The Influence of Intrinsic Halal Awareness and Extrinsic Halal Awareness on Purchasing Decisions

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ABSTRACT: This research aims to determine and analyze the influence of intrinsic halal awareness and extrinsic halal awareness variables on purchasing decisions among Muslim students in the Department of Business Administration, Malang State Polytechnic. Do the variables of intrinsic halal awareness and extrinsic halal awareness influence purchasing decisions, either partially or simultaneously. The location of this research in the Department of Business Administration, Malang State Polytechnic. This research was analyzed using multiple linear regression.

This research found the results as following: intrinsic halal awareness variables and extrinsic halal awareness variables influence purchasing decision variables both partially and simultaneously. Extrinsic halal awareness variables are the dominant variables in influencing purchasing decision variables.

KEYWORDS: intrinsic halal awareness, intrinsic halal awareness, purchasing decisions, Department of Business Administration, Malang State Politkenik

I. INTRODUCTION

Halal awareness is the level of understanding of Muslim consumers regarding various matters related to the halal concept. Awareness has been hypothesized to play an important role in determining purchasing decisions (Mutia et al., 2022). According to Shaari and Arifin (2010) factors that are indicators of consumer awareness in choosing halal products are halal raw materials, religious obligations, production processes, product cleanliness, and knowledge of international halal products. Halal awareness of a product is not only limited to understanding the products available in the country, moreover, the products circulating on the market are not only domestic products but many foreign products are also circulating on the market. Therefore, knowledge of products originating from abroad is an indicator of halal awareness (Yunuz et al., 2014).

The concept of halal is divided into two ways of religion, namely: intrinsic and extrinsic (Allport and Ross, 1967). First, intrinsic means a way of religion that incorporates religious values into itself. Its values and religion are penetrated deep into the souls of its adherents through the internalization of religious spiritual values. Ritual worship is not just a meaningless practice. All of this worship has an influence on his daily attitude (Donahue, 1985). Allport emphasized that intrinsic diversity concerns all life, including non-prejudiced, tolerant and integrative attitudes. Intrinsic religiousness brings humans into the dimension of belief. This dimension contains hopes in which a religious person adheres to certain theological views and acknowledges the truth of these doctrines.

Second, extrinsic means a way of religion that encourages a person to utilize his religion in such a way that he obtains status from it (Allport and Ross, 1967). Extrinsic religiosity is a way of religion that is not sincere and gives rise to egoism (Donahue, 1985). Reviewing concepts related to Allport's concept of religiosity and finding that extrinsic religiosity has a separate, prejudiced, exclusive, dependent mentality and seeks security and comfort. Extrinsic religiosity brings humans into the dimension of religious practice. This dimension includes worship behavior, obedience, and things that people do to show commitment to the religion they adhere to. People who have extrinsic halal awareness tend to see things as they appear. When consuming food, they tend to pay attention to information that shows that the food is halal, for example through the halal label, composition, and so on. By seeing the halal logo, they are sure that what they are consuming is correct. What he did was because he wanted to show his commitment to the religion he adhered to

East Java is one of six provinces on the island of Java. In this province there are 38 cities/regencies, one of which is the city of Malang. Malang City has a Muslim majority population of 787,680 people (Malangkota.bps.go.id, 2024). Muslim residents

The Influence of Intrinsic Halal Awareness and Extrinsic Halal Awareness on Purchasing Decisions

in the city of Malang study at various campuses, one of which is the Malang State Polytechnic. Malang State Polytechnic students, especially in the Department of Business Administration, are predominantly Muslim. In the context of purchasing products and services, whether students consider intrinsic and extrinsic halal awareness in making decisions to purchase products and services is a very interesting thing to research. The development of halal awareness among the middle class, where students are also included in this class, has given rise to a trend in making purchasing decisions about a product. Whether the students of the Department of Business Administration when making purchasing decisions consider halal awareness or not, it would certainly be very interesting if research were carried out on this matter.

II. MATERIAL AND METHODS

A. Population and Sample

Population is a combination of all elements in the form of events, things or people who have similar characteristics which is the center of attention of a researcher because it is seen as a research universe. (Ferdinand, 2006). The population of this study were all students from the D4 Marketing Management Study Program, the D4 English for Tourism Study Program, the D4 English for Business and Professional Communication Study Program, the D4 Study Program for Archives and Information Management and the D3 Business Administration Study Program, totaling 1248 people (source : State Polytechnic of Malang, 2024)

A sample is a subset of a population, consisting of several members of the population. This subset is taken because in many cases it is impossible for us to examine all members of the population, therefore we form a representative population called a sample. (Ferdinand 2006). In this study, the population was 1248 people, so the sample size can be determined using the Slovin formula $n = N / 1+Ne^2 = 1248/ (1+(1248 \times 0.10^2)) = 92.5816$ respondents, rounded up to 100 respondents. The research sampling method is an accidental sampling technique.

B. Data analysis

The data analysis method used is Multiple Regression Analysis by carrying out the following stages:

1. Research Instrument Testing includes: Validity Test and Reliability Test

2. Classical Assumption Tests include: Normality Test, Heterocodesticity Test, Multicolinearity Test.

3. Multiple Regression Analysis where the independent variables are Intrinsic Halal Awareness (X1), Extrinsic Halal Awareness (X2), and the dependent variable is Purchase Decision (Y). The multiple regression equation formula used is: $Y =$

$a + b_1 X_1 + b_2 X_2 + E$

Which :

Y   = Buying Decision

a   = intercept

b_n = Regression coefficient of independent variable n

X1   = Intrinsic Halal Awareness

X2   = Extrinsic Halal Awareness

E   =residual

C. Research Concept Framework

This conceptual model framework puts forward the hypothesis that the variables of intrinsic halal awareness and extrinsic halal awareness, both partially and simultaneously, have a significant effect on purchasing decisions (Figure 1).
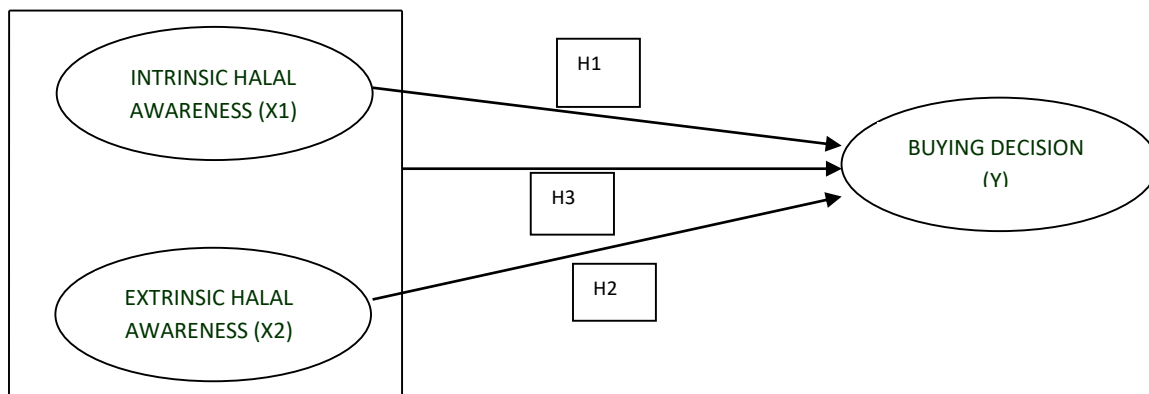

Figure 1 : Research Concept Framework

The Influence of Intrinsic Halal Awareness and Extrinsic Halal Awareness on Purchasing Decisions

D. **Hypothesis**

Hypothesis 1(H1)   : The intrinsic halal awareness variable partially has a significant positive effect on purchasing decisions

Hypothesis 2 (H2)   : The extrinsic halal awareness variable partially has a significant positive effect on purchasing decisions

Hypothesis 3(H3)   : The variables intrinsic halal awareness and extrinsic halal awareness simultaneously have a significant positive effect on purchasing decisions

III. RESULT

This research took active student respondents in the Department of Business Administration, State Polytechnic of Malang in five study programs including: D4 Marketing Management Study Program, D4 English for Tourism Study Program, English D4 Study Program for Business and Professional Communication, D4 Archives Management Study Program and Information Records and D3 Business Administration Study Program. Respondent data was obtained using a questionnaire distributed via the Google Form application using the WhatsApp group (WA) in each class. The number of questionnaires that were successfully obtained with complete filling was 118 and 100 were taken according to the number of samples required. Furthermore, the results of the questionnaire can be seen in the following table

A. **Respondent Description**

1. Most Frequently Used Halal Products

Table 1: Frequency Distribution of Respondents Based on the most frequently used halal products

Answer	Frequency	Percentage
Cosmetic Products	58	58%
Food product	19	19%
Beverage Products	17	17%
Food and Beverage Products	6	6%
Total	100	100%

Source: Primary data processed 2024

Based on Table 1, the frequency distribution of the most frequently used halal products shows that the majority of respondents use halal cosmetic products, 58%.   These results explain that respondents are aware that cosmetic products are products that are directly used for their body and appearance, so that halal status before deciding to purchase a product is the main consideration. However, for food and beverage products, respondents also paid sufficient attention to their halal status. Cosmetic products that are often used include: facial moisturizer, skincare, fragrance, bath soap, facial wash, toothpaste, shampoo, sunscreen, body lotion and body cologne.

2. Product Halal Considerations

Table 2 : Frequency Distribution of Respondents Based on Product Halal Considerations

Answer	Frequency	Percentage
Sometimes	6	6%
No	2	2%
Yes	92	92%
Total	100	100%

Source: Primary data processed 2024

Based on Table 2, the frequency distribution of product halal considerations, the majority of respondents, 92%, always consider product halal before buying a product. This explains that the awareness of halal products is owned by the majority of student respondents. Even though this study did not ask about the religion of the respondents, referring to these results can explain that the background of the majority of respondents is Muslim, because only the Islamic religion requires halal products to be consumed.

B. **Validity Test**

Validity shows the extent to which the questionnaire instrument is accurate and thorough in carrying out its function as a measuring tool. A measuring instrument is said to have high validity if it is able to provide results in accordance with its measurement standards.

The Influence of Intrinsic Halal Awareness and Extrinsic Halal Awareness on Purchasing Decisions

Table 3 : Test the Validity of Research Instruments

Variable	Item	Pearson	Remark
Intrinsic Halal Awareness (X1)	X1.1	0.595	Valid
	X1.2	0.340	Valid
	X1.3	0.572	Valid
	X1.4	0.508	Valid
	X1.5	0.595	Valid
	X1.6	0.605	Valid
Extrinsic Halal Awareness (X2)	X2.1	0.562	Valid
	X2.2	0.535	Valid
	X2.3	0.550	Valid
	X2.4	0.608	Valid
	X2.5	0.596	Valid
	X2.6	0.697	Valid
Buying Decision (Y)	Y1	0.542	Valid
	Y2	0.478	Valid
	Y3	0.554	Valid
	Y4	0.608	Valid

Source: Primary data processed 2024

In this study, validity testing was carried out by correlating factor scores with total scores using Pearson's product moment correlation (calculated r). According to Sugiyono (2000), an instrument is said to be valid if the r value is greater than or equal to 0.30, or the calculated value is smaller than the table value where the number N=100, df = (N-2) or 100-2 =98 then the r value table = 0.1966 . The results of the validity test can be seen in Table 3, where all the calculated r values for the items are valid because they have a value of more than 0.30 or greater than the table r value of 0.1966. Thus, all indicators can be used as research instruments.

C. **Reliability Test**

Reliability tests are carried out to show the extent to which a measuring instrument can be relied on when used to measure the same phenomenon twice or more. Reliability can be determined by looking at the Cronbach Alpha coefficient value, which must be greater than 0.60. The results of the reliability test calculations show that the total reliability value of the 16 items tested shows a value of 0.848. The results of the reliability test per item can be seen in Table 4 which shows that all items have a Cronbach's Alpha value above 0.60, which means all items are reliable to be used as research measuring tools.

Table 4 : Research Instrument Reliability Test

Variables	Item	Cronbach's	Remark
Intrinsic Halal Awareness (X1)	X1.1	0.837	Valid
	X1.2	0.855	Valid
	X1.3	0.838	Valid
	X1.4	0.842	Valid
	X1.5	0.837	Valid
	X1.6	0.836	Valid
Extrinsic Halal Awareness (X2)	X2.1	0.839	Valid
	X2.2	0.841	Valid
	X2.3	0.839	Valid
	X2.4	0.836	Valid
	X2.5	0.837	Valid
	X2.6	0.830	Valid
Buying Decision (Y)	Y1	0.839	Valid
	Y2	0.844	Valid
	Y3	0.839	Valid
	Y4	0.837	Valid

Source: Primary data processed 2024

The Influence of Intrinsic Halal Awareness and Extrinsic Halal Awareness on Purchasing Decisions

D. **Classical Assumption Test**

1. Normality test

The Normality Test is carried out to detect the normality of the distribution, by looking at the distribution of data (points) on the diagonal axis and graph with the basis for decision making as follows: If the data is spread around the diagonal line and follows the direction of the diagonal line, then the data meets the assumption of normality. If the data spreads far from the diagonal line and/or does not follow the direction of the diagonal line, then the data does not meet the assumption of normality. (Santosa: 2001)

And from the calculation process carried out, the results obtained are as shown in Figure 2 and Figure 3. From Figure 2, the histogram graph shows that the distribution pattern is evenly distributed to the left and right, which means the data is normally distributed. Meanwhile, in the graph plot (Figure 3) it can be seen that the data is spread around the diagonal line and follows the direction of the diagonal line. Thus, it can be concluded that the data meets the normality assumption and is suitable for use in regression analysis based on the input of the independent variables.
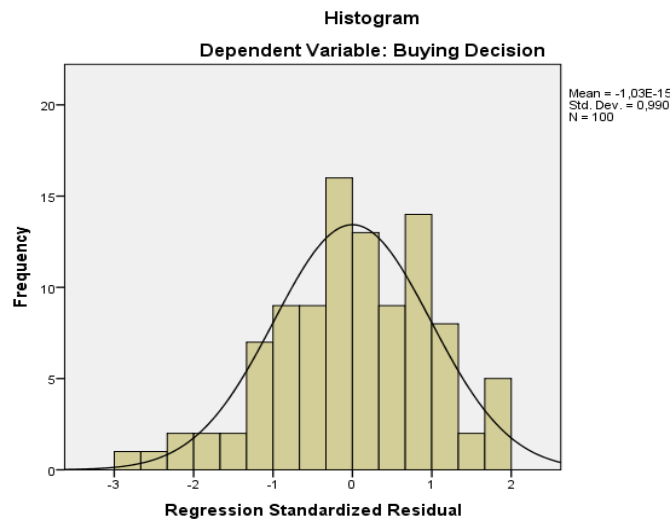

Figure 2 : Normality Histogram Graph of Independent Variables and Dependent Variables
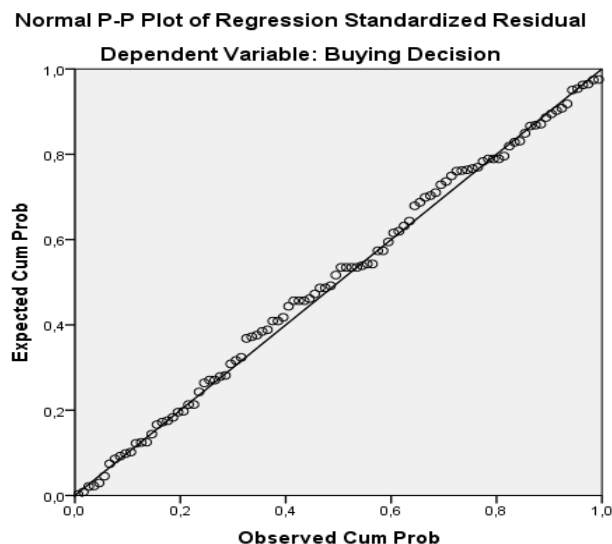**Source:** Primary data processed 2024

Figure 3 : Normality graph Plot of Independent Variable and Dependent Variable
Source: Primary data processed 2024

2. Heteroscedasticity Test

Furthermore, before continuing with regression analysis, it is necessary to test whether there is a heteroscedasticity problem in the data used. Detection is carried out on the basis of decision making:

The Influence of Intrinsic Halal Awareness and Extrinsic Halal Awareness on Purchasing Decisions

1. If there is a certain pattern, such as the points forming a certain regular pattern (wavy, widening or narrowing) then a heteroscedasticity problem occurs.
2. If there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, then there is no heteroscedasticity problem. (Santosa: 2001)

In Figure 4, it can be seen that the patterns in the graphic image spread randomly and do not form a clear pattern. Thus, the data is suitable for use in analysis based on the input of the independent variables because there is no problem of heteroscedasticity.
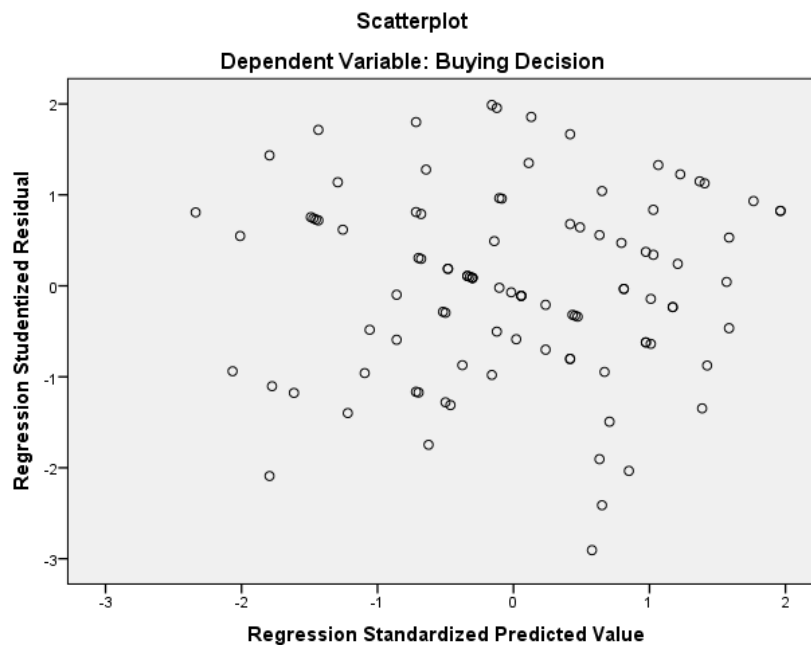

Figure 4 : Graph of data distribution patterns for independent variables and dependent variables
Source: Primary data processed 2024

3. Multicollinearity Test

The next test was carried out to determine the existence of multicollinearity problems between the independent variables.

Table 5 : Multicollinearity Test

Variabel	Eigen Value	Toleransi	VIF
Kesadaran Halal Intrinsik (X1)	0.010	0.847	1.180
Kesadaran Halal Ekstrinsik (X2)	0.007	0.847	1.180

Sumber : Data Primer diolah (2024)

The calculation results show that none of the variables have multicollinearity problems. This can be seen from the VIF (Variance Inflation Factor) value below 10 with a tolerance of less than one and an eigenvalue smaller than one (Gujarati: 2013).

E. Multiple Linear Regression Analysis

Regression analysis using the SPSS application program on two independent variables and one variable obtained the following results: the Adjested R Square value was 0.219. These results indicate that the relationship between the independent variables: intrinsic halal awareness and extrinsic halal awareness towards the dependent variable: purchasing decisions is less strong, meaning that the higher the value of the independent variable, the higher the value of the dependent variable, but the increase is not strong. The R square value of 0.219 shows that the results of this research are able to explain the relationship between the independent variables and the dependent variable up to 21.9% and the remaining 78.1% is explained by other variables.

The Influence of Intrinsic Halal Awareness and Extrinsic Halal Awareness on Purchasing Decisions

1. **Uji t**

In the t test to determine the partial significant influence of the independent variable on the dependent variable by comparing the calculated t value with the t table value, the following results were obtained:

Table 6 : t Test

Variables	Value			Remark
	t count	Coeff.	Significance	
Intrinsic Halal Awareness (X1)	2,706	0.261	0.008	Influential
Extrinsic Halal Awareness (X2)	3,294	0.318	0.001	Influential

Source: Primary data processed 2024

Remark : n=100, k=2, t-table 1.9845

From Table 6 it can be seen that the two independent variables all influence purchasing decisions, namely the intrinsic halal awareness variable with a t-value of 2.706 and a coefficient value of 0.261 and a significance value of 0.008.   Meanwhile, the extrinsic halal awareness variable has a t-value of 3.294 and a coefficient value of 0.318 and a significance value of 0.001. Both variables have a calculated t value greater than the t table of 1.9845

2. **F Test**

The F test was carried out to show the simultaneous significant influence of the independent variables: intrinsic halal awareness and extrinsic halal awareness on the dependent variable: purchasing decisions. By comparing the calculated F with the F table, the following results were obtained.:

Table 7 : F Test

Independent Variables	Items	Value	Remark
X1, X2	X1.1,X1.2,X1.3,X1.4,X1.5,X1.6, X2.1,X2.2,X2.3,X2.4,X2.5,X2.6	F = 14,840 Sig. = .000ª	Influential

Source: Primary data processed 2024

Remark : n=100, k=2, F-table 3.09

Simultaneously, the variables intrinsic halal awareness and extrinsic halal awareness have a significant effect on the purchasing decision variable with an F value of 14.840. This shows that overall the variables of intrinsic halal awareness and extrinsic halal awareness influence respondents in determining their purchasing decisions for a product..

3. **Dominant Independent Variable**

In this research, it was found that only the extrinsic awareness variable was the most dominant in influencing product purchasing decisions with a beta coefficient value of 0.318. This shows that respondents' decisions on purchasing products are predominantly influenced by extrinsic halal awareness which includes awareness of: the company's halal certification process, the halalness of the product purchased, the product being officially MUI halal certified, the presence of a halal logo on each product, the halal composition of ingredients and the halal information on label on packaging

IV. DISCUSSION

A. **Research Hypothesis Testing**

Hypothesis testing 1: Intrinsic halal awareness partially has a significant positive effect on purchasing decisions

Testing hypothesis 1 (H1) shows a coefficient value of 0.261 and a t-count value of 2.706. The t-calculated value is greater than the t-table value of 1.9845 with a significance value of 0.008.   These results indicate that the intrinsic awareness variable influences product purchasing decisions. The intrinsic halal awareness variable items include awareness of products that are truly halal: in accordance with religious beliefs, believed in in their hearts, known for certain, have been experienced and felt, have been studied completely, and are in accordance with religious knowledge.

The research results show that respondents have intrinsic halal awareness where they incorporate religious values into themselves by carrying out the process of internalizing religious spiritual values in their daily worship life, not just meaningless

The Influence of Intrinsic Halal Awareness and Extrinsic Halal Awareness on Purchasing Decisions

practices. The results of this research also show that respondents have intrinsic halal awareness so that every time they make a purchasing decision they always first ensure that the product they are going to buy is truly halal. Respondents did this because of their belief that only halal products are the best for consumption. Respondents have high intrinsic halal awareness so they are willing to take the time to understand the halal concept based on their religion. Apart from that, it is not enough for respondents to consume products to only look at what is physically visible and visible to the eye, such as: halal logo, halal label, composition, and so on, but also pay attention to the certification process from the MUI institution. According to Allport (1967), the intrinsic nature of religion is related to all daily life which will ultimately bring humans into the dimension of belief which contains the hope of recognizing the truth of doctrine. The results of this research are consistent with research findings from Mutmainah (2018), Nurhayati and Henda (2019), Susanti & Yusuf, (2021) and Assyarofi and Wulandari (2023) who also found results that the intrinsic way of religion is indicated by intrinsic halal awareness. influence on consumer purchasing decisions. The results of this research are in line with the opinion of Darmalaksana et al (2022) who stated that awareness of product halalness causes Muslim consumers to be more careful in consuming a product.

Hypothesis testing 2: Extrinsic halal awareness partially has a significant positive effect on purchasing decisions

The results of testing hypothesis 2 (H2) show that there is a significant positive influence of extrinsic halal awareness on product purchasing decisions with a coefficient value of 0.318 and a t-value of 3.295, which means it is greater than the t-table value of 1.9845 with a sig-value of 0.001 . These results also show that the extrinsic halal awareness variable (X2) is the most dominant in influencing purchasing decision variables.

The results of this research show that respondents who have extrinsic halal awareness will see everything from what is visible. Including when consuming a product, respondents will pay attention to the product's halal information, such as: halal logo, halal label, ingredient composition and so on. Respondents believe that by seeing the halal logo, the product they consume is truly halal. Respondents did this to show commitment to their religion. According to Allport and Ross (1967), religion extrinsically encourages a person to utilize his religion. In fact, according to Donahue (1985), extrinsic religion is a way of religion that is not sincere and creates egoism. The results of this research are in line with the opinion of Allport (1967) who stated that religion extrinsically causes a person to have prejudice, exclusivity, and seek security and comfort in consuming a product. Respondents showed worship and obedience behavior to show commitment to their religion by carefully looking at the visuals of the product they were going to buy. The findings in this study are consistent with research conducted by Setyaningsih, and Marwansyah (2019), Septiani and Ridwan (2020), Juniwati and Maghribi (2022) and Djakasaputra et al (2023) who also found that extrinsic halal awareness which is manifested by awareness of paying attention to halal logos, labels, compositions that appear on packaging has an influence significant to purchasing decisions.

The results of this research are in line with the opinion of Darmalaksana et al (2022) who argue that the halal label is not just labeling but as protection for Muslim consumers. The halal label is a form of guarantee that the products purchased by Muslim communities are guaranteed to be halal. In fact, according to several research results (Astuti and Asih, 2021 and Pradana et al, 2022) show that the increasing consumer awareness of halal products will influence their demand for products.

Hypothesis testing 3: The variables intrinsic halal awareness and extrinsic halal awareness simultaneously have a significant positive effect on purchasing decisions

The results of testing hypothesis 3 (H3) prove that simultaneously there is a significant positive influence of intrinsic halal awareness and extrinsic halal awareness on product purchasing decisions with an F-count value of F = 14.8480, which means it is greater than the F-table value of 3.09 with a p-value of 0.000. These results indicate that the variables intrinsic halal awareness and extrinsic halal awareness together drive respondents' purchasing decisions for a product. Respondents are truly aware and pay attention intrinsically to the halal status of the product to be purchased: in accordance with religious beliefs, believed in in their hearts, known for certain, have been experienced and felt, have been studied completely, and are in accordance with religious knowledge. Apart from that, respondents also pay extrinsic attention to product halal information, such as: halal logo, halal label, ingredient composition and so on. Respondents believed that by seeing the halal logo, the product they decided to buy was truly halal.

The results of this research are consistent with research from Mutmainah (2018), Setyaningsih and Marwansyah (2019) and Djakasaputra et al (2023), where in this research it was found that both intrinsic halal awareness and extrinsic halal awareness influence the decision to purchase halal products. The results of this research are in line with the opinion Basri and Kurniawati (2019) said that there are two factors that influence a person's way of religion, namely internal and external factors. In the internal factor, a person has the belief within themselves that they must obey all the obligations that have been determined with self-awareness Religious people see what is visually visible in the environment, community, organization or a particular product.

The Influence of Intrinsic Halal Awareness and Extrinsic Halal Awareness on Purchasing Decisions

Likewise, according to Setyo (2019), religiousness, both intrinsically and extrinsically, influences purchasing decisions. If an individual has strong religious beliefs, it can influence consumer attitudes and behavior in choosing a product.

CONCLUSIONS

This study demonstrates that both partially and simultaneously intrinsic halal awareness and extrinsic awareness influence product purchasing decisions with the extrinsic halal awareness variable as the most dominant influencing variable on product purchasing decision variables. Furthermore, decision makers at halal product companies must continue to improve the performance of their halal product services if the target market is Muslim consumers.

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