

Analyzing the Role of Digital Marketing Attributes on Students' Intention to Purchase Halal Products

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Abstract

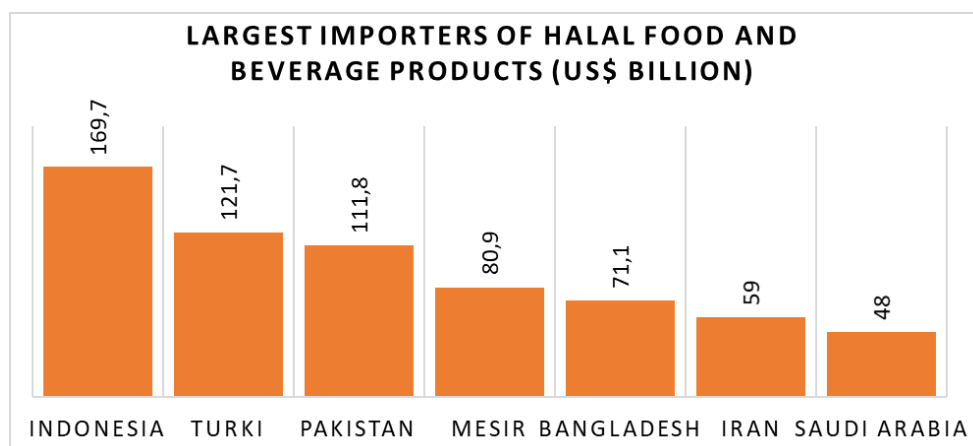
The rapid development of digital technology has driven substantial changes in consumption patterns and marketing strategies, including purchasing decisions related to halal products among university students, who represent the generation most adaptive to technological advancement. Growing awareness of the importance of halal assurance and information transparency positions digital marketing as a crucial instrument in shaping purchase intention. This study aims to analyze the influence of Digital Marketing Exposure (DME), Influencer Trust (IT), Digital Content Quality (DCQ), and electronic Word of Mouth (eWOM) on Halal Product Intention (HPI) among university students. The research employs a quantitative approach with purposive sampling involving 100 student respondents in Purwokerto who are active users of digital media. Data were analyzed using multiple linear regression after passing classical assumption tests to ensure model feasibility. The findings indicate that DME has a significant negative effect on HPI, while DCQ and eWOM have significant positive effects. Meanwhile, IT shows no significant effect on HPI. These results suggest that higher-quality digital content and stronger online recommendations increase students' intention to purchase halal products, whereas excessive digital marketing exposure may instead reduce purchase interest. This study underscores the need for more selective halal digital marketing strategies that prioritize content quality and strengthen eWOM to enhance purchase intention among young consumers. The implications of this research may serve as a reference for businesses, marketers, and policymakers in designing effective and relevant halal marketing strategies in the digital era.

Keywords: halal product intention; digital marketing exposure; digital content quality; e-WOM; university students.

INTRODUCTION

Recent advancements in digital technology have driven major transformations in marketing strategies. Marketing activities that once relied on conventional media have now shifted to digital platforms that are faster, more interactive, and capable of reaching a wider audience. Social media, online marketplaces, and various forms of digital content have become strategic components in shaping consumer perceptions. University students, as the demographic most intensely engaged with the internet and social media for information seeking, interaction, and shopping, enable information to spread rapidly among consumers (Farah et al., 2024).

The growing wave of digitalization has also heightened public awareness of the importance of halal aspects in products they intend to purchase. This awareness is influenced not only by religiosity but also by consumers' need for safety assurance, quality, and transparency of product information (Aidina et al., 2023). The government supports this through the Halal Product Assurance Law (UU-JPH), which requires many businesses to obtain halal certification. This development has pushed halal products further into the mainstream market, strengthened by digital marketing strategies that enhance branding and build consumer trust, particularly among university students. From food and beverages to cosmetics, skincare, and fashion, halal products have become an essential part of students' consumption preferences (Setiawan & Mauluddi, 2019).



Source: State of the Global Islamic Economy Report 2017/2018

Figure 1. Global Importer Data

Based on the (Islamic & Report, 2017) the strong public preference for halal products is reflected in the high level of halal product consumption, where Indonesia ranks as the world's largest importer of halal food and beverages, with a value reaching US\$169.7 billion surpassing Turkey and Pakistan. This large import value indicates that Indonesian consumers heavily depend on halal products and prioritize quality assurance when selecting goods for consumption. This tendency aligns with findings from a study by (Qoni'ah, 2022), which explains that halal certification serves as a protective mechanism ensuring that products are safe, hygienic, and of high quality through a transparent process from raw materials to distribution. Therefore, the preference for halal products emerges not only from religious considerations but also

because halal certification is viewed as a standard of product safety and reliability, especially among university students who are increasingly selective in processing information.

As the most dominant consumers in the digital world, university students exhibit behavioral patterns that are strongly influenced by digital content, influencers, and online recommendations (electronic word of mouth/e-WOM). Students' purchase intention also increases when a product includes halal certification, as it is perceived as more reliable and of higher quality, thus encouraging consumer interest (Putri et al., 2024). Students often assess the quality of content, consider influencer credibility, compare reviews, and evaluate the intensity of digital marketing exposure before deciding to purchase a product. However, extensive digital marketing does not always result in strong purchase intention. Doubts about influencer trustworthiness, uninformative content, inconsistent messaging, and biased e-WOM reviews are among the reasons why students may remain unconvinced about purchasing halal products. This highlights a gap between digital marketing strategies and students' perceptions as consumers.

Previous studies also demonstrate that digital marketing factors play a significant role in shaping consumer purchase intention. A study by (Nisa & Roostika, 2024) found that social media interaction, content quality, and information source credibility significantly influence purchase intention toward digitally marketed products. However, their study did not focus on the context of halal products and did not position university students as the primary subjects, leaving a research gap regarding how digital marketing affects students' purchase intention for halal products. Similar findings were presented by (Dabbous & Barakat, 2020a), who explained that content quality and brand interactivity on social media are highly influential for Millennials. These factors significantly enhance hedonic motivation, strengthen consumer engagement, and increase brand awareness, ultimately contributing positively to purchase intention both online and offline. Their research highlights the necessity of investing in high-quality digital content to build emotional closeness and consumer trust (Dabbous & Barakat, 2020b).

This study focuses on four main variables with digital marketing intensity of digital marketing exposure, trust in influencers, digital content quality, and electronic word of mouth (e-WOM) and their influence on students purchase intentions toward halal products. Analyzing these variables is relevant given the growing presence of halal products and the significant involvement of students within the digital ecosystem. University students were chosen as research subjects because they are critical consumers, highly adaptive to technological developments, and extremely active in receiving and processing digital information. Their intensive use of social media and their awareness of halal issues make them the ideal group to assess the effectiveness of digital marketing strategies in increasing purchase intention for halal products. Thus, this study is expected to provide both academic and practical contributions to the development of more effective and targeted digital marketing strategies for halal products.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Theory of Planned Behaviour

The Theory of Planned Behavior (TPB) developed by (Ajzen, 1991) explains that the intention or interest to perform a behavior is influenced by three main components, which are attitude, subjective norms, and perceived behavioral control. In the context of purchasing halal products, a positive attitude towards the halal status of products, social environmental support, and the belief that purchasing halal products is an easy thing to do will strengthen the intention to buy. Students who view halal products as a safe, reliable, and relevant choice in line with their values tend to show a higher level of purchase interest. (Maulina et al., 2021) research supports these findings by showing that TPB can explain 42.6% of the intention to purchase halal food products among Muslim students in Jakarta, where religiosity, subjective norm, and perceived behavioral control were found to have a significant effect. These findings confirm that psychological and social factors are the main drivers of purchase intention for halal products.

Stimulus–Organism–Response Theory

(Mehrabian & Russel, 1974) explain that human behavior is formed through three stages: stimulus, organism (internal processes), and response (action). In digital marketing, stimuli take the form of advertisements, promotional content, social media posts, and other digital campaigns about halal products. When students receive these stimuli repeatedly, they process the information cognitively and affectively, forming positive perceptions of halal products. The result is a response in the form of increased purchasing interest. Thus, the higher the intensity of digital marketing. (Nova & Nurdin, 2020) confirm this mechanism by showing that celebrity endorsers and product quality as stimuli influence consumer attitudes, which ultimately increase decisions and intentions to purchase halal products. This reinforces the relevance of the S-O-R theory in explaining how the intensity and quality of digital marketing can shape purchase intention.

Electronic Word of Mouth (e-WOM) Theory

(Hennig-Thurau et al., 2004) explain that e-WOM is the process of conveying information or recommendations between consumers through digital platforms, such as online reviews, comments, testimonials, and ratings. As digital natives, students are highly dependent on e-WOM before deciding to purchase a product. Positive recommendations about halal products can increase trust and reduce consumer perception risk, thereby strengthening purchase interest. Thus, e-WOM is one of the important variables that influence the purchase interest of halal products among students. (Wajdi et al., 2020) e-WOM and brand image influence purchase intention for halal cosmetic products on Instagram. These findings prove that information disseminated through digital interactions has the ability to shape consumer perceptions and beliefs about a product, including halal products.

Halal Awareness Theory

Halal Awareness Theory explains that individuals' understanding and awareness of the concept of halal will influence consumers' assessments and behavior towards halal products. (Bashir, 2019) states that the level of halal awareness includes consumers' understanding of the importance of a product's halal status, knowledge related to halal certification, and the belief that halal products provide safety, comfort, and conformity with personal values. The higher the level of halal awareness, the greater the tendency for a person to choose and purchase halal products. In the context of students, increased literacy about halal products both from formal education and exposure to digital media, can strengthen their interest in purchasing halal products. (Ummah et al., 2023) also supports this by showing that halal awareness has a positive and significant influence on consumer purchase interest in quantitative studies based on the Likert scale. This confirms the role of halal awareness as an important determinant in the formation of purchase intention.

Hypothesis Development

H1: Digital marketing exposure has a positive effect on students' interest in purchasing halal products.

H2: Influencers trust has a positive effect on interest in purchasing halal products.

H3: Digital content quality has a positive effect on students' interest in purchasing halal products.

H4: Electronic word of mouth (e-WOM) has a positive effect on students' interest in purchasing halal products.

H5: Digital marketing exposure, influencers trust, digital content quality, and e-WOM simultaneously have a positive effect on students' interest in purchasing halal products.

RESEARCH METHOD

This study employs a quantitative approach using a survey method to examine the effect of digital marketing on students' intentions to purchase halal products in Purwokerto. Primary data were collected through an online questionnaire distributed to 100 students selected via purposive sampling. The selection criteria included active students who had been exposed to digital promotional content related to halal products.

The research instrument utilized a five-point Likert scale to measure the dependent variable: intention to purchase halal products. Four independent variables were also assessed: intensity of exposure to digital marketing, trust in influencers, quality of digital content, and electronic word of mouth (eWOM). Prior to use, the instrument underwent validity and reliability testing through limited trials.

The collected data were analyzed using descriptive statistics and multiple linear regression. Validity, reliability, and classical assumption tests were conducted to

ensure the model's feasibility. All data processing and analysis were performed using Stata software.

$$HPI = \alpha + \beta_1 DME_1 + \beta_2 IT_2 + \beta_3 DCQ_3 + \beta_4 eWOM_4 + e$$

HPI : Halal Product Intention
 α : Constant
 $\beta_1 \dots \beta_4$: Coefficient of Regression
DME : Digital Marketing Exposure
IT : Influencer Trust
DCQ : Digital Content Quality
eWOM : Electronic Word of Mouth
e : Error Term

RESULT AND ANALYSIS

The purchase intention of halal products among university students in Purwokerto has become an increasingly relevant issue in line with the growing awareness of product halalness and the intensive use of digital media in consumption activities. Advances in information technology and social media have encouraged students to actively access product information, consumer reviews, and influencer recommendations before making purchase decisions. Consequently, factors such as Digital Marketing Exposure (DME), Influencer Trust (IT), Digital Content Quality (DCQ), and Electronic Word of Mouth (e-WOM) are presumed to play an important role in shaping halal product purchase intention. Massive digital marketing efforts, trust in influencers, informative and engaging digital content, as well as online reviews and recommendations, serve as stimuli that may influence students' attitudes and behaviors toward halal product choices.

To determine the extent of influence of these factors on Halal Product Intention (HPI), this study employs multiple linear regression analysis preceded by a series of classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to ensure the reliability and feasibility of the regression model.

Skewness and kurtosis tests for normality					
Variable	Obs	Pr(skewness)	Pr(kurtosis)	Joint test	
				Adj chi2(2)	Prob>chi2
resid	100	0.9632	0.9970	0.00	0.9989

Shapiro-Wilk W test for normal data					
Variable	Obs	W	V	z	Prob>z
resid	100	0.99639	0.298	-2.683	0.99635

Figure 2. Normality Test

The normality test using skewness and kurtosis yields a Prob(skewness) value of 0.9632 and a Prob(kurtosis) value of 0.9970, both of which exceed the 0.05

significance level. This indicates that the data are normally distributed. The results are further supported by the Shapiro–Wilk test, which produces a Prob>z value of 0.99635, thus confirming that the data meet the normality assumption.

Variable	VIF	1/VIF
DCQ	2.61	0.382672
eWOM	2.02	0.494429
IT	1.57	0.636875
DME	1.53	0.654523
Mean VIF	1.93	

Figure 3. Uji Multikolinearitas

The multicollinearity test shows that the VIF values for all independent variables, Digital Marketing Exposure, Influencer Trust, Digital Content Quality, and Electronic Word of Mouth, range from 1.53 to 2.61, with a mean VIF of 1.93. These values fall well below the critical threshold of 10 (and even below 5), indicating the absence of multicollinearity. Thus, the independent variables do not exhibit high intercorrelation, allowing the regression model to be interpreted without bias.

Breusch–Pagan/Cook–Weisberg test for heteroskedasticity

Assumption: Normal error terms

Variable: Fitted values of HPI

H0: Constant variance

chi2(1) = 1.80

Prob > chi2 = 0.1803

White's test

H0: Homoskedasticity

Ha: Unrestricted heteroskedasticity

chi2(14) = 21.49

Prob > chi2 = 0.0898

Cameron & Trivedi's decomposition of IM-test

Source	chi2	df	p
Heteroskedasticity	21.49	14	0.0898
Skewness	8.80	4	0.0662
Kurtosis	0.17	1	0.6767
Total	30.46	19	0.0462

Figure 4. Uji Heteroskedastisitas

Based on the heteroskedasticity test using the Breusch–Pagan method, the value of prob > chi² is 0.1803, which is greater than 0.05, indicating that the model does not exhibit heteroskedasticity. This finding is supported by the White test, where the chi² value of 21.49 with 14 degrees of freedom (df) produces a probability (p-value) of

0.0898. Since the p-value is greater than 0.05, the model is confirmed to be free from heteroskedasticity. In addition, Cameron and Trivedi's Decomposition of the IM-test also shows that the p-values for heteroskedasticity, skewness, and kurtosis components are all greater than 0.05, indicating that the model successfully passes the heteroskedasticity assessment.

Source	SS	df	MS	Number of obs	=	100
Model	461.698685	4	115.424671	F(4, 95)	=	30.52
Residual	359.274015	95	3.78183173	Prob > F	=	0.0000
				R-squared	=	0.5624
				Adj R-squared	=	0.5440
Total	820.9727	99	8.29265353	Root MSE	=	1.9447

HPI	Coefficient	Std. err.	t	P> t	[95% conf. interval]	
DME	-.2446227	.0736279	-3.32	0.001	-.3907925	-.0984529
IT	-.0586321	.072313	-0.81	0.420	-.2021916	.0849274
DCQ	.3845176	.1036549	3.71	0.000	.1787366	.5902985
eWOM	.5497303	.0916055	6.00	0.000	.3678704	.7315902
_cons	4.661604	1.010649	4.61	0.000	2.655213	6.667996

Figure 5. Regresi Linear Berganda

The equation generated in the model can be explained as follows:

$$HPI = 4.661604 - 0.2446227DME - 0.586321IT + 0.3845176DCQ + 0.5497303eWOM$$

The constant value of 4.661604 is positive, indicating that when all independent variables are held constant, the Halal Product Intention (HPI) among university students increases by 4.661604 units. The coefficient of the Digital Marketing Exposure (DME) variable is -0.2446227 , suggesting that for every one-unit increase in digital marketing exposure, HPI decreases by 0.2446227 units. Hal ini tidak sejalan dengan penelitian (Mala et al., 2023) yang menjelaskan bahwa digital marketing memiliki pengaruh positif terhadap halal product intention. The coefficient for Influencer Trust (IT), valued at -0.586321 , also indicates a negative relationship, meaning that a one-unit increase in trust toward influencers reduces HPI by 0.586321 units. In contrast, the coefficient for Digital Content Quality (DCQ) is 0.3845176, showing a positive effect. This implies that a one-unit increase in digital content quality leads to an increase of 0.3845176 units in HPI among university students in Purwokerto, yang sesuai dengan penelitian (Trigina et al., 2025) Similarly, the coefficient for electronic Word of Mouth (eWOM), which is 0.5497303, indicates that a one-unit increase in digital recommendations or reviews raises HPI by 0.5497303 units. This result is consistent with the findings of (Setyawan, A. A., & Istiqomah, 2025) who concluded that e-WOM has a positive and significant influence on halal product intention.

The next stage of analysis was conducted using the t-test (partial test). If the calculated t-value is greater than the critical t-table value ($t_{\text{calculated}} > t_{\text{table}}$) and the probability value is less than 0.05 ($p < 0.05$), then the independent variable has a significant effect on the dependent variable. Conversely, if the calculated t-value is smaller than the t-table value ($t_{\text{calculated}} < t_{\text{table}}$) and the probability value is greater than 0.05 ($p > 0.05$), then the independent variable has no significant effect on the dependent variable.

- (1) The t-value for digital marketing exposure is -3.32 with a probability of 0.001 . Since the calculated t-value is greater than the t-table value ($-3.32 > -1.98$) and the probability is less than 0.05 ($0.001 < 0.05$), digital marketing exposure has a significant negative effect on halal product intention among university students in Purwokerto.
- (2) The t-value for influencer trust is -0.81 with a probability of 0.428 . The calculated t-value is greater than the t-table value ($-0.81 > -1.98$), while the probability exceeds 0.05 ($0.428 > 0.05$). This indicates that influencer trust does not have a significant negative effect on halal product intention among university students in Purwokerto.
- (3) The t-value for digital content quality is 3.71 with a probability of 0.000 . Because the calculated t-value is greater than the t-table value ($3.71 > 1.98$) and the probability is below 0.05 ($0.000 < 0.05$), digital content quality has a significant positive effect on halal product intention.
- (4) The t-value for e-WOM is 6.00 with a probability of 0.000 . As the t-value is greater than the t-table value ($6.00 > 1.98$) and the probability is less than 0.05 ($0.000 < 0.05$), e-WOM significantly and positively influences halal product intention among students in Purwokerto.

The F-test for multiple linear regression evaluates the simultaneous influence of all independent variables on the dependent variable. If the calculated F-value exceeds the F-table value ($F\text{-calculated} > F\text{-table}$) and $\text{Prob}(F)$ is less than 0.05 , a simultaneous effect is present. The results show an F-calculated value of 30.52 with $\text{Prob}(F) = 0.000$, indicating that the value exceeds the F-table value ($30.52 > 2.47$) and the probability is below 0.05 . Thus, digital marketing exposure, influencer trust, digital content quality, and e-WOM jointly influence halal product intention among university students in Purwokerto.

The coefficient of determination (R Square) is 0.5624 , meaning that 56.24% of the variation in halal product intention is explained by digital marketing exposure, influencer trust, digital content quality, and e-WOM, whereas the remaining 43.76% is explained by other variables outside the model..

CONCLUSION

Based on the findings of this study, it can be concluded that Halal Product Intention (HPI) among university students is significantly influenced by several factors. Digital Marketing Exposure (DME) has a significant negative effect, indicating that higher levels of digital marketing exposure received by students actually reduce their intention to purchase halal products, possibly due to information fatigue or perceived promotional overload. Conversely, Digital Content Quality (DCQ) and electronic Word of Mouth (eWOM) demonstrate significant positive effects, suggesting that better-quality digital content and stronger digital recommendations or reviews increase students' intention to choose halal products. Meanwhile, Influencer Trust (IT) does not exert a significant effect on HPI, implying that the level of trust in influencers does not serve as a determining factor in encouraging halal product purchase intention. These findings highlight that halal product marketing strategies are more effective when focused on enhancing content quality and strengthening digital word-of-mouth

activities, rather than merely increasing advertising exposure or relying solely on influencers.

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