

Original Research Article

The Influence of Halal Awareness and Halal Labeling on the Purchase Decisions of Packaged Food and Beverages among Muslim College Students in Pontianak City

Sintia^{1*}, Diah Arminingsih¹, Wahyudi¹

¹Tanjungpura University, Indonesia

***Corresponding Author:** Sintia

Tanjungpura University, Indonesia

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Abstract: The selection of packaged food and beverage products in Indonesia, certified as halal or adorned with halal labels by the Assessment Institute for Food, Drugs, and Cosmetics of the Indonesian Ulema Council (LPPOM-MUI), exhibits a remarkable diversity. This study aims to examine the impact of halal awareness and halal labels on the consumer purchasing decisions pertaining to these packaged commodities. Employing a quantitative approach, the research methodology entails the collection of primary data through questionnaire distribution among respondents. The sample size for this study encompassed 117 individuals. Multiple linear regression analysis served as the data analysis technique. The findings unveiled that both halal awareness and halal labels jointly exerted a significant influence on the purchasing decisions associated with packaged food and beverage products. Evident from the halal label's significance value of 0.000, which is below the predetermined threshold of 0.05, the analysis underscores their pivotal role. Furthermore, the *R Square* value of 0.619 signifies that halal awareness and halal labels contribute to 61.9% of the observed variance, leaving the remaining 38.1% subject to factors beyond the scope of the multiple linear regression model.

Keywords: Halal Awareness, Halal Labels, Purchasing Decisions.

1. INTRODUCTION

Consumption of packaged food and beverages has become a prominent in contemporary society, driven by evolving lifestyles and urbanization, which influence consumption habits. As individuals seek convenience and practicality in their dietary choices, the demand for packaged food and beverage products has risen steadily. Amidst this trend, the Islamic principle of halal, governing the permissibility of consumption, holds paramount importance. Despite the convenience and aesthetic appeal of packaged products, the halal aspect remains a critical consideration for many consumers in Indonesia. Halal certification encompasses various facets, including production processes, ingredients, and handling procedures (Murhanjati, 2019).

In Indonesia, there has been a notable surge in the consumption of halal-certified products in recent years. Image 1 illustrates the increasing consumption value of halal products across different sectors in Indonesia.

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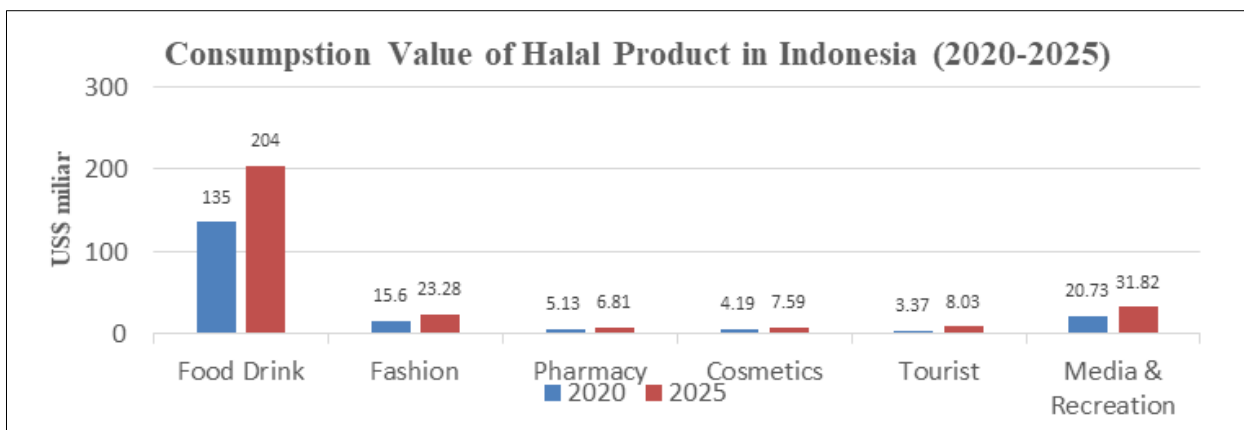


Figure 1: Indonesian Halal Product Consumption Values by Sector (2020-2025)
 Source: Databoks

Based on data from Databoks, the consumption of halal products in Indonesia is projected to surge to US\$282 billion by 2025, marking a notable increase from US\$184 million in 2020, representing a 53% rise. Notably, the food and beverage sector constitute a significant portion of this consumption. In 2020, the consumption of halal food and beverages in Indonesia soared to US\$135 billion, positioning the country as the world's largest consumer of halal food. This figure is anticipated to escalate to US\$204 billion by 2025. This surge can be largely attributed to heightened public awareness regarding the importance of adhering to a healthy lifestyle in accordance with Islamic principles.

In West Kalimantan, as documented by the Directorate General of Population and Civil Registration (Dukcapil) under the Ministry of Home Affairs, the population stood at 5.47 million as of December 2021. Within this populace, 3.29 million individuals, constituting 60.2%, identify as Muslim residents of West Kalimantan. Consequently, the substantial Muslim demographic in West Kalimantan underscores the region's potential for fostering the growth of the halal industry to cater to both domestic and international consumer demands. Presently, the halal industry in West Kalimantan is primarily centered around the food sector, presenting ample opportunities for further expansion and development.

College students play a pivotal role as consumers in fostering sustainable and responsible economic growth through their conscientious consideration of the halal aspects of products. As a burgeoning young demographic, students bear the responsibility not only for their individual consumption choices but also possess the potential to catalyze change by advocating for the significance of halal products within the food and beverage industry. Opting for halal products enables students to actively contribute to enhancing product quality and upholding ethical values in consumption practices. Hence, students' engagement with halal products extends beyond mere consideration of their halal status; it encompasses a holistic evaluation that encompasses health, sustainability, and social impact aspects. Through prioritizing halal products, students can enhance their quality of life while preserving cultural and religious diversity within society.

Several previous studies have examined halal awareness and halal labelling. A study conducted by Wijaya & Padmantlyo (2019) aimed to investigate the influence of halal labelling and halal awareness on the purchasing decisions of packaged imported food products. Their findings revealed that both halal labelling and halal awareness significantly affect purchasing decisions. Additionally, research by Imamuddin (2018) sought to examine the impact of halal labelling and religiosity on the purchasing decisions of instant noodles among students at IAIN Bukittinggi. The study concluded that both halal labelling and religiosity collectively influence the purchasing decisions of instant noodles. Subsequently, Salsabila (2023) conducted a study to explore the effects of halal labelling, religiosity, and consumer halal awareness on purchasing decisions. The results indicated that halal labelling, religiosity, and halal awareness all play a role in influencing consumer purchasing decisions. Furthermore, Aulia (2018) research on halal awareness yielded results demonstrating that halal awareness significantly impacts consumer purchasing decisions regarding packaged food products labelled as halal. These findings underscore the crucial role of halal awareness in shaping purchasing decisions.

This study aimed to investigate the impact of halal awareness and halal labelling on the purchasing behavior of packaged food and beverage products among Muslim students in Pontianak. The research endeavors to enhance understanding of consumer attitudes towards halal products. The anticipated outcomes of this study are expected to offer valuable insights for both producers and consumers, aiding in the adherence to religious and health standards in packaged food and beverage products. Moreover, it aims to bolster consumer trust in the products they choose to consume.

2. Literature Studies

The study conducted by Ivanisa (2023) aimed to investigate the influence of halal awareness on the purchasing decisions of halal meat in Padang City. This research employed a quantitative analysis method with primary data, utilizing purposive sampling and Partial Least Square (PLS) techniques for data collection. The findings revealed that halal awareness significantly and positively affects the purchasing decisions of halal meat in Padang City.

Hasyim (2024) conducted research to examine the effects of Halal awareness and Halal price on the purchasing decisions of Muslim millennials in the Lego-Lego CPI area of Makassar. Samples were drawn from Muslim millennial consumers who had visited the area. The research adopted a quantitative approach through survey methods. Based on the test results, both hypotheses were accepted. The first hypothesis stated that halal awareness has a positive impact on the purchasing decisions of halal food in the Lego-Lego CPI area of Makassar, while the second hypothesis indicated that price also positively influences the purchasing decisions of halal food in the area.

Bulan's (2016) study aimed to examine the influence of halal labelling on the purchasing decisions of sausages in Kuala Simpang, Aceh Tamiang Regency. The respondents comprised consumers who had purchased sausages in the area, with samples obtained through random sampling. Data analysis involved simple linear regression, coefficient of determination, and t-tests. The research findings indicated that halal labelling significantly and positively affected the purchasing decisions of sausages in Kuala Simpang, Aceh Tamiang Regency.

Astuti & Hakim (2021) conducted research to analyze the impact of halal labelling and product availability on purchasing decisions at 212 Mart in Medan city. This quantitative study targeted all consumers at 212 Mart outlets in Medan, utilizing probability sampling methods. Data collection involved questionnaires, interviews, and documentation, while data analysis employed multiple regression. The results revealed that, partially, halal labelling significantly influenced purchasing decisions at 212 Mart in Medan. Additionally, product availability also significantly influenced purchasing decisions at 212 Mart in Medan city.

Desmayonda & Trenggana (2019) conducted a research analyzing the influence of halal labels, religiosity, and purchasing decisions, with the hope of attracting not only Muslim consumers but also non-Muslims to halal products. This study employed a descriptive and causal quantitative approach on an undisclosed population in Muzigelest Bandung, utilizing non-probability sampling techniques such as random sampling, and path analysis for data analysis. Test results indicated that the halal label and purchasing decisions fell within the "good" category, with a value range of 68%, while religiosity was rated as "very good," with a value range of 84%. The halal label exhibited a 57.6% influence on religiosity but showed no effect on purchasing decisions. Conversely, religiosity demonstrated a 19.3% influence on purchasing decisions. The influence of the halal label on purchasing decisions, based on religiosity, was calculated at 68.7%, with the remaining 31.3% influenced by other unexamined factors in this research.

Al-Bara & Nasution (2018) undertook research to examine the influence of halal labels on consumer purchasing decisions for products sold in Medan City. Employing a quantitative approach, the study utilized data analysis techniques such as simple linear regression and decision testing. Sampling methods used both random and purposive sampling, ensuring representation from both Muslim and non-Muslim communities. The findings of the research revealed that the presence of a halal label significantly impacts consumer purchasing decisions in North Sumatra Province, particularly within Medan City.

Umar's (2021) study aims to examine the influence of halal labels and expiration dates on purchasing decisions regarding Sidomuncul products. This research simultaneously analyzes the impact of halal labels and expiration dates on purchasing decisions. It adopts a descriptive quantitative approach, employing multiple regression analysis with SPSS 25. The study population comprises all buyers of Sidomuncul products. The research findings reveal a significance value of 0.000 for halal labels, indicating a significant impact on purchasing decisions. Meanwhile, the expiration date test results show a significance level of 0.006, suggesting a positive but insignificant effect on purchasing decisions.

Subsequently, Salsabila's study (2023) examines the influence of halal labelling on consumer purchasing decisions, as well as consumer halal awareness in determining purchasing interest in products. The research methodology employed was a qualitative case study, examining the theory and relationships among variables from previous research. The findings indicate that halal labelling and consumer halal awareness can significantly and positively influence purchasing decisions, although some studies suggest that not all factors influence purchasing decisions.

Alfian (2017) conducted research to examine the influence of variables labeled halal, brand image, and price on the purchasing decisions of Muslim consumers in Medan City, particularly in the Medan Petisah District. This study employed a quantitative approach utilizing path analysis using multiple linear regression models and statistical testing with SPSS version 17. The research findings in the Medan Petisah District indicated that 65.1% of the variables labeled halal,

brand image, and price had an impact on the purchasing decisions of Muslim consumers in Medan City. Meanwhile, 34.9% represented other factors not investigated in the study but also influencing the purchasing decisions of Muslim consumers in Medan City.

Susanti & Sari (2018) conducted research with the aim of examining how halal labels influence the purchasing decisions of packaged food among Islamic Economics and Business students. This study employed a quantitative approach and utilized primary data analyzed through simple regression analysis. The research findings indicated that halal labels had a significant impact on purchasing decisions, as evidenced by the significance value of the halal label being 0.000, which is smaller than the significance level used, namely 0.05. This is evident from the t-value of 5.383, indicating that the t-value is greater than the t-table value of 1.661.

Widyaningrum's (2016) study aimed to analyze and explain the influence of celebrity endorsement and halal labels on purchasing decisions. The research sample was randomly drawn from students at Muhammadiyah University of Ponorogo who used Wardah products. Data were collected through surveys, and data analysis was conducted using Generalized Structural Component Analysis (GSCA). The results indicated that halal labels significantly influenced purchasing decisions, as did celebrity endorsement.

Riski, dkk (2019) conducted research to determine the effects of the Halal logo and halal awareness on purchasing decisions using survey methods and questionnaires distributed to Muslim communities in the Chawi Bogor region. Sampling was performed using target sampling methods. Data analysis was conducted using multiple regression techniques. The findings of this research are as follows: (1) The Halal logo has a positive relationship with purchasing decisions, with a regression value of 0.472 and a significance level of 0.001. (2) Halal awareness also has a positive relationship with purchasing decisions, with a regression value of 0.469 and *alpha* significance level of 0.000. (3) Both the Halal logo and halal awareness have a positive influence on purchasing decisions with *alpha* significance level of 0.000, less than 0.05 ($p < 0.05$). The regression equation generated is $Y = 20.269 + 0.472X_1 + 0.469X_2$. The results of the second phase of the study indicated that packaged meatballs are safe for consumption as they do not contain formalin and borax.

Shobri & Sugianto (2023) conducted a study aiming to analyze the influence of halal labelling, product quality, and brand awareness on purchasing decisions for imported packaged foods. The research employed convenience sampling, with primary data collection through questionnaires distributed via Google Forms and social media platforms, particularly WhatsApp. Data analysis methods included validity and reliability tests, classical assumption tests, hypothesis testing, and multiple linear regression analysis. The findings revealed that halal labelling significantly influences purchasing decisions, with a significance value of $0.000 < 0.05$, and a t-value of $3.655 > t\text{-table } 1.65882$. However, product quality did not exhibit a positive and significant effect on purchasing decisions, with a significance value of $0.163 > 0.05$.

Vivi & Khoirul (2019) conducted research to examine the impact of halal labelling on purchasing decisions for imported goods. This quantitative study targeted economics students who purchase and consume packaged imported foods, with the sample selected randomly. The results indicated that the halal labelling variable has a positive and significant impact on the purchasing decisions for packaged imported foods.

Putri, dkk (2023) conducted a study to explore the impact of halal labels on purchasing decisions regarding Japanese food products in Surabaya. Employing a quantitative descriptive research approach with a survey design, the study collected primary data through questionnaire distribution to respondents. The research sample comprised individuals aged 15 - 25 years residing in Surabaya City, who had purchased Japanese food products and possessed an understanding of the Halal Label. Data analysis utilized nonparametric methods. The results, determined through data testing using the Kendall Tau formula, yielded a coefficient of 0.385, indicating a satisfactory level of influence. Hence, halal labels significantly influence purchasing decisions regarding Japanese food products.

Wijaya & Padmanty (2019) conducted research aiming to investigate the impact of halal labels and halal awareness on purchasing decisions regarding imported food. Utilizing a quantitative survey method, questionnaires were distributed to economics students at Muhammadiyah University of Surakarta who had purchased imported food products. The research sample was selected through purposive sampling and measured using a 5-Likert scale. Collected data underwent multiple regression analysis. The findings revealed that halal labels exerted a significant influence on purchasing decisions, while halal awareness also influenced such decisions. Moreover, the combined effect of halal labels and halal awareness influenced the decision to purchase imported food products.

Conceptual Framework

Based on the theoretical framework outlined above, the author will develop the following conceptual framework:

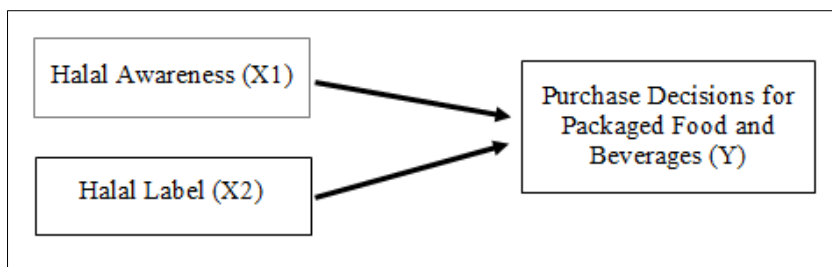


Figure 2: Conceptual Framework

Hypothesis

Based on the background provided above, the hypotheses in this study are as follows:

1. H0 1: There is no partial influence of halal awareness on purchasing decisions regarding packaged food and beverages.
2. H1: There is a partial influence of halal awareness on purchasing decisions regarding packaged food and beverages.
3. H0 2: There is no partial influence of halal labels on purchasing decisions regarding packaged food and beverages.
4. H2: There is a partial influence of halal labels on purchasing decisions regarding packaged food and beverages.
5. H0 3: There is no combined influence of halal awareness and halal labels on purchasing decisions regarding packaged food and beverages.
6. H3: There is a combined influence of halal awareness and halal labels on purchasing decisions regarding packaged food and beverages.

3. METHODS

This study employs a quantitative research methodology to examine whether halal labels and halal awareness influence consumer decisions in purchasing packaged food and beverage products. The primary data source for this research is obtained through questionnaire-based data collection. The research population consists of Muslim students in Pontianak City. Due to the unknown population size, the study utilizes the Random Sampling method, with a sample size of 117 participants. The sample criteria include Muslim students residing in Pontianak City. Data collection involves the use of Likert scale questionnaires, while data analysis entails multiple linear regression, validity and reliability tests, classical assumption tests, hypothesis tests, and coefficient of determination tests.

4. RESULTS AND DISCUSSION

The influence of halal awareness and halal labels on purchasing decisions regarding packaged food and beverage products is examined based on the analysis of questionnaires distributed. These questionnaires were distributed through Random Sampling to Muslim students in the city of Pontianak. The research was conducted from May 21st to May 25th, 2024. The total number of respondents sampled in this study was 117 respondents. This research observed male respondents (26%) and female respondents (74%). Below is a comprehensive depiction of the distribution of respondents who completed the questionnaire, as illustrated in Figure 3.

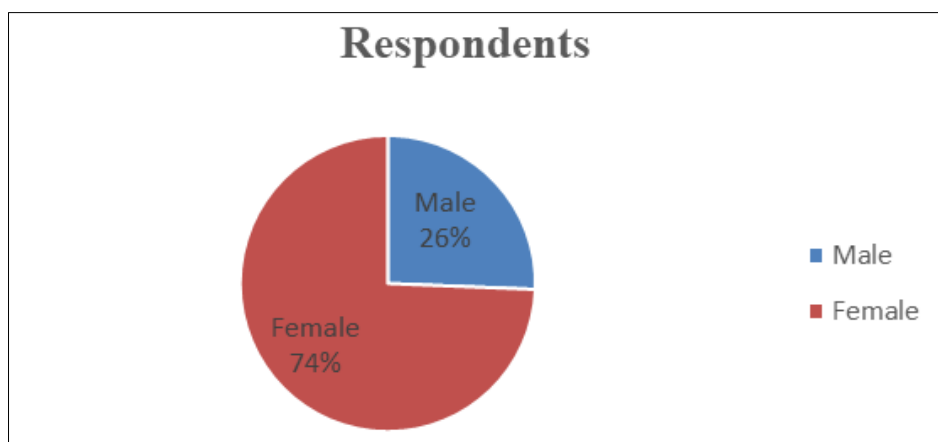


Figure 3: Respondents based on gender.

Based on the data presented in Figure 3 above, it can be observed that the percentage of respondents' gender is predominantly female, with a total of 87 female respondents, accounting for 74% of the overall respondents.

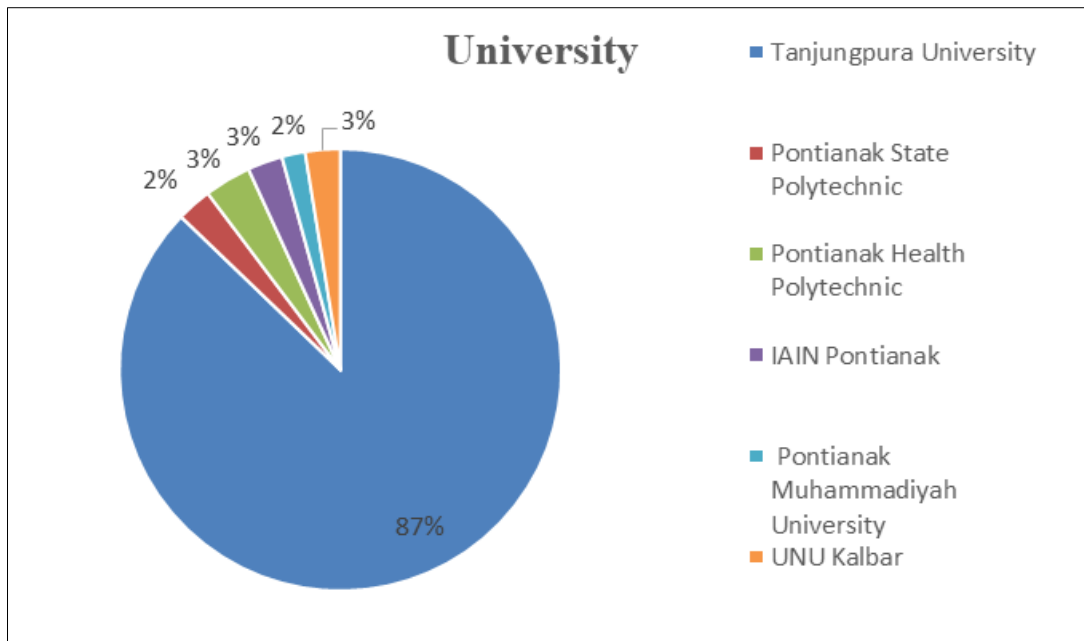


Figure 4: Number of Universities that Have Responded to the Questionnaire

The universities that participated in responding to this questionnaire include Tanjungpura University, Pontianak State Polytechnic, Pontianak Health Polytechnic, Pontianak State Islamic Institute (IAIN Pontianak), Pontianak Muhammadiyah University, and West Kalimantan National University (UNU Kalbar). These universities represent various faculties including the Faculty of Economics and Business, the Faculty of Education and Teacher Training (FKIP), the Faculty of Engineering, the Faculty of Medicine, Mathematics, and Natural Sciences (FMIPA), the Faculty of Social and Political Sciences (FISIP), and the Faculty of Forestry, ranging from the second to eighth semesters. The aim of this research is to measure the extent to which halal awareness and halal labelling influence the purchasing decisions of packaged food and beverages among Muslim students in Pontianak, with a sample size of 117 individuals. The results are as follows:

Descriptive Statistical Analysis

Tabel 1

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
X1	117	6	30	10.17	4.111	16.902
X2	117	10	50	15.99	6.894	47.526
Y	117	11	55	22.76	7.246	52.511
Valid N (listwise)	117					

Source: SPSS Data Analysis Results, 2024

Based on the descriptive analysis above, the data collected by the researchers can be summarized as follows:

1. The Halal Awareness variable (X1) has a minimum value of 6 and a maximum value of 30. The average halal awareness is 10.17, with a standard deviation of 4.111.
2. The Halal Label variable (X2) has a minimum value of 10 and a maximum value of 50. The average halal label is 15.99, with a standard deviation of 6.894.
3. The Purchase Decision variable (Y) has a minimum value of 11 and a maximum value of 55. The average purchase decision is 22.76, with a standard deviation of 7.246.

Reliability Test

Table 2

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.892	.897	6

Source: SPSS Data Analysis Results, 2024

From Table 2, it can be concluded that the Cronbach's Alpha value exceeds the threshold, i.e., $0.892 > 0.60$. This indicates that the variable of halal awareness (X1) can be considered reliable.

Validity Test

Table 3

Correlations		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1_Total
X1.1	Pearson Correlation	1	.802**	.739**	.392**	.501**	.669**	.826**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	117	117	117	117	117	117	117
X1.2	Pearson Correlation	.802**	1	.748**	.393**	.506**	.648**	.831**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	117	117	117	117	117	117	117
X1.3	Pearson Correlation	.739**	.748**	1	.503**	.575**	.657**	.856**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	117	117	117	117	117	117	117
X1.4	Pearson Correlation	.392**	.393**	.503**	1	.693**	.486**	.731**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	117	117	117	117	117	117	117
X1.5	Pearson Correlation	.501**	.506**	.575**	.693**	1	.571**	.807**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	117	117	117	117	117	117	117
X1.6	Pearson Correlation	.669**	.648**	.657**	.486**	.571**	1	.821**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	117	117	117	117	117	117	117
X1_Total	Pearson Correlation	.826**	.831**	.856**	.731**	.807**	.821**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	117	117	117	117	117	117	117

** . Correlation is significant at the 0.01 level (2-tailed)

Source: SPSS Data Analysis Results, 2024

From Table 2 above, it can be concluded that the calculated t-value exceeds the critical t-value at the significance level of 0.05. Therefore, it can be said that those questionnaire items are considered valid.

Classical Assumption Test

a. Normality Test

Table 4

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			117
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		4.47365115
Most Extreme Differences	Absolute		.052
	Positive		.052
	Negative		-.038
Test Statistic			.052
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.604
	99% Confidence Interval	Lower Bound	.592
		Upper Bound	.617

Source: SPSS Data Analysis Results, 2024

Table 4 indicates that the *Asymp. Sig (2-tailed)* or significance value is 0.617. When compared with the predetermined significance level of 0.05, the test results show that the value of $0.617 > 0.05$. Therefore, it can be concluded that based on this method, the data has a normal distribution.

b. Multicollinearity

Table 5

Model	Sig.	Collinearity Statistics	
		Tolerance	VIF
(Constant)	.000		
Halal Awareness	.110	.255	3.925
Halal Label	.000	.255	3.925

a. Dependent Variable: Purchase Decision

Source: SPSS Data Analysis Results, 2024

Based on the Coefficients in Table 5, it can be observed that the VIF values for the variables Halal Awareness and Halal Label are 3.925 each. All of these values do not exceed the threshold value of 10. Therefore, it can be concluded that there is no multicollinearity in the data of this research.

c. Heteroskedasticity using the Glejser method

Table 6

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.229	.679		6.229	.000
	Halal Awareness	-.216	.122	-.325	-1.778	.078
	Halal Label	.094	.072	.236	1.290	.200

a. Dependent Variable: Abs_RES

Source: SPSS Data Analysis Results, 2024

From the test results in Table 6, it can be concluded that the significance values for halal awareness and halal labeling are 0.078 and 0.200, respectively. Since both values ($0.078 > 0.05$ and $0.200 > 0.05$) exceed 0.05, it can be concluded that there is no heteroscedasticity in the regression model.

Coefficient of Determination Test

Table 7

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.787 ^a	.619	.612	4.51272	

a. Predictors: (Constant), Halal Label, Halal Awareness

b. Dependent Variable: Purchase Decision

Source: SPSS Data Analysis Results, 2024

Based on the results shown in Table 7, the coefficient of determination (R Square) is 0.619. This indicates that halal awareness and halal labelling contribute 61.9%, while the remaining 38.1% is influenced by other factors not included in the multiple linear regression model.

Hypothesis Testing

T-Test

Table 8

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.000	1.128		7.980	.000
	Halal Awareness	.325	.202	.184	1.610	.110
	Halal Label	.654	.120	.622	5.429	.000

a. Dependent Variable: Purchase Decision

Source: SPSS Data Analysis Results, 2024

The test results indicate that halal awareness has a significance level of 0.110. Since this value is well above 0.05, it can be concluded that halal awareness does not have a very significant impact on influencing the purchase decisions for packaged food and beverages.

F Test

Table 9

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3769.727	2	1884.863	92.556	.000 ^b
	Residual	2321.572	114	20.365		
	Total	6091.299	116			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Halal Label, Halal Awareness

Source: SPSS Data Analysis Results, 2024

The test results indicate that the F-test value is 0.000. Therefore, it can be concluded that the independent variables have a significant influence on the dependent variable, as the test value is smaller than 0.05.

DISCUSSION

This study examines whether purchasing decisions for packaged food and beverages can be impacted by halal awareness and halal labels. Validity testing indicates that all items in the questionnaire are deemed valid as each item demonstrates a significance value greater than the critical value of r. Meanwhile, reliability testing reveals that all items in the questionnaire are deemed reliable as each item yields test results exceeding 0.06.

Purchasing decisions are significantly and positively influenced by all independent variables, as evidenced by an R-squared value of 0.619 and a significance value of 0.000. However, the Halal Awareness variable exerts a positive yet statistically nonsignificant influence, with a coefficient of 0.325 and a significance level of 0.110. Conversely, the Halal Label variable demonstrates a significant positive impact, with a coefficient of 0.654 and a significance value of 0.000. Consequently, the Halal Label variable exhibits a noteworthy influence on purchasing decisions for packaged food and beverages. When considering both halal awareness and halal labelling variables concurrently, they collectively contribute to an R-squared value of 0.612 with a significance level of 0.000. Hence, these findings suggest that all these variables have a substantial and positive effect on purchasing decisions for packaged food and beverage products.

Subsequently, the partial regression analysis reveals a coefficient of 0.325 for halal awareness, with a significance level of 0.110. Consequently, while this variable exhibits a positive impact, it is not statistically significant concerning purchasing decisions for packaged food and beverage products. Conversely, the halal label variable indicates a coefficient of 0.654 with a significance value of 0.000, demonstrating a positive and significant influence on purchasing decisions for packaged food and beverage products.

Halal Awareness and Its Influence on Purchasing Decisions for Packaged Food and Beverages

According to the results of the linear regression analysis conducted by researchers, the halal awareness variable exhibits a positive but statistically insignificant influence, with a coefficient of 0.325 and a significance value of 0.110 on variable Y, representing the decision to purchase packaged food and beverage products.

Halal awareness pertains to the recognition of a product's adherence to Islamic principles, encompassing comprehension and actions aligned with Islamic law in consuming, utilizing, or producing goods and services. Within the context of halal, awareness can be conceptualized as informational content aimed at heightening individuals' understanding of permissible items for consumption among Muslims, spanning various categories such as food, beverages, and other commodities (Hasan, 2016). Therefore, halal awareness is presumed to shape consumers' decisions regarding packaged food and beverages.

The research conducted by the present researchers yields slightly different outcomes compared to the study conducted by Hasyim, Fathurrahman dan Muslihata (2024), which asserts a significant positive influence of the halal awareness variable on purchasing decisions for halal food products. This disparity arises due to consumers' perception that halal awareness remains a crucial factor when considering the purchase and consumption of food within society. Their study was conducted in the Lego-lego CPI Makassar region, known for its robust culture of halal awareness. In contrast, the current study targets Muslim students in the city of Pontianak, featuring respondents from diverse backgrounds. Consequently, the findings of this research indicate that Muslim students in Pontianak exhibit minimal halal awareness,

highlighting the necessity for efforts to enhance understanding regarding halal awareness in the decision-making process for purchasing packaged food and beverages.

Halal Labelling Influence on Purchasing Decisions for Packaged Food and Beverages

In the results of the linear regression analysis conducted by the researchers, the halal label variable exhibits a positive influence of 0.654 and is significant with a value of 0.000 on variable Y, or the decision to purchase packaged food and beverage products. The halal label signifies certification indicating that products bearing the label are processed and composed of halal ingredients. It serves as an assurance provided by the Indonesian Council of Ulama (MUI) to facilitate consumers, especially Muslims, in identifying halal products. The halal label is expected to be a crucial consideration for every Muslim consumer due to the Islamic injunction to consume only what is deemed permissible. Therefore, Muslim consumers tend to prefer products certified as halal over those lacking such certification by authorized entities (Sumarwan, 2011). Consequently, the presence of a halal label adds value for Muslim consumers, aligning with Islamic teachings on the consumption of halal products. Thus, the existence of halal labelling can enhance purchasing decisions for packaged food and beverage products.

This study demonstrates the influence of halal labelling on the purchasing decisions of packaged food and beverage products among Muslim students in the city of Pontianak. This is attributed to the Islamic injunction prohibiting the use of non-halal items or products. Each individual possesses varying levels of halal awareness; the higher the awareness of the importance of using halal goods/products, the easier it becomes for consumers to opt for products bearing halal labels. Consequently, this increases the likelihood of consumers purchasing packaged food and beverage products with halal labels.

This is consistent with previous research conducted by Wijaya & Padmantlyo (2023), which states that there is a significant influence of the halal label variable on the purchasing decisions of imported food products in packaging. Therefore, it can be concluded that the halal label variable can influence the purchasing decisions of packaged food and beverage products.

This study also aligns with previous research conducted by Imamuddin (2017), which states that there is a positive and significant influence of the halal label variable on the purchasing decisions of instant noodles among students at IAIN Bukittinggi. Therefore, it can be inferred that the halal label can determine the purchasing decisions of students in the city of Pontianak to buy packaged food and beverage products.

5. CONCLUSION

Based on the findings of the conducted research, the following conclusions can be drawn:

1. Halal awareness exhibits a positive albeit modest impact on the purchasing decisions of packaged food and beverages.
2. The presence of halal labelling significantly influences the purchasing decisions of packaged food and beverages, exerting a substantial effect. The collective impact of halal awareness and halal labelling on the purchasing decisions of packaged food and beverages among Muslim students in Pontianak city is evident from the research outcomes.

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