
The Influence of Halal Seasoning Issues on Consumer Awareness and Purchase Interest: A Study of the Royco Brand in Cipedak and Cinere Districts

Alini Indriana Utari^{1*}, Resman Muharul Tambunan², Veranus Sidharta³, Anisti⁴, Syatir⁵

^{1,2}Fakultas Ilmu Sosial Dan Ilmu Politik, Universitas Al Azhar, Indonesia

^{3,4,5}Fakultas Ilmu Komunikasi dan Bahasa Universitas Bina Sarana Informatika, Indonesia

Email: ^{1*}materi.ueu@gmail.com, ²resman.muharul@uai.ac.id, ³veranus.vri@bsi.ac.id, ⁴anisti@bsi.ac.id,

⁵syatir.syz@bsi.ac.id

Abstract

Royco is one of the popular seasoning brands in Indonesia. However, increasing consumer awareness regarding halal issues has raised concerns about the product's halal status. Given that Royco seasoning is widely used in daily cooking, ensuring its halalness becomes critical. This study aims to examine the influence of halal issues on consumer awareness and purchase interest toward Royco products in the Cipedak and Cinere Districts. A quantitative explanatory research method was employed using an online survey distributed through Google Forms, and the data were analyzed with the SEM-PLS technique using SmartPLS 3.2.9 software. The findings show that the halal issue has a significant direct effect on purchase interest (22.3%) and an indirect effect through consumer awareness (17.3%). Furthermore, the halal issue strongly influences consumer awareness (50.2%), which subsequently contributes to an increase in purchase interest (34.6%). These results highlight that clarifying and disseminating information about the halal status of products not only directly boosts consumer purchase interest but also enhances consumer awareness, which in turn strengthens purchase interest. The study implies that companies must prioritize transparent halal certification communication to maintain and increase market trust and purchasing behavior.

Keywords: Consumer Awareness, Halal Issues, Purchase Interest

INTRODUCTION

The issue of halal food and beverage products has become a major concern for consumers, especially in countries with Muslim majorities such as Indonesia (Ginting, et al., 2022). According to the State of the Global Islamic Economy Report 2020/2021, Muslim consumer spending on halal food reached USD 1.17 trillion globally and is projected to grow to USD 1.38 trillion by 2024. In Indonesia, where approximately 87% of the population practices Islam, halal certification is regarded as a crucial factor influencing purchasing decisions. The halal food and beverage sector in Indonesia continues to expand in response to the growing awareness of halal standards among consumers. As reported by the Halal Product Assurance Organizing Agency (BPJPH), more than 1.5 million products have been registered for halal certification as of 2023, reflecting a significant rise in halal-conscious consumer behavior ((BPJPH, 2023: BPS, 2023).

Halal, which literally means "permissible" in Arabic, is a very important concept in the Islamic religion, covering not only food and drink, but also various aspects of daily life (Al-Teinaz, 2020). Therefore, food and beverage manufacturers must pay attention to the halal aspects of their products to ensure that the products are acceptable to consumers Muslim (Raimi, et al., 2023).

Halal awareness is the main thing that influences consumer purchasing interest, especially in countries with a majority Muslim and non-Muslim population (Aziz and Chok 2013; Jannah and Al-Banna 2021). When consumers have a high level of awareness of the halalness of a product, they tend to be more selective in choosing the products they consume. This awareness includes an understanding of the ingredients used in the product, the production process, and the halal certification issued by official institutions.

Seasoning is one type of food product that is often used in everyday cooking. One of the popular seasoning brands in Indonesia is Royco. However, along with increasing consumer awareness of halal issues, concerns have arisen regarding the halalness of products (Disastra, et al. 2020). Consumers are increasingly critical in choosing the food products they consume as a lifestyle and halalness is a determining factor in their purchasing decisions (Pratama, et al., 2023). Royco seasoning, as one of the food ingredients often used in everyday cooking, has not escaped attention regarding halalness. The Royco brand, as one of the main players in the seasoning market in Indonesia, was once banned from use due to the issue of its halalness (Husna, et al., 2023). Since seasoning products are essential in daily cooking practices, uncertainties regarding halal certification could significantly influence consumers' purchasing decisions.

In this context, it is important to understand that halal awareness not only influences the purchasing behavior of Muslim consumers, but can also attract the attention of non-Muslim consumers who consider halal products as a symbol of quality and cleanliness. Therefore, manufacturers must ensure that their products meet strict halal standards and communicate effectively about the halal status of the product to consumers (Kusumastuti, 2020). In addition, health reasons are also one of the main reasons for interest in buying halal products (Nurhasah, et al., 2018). Therefore, the halal issue becomes very important considering that Royco seasoning is often used in various types of daily cooking.

Previous research on halal awareness and consumer behavior has been extensive, yet most studies have focused broadly on halal food products or specific sectors like restaurants. Few studies have specifically examined seasoning products such as Royco, which are essential to daily cooking practices. Furthermore, limited research has explored the indirect mechanisms, particularly how halal issues influence purchase intention through consumer awareness as a mediating variable. Most existing studies also focus on national-level or major urban populations, overlooking consumer behavior in local communities such as Cipedak and Cinere, which represent a growing middle-class Muslim demographic that is increasingly critical of product quality and halal certification. Understanding consumer dynamics at the local level is crucial to capture the broader trends in halal consumerism emerging across Indonesia.

Based on these research gaps, this study aims to analyze the influence of halal issues on consumer awareness and purchase interest, and to examine the mediating role of consumer awareness in the relationship between halal issues and purchase interest, with a specific focus on Royco consumers in the Cipedak and Cinere districts.

LITERATUR RIVIEW

Halal

Halal is any object or activity that is permitted to be used or carried out, in everyday vocabulary it is more often used to indicate food and drink that is permitted to be consumed according to Islam, according to the type of food and how it is obtained (Hussain et al., 2024). For Muslims, eating is a form of worship that has rules and procedures according to Islamic law (Nafis, 2019). The Quran states that eating is not enough with just halal, but must be *thayyib*, therefore, guaranteeing the halalness of the product becomes important. Islam encourages its followers to choose halal food (Mustaffa, 2019). The halalness of products is very important for Muslims, because they are required to consume only halal products.

Islamic law regulates the fulfillment of food needs, as explained in the Quran, especially Surah Al-Maidah verse 88. This verse states that food that has halal certification includes all types of food except those that are specifically stated to contain haram substances and are prohibited in Islamic law (Ernawati and Koerniawan 2023). Halal food in terms of substance includes everything on earth, except for certain types of animals and plants mentioned in the Quran, such as pork, blood and carrion (Satria, 2021). Animals that are slaughtered without mentioning the name of Allah or in a name other than Allah, animals that are strangled, beaten, gored, or attacked by wild animals except for being slaughtered, are also haram. Types of plants that are haram include *khamr*, because consuming *khamr* is intoxicating and is haram by Islamic law (Tamimah, et al., 2024).

Consumer Awareness

Consumer awareness includes knowledge of production laws, redress mechanisms, and consumer rights. These include the right to health and safety protection of purchased goods and services, the right to obtain information on the quality, price, potency, purity, and standards of goods, the right to choose the best goods, the right to have representation in making complaints or suggestions, and the right to seek redress against unfair trade practices or unscrupulous exploitation According to Scott Cheney, et al (2023) Consumer awareness is consumers' understanding of products, services, and their rights as consumers, as well as the information needed to make informed purchasing decisions. This awareness includes knowledge of various aspects of a product or service, such as quality, price, benefits, risks, and sustainability.

In addition, consumer awareness includes an understanding of consumer rights them, such as the right to receive accurate information, the right to choose, the right to safety, and the right to be heard. So, consumer awareness is a condition in which consumers have enough knowledge to make informed and responsible purchasing decisions (Cheney, et al., 2023). Consumer awareness is the consumer's understanding and knowledge of a particular product, brand, or service. This awareness includes an understanding of various aspects, such as product features, benefits, quality, and its impact on health, the environment, and social and ethical aspects. Consumer awareness is influenced by information from producers and external factors such as the media, public opinion, and government regulations so that it can influence consumer purchasing behavior and decisions (Buerke, et al., 2017).

Purchase Interest

Purchase interest is a customer's desire or interest in a product that arises after searching for information about the product (Schifman, 2019). Purchase intention can be defined as an attitude shown by customers that describes their desire to own and obtain certain

goods or services. This attitude is related to the customer's decision to buy or not to buy a product based on various considerations (Firdaus, et al., 2022). Customer buying interest can arise indirectly and can be similar in each individual. Customers who have a positive attitude towards an item tend to develop an interest in buying the item. This buying interest can occur because customers have collected various information about the products or services they need before deciding to buy (Fasha, et al., 2022).

According to Asim Aziz, purchase interest is defined as the possibility or probability that consumers will intend to buy a product. This includes the consumer's desire to perform specific behaviors such as purchasing a product or service (Aziz and Ahmed 2023). Purchase intention is the tendency of consumers to choose and buy a particular product or service, which is influenced by a number of marketing factors. These factors include brand image, associations connected to the brand, and the level of loyalty that consumers have towards the brand. Purchase intention reflects the intention of consumers to make a purchase based on their perception of the value and benefits of the product. This perception is formed from the information they obtain and their previous experiences with the brand in question (Tali, et al., 2021).

METHOD

This study uses a quantitative approach with a survey method using a questionnaire or survey conducted online based on Google Forms. The questions have been formulated into one questionnaire, which will then be calculated using a Likert scale (Sullivan & Artino, 2013). In this study, the researcher used the explanatory content analysis research type, which aims to analyze and connect one variable with another. Explanatory research is a research method that investigates why something happens when available information is limited (Darrin Thomas & Introduction, 2023).

This method is chosen because it can help researchers improve their understanding of the topic of halal content being studied to answer how or why the phenomenon occurs. Explanatory analysis allows the research results to be used to explain the behavior of various phenomena in the universe (Imbeau, et al., 2021). The population in this study were users of Royco seasoning products in South Jakarta, especially in the Cipedak Jagakarsa area, totaling 45,872 residents, and in Depok, especially in the Cinere area, totaling 32,489 residents. Data collection was carried out by selecting samples that were in accordance with the considerations in this study, including:

- a. Women
- b. Users of seasoning products (always use seasoning products when cooking)
- c. Housewives
- d. Muslim women
- e. Age 25 - 50 years

Furthermore, this study uses the Slovin Formula to determine the number of samples to be studied, the following is an illustration of the notation, namely (Santoso, 2023):

$$n = \frac{N}{1 + Ne^2}$$

Description:

- n: Sample size
- N: Population size
- E: Desired critical value with a withdrawal error of 8.2% and a confidence level of 91.8%

With a population of 37,554 people in Cinere District and 16,286 women in Cinere District, Depok. The population of Cipedak sub-district is 45,372 and there are 22,362 female residents in Cipedak sub-district, South Jakarta. The number of female population between Cinere and Cipedak is 38,648, so the sample taken is:

$$n = \frac{38.548}{1 + (38.468(0.082 \times 0.082))}$$

$$n = \frac{38.648}{1 + 259,8692}$$

$$n = \frac{38.648}{260,8692}$$

$$n = 148,1509$$

The calculation results using the Slovin formula, then the sample of this study is 148.15 and rounded up to 150. Data analysis in this study used the SEM-PLS method with the help of Smart PLS 3.2.9 software which consists of evaluation of the measurement model or outer model and evaluation of the structural model or inner model. In this study there are three variables consisting of one independent variable (X), one mediator variable (Z) and one dependent variable (Y). The relationship between concepts in this study explains the Halal Issue of Product Seasonings through Consumer Awareness of Purchase Interest. The independent variable (X) in this study is the Halal Issue, the mediator variable (Z) in this study is Consumer Awareness and the dependent variable (Y) is Purchase Interest. The model of the relationship between concepts carried out in this study is:

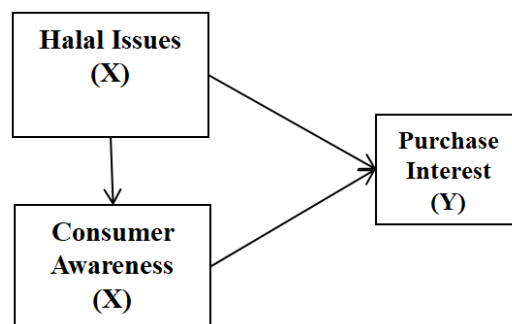


Figure 1. Relationship Between Variables

Hypothesis

- H1: There is an influence of Halal Issues on Purchase Interest
- H2: There is an influence of Halal Issues on Consumer Awareness
- H3: There is an influence of consumer awareness on purchasing interest
- H4: There is an indirect influence of Halal Issues on purchasing interest through consumer awareness
- H0: There is no influence of Halal Issues through Awareness on Purchase Intention

RESULTS AND DISCUSSION

Respondent Characteristics

In this study, the age criteria of respondents are 25-50 years old, the results of the data obtained show the results of the order of age categories with the most to the fewest respondents. The category of respondents aged 25-29 has a total of 41 people or 27% and is the largest age category. The category of respondents aged 30-34 has a total of 40

people or 27% and is the second largest age category. The category of respondents aged 35-39 has a total of 38 people or 25%. The category of respondents aged 45-50 has a total of 19 people or 13%. Then the age category with the smallest percentage is respondents aged 40-44 has a total of 12 people or 8%. The majority of respondents in this study were in the age range of 25-34 years.

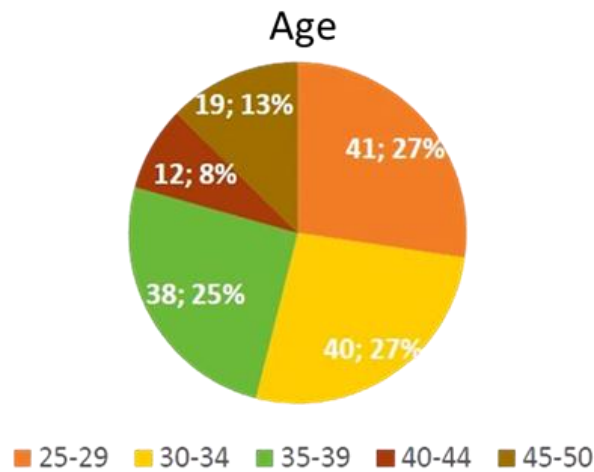


Figure 2. Respondents' Age

The target of this study is in the domicile of Cinere Depok and Cipedak Jagakarsa sub-districts, the order of categories with the most to the fewest respondents. The category of respondents with a domicile in Cinere has a total of 77 people or 51%. The category of respondents with a domicile in Cipedak has a total of 73 people or 49%. Data on the domicile of the respondents states that these two areas have almost balanced values in this study.

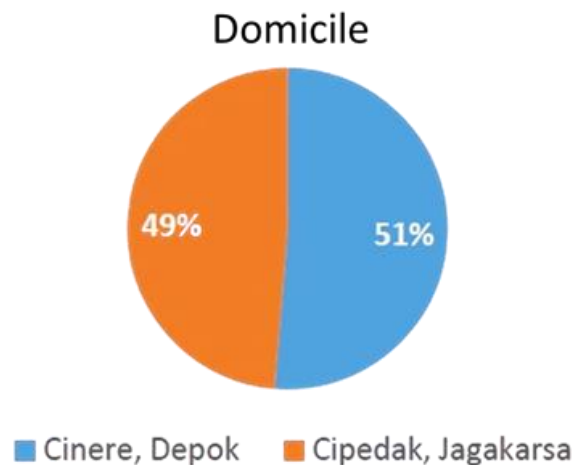


Figure 2. Respondents' domicile

Respondents on the last education criteria showed some variations with the last education criteria of High School/Equivalent having a total of 18 people or 12%. Respondents with the last education of Diploma had a total of 22 people or 14%. Respondents with the last education of Bachelor had a total of 103 people or 69%, and Respondents with the last education of Postgraduate had a total of 7 people or 5%. The majority of respondents' criteria on the last education mostly have a level of Bachelor's education.

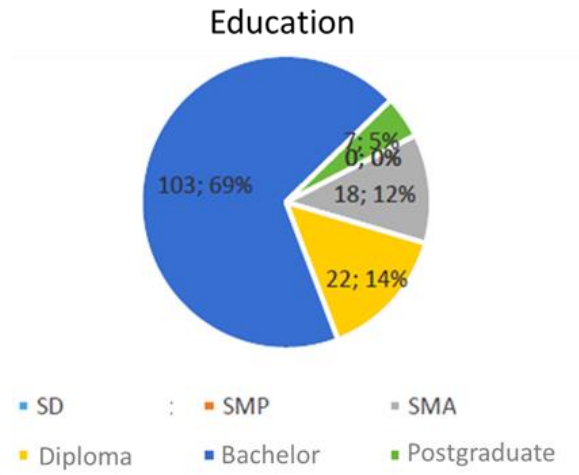


Figure 3. Respondents' education level

Structural Model Evaluation (Inner Model)

The inner model testing in this study was processed by looking at the bootstrapping output in the SmartPLS application. The inner model is used to predict a quality relationship (causal relationship) between latent variables or variables that cannot be measured directly. The inner model provides an explanation in the form of R-Square and Estimate for path Coefficients & T-Statistic which assesses the level of significance of direct effects, indirect effects and total effects. Rsquare is a value that shows how much the independent variable (exogenous) influences the dependent variable (endogenous). The R square value is 0.67 (good), 0.33 (moderate) and 0.19 (weak).

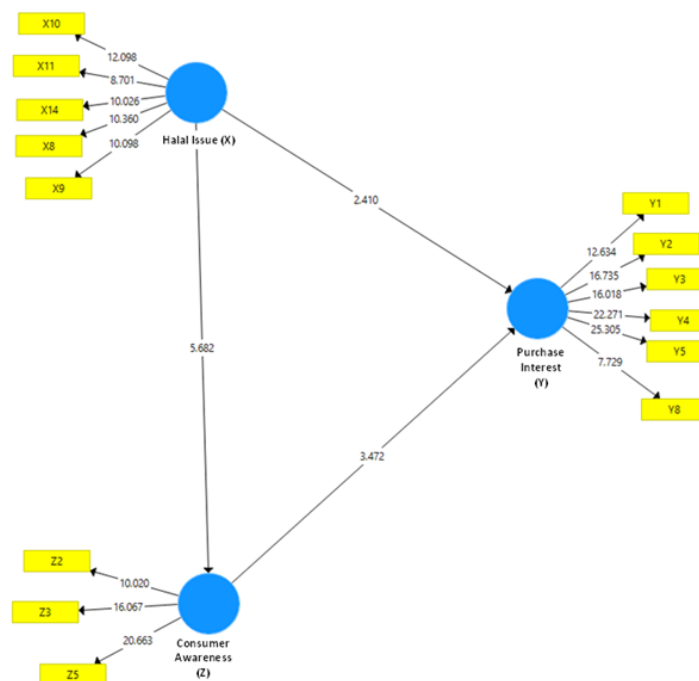


Figure 2. Bootstrapping Test Output Graph

Estimate for Path Coefficients & T-statistic is a parameter coefficient which is the value of the path coefficient or the magnitude of the relationship or influence of the latent construct. The sign or direction in the path (path coefficient) must be in accordance with

the hypothesized theory. The T-statistic value is used to test whether or not the exogenous variable has a significant effect on the endogenous, the T-statistic value must be greater than the T-table value to be said to be significant or the hypothesis can be accepted. This value is done using the Bootstrapping procedure.

Table 1. Inner Model Evaluation

	R Square	Adjusted R Square	Keterangan
Consumer Awareness (Z)	0.252	0.246	Moderat
Purchase Interest (Y)	0.247	0.236	Moderat
Estimate for Path Coefficients - Path Coefficients			
	Original Sample (O)	T Statistik (O/STDEV)	P Values
Halal Issues (X) → Consumer Awareness (Z)	0.502	5.682	0.000
Halal Issues (X) → Purchase Interest (Y)	0.223	2.410	0.016
Consumer Awareness (Z) → Purchase Interest (Y)	0.346	3.472	0.001
Estimate for path Coefficients – Spesific Inderect Effects			
	Original Sample	T Statistik (O/STDEV)	P Values
Halal Issues (X) → Consumer Awareness (Z) → Purchase Interest (Y)	0.173	3.230	0.001
Estimate for path Coefficients – Total Effect			
	Original Sample	T Statistik (O/STDEV)	P Values
Halal Issues (X) → Consumer Awareness (Z)	0.502	5.682	0.000
Halal Issues (X) → Purchase Interest (Y)	0.396	5.287	0.000
Consumer Awareness (Z) → Purchase Interest (Y)	0.346	3.472	0.001

The R-square value of the Consumer Awareness variable is 0.252, meaning that the Halal Issue variable is able to explain its influence on Consumer Awareness by 25.2% while the remaining 24.6% is explained by other variables outside this research model. The Purchase Interest variable has an R-square value of 0.247, meaning that the halal issue and consumer awareness variables are able to explain their influence on the Subscription Interest variable by 24.7% while the remaining 23.6% is explained by other variables outside this research model.

Path coefficients testing on the variable Halal Issues on Purchase Interest shows positive and significant results because the estimated coefficient value (original sample) is 0.223, t-statistic 2.410 or > t-table (1.96) and p-values 0.016 or < 0.05 at a significance level of 5% which means that Halal Issues have a significant effect on Purchase Interest. Based on these results, it can be concluded that H1, namely Halal Issues have a significant effect on Purchase Interest, is accepted.

Path coefficients testing on the variable Halal Issues on Consumer Awareness shows positive and significant results because the estimated coefficient value (original sample) is 0.502, t-statistic 5.682 or > t-table (1.96) and p-values 0.000 or < 0.05 at a significance level of 5% which means that Halal Issues have a significant effect on Consumer Awareness. Based on these results, it can be concluded that H2, namely Halal Issues have a significant effect on Consumer Awareness, is accepted.

Path coefficients testing on the variable Halal Issues through Consumer Awareness of Purchase Interest shows positive and significant results because the estimated coefficient value (original sample) is 0.346 t-statistic 3.472 or > t-table (1.96) and p-

values 0.001 or < 0.05 at a significance level of 5% which means Halal Issues through Consumer Awareness of Purchase Interest. Based on these results, it can be concluded that H3, namely Halal Issues through Consumer Awareness of Purchase Interest, is accepted.

The specific indirect effects test on the halal issue variable on purchasing interest through consumer awareness shows positive and significant results because the estimated coefficient value (original sample) is 0.173, t-statistic 3.230 or $>$ -table (1.96) and p-values 0.001 or < 0.05 at a significance level of 5% which means that the halal issue has a significant effect on purchasing interest through consumer awareness. Based on these results, it can be concluded that H4, namely the halal issue has a significant effect on purchasing interest through consumer awareness, is accepted.

The total effects test on the halal issue variable on consumer awareness shows positive and significant results because the estimated coefficient value (original sample) is 0.502, t-statistic 5.582 or $>$ t-table (1.96) and p-values 0.000 or < 0.05 at a significance level of 5% which means that the Halal Issue has a significant effect on consumer awareness.

The total effects test on the halal issue variable on purchasing interest shows positive and significant results because the estimated coefficient value (original sample) is 0.396, t-statistic 5.287 or $>$ t-table (1.96) and p-values 0.000 or < 0.05 at a significance level of 5% which means that the halal issue has a significant effect on purchasing interest.

The total effects test on the consumer awareness variable on purchasing interest shows positive and significant results because the estimated coefficient value (original sample) is 0.346, t-statistic 3.472 or $>$ t-table (1.96) and p-values 0.001 or < 0.05 at a significance level of 5% which means that consumer awareness has a significant effect on purchasing interest.

Interpretasi Hipotesis

After the model meets the evaluation of the measurement model and structural model, the next step is to interpret the research hypothesis. The graph of the influence between variables is as follows:

H1: There is an influence of the Halal Issue of Royco product seasonings on Purchase Interest. The results of the study show that there is a significant influence of the Halal Issue of Royco product seasonings on Purchase Interest. The influence of the Halal Issue of Royco product seasonings on Purchase Interest is 22.3%. In this study, researchers see that the Halal Issue is an issue that can influence consumer purchasing interest. So it can be concluded that H1 can be accepted

H2: There is an Influence of the Halal Issue of Royco Product Seasonings on Consumer Awareness. The results of the study show that there is a significant Influence of the Halal Issue of Royco Product Seasonings on Consumer Awareness. The influence of the Halal Issue of Royco product seasonings on Consumer Awareness is 50.2%. In this study, researchers see that an issue that has been spread in various media can raise awareness of information that can arouse public curiosity about the brand. So it can be concluded that H2 can be accepted

H3: There is an influence of Consumer Awareness on Purchase Interest. The results of the study indicate that there is a significant influence of Consumer Awareness on Purchase Interest. The influence of Consumer Awareness on Purchase Interest is 34.6%. In this study, researchers saw that consumer awareness of an issue or information obtained on a brand that is often used in daily needs can cause purchase interest in the brand. So it can be concluded that H3 can be accepted.

H4: There is an influence of the Halal Issue of Royco product seasonings through Consumer Awareness on Purchase Interest. In this study, researchers found that the halal issue has a greater influence on consumer awareness than the halal issue on purchase interest. This can be seen from the results of processing the Bootstrapping Output data processing in the path coefficients table and specific indirect effects, where in the path coefficients the halal issue has an influence on consumer awareness with an estimated coefficient value (original sample) of 0.502 or 50.2% and the influence of the halal issue on purchase interest has an estimated coefficient value (original sample) of 0.223 or 22.3%. The influence of halal issues on consumer awareness is directly seen to be greater than the influence of halal issues on purchasing interest, this is due to the process of identifying respondents first on a halal issue before finally influencing consumer awareness.

In the assessment of specific indirect effects, the results of the study showed that there was an influence of the Halal Issue of Royco product seasonings through Consumer Awareness on Purchase Interest of 0.173. This value can be interpreted that if the halal issue (X) increases by one unit, then consumer awareness (Z) can increase indirectly through purchase interest (Y) by 17.3%. This can be said to have a positive effect, so it can be concluded that H4 can be accepted.

H0: There is no influence of the halal issue of product seasonings through consumer awareness on purchase interest in product seasonings. Based on the results of this study, the path coefficients on the halal issue variable through consumer awareness on purchase interest show positive and significant results. Therefore, H0 is rejected.

CONCLUSIONS

The results of the study indicate that the halal issue has a positive and significant effect on consumer purchasing interest. This is indicated by an influence of 22.3% (estimated coefficient value of 0.233). This indicates that information and clarification regarding the halalness of Royco products disseminated through the media have a direct impact on consumer desire to buy the product. The influence of the halal issue on consumer awareness (50.2%) is greater than its direct influence on purchasing interest (22.3%). This indicates that the halal issue has a stronger impact on increasing consumer awareness than directly influencing purchasing interest. Consumer awareness has a positive and significant influence on purchasing interest. This influence can be proven by a value of 34.6% (estimated coefficient value of 0.346). This indicates that the higher the level of consumer awareness of the halal issue and information related to Royco products, the higher their interest in buying the product's seasoning.

This study also found that the halal issue has an indirect influence on purchasing interest through consumer awareness. This indirect effect is 17.3% (estimated coefficient value 0.173). This can indicate that the issue of halal products Royco first affects consumer awareness, which then has an impact on purchasing interest. Thus, the issue of halal products Royco has a significant influence both directly and indirectly on purchasing interest. Directly, the issue of halal affects purchasing interest with an influence of 22.3%. However, the indirect influence through increasing consumer awareness by 17.3%. Overall, the issue of halal has a greater impact on consumer awareness with a value of 50.2%, which then contributes to an increase in purchasing interest by 34.6%. This shows that the dissemination of information and clarification regarding the halalness of products not only increases purchasing interest directly, but also strengthens consumer awareness which then drives purchasing interest.

REFERENCE

- Al-Teinaz, Y. R. (2020). What is Halal Food?. In The Halal Food Handbook (eds Y.R. Al-Teinaz, S. Spear and I.H.A. Abd El-Rahim). *The Halal Food Handbook*, 9–26. <https://doi.org/10.1002/9781118823026.ch1>
- Aziz, M. A., & Mirza Ashfaq Ahmed. (2023). Consumer Brand Identification and Purchase Intentions: The Mediating Role of Customer Brand Engagement. *Journal of Entrepreneurship and Business Venturing*, 3(1). <https://doi.org/10.56536/jebv.v3i1.38>
- Buerke, A., Straatmann, T., Lin-Hi, N., & Müller, K. (2017). Consumer awareness and sustainability-focused value orientation as motivating factors of responsible consumer behavior. *Review of Managerial Science*, 11(4), 959–991. <https://doi.org/10.1007/s11846-016-0211-2>
- Cheney, S., Morgen, M., & Sauer, K. (2023). Consumer Awareness: Curating Information About Higher Education. *Higher Learning Commission, July*, 1–4.
- Darrin Thomas, P. Z., & Introduction. (2023). Quantitative Research Designs. In *Quantitative Research for Practical Theology* (Issue May, pp. 112–134). <https://doi.org/10.1002/9780470699270.ch7>
- Disastra, G. M., Suryawardani, B., Sastika, W., & Hanifa, F. H. (2020). Religiosity, Halal Awareness, and Muslim Consumers' Purchase Intention in Non-Food Halal Products. *International Journal of Innovation, Creativity and Change. Www.Ijicc.Net*, 13(10), 813–828. https://www.ijicc.net/images/vol_13/Iss_10/131076_Disastra_2020_E_R.pdf
- Ferdiana Fasha, A., Rezqi Robi, M., & Windasari, S. (2022). Determinasi Keputusan Pembelian Melalui Minat Beli: Brand Ambassador Dan Brand Image (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 30–42. <https://doi.org/https://doi.org/10.38035/jmpis.v3i1>
- Ginting, S. R. I., Sugianto, S., & Hasibuan, R. R. A. (2022). Effect of Halal Certification, Halal Awareness, Product Quality and Price on Consumer Purchase Interest (Case Study: Mie Ayam Mushroom Haji Mahmud S.). *Jurnal Ekonomi, Manajemen, Bisnis Dan Akuntansi Review*, 2(2), 421–428. <https://doi.org/10.53697/emba.v2i2.1028>
- Hussain, A., Ahmad, M., & Ali, S. A. (2024). Exploring the Concepts of Halal and Haram in Islam and Their Scientific Perspective: A Systematic Literature Review. *Journal of Halal Industry & Services*, 7(1), 1–18. <https://doi.org/10.36877/jhis.a0000559>
- Imbeau, L. M., Tomkinson, S., & Malki, Y. (2021). Descriptive, Explanatory, and Interpretive Approaches. *Research Methods in the Social Sciences: An A-Z of Key Concepts*, May, 81–85. <https://doi.org/10.1093/hepl/9780198850298.003.0020>
- Jannah, S. M., & Al-Banna, H. (2021). Halal Awareness and Halal Traceability: Muslim Consumers' and Entrepreneurs' Perspectives. *Journal of Islamic Monetary Economics and Finance*, 7(2), 285–316. <https://doi.org/10.21098/jimf.v7i2.1328>
- Khotimatul Husna, Anwar Hafidzi, & Hanafiah. (2023). Dampak Pemboikotan Produk Pro Israel Fatwa Dsn Mui Nomor 83 Tahun 2023 Bagi Warung Rumahan Di Kota

- Banjarmasin. *Indonesian Journal of Islamic Jurisprudence, Economic and Legal Theory*, 1(4), 868–876. <https://doi.org/10.62976/ijjel.v1i4.229>
- Kusumastuti, D. K. (2020). Minat Beli Produk Halal di Indonesia: Studi Pemetaan Sistematis. *Mabsya: Jurnal Manajemen Bisnis Syariah*, 2(2), 27–50. <https://doi.org/10.24090/mabsya.v2i2.3929>
- Mustaffa, K. A. (2019). Developing Halalan Tayyiban Concept in Malaysia's Food Industry. *Halal Journal*, 3, 97–108.
- Nafis, M. C. (2019). The Concept of Halal and Thayyib and Its Implementation in Indonesia. *Journal of Halal Product and Research*, 2(1), 1. <https://doi.org/10.20473/jhpr.vol.2-issue.1.1-5>
- Nurhasah, S., Munandar, J. M., & Syamsun, M. (2018). Faktor-Faktor yang Mempengaruhi Minat Beli Produk Makanan Olahan Halal pada Konsumen. *Jurnal Manajemen Dan Organisasi*, 8(3), 250–260. <https://doi.org/10.29244/jmo.v8i3.22473>
- Pratama, A. A. N., Hamidi, M. L., & Cahyono, E. (2023). The effect of halal brand awareness on purchase intention in indonesia: the mediating role of attitude. *Cogent Business and Management*, 10(1). <https://doi.org/10.1080/23311975.2023.2168510>
- Raimi, L., Adekunle, S. M., & Shabbir, M. S. (2023). *Contemporary Discourse of Halal and Islamic Entrepreneurship, Trends and Future Opportunities*. <https://doi.org/https://doi.org/10.1007/978-981-99-6427-7>
- Salma Firdaus, Tiara Oktarienza, V. F. S. (2022). Pengaruh Marketing Mix Terhadap Minat Beli Pakaian Muslim di Butik Cordi Dalam Perspektif Islam. *Jurnal Ekonomi, Manajemen Dan Akuntansi*, 3(1), 2022. <http://jema.unw.ac.id>
- Satria, A. D. (2021). Makanan Halal Perspektif Majelis Ulama Indonesia (MUI) di Kota Palangka Raya. *PROFETIKA, Jurnal Studi Islam*, 22(2), 308–313.
- Schifman, R. B. (2019). Consumer Behavior. Twelfth Edition. In *Pearson Education, Inc* (Vol. 73). <https://lccn.loc.gov/2017037515>
- Sri Ernawati, & Iwan Koerniawan. (2023). Pengaruh Label Halal Dan Kesadaran Halal Terhadap Minat Pembelian Konsumen Pada Produk Umkm Di Kota Bima. *E-Bisnis : Jurnal Ilmiah Ekonomi Dan Bisnis*, 16(1), 207–215. <https://doi.org/10.51903/e-bisnis.v16i1.1185>
- Sullivan, G. M., & Artino, A. R. (2013). Analyzing and Interpreting Data From Likert-Type Scales. *Journal of Graduate Medical Education*, 5(4), 541–542. <https://doi.org/10.4300/jgme-5-4-18>
- Tali, M. A., Wani, N. F., & Ibrahim, A. (2021). *The Power Of Branding Influencing Consumer Purchase Decision: A Comprehensive Literature Review*. 20(6), 5362–5387. <https://doi.org/10.17051/ilkonline.2021.06.519>
- Tamimah, Sri Herianingrum, Inayah Swasti Ratih, Khofidlotur Rofi'ah, dan U. K. (2028). Halalan Thayyiban: The Key Of Successgul Halal Food Industry Development. *'Ulûmunâ : Jurnal Studi Keislaman*, 4(2).

