THE INFLUENCE OF RELIGIOSITY AND HALAL LABELING ON THE PURCHASE DECISIONS OF PACKAGED FOOD PRODUCTS

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Article Info	Abstract
	This research aims to investigate consumer perceptions and behavior towards halal labels. Religiosity has a significant impact on various aspects of life, such as cultural beliefs and human behavior. This research is field research with a quantitative approach. Namely the type of research used to test theories through research variables and analyze data using statistical procedures. The sample used in this research was 98 people from the village of Tanjung Rema Martapura, Banjar Regency. The results of this research show that can be interpreted that the halal label and religiosity have a significant influence and has been proven to have a partial effect on purchasing decisions. The halal label has a more significant impact on purchasing decisions than religiosity due to reasons related to trust, convenience, and clarity in the offered product. The halal label provides clear assurance to consumers, as products with this label have gone through a certification process that ensures adherence to cleanliness, safety, and quality standards. This differs from religiosity, which is more subjective and tends to vary among individuals.

INTRODUCTION

In Islam, consumption is profoundly emphasized as it directly relates to religious, moral, health, and communal well-being aspects. One of the main reasons for its importance is the obligation to adhere to Sharia law. Islam provides clear guidelines on what is *halal* (permissible) and *haram* (forbidden) (Maharani & Hidayat, 2020). Consuming *halal* food is an act of obedience to Allah and a fulfillment of religious commandments (Ayi Nurbaeti, 2022). Therefore, Muslims

must consistently consume items that are permissible in Islam for their overall well-being. Religiosity significantly impacts various life aspects, including beliefs, cultural values, and behavior. Consumption choices shape how individuals interact, build moral values, and make decisions in religious, ethical, and lifestyle matters. Consuming *halal* is essential for Muslims as it constitutes a religious obligation aligned with Islamic law. Several fundamental reasons underline the importance of *halal* consumption. Adherence to religious teachings is one of them. Islam instructs its followers to consume food and drinks that are *halal* and *thayyib* (clean and beneficial for health), as stated in the Qur'an and Hadith. Following *halal* guidelines means fulfilling Allah's commandments, reflecting both obedience and worship for every Muslim (Indranata, 2022).

Studies suggest that an individual's consumption choices are influenced by their level of religiosity, which varies widely (Dwiwiyati Astogini, 2011). Some individuals may strictly adhere to religious rules, while others might have less intense involvement in religious practices. Factors such as culture, environment, and personal experiences also affect a person's level of religiosity. Religiosity plays a critical role in shaping an individual's identity, values, and daily decision-making (Ramadan & Syaefulloh, 2023). It serves as a foundation for social participation, community support, and a source of motivation in a Muslim's life (Sari et al., 2022).

In addition to religiosity, trust in halal certification or labels issued by official bodies increases consumer confidence in products. Halal certification covers various aspects, from raw materials to production processes, ensuring consumers of the product's safety and quality. Many countries have developed systems for halal certification and labelling. However, no single certification body or halal label is universally recognized worldwide (Alimuddin et al., 2022). Different countries or organizations have their own halal certification bodies that issue labels according to specific standards (Alam, 2011; Departemen Agama RI, 2003). Notable certification organizations include the Indonesian Ulema Council (*Majelis Ulama Indonesia* or MUI), a non-governmental body composed of Muslim scholars and intellectuals in Indonesia. MUI plays a role in providing guidance on religious, social, and societal issues (Lembaga Pengkajian Obat-obatan, 2019).

Additionally, MUI formulates views on policies and matters related to religion, morality, and social justice in Indonesia (Retnowati & Rosalina, 2018). MUI significantly influences the confirmation of product halal status, addressing contemporary issues, and offering religious guidance to the Indonesian community.

Data from the Food, Drugs, and Cosmetics Research Institute of the Indonesian Ulema Council (*LPPOM MUI*) indicates a positive trend in business owners registering for halal certification. Halal considerations are essential in selecting products, especially food. Ensuring

the consumption of *halal* food is a religious obligation, making it a fundamental necessity for Muslims.

Table 1. List of Packaged Foods with MUI Halal Label

No	Food Category	Brands
1	Instant Noodles	Indomie, Sedap dan Sarimi
2	Canned Sardines/Tuna	ABC, Benteng dan Sasa
3	Biscuits	Khong Guan, Roma, Beng-beng
4	Milk	Ultra Milk, Indomilk dan Frishian Flag
5	Sausages	So Good, Sunpride dan Happy Fresh

Data processed by the author, 2024.

Table 1 highlights several types of commonly available packaged foods that carry the MUI halal label. It is essential to always check the label on the packaging to ensure the product's halal status (Zailani et al., 2019). Historically, distinguishing between halal and haram food was straightforward (Lia et al., 2021). However, with the increasing variety of food products today, it has become more challenging to identify which items are halal and which are haram (Departemen Agama RI, 2003; Sara et al., 2014). Thus, the halal label on packaged food products plays a vital role in ensuring their compliance with halal principles (Kartika, 2020). In Indonesia, the regulation of halal labeling is governed by *Law No. 33 of 2014* on Halal Product Assurance, aimed at providing consumers with certainty that the products they use adhere to halal principles.

As Dewi et al., (2022) stated, the presence of a halal label ensures comfort and safety for Muslim consumers. Moreover, halal certification benefits producers by increasing revenue, as consumers tend to prefer products with a halal label over uncertified ones (Rosida, 2018). On the other hand, a study by Ryatnasih Rachmat revealed that consumer motivation to purchase products is influenced by factors such as product innovation, quality, religiosity, and social aspects, including cultural, psychological, and personal factors (Putra & Andriani Zakariya, 2023).

This study aims to analyze how the Muslim majority adheres to religious teachings, including in the aspect of food consumption. Products with halal labels are considered to meet requirements in line with Islamic law, thus providing a sense of security and comfort for Muslim consumers. In this context, the study of the influence of religiosity and halal labels on the purchase decisions of packaged food products becomes highly relevant. The location was chosen because the people in Tanjung Rema Village, Martapura District, Banjar Regency, are predominantly Muslim and known for their religious devotion, earning the nickname "Serambi Mekah." This village has a population of 4,179 people (Widyarni, 2018). Therefore, the goal is to analyze the influence of religiosity and halal labels on the purchasing decisions of the Tanjung Rema Martapura community.

LITERATURE REVIEW

Purchasing Decision

According to Schiffman, making a purchase decision can involve considering several alternatives, so when buying a product, there are multiple options to choose from. Furthermore, Kotler states that deciding to buy involves a stage where consumers are fully committed to purchasing a product (Arifah, 2019; Dwiwiyati Astogini, 2011; Haribowo et al., 2022). Thus, a Purchase Decision is a person's state of choosing whether to buy a desired product or not.

The purchase decision is an important aspect of consumer behavior that involves several stages and factors influencing an individual's choice to buy a product or service. The definition of a purchase decision is the final part of consumer decision-making, showing one's readiness to engage in purchasing behavior (Nora & Minarti, 2016). Many factors influence decisions, including religiosity (Ustaahmetoğlu, 2020). Studies show that religiosity significantly impacts purchase decisions, especially among Muslim consumers (Koc et al., 2024). A purchase decision refers to a consumer's willingness to buy a product after evaluating it. Religiosity positively affects attitudes towards halal labels, which in turn influences purchase intention (Astuti & Asih, 2021; Koc et al., 2024).

Religiosity

Religiosity is the extent to which a person believes in their religion and its commands to be implemented in daily life (Sari et al., 2022). A religious person can live according to the teachings of their faith, bringing meaning to their life (Herlina JR Saragih & Muhammad Haikal Kautsar, 2021; Yustati, 2020). Religiosity is closely related to religion, as it reflects the depth of a person's knowledge of their faith, their obedience in practicing worship and following commands, and their commitment to avoiding prohibitions (Makiah et al., 2022). In Islam, religiosity is assessed by levels of knowledge, belief, understanding, and practice of Islamic teachings (Hisna, 2018; Larasati et al., 2018; Yustati, 2020). The concept of obedience in religion means compliance or adherence to religious teachings and commands. This includes following God's commands and avoiding prohibitions according to the Quran and Hadith.

Studies on religiosity explain that it is the level or quality of a person's piety and understanding of religious teachings, encompassing beliefs, worship practices, spiritual experiences, and behaviors reflecting religious values in daily life (Astuti & Asih, 2021; Koc et al., 2024; Nora & Minarti, 2016; Ustaahmetoğlu, 2020). Religiosity is not limited to rituals; it involves depth of faith, understanding of teachings, and moral commitment. Religiosity is often measured across several dimensions, such as the strength of one's belief in religious concepts, frequency of worship practices, understanding of religious teachings, spiritual experiences that connect one with the divine, and moral commitments evident in everyday life, such as honesty, compassion, and

justice. Overall, religiosity reflects the extent to which religious teachings influence a person's thinking, actions, and way of life (Astuti & Asih, 2021; Koc et al., 2024). Various studies show that religiosity affects purchasing decisions (Astuti & Asih, 2021; Koc et al., 2024; Nora & Minarti, 2016; Ustaahmetoğlu, 2020).

Halal Label

The term label/logo comes from English, meaning a name or to provide; in terminology, it can be described as information about a product or item (Elmi, 2009; Lia et al., 2021). Examples of labels/logos include information on ingredients, brand, usage instructions, indications, expiration date, manufacturer/seller, storage instructions, net weight, and production location (Asrina & Bulutoding, 2016).

From a producer's perspective, the halal logo functions as a mark or information indicating that the product has been manufactured according to standards that comply with Islamic law (Aji, 2018). Its production process has been ensured free of anything that could render it haram. Therefore, a halal label or logo is a statement on product packaging to inform consumers, especially Muslims, that the product is safe to consume or (Rosida, 2018). Studies indicate that halal certification or labeling impacts purchase decisions (Nugraha et al., 2022; Saputri & Guritno, 2021; Zakaria et al., 2017).

METHODOLOGY

This study uses a descriptive quantitative method (Samsu, 2021). The approach is descriptive quantitative, with a population and sample consisting of 100 residents of Tanjung Rema, Martapura District, Banjar Regency, South Kalimantan, calculated using the Slovin formula. Data collection was conducted through a questionnaire with a Likert scale, and the analysis used was multiple regression, including tests for validity, reliability, normality, classical assumption, linearity, hypothesis testing, and determination or R^2. The analysis was conducted using the Multiple Linear Regression method through the SPSS 26 software program.

RESULT & DISCUSSION

Validity and Reliability Testing

The test was conducted to determine the validity of each research instrument or variable statement in the questionnaire, allowing for the identification of any instruments that may need to be replaced or even discarded if deemed irrelevant to the study. This was determined by comparing the calculated r-value with the critical r-table. A significance level of 0.05 with N=98 was used, where the r-tabel value at this significance level is 0.198. Since all calculated r-values were greater than the r-table value, each instrument in this research can be considered valid and relevant, making it suitable for research use.

Reliability testing in this study was conducted using SPSS 26, with the decision criterion being that if the Alpha value is greater than 0.60, the instrument is deemed reliable. With Alpha values of 0.722, 0.746, and 0.711—all above 0.60—the reliability test results show that the instrument produces consistent and trustworthy data, making it appropriate for use in this research.

Clasical Assumption Test

The normality test was conducted to determine whether the data in the study followed a normal distribution. The result of the Kolmogorov-Smirnov test was $0.121 > 0.05$, indicating that the data is normally distributed. The results of the multicollinearity test can be seen from the Variation Inflation Factor (VIF) and Tolerance values. As shown in the table, the VIF values for variables X1 and X2 are $1.170 < 10$, and the Tolerance values are $0.855 > \alpha = 0.10$. This proves that there is no correlation between the independent variables or any multicollinearity symptoms in this study. The heteroscedasticity test used was the Glejser test. The results showed that the significance value for Religiosity (X1) was $0.804 > \alpha = 0.05$, and the significance value for Halal Label (X2) was $0.769 > \alpha = 0.05$. This means that there are no symptoms of heteroscedasticity in this model.

Hypothesis Test
Coefficient of Determination (R^2)

Based on the table above, the R Square value is 0.397. This R Square value is derived from squaring the correlation coefficient "R," which is $0.630 \times 0.630 = 0.397$. Therefore, the coefficient of determination (R Square) is 0.397 or 39.7%. This means that the independent variables, Religiosity and Halal Label, simultaneously affect the dependent variable, Purchase Decision, by 39.7%. The remaining 60.3% is influenced by other variables not included in this study.

F-Test

The F-test is conducted to determine whether the independent variables, Religiosity (X1) and Halal Label (X2), simultaneously have a significant effect on the dependent variable, Purchase Decision (Y). Based on the table above, the significance value is $0.000 < 0.05$, or the calculated F-value (F-hitung) is $31.273 >$ the critical F-value (F-tabel) of 2.36. This leads to the rejection of H0 and the acceptance of H1. This means that the independent variables (X) in this study, namely Religiosity and Halal Label, simultaneously have a significant effect on the dependent variable, Purchase Decision (Y).

T-Test

Multiple Linear Regression Analysis was conducted to assess the effect of the independent variables, Religiosity and Halal Label, on the dependent variable, Purchase Decision, regarding

packaged food products among the residents of Tanjung Rema, Martapura District, Banjar Regency.

Table 2. Results of Multiple Linear Regression Test

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	9.848	2.403		4.099	.000		
	Religiusitas	.309	.079	.336	3.899	.000	.855	1.170
	Label Halal	.359	.074	.420	4.875	.000	.855	1.170

Dependent Variable: Purchase Decision

Table 2 shows the following:

a. The constant value of 9.848 indicates that if the variables Religiosity (X1) and Halal Label (X2) are ignored or set to zero, the value of the Purchase Decision (Y) would be 9.848.

b. The regression coefficient for the Religiosity variable (X1) is 0.309. This means that if the Religiosity variable (X1) increases by 1, the Purchase Decision variable (Y) will also increase by 0.309. This indicates a positive relationship between the independent variable and the dependent variable. If the independent variable increases, the dependent variable will also increase.

c. The regression coefficient for the Halal Label variable (X2) is 0.359. This means that if the Halal Label variable (X2) increases by 1, the Purchase Decision variable (Y) will increase by 0.359. This also shows a positive relationship between the independent variable and the dependent variable. As the independent variable increases, the dependent variable will increase as well.

d. Both Religiosity and Halal Label variables have a similar characteristic, as they both have a positive influence on the dependent variable, Purchase Decision.

The significant relationship between Religiosity and Purchase Decision aligns with studies by Pipi Arviana (2020) and Zuhroh An-Nada (2018), which state that Religiosity has a positive and significant impact on Purchase Decision. It can be concluded that higher levels of Religiosity increase the likelihood of individuals making purchasing decisions for packaged food products.

DISCUSSION

Islamic Economic Perspective on the Influence of Religiosity and Halal Labels on Packaged Food Purchase Decisions (Among Residents of Tanjung Rema, Martapura District, Banjar Regency). In Islamic economics, *religiosity* forms a foundational principle that emphasizes justice, collective welfare, and adherence to Islamic teachings. Economic activities must align with

the moral and ethical standards prescribed by *Shariah* (Islamic law). This includes prohibiting *riba* (interest), *gharar* (uncertainty), and *maysir* (excessive speculation), while promoting fair, transparent, and mutually beneficial economic practices. Religiosity in Islamic economics also highlights the importance of *zakat*, *infaq*, and *sadaqah* as wealth redistribution tools to reduce economic disparities and ensure social welfare. Additionally, investments in Islamic economics should be directed toward sectors that are lawful (*halal*) and avoid harming morals or the environment. Therefore, religiosity in Islamic economics extends beyond adherence to financial regulations; it encompasses social responsibility and a commitment to a balanced, sustainable economic ecosystem (Larasati et al., 2018).

The *halal* label plays a vital role in Islamic economics. According to Islamic principles, every product consumed by Muslims must comply with halal standards set by *Shariah*. A halal label ensures that a product is free from prohibited elements, such as pork and alcohol, and guarantees that it has been produced, processed, and distributed according to ethical and just Islamic principles (Asrina & Bulutoding, 2016). For Muslim consumers, the halal label provides assurance that the product aligns with their religious values, fostering trust and loyalty. Economically, halal certification expands market accessibility domestically and internationally, particularly in regions with significant Muslim populations.

In production, implementing halal standards promotes transparent and ethical business practices aligned with Islamic economic principles, such as fairness, honesty, and social responsibility. Thus, a halal label is more than a certification; it embodies a commitment to Shariah values across all aspects of the product's supply chain.

CONCLUSION

In conclusion, the halal label has the most significant influence on consumers' purchasing decisions, especially for those who prioritize adherence to religious teachings. The halal label provides assurance that the product complies with Islamic law, making consumers feel safer and more comfortable in their consumption. It simplifies decision-making by allowing consumers to choose products without further verification of their compliance with religious principles. A person's level of religiosity can also impact their choice to purchase halal products; individuals with higher religiosity tend to be more attentive to the halal label, ensuring that their selections align with religious principles. This heightened awareness of following Islamic law in consumption leads these consumers to prefer halal-labeled products as an expression of their religious devotion. Additionally, religiosity fosters consumer trust in products, as the halal label guarantees that they are safe and compliant with Islamic teachings.

For future researchers, it is advisable to consider adding variables like product quality or exploring Martapura residents' perceptions of halal certification and the importance of the halal label. The implications of this research include advancing more innovative halal products, implementing effective marketing strategies that emphasize the significance of halal labeling, and enhancing certification and halal standards. This can also increase consumer awareness in selecting products that align with religious values and expand the global halal product market. Overall, this research contributes to strengthening the halal product industry, enhancing consumer trust, and supporting the growth of the evolving halal market.

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