

The Appeal of Halal Labels: How much Influence Does It Have on Purchasing Decisions?

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Abstract

This study aims to examine the extent to which halal labeling on packaged food and beverages influences consumer purchasing decisions. A quantitative approach was employed, utilizing both primary and secondary data sources. The research involved 260 respondents selected through purposive sampling. Data analysis was conducted using simple linear regression. The result show that the halal labeling variable has a positive and significant effect on purchasing decisions, with a statistical significance value of less than 0.05. These findings indicate that the halal labeling variable on packaged food and beverage has a positive and significant influence on purchasing decisions, as it shows an empirical probability or statistical significance value of less than 0.05. In economic terms, this reflects the responsiveness of consumers labeling to to labeling, especially those those guided by religious values. In predominantly muslim societies, such as Surakarta trust and adherence to religious principles are crucial factors influencing product selection and purchasing behaviour. The study confirms that enhancing halal labeling can strengthen consumer confidence and drive higher purchasing in muslim majority markets.

Keywords: halal label, purchasing decision, consumer behavior, religious values, packaged food and beverages

Introduction

The rapid development of the food and beverage industry in Indonesia is marked by the increasing number of new products entering the market. This growth has led to intense competition among food and beverage producers, who strive to attract consumers through appealing packaging and the addition of labels, one of which is the halal label. Indonesia is the country with the largest muslim population in the world. According to Statistic (2024), there are currently over 207 million muslims in Indonesia. This make the halal label particularly important, not only because the majority of Indonesians are muslim, but also because it reflects product quality and safety for muslim consumers.

Data from the Indonesian Ministry of Religions Affairs (2022) indicates that the number of halal certifications registrations has increased each year. In 2022, as many as 144, 313 food and beverage producers registered their products for halal certification. In addition, data from the Halal Product Assurance Agency (2022) states that 104.913 halal certifications were issued in that same year. These two conditions reflect the growing importance of halal labeling in the consumption practices of muslim communities.

Now, consumers are becoming increasingly concerned with the halal aspects of the products they consume. Halal labeling reflects the quality, cleanliness and safety of a product for consumption. However, on the other hand, there are still consumers who pay little attention to halal labels when purchasing food and beverages, especially instant packaged products originating from other countries. This may be due to a lack of understanding about the importance of halal labeling, the influence of lifestyle, as well as the dominance of price and taste considerations in purchasing decisions.

Previous studies have shown that halal labels do have an influence in consumer purchasing decisions. Research by Fadila et al. (2020) found that halal labeling significantly affects consumer purchasing decisions in Banda Aceh, especially because consumers feel safer and more confident with products that have been halal-certified. Similarly, Safitri et al. (2024) found that consumer trust in halal labels is influenced by their level of knowledge and perception where higher consumer understanding of halal labels increases the likelihood of purchasing such product. Another study by Utami & Hasan (2023) stated that there is significant influence of halal labeling on purchasing decisions. In other words, halal labels have a positive and significant effect on purchase behavior.

Nevertheless, a research gap remains that needs further exploration. Most previous only examined the influence of halal labels in general or across broader populations, without narrowing the focus to specific segments like the residents of Surakarta. As culturally diverse and economically dynamic city, Surakarta presents a unique context where consumer behaviour may differ significantly from that of other urban populations. Residents are exposed to variety of food choices and marketing influences, which can shape their perception and trust toward halal labeling.

Therefore, it is necessary to conduct an in-depth study to understand how halal labeling on food and beverage packaging influences purchasing decisions among the general public in Surakarta. This research is important to determine whether halal labels remain a primary consideration in product purchasing decisions, especially in society navigating the challenges of modernization and globalization.

Theoretical Review

1. The Concept of Halal Labels

A halal label is mark or certification granted by an authorized institution, such as the Indonesian Council of Ulama (MUI), to products that comply with Islamic principles in terms of ingredients, production processes, storage, and distribution. According to Oktarina and Haryanto (2020), a halal label not only reflects religious adherence but also symbolizes quality, hygiene, and safety in the eyes consumers. Certification from official bodies serves as a guarantee that the product is suitable for consumption by Muslim consumers (Ambali & Bakar, 2014).

2. Consumer Behavior and Purchasing Decisions

Consumer behavior refers to the mental and emotional processes individuals undergo in selecting, purchasing, using, and evaluating goods or services to meet their needs and desires (Kotler & Keller, 2016). Purchasing decisions are influenced by various factors, including cultural, social, personal, and psychological aspects.

In the context of Muslim consumers, religiosity plays a significant role in shaping product preferences and purchasing behaviour. Research by Awan, Siddiquei, and Haider (2015) found that consumers with higher levels of religiosity tend to be more loyal to halal-labeled products. Furthermore, consumer knowledge of halal and trust in certification institutions also influence how strongly halal labels affect purchasing decisions.

3. The Influence of Halal Labels on Purchasing Decisions

Previous studies have consistently shown that halal labels have a significant influence on purchasing decisions, especially among Muslim-majority communities. Aziz and Chik (2013) found that halal labels enhance perceived product quality and foster greater consumer trust. Additionally, Marzuki, Hall, and Ballentine (2012) noted that halal labels reduce perceived risk, especially in food products.

However, the influence of halal labels is contextual. A study by Lada, Tanakinjal, and Amin (2009) revealed that attitudes toward halal labels are shaped by variables such as purchase intention, religiosity, and social norms. In some cases, especially among younger or urban consumers, practical considerations such as price, brand, and

packaging may override halal considerations. Meanwhile, for non-Muslim consumers, halal labels may be considered secondary to taste, price, and product quality (Bonne, Vermeir, & Verbeke, 2009).

4. Relevant Theories

a. Theory of Planned Behaviour (TPB)

This theory, developed by Ajzen (1991), posits that a person's behavioral intention is influenced by three key components: attitude toward the behaviour, subjective norms, and perceived behavioral control. In the context of halal products, positive attitudes toward halal consumption, social pressure to consume halal, and ease of accessing halal products all contribute to increased purchase intentions. This is supported by Lada et al. (2009), who found TPB to be effective in explaining Muslim consumers' intention to purchase halal products.

b. Consumers Decision-Making Process Model

In the five-stage decision-making model—problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behaviour—the halal label plays an important role during the evaluation of alternatives. At this stage, consumers compare products based on attributes such as halal certification, price, and quality (Kotler & Keller, 2016). The halal label can serve as an added value that differentiates products in a competitive market.

Research Method

This study employs a quantitative with descriptive design. The aim of this research is to examine the extent to which halal labels influence the purchasing decisions of the residents in Surakarta. Primary data were collected through the distribution of questionnaires to members of the community residing in Surakarta. The questionnaire was structured using a 5-point Likert Scale to measure respondents' agreement levels with statements related to the variables of perception toward halal labels and purchasing decisions.

The population in this study consists of the general public in Surakarta. The sample size was determined using the approach suggested by Joseph F. Hair, which recommends a minimum of five to ten times the number of indicators in the research instrument. Since the questionnaire contains 10 indicators, the recommended sample size ranges from 50 to 100 respondents. The sampling technique used was purposive sampling, with criteria including Muslims who purchased halal-labeled products.

The collected data were analyzed using descriptive statistics and simple linear regression to examine the influence of perception toward halal labels on purchasing decisions. In addition, validity and reliability tests were conducted to ensure the accuracy of the instrument, along with classical assumption tests such as normality, linearity, and heteroscedasticity. Data processing was performed using SPSS software version.

Results and Discussion

1. Validity Test

Tabel 1. Validity Test

Variable	Statement item	r _{calculated}	r _{table}	Description
Halal Labeling (X)	X1	0,721	0,1215	Valid
	X2	0,781	0,1215	Valid
	X3	0,769	0,1215	Valid

X4 1 0,1215 Valid

Purchase Decision (Y)				
Y1	0,796	0,1215	Valid	
Y2	0,798	0,1215	Valid	
Y3	0,840	0,1215	Valid	
Y4	0,825	0,1215	Valid	
Y5	1	0,1215	Valid	

Source: Processed Data from SPSS, 2025

This study uses the Pearson Bivariate Correlation method to test the validity of each variable. According to the criteria, if the calculated r-value is greater than the critical r-value from the table, the statement is considered valid. Based on the test results summarized in Table 1, it can be seen that all variables are declared valid because they have calculated r-value greater than the table value and a probability value less than α (0.05).

2. Reliability Test

Tabel 2. Realibility Test

Variabel	Cronbach's Alpha	Keterangan
Label Halal (X)	0,934	Reliabel
Keputusan Pembelian (Y)	0,945	Reliabel

Source: Processed Data from SPSS, 2025

The realibility test was conducted based on the creterion that if the calculated Cronbach's alpha value is greater than 0.60, the variable is considered reliable. Based on test results summarized in Table 2, all variables are declared reliable because they have a calculated Cronbach's alpha value greater than 0.60.

Tabel 3. Simple Regression Results

$$KP_i = 1,602 + 1,152\beta_1 LH_i + \varepsilon_i$$

(0,000)

$$R^2 = 0,860 \text{ F-stat} = 1590,034; \text{ Prob. F-stat} = 0,0000$$

Source: Processed Data from SPSS, 2025

Based on Table 3, it is known that the probability of the F-statistic in the regression results is $0.000 < (\alpha = 0.05)$, which means that H_0 is rejected. Thus, collectively, all independent variables representing halal labeling on food and beverage packaging have a significant effect on the purchasing decisions of the residents in Surakarta. The coefficient of determination (R^2) in the simple regression results is 0.860, indicating that 86.0% of the variation in purchasing decisions can be explained by the variation in halal labeling on food and beverage packaging. The remaining 14% is explained by the other factors outside the estimated model.

Furthermore, Table 3 shows that the halal labeling variable on packaged food and beverages has a positive and significant influence on the purchasing of the Surakarta community, as it has an empirical probability or statistical significance value of less than the 0.05 threshold. When halal labeling on packaged food and beverages increases by 1 unit, it increases purchasing decisions by 1.152 units. In economics, this reflects the response of labels to specific consumer decisions. When a halal label is displayed, consumers especially the muslim segment tend to prefer these products over others without similar labels, as they are considered safer and more aligned with their beliefs and values. This gives halal labeled food and beverage products a comparative advantage in the market. In other words, the presence of halal labeling on food and beverage products can enhance perceived quality and product value, which in turn influences consumer behavior to make a purchase.

This finding is in line with the study by Izzah et al. (2025), which examined the influence of halal labeling on the purchasing decisions of imported food products, specifically Samyang noodles, in Makassar City. The results showed that the halal label had a positive and significant effect on consumers purchasing decisions. Consumers tend to prefer products with halal label, as they are perceived to align more closely with their values and beliefs. This study also aligns with Fitriyah (2023) research, which analyzed the influence of halal labels, product quality, and price on purchasing decisions for apple juice products. The results revealed that halal labeling has a positive and significant effect on purchasing decisions, although its influence was not as strong as that of price and product quality factors.

These results are further supported by several studies conducted over the past five years. For instance, Rahman and Noor (2021) found that halal awareness purchasing behaviour significantly influences purchasing behaviour among Malaysian Muslim consumers. Similarly, Aziz and Chok (2020) emphasized that halal labeling not only assures religious compliance but also represents products safety and quality, which appeals to a broader consumer base beyond Muslims. A study by Sari et al. (2022) in Indonesia also indicated that millennials consider halal label as a decisive factor, especially when they perceive the certification as credible and consistent. These findings collectively reinforce the strategic importance of halal labeling as both a religious assurance and a market-driven value proposition. Therefore, enhancing the visibility, credibility, and regulation of halal labels can contribute positively to consumer confidence and stimulate purchasing behaviour in Muslim majority markets such as Surakarta.

Conclusion and Suggestions

Conclusion

The regression analysis shows that halal labeling has a positive and significant effect on the purchasing decisions of residents in Surakarta. The R^2 value of 0.860 indicates that 86% of the variation in purchasing decisions can be explained by variation in halal labeling, while the remaining 14% is explained by other factors outside the model.

The regression coefficient of 1.152 indicates that a one unit increase in halal labeling leads to a 1.152 unit increase in purchase decisions. This demonstrates that the presence of

a halal label strongly influences consumers preferences, especially among muslim consumers, who associate the label with product safety and alignment with their religious values.

Suggestions

1. For food and beverage business owners it is recommended to clearly and informatively display halal labels on their products. This can enhance trust among muslim consumers and encourage purchasing decisions.
2. Halal certifications bodies, such as the Indonesian Ulema Council (MUI), should increase education and outreach to the public on the importance of halal labels product selection and encourage small and medium enterprises to apply for halal certification.
3. Future research can expand the variables by including factors such as price, product quality, and promotion to gain a more comprehensive understanding of what influences purchase decisions.

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