. *Journal of Islamic Marketing*, 12(8), 1603–1618. <https://doi.org/10.1108/JIMA-10-2019-0200>
- Muslichah, M., Abdullah, R., & Abdul Razak, L. (2020). The effect of halal foods awareness on purchase decision with religiosity as a moderating variable: A study among university students in Brunei Darussalam. *Journal of Islamic Marketing*, 11(5), 1091–1104. <https://doi.org/10.1108/JIMA-09-2017-0102>
- Musthofa, A., & Buhanudin, B. (2021). Konsumen Muslim: Pengetahuan Produk Halal dalam Keputusan Pembelian Makanan. *El-Jizya: Jurnal Ekonomi Islam*, 9(1), 81–97. <https://doi.org/10.24090/ej.v9i1.4693>
- Mutiara, I., & Syahputra. (2018). Pengaruh Pengetahuan Produk dan Produk Halal Terhadap Keputusan Kembelian pada Produk Kecantikan Korea. *Jurnal Indonesia Membangun*, 17(2), 148–160.
- Nurhayati, T., & Hendar, H. (2019). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*, 11(3), 603–620. <https://doi.org/10.1108/JIMA-11-2018-0220>
- Rafiki, A., Hidayat, S. E., & Nasution, M. D. T. P. (2023). An extensive effect of religiosity on the purchasing decisions of halal products. *PSU Research Review*, 8(3), 898–919. <https://doi.org/10.1108/PRR-07-2022-0093>
- Raziqi, A. (2022). Pengaruh Label Halal, Religiusitas, Harga dan Kualitas Produk Terhadap Keputusan Pembelian Makanan dan Minuman dalam Kemasan Pada Mahasiswa S1 FEBI UIN Kiai Haji Achmad Siddiq dan Universitas Islam Jember. *Ekonomi Syariah*, 156.
- Rizkitysha, T. L., & Hananto, A. (2020). “Do knowledge, perceived usefulness of halal label and religiosity affect attitude and intention to buy halal-labeled detergent?” *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-03-2020-0070>
- Sara, N., Muhamad, N., Edura, W., Rashid, W., Mohd, N., & Mohd, N. (2014). Muslim ’ s Purchase Intention towards Non-Muslim ’ s Halal Packaged Food Manufacturer. *Procedia - Social and Behavioral Sciences*, 130, 145–154. <https://doi.org/10.1016/j.sbspro.2014.04.018>
- Sari, D. I. (2018). Perlindungan Hukum Atas Label Halal Produk Pangan Menurut Undang-Undang. *Repertorium*, 7, 6.
- Sukiati. (2019). Konsep Halal dan Haram dalam Al-Quran. *Kajian Islam*.
- Suprpto, Rifqi & Azizi, Z. W. (2020). Pengaruh Kemasan, Label Halal, Label Izin P-IRT

Terhadap Keputusan Pembelian Konsumen UMKM Kerupuk Ikan. *Jurnal Riset Ekonomi Manajemen*, 3(2), 7.

Syahlani, S. P., Wankar, T. J., & Triatmojo, A. (2023). The influence of objective and subjective knowledge on attitude and willingness to pay veterinary control number-certified livestock food product. *Livestock and Animal Research*, 21(3), 136. <https://doi.org/10.20961/lar.v21i3.73266>

Triansyah, F. A. (2023). Focus Research on Halal Food Marketing. *Journal of Management and Islamic Finance*, 3(1), 121–131. <https://doi.org/10.22515/jmif.v3i1.6634>

Wibowo, M. W., Hanafiah, A., Ahmad, F. S., & Khairuzzaman, W. (2020). Introducing Halal Food Knowledge to the Non-Muslim Consumers in Malaysia (Its Effect on Attitude and Purchase Intention). *4th International Conference on Management, Economics and Business (ICMEB 2019)*, 120, 17–22. <https://doi.org/10.2991/aebmr.k.200205.005>

Wulandari, S. (2021). Pengaruh Label Halal dan Religiusitas Terhadap Keputusan Pembelian (Studi Kasus Konsumen Indomie di Sidoarjo). *Jurnal Riset Manajemen & Bisnis Dewantara*, 4(1), 4.

Zhang, Q., Husnain, M., Usman, M., Akhtar, M. W., Ali, S., Khan, M. A., Abbas, Q., Ismail, R., Rehman, T., & Akram, M. (2022). Interplay of eco-friendly factors and islamic religiosity towards recycled package products: A cross-cultural study. *Frontiers in Psychology*, 13(September), 1–16. <https://doi.org/10.3389/fpsyg.2022.840711>