



Purchasing Decisions For Halal Product Which Are Influenced By Religiosity, Knowledge, And Awareness Study at Sharia Economics Students At The University of Jember

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Abstrak:

This research was conducted to examine the influence of Religiosity, Knowledge and Awareness on Halal Purchase Intention Studies case of Islamic Economics Students at the University of Jember. This research focuses on students of the University's Islamic Economics Study Program who have purchased halal products. This research is classified as an explanatory research, using multiple linear regression analysis techniques which aim to determine the relationship between the variables of religiosity, knowledge and awareness of the purchasing decisions of halal products for Islamic Economics students at the University of Jember. Sampling was carried out using a non-probability sampling technique, namely purposive sampling with a sample size of 100 respondents. The results show that Religiosity, Knowledge and Awareness have a significant effect on the Decision to Purchase Halal Products of Islamic Economics students at the University of Jember.

Kata Kunci: Religiosity, Knowledge, Awareness, Purchase Decision

INTRODUCTION

Humans have several primary needs to support physical activities, one of the primary human needs is food and drink. Food and beverages have a function as a source of regulating and protecting the body against disease, and a source of body building, either for body repair or growth. The human life cycle will be threatened if we do not eat and drink for a certain period of time. Thus the fulfillment of human needs for food and drink is closely related to the maintenance of the soul (*hifz al-nafs*), maintenance of reason (*hifz al-'aql*) and maintenance of property (*hifz al-mal*) in *maqasid al-syari'ah*.

In the Islamic perspective, food and drinks consumed by humans, especially Muslims, are not free but must be selective, namely in accordance with the instructions of Allah SWT in the *Qur'an* and the explanation of the Prophet Mummud SAW in the hadith, as well as good and healthy (*thayyib*). The concept of halal is vital for a Muslim, when viewed from an Islamic perspective. However, there are still many people who buy products to be consumed with the mindset that haram food is only food whose raw materials use haram ingredients without thinking more broadly that there are other aspects that affect the halalness of the product such as how to process, additional products used, how to distribute, and how to store can affect the halalness of the product.¹

Food and drink both from plants and animals already have legal provisions, in Islamic law food and drink there are legalized and some are forbidden. Food that is permitted or forbidden, in the *Qur'an* is mentioned in general terms including food and drink.² In everyday life humans never escape from exchanging something for something else or what is called barter (buying and selling). As servants of Allah SWT who believe we do not want to make buying and selling transactions that violate the laws of shara' so that these transactions have the value of worship. Buying and selling that has the value of worship is buying and selling in accordance with the agreement or that has been justified and agreed upon by Shara'.³

Along with the rapid development of communication and information technology, it has an impact on the development of the food and beverage industry. The development of communication and information technology has had a huge impact on the world of mass media, namely with the birth of the internet. This is characterized by the emergence of social media and online media that offer the

¹ Nur Dwi Astutik, Ahmad Ahsin Kusuma Mawardi, and Agus Mahardiyanto, "Persepsi Konsumen Muslim Terhadap Sertifikasi Halal Pada De Dapoer Rhadana Hotel Kuta Bali," *JURNAL AL-QARDH* 6, no. 1 (July 2021): 67–75, <https://doi.org/10.23971/jaq.v6i1.2753>; Moehammad Fathorrazi, Agus Mahardiyanto, and Lusiana Ulfa Hardinawati, "Mapping of The Potential Sector of Food and Beverages for Regular Halal Certification and Self Declare in Jember Indonesia," *IQTISHODUNA: Jurnal Ekonomi Islam* 12, no. 2 (October 2023): 513–26, <https://doi.org/10.54471/iqtishoduna.v12i2.2062>.

² Ririn Tri Puspita Ningrum, "Problematika Kewajiban Sertifikasi Halal Bagi Pelaku Usaha Mikro Dan Kecil (UMK) Di Kabupaten Madiun," *Istithmar : Jurnal Studi Ekonomi Syariah* 6, no. 1 (2022): 43–58, <https://doi.org/10.30762/istithmar.v6i1.30>.

³ Mundhori Mundhori, "Tinjauan Hukum Islam Dan Undang Undang Perlindungan Konsumen (UUPK) Terhadap Jual Beli Barang Berformalin," *Jurnal Hukum Ekonomi Syariah* 6, no. 01 (2022): 77–95.

speed of information without the limits of space and time. Every audience can access information anywhere and anytime as they wish without having to be trapped by the limitations of place and time. The power of social media and online media as new media can make the culture of a country migrate easily to another country without having to visit that country.⁴

There are several indicators in this study to find out how consumer behavior, especially millennials. Some of the indicators used in this study include; religiosity indicators in the belief dimension where a Muslim adheres to the Muslim view of the pillars of faith including belief in Allah SWT, belief in the angels of Allah, belief in the book of Allah, belief in heaven and hell, belief in Allah's *qadha* and *qadr*. Knowledge indicators where the extent to which consumers know the characteristics and attributes of the product, know about the benefits of the product, know the products that can provide consumer satisfaction.⁵ And what is not so important is that consumers know several indicators including knowing Islamic law, knowing food products prohibited by Islam, and knowing the difference between halal certification in food and other products.

Consumer awareness of halal products is one of the important aspects of consumers deciding to purchase halal products, indicators that affect consumer halal product awareness ensure that the food consumed is halal both in terms of the ingredients used in the halal composition. In deciding a consumer purchase, there are strong indicators including the brand decision to be purchased, the decision of the seller of a product, the quantity decision for the product / service, the decision on the payment method when making a purchase payment, and the decision about the time to purchase the product.

The behavior or nature of indifference among Sharia Economics students is still minimal when compared to the behavior of buying products that prefer to buy cheaper products. In Islamic teachings it is clear that it prohibits consuming food

⁴ Agus Mahardiyanto and Bayu Sutikno, "Online Marketing Strategies Of Sedekah Rombongan," *AZKA International Journal of Zakat & Social Finance* 3, no. 2 (September 2022): 61–76, <https://doi.org/10.51377/azjaf.vol3no2.114>.

⁵ Agus Mahardiyanto and Bayu Sutikno, "Online Marketing Strategies Of Sedekah Rombongan," *AZKA International Journal Of Zakat & Social Finance (AZJAF)* 3, no. 2 (2022); Fathorrazi, Mahardiyanto, and Hardinawati, "Mapping of The Potential Sector of Food and Beverages for Regular Halal Certification and Self Declare in Jember Indonesia."

other than halal food. Besides a form of obedience to the rules that have been set by Allah SWT in the *Qur'an*, it is also important for human health.

It is known that the order of the largest number of students in Jember Regency is the students of the University of Jember, UIN KHAS Jember, Jember State Polytechnic, UNMUH Jember, Stikes Dr. Soebandi and STIE Mandala Jember. This is the reason the author conducted research at the University of Jember due to various factors, namely: (1) The largest number of students in Jember district, (2) The heterogeneity of students is more diverse, (3) Ease of access, and others. In this research, the author focuses on the Sharia Economics Study Program at the University of Jember, students of the Sharia Economics Study Program at the University of Jember already know the knowledge of the importance of the halal label and the importance in Islamic teachings of consuming halal food and drinks as has been obtained in course material related to consumption according to Islamic law. From these several factors, this research is interesting to examine in the environment of students of the Sharia Economics Study Program, Faculty of Economics and Business, University of Jember. Based on surveys that have been conducted, many students of the Sharia Economics Study Program at the University of Jember choose cheap and affordable food and drinks among students. In fact, Sharia Economics students consider cheap prices and what is currently trending on social media, and have the view that goods that have been circulating are guaranteed halal, thus triggering students of the Islamic Economics Study Program to purchase food and beverage products according to their wishes and in accordance with the desire to follow trends that are currently among students.

This study tries to prove the extent of the role of Religiosity of Halal Product Knowledge and Awareness of Halal Products with Halal Product Purchasing Decisions in students of the Sharia Economics Study Program, University of Jember. Religiosity how obedient a person is to religious teachings and the implementation of all orders. Knowledge of halal products will be very meaningful when marketers make decisions about developing new products in accordance with Islamic law. It should be understood that product development in Islam must be interpreted differently from Western thinking, in Islam the moral element must be emphasized or be of particular concern both in the production process and decision

making, and guided by the principles of business ethics.⁶

RESEARCH METHODS

The approach method used in this research is quantitative method, the type of research used is descriptive which has a function as describing and giving an overview of the object under study through a predetermined sample or population. The population in this study were active students of Sharia Economics at the University of Jember who had purchased halal products, the sampling technique using non-probability sampling used in this study was purposive sampling, because the research had certain considerations in determining sampling, as for these conditions as follows:

- a. Age 18 – 25 Years
- b. Muslim
- c. Ever bought halal products
- d. Active student of Sharia Economics, Jember University

The data used in this study are primary data. This data is obtained directly from respondents' responses to questions about the effect of religiosity, knowledge of halal products and awareness of halal products on purchasing decisions for halal products in students of the Sharia Economics Study Program, University of Jember. The analysis technique in the study used multiple linear regression. And using several kinds of tests. Intrument test (validity and reliability), data normality test, classical assumption test (multicollinearity, and heteroscedasticity) and hypothesis testing (t test).⁷

RESULTS AND DISCUSSION

Results Section

This research has gone through validity and reliability tests, and has gone through the classic assumption test. The data used in this study are valid and reliable, the questionnaire data are normally distributed and there is no

⁶ Samir Abuznaid, "Islamic Marketing: Addressing the Muslim Market," *An-Najah University Journal for Research - B (Humanities)* 26 (May 1, 2012): 1473–1503, <https://doi.org/10.35552/0247-026-006-007>.

⁷ Sugiono Sugiono, "Metode Penelitian Kuantitatif, Kualitatif, Dan r & D," *Bandung: Alfabeta*, 2016.

multicollinearity and heteroscedasticity. Furthermore, the multiple linear regression model in this study is as follows:

$$Y = 7,420 + 0,351 + 0,140 + 0,410 + e$$

The (t) test in this case is shown in table1.

Table 1 . Parsial Test Result (t)

Variabel	Sig.	Keterangan
Religiosty (X1)	0,000	X1 Accepted
Knowledge (X2)	0,000	X2 Accepted
Awerness (X3)	0,002	X3 Accepted

Sumber : primary data, 2022

Based on table 1, it is known that the results of the t test (Partial) of each independent variable (X) of this study have a significant effect on the dependent variable (Y). Evidenced by the significant value of each variable X less than 0.05. The significant value of Religiosity (X1) is 0.000, the significant value of the Knowledge variable (X2) is 0.000 and the significant value of the Awareness variable (X3) is 0.002.

Discussion

The effect of religiosity on purchasing decisions for halal products

The first hypothesis states that religiosity has a significant effect on purchasing decisions for halal products. Based on the results of the t test (partial) in Table 1, it shows the religiosity variable with a significant value of 0.000, which means <0.05 , meaning that the research hypothesis is accepted. This shows that before deciding on a purchase, respondents always pay attention to aspects of religiosity according to Islamic law. The results of this study support Aulia's previous research, namely religiosity has a significant effect on purchasing decisions.⁸

The influence of knowledge on purchasing decisions for halal product

The second hypothesis states that knowledge has a significant effect on purchasing decisions. Based on the results of the t test (partial) in table 4.17, it shows the convenience variable with a significant value of 0.000 which means <0.05 ,

⁸ Sitti Geubrina Beu Aulia, Teuku Makmur, and Ahmad Humam Hamid, "Perilaku Konsumsi Fast Food Mahasiswa Fakultas Pertanian Unsyiah Kota Banda Aceh," *Jurnal Ilmiah Mahasiswa Pertanian* 3, no. 1 (2018): 130–39, <https://doi.org/10.17969/jimfp.v3i1.6472>.

which means that the hypothesis is accepted. Knowledge of halal products is a form of understanding and practice that someone will do in accordance with Islamic law in terms of consuming halal products. Knowledge shows an influential aspect of making purchasing decisions for halal products. This knowledge variable uses three indicators, namely knowledge of the characteristics and attributes of the product, knowledge of product benefits, and knowledge of products that can provide consumer satisfaction Sumarwan.⁹ The results of this study support Aulia's previous research,¹⁰ namely halal product knowledge has an effect on purchasing decisions, Waldi's previous research,¹¹ namely halal product knowledge has an effect on purchasing decisions, and Munir's previous research,¹² namely halal product knowledge has a positive effect on purchasing decisions.

The influence of awareness on purchasing decisions for halal product

The third hypothesis which states that awareness has a significant effect on purchasing decisions. Based on the results of the t test (partial) in table 4.17, it shows that the awareness variable is significant at 0.000, which means <0.05 , meaning that the hypothesis is accepted. Awareness of halal products is the attitude of a Muslim in knowing about the concept of halal either thoroughly or fundamentally, and most importantly the attitude of a Muslim to prioritize consuming halal food. One aspect of halal awareness of Muslim consumers in consuming halal products is based on the existence of halal certificates owned by producers and halal logos listed on product packaging. This awareness variable uses five indicators, namely awareness of searching for references, awareness of consuming halal products, awareness of avoiding something that is syubhat, awareness of paying attention to

⁹ Ujang Sumarwan, "Model Keputusan Konsumen," *Perilaku Konsumen* 5 (2014): 1–41.

¹⁰ Aulia, Makmur, and Hamid, "Perilaku Konsumsi Fast Food Mahasiswa Fakultas Pertanian Unsyiah Kota Banda Aceh."

¹¹ Anandira Waldi, "Pengaruh Pengetahuan Konsumen Dan Kesadaran Halal Terhadap Keputusan Pembelian Produk Kosmetik Merek Maybelline Di Kelurahan Sialang Sakti Pekanbaru" (Universitas Islam Negeri Sultan Syarif Kasim Riau, 2018).

¹² Sandi Salere, Abdul Razak Munir, and Nurdjanah Hamid, "The Effect of Celebrity Endorser and Halal Brand Image on Customers' Purchasing Decisions of Wardah Cosmetics," in *3rd International Conference on Accounting, Management and Economics 2018 (ICAME 2018)* (Atlantis Press, 2019), 454–64.

the halal logo, and awareness of ensuring halalness 13.¹⁴ The results of this study support previous research by Aulia,¹⁵ namely halal product awareness has a significant effect on purchasing decisions, Walidi's research,¹⁶ namely halal product awareness has a significant effect on purchasing decisions, and Malik's research, namely halal product awareness has a significant effect on purchasing decisions.¹⁷

CONCLUSION

Based on the results of the analysis that has been carried out in this study, it can be concluded that religiosity in terms of Islamic economic perspective has a significant effect on purchasing decisions for halal products for students of the Faculty of Economics and Business, Sharia Economics Study Program, University of Jember. Indicated by a significance value less than the significance level, the first hypothesis can be accepted. So it can be concluded that the level of religiosity of a Muslim will affect the decision to purchase halal products. Knowledge in terms of Islamic economic perspective has a significant effect on purchasing decisions for halal products for students of the Faculty of Economics and Business, Sharia Economics Study Program, University of Jember. Indicated by a significance value less than the significance level, the second hypothesis can be accepted. So it can be concluded that knowledge of halal products will affect the decision to purchase halal products. Awareness in terms of Islamic economic perspective has a significant effect on purchasing decisions for halal products for students of the Faculty of Economics and Business, Sharia Economics Study Program, University of Jember. It is shown that the significance value is less than the significance level, so hypothesis three can be accepted. So it can be concluded that awareness of consuming halal products will affect the decision to purchase halal products.

¹³ Agus Mahardiyanto et al., "Persepsi Dan Pengetahuan Generasi Millennial Terhadap Produk Halal," *Jurnal Cakrawala Ilmiah* 1, no. 7 (2022): 83–96.

¹⁴ Suhaimi Amirul Shahrin, "The Influence of Attitude, Halal Awareness, Islamic Brand and Product Knowledge on Purchase Intention towards Imported Halal Food among Muslim Consumers in Malaysia" (UTAR, 2019).

¹⁵ Aulia, Makmur, and Hamid, "Perilaku Konsumsi Fast Food Mahasiswa Fakultas Pertanian Unsyiah Kota Banda Aceh."

¹⁶ Walidi, "Pengaruh Pengetahuan Konsumen Dan Kesadaran Halal Terhadap Keputusan Pembelian Produk Kosmetik Merek Maybelline Di Kelurahan Sialang Sakti Pekanbaru"."

¹⁷ M Zaki Zakaria et al., "Fuzzy Expert Systems (Fes) for Halal Food Additive," *Indones J. Electr. Eng. Comput. Sci* 13 (2019): 1073–78.

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