

## **The Relationship Between Perception of Halal Certification and Purchase Decision of Contemporary Drinks among Students of Jenderal Soedirman University**

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**Abstract:** The development of the food industry in Indonesia has given rise to various kinds of innovative and popular contemporary foods and beverages. Although contemporary drinks are currently popular with consumers in Indonesia, many contemporary drinks do not have halal certification. Muslim consumers must be aware of the halalness of the ingredients and the manufacturing process. This study aims to determine the relationship between the perception of halal certification and the decision to purchase contemporary drinks among students of Jenderal Soedirman University. This study is an explanatory research type with a cross-sectional design. A sample of 106 students of Jenderal Soedirman University was taken using a purposive sampling technique. Data were analyzed using the Spearman Rank test. The results of the study showed that there was a significant relationship between the perception of halal certification and the decision to purchase contemporary drinks among students of Jenderal Soedirman University with the strength of the relationship between variables being quite strong and in the same direction ( $p = 0.000$ , correlation coefficient = 0.583).

**Keywords:** perception; halal certification; purchasing decision; contemporary drinks

**Abstrak:** Berkembangnya industri pangan di Indonesia memunculkan berbagai macam makanan dan minuman kekinian yang inovatif dan populer. Meskipun minuman kekinian saat ini digemari konsumen di Indonesia tetapi masih banyak ditemukan minuman kekinian yang belum memiliki sertifikat halal dan perlu diwaspadai kehalalan bahan dan proses pembuatannya oleh konsumen Muslim. Penelitian ini bertujuan untuk mengetahui hubungan persepsi sertifikasi halal dengan keputusan pembelian minuman kekinian pada mahasiswa Universitas Jenderal Soedirman. Penelitian ini merupakan jenis penelitian explanatory research dengan desain cross sectional. Sampel sebanyak 106 mahasiswa Universitas Jenderal Soedirman diambil dengan teknik purposive sampling. Data dianalisis menggunakan uji Rank Spearman. Adapaun hasil penelitian menunjukkan bahwa ada hubungan yang signifikan antara persepsi sertifikasi halal dengan keputusan pembelian minuman kekinian pada mahasiswa Universitas Jenderal Soedirman dengan kekuatan hubungan antar variabel cukup kuat dan searah ( $p=0,000$ , correlation coefficient=0,583).

**Kata kunci:** persepsi; sertifikasi halal; keputusan pembelian; minuman kekinian

## A. Introduction

Indonesia has the largest Muslim population in the world, reaching 209.12 million people, equivalent to 87% of the total population. This number is predicted to continue increasing every year. Along with the increasing number of Muslims in Indonesia, there is an increase in the need for halal food, so the opportunities for the halal food industry in Indonesia are also increasing.<sup>1</sup>

Consuming halal products in Islam is mandatory. The command to consume halal food is in the Al-Quran, Surah Al-Baqarah, verse 168. Halal is permissible to do, use, or drink according to Islamic law based on the Al-Quran, Hadith, or Ijtihad.<sup>1</sup> The government, through the Halal Product Guarantee Agency (BPJPH) issues halal certificates based on written fatwas issued by the Indonesian Ulema Council (MUI) so that products that have halal certificates mean that the product has passed the inspection and is free from elements of the process and content of substances that are prohibited by Islamic teachings.<sup>2</sup>

In general, Muslim consumers will positively perceive food products that use a halal approach. Thus, this knowledge becomes a strong perception in the minds of the Muslim population in Indonesia.<sup>1</sup> A religious group will make purchasing decisions that are influenced by their religious identity.<sup>3</sup> This is in line with Ambali dan Bakar's research stating that religious beliefs are one of the factors that influence consumers in the decision to buy and consume halal food.<sup>1</sup>

The development of the food industry in Indonesia has given rise to various innovative and popular contemporary foods and beverages. Brown sugar milk coffee, cheese tea, regal drinks, Thai tea, boba, and so on are examples of several types of contemporary drinks. Based on Grab Food data in 2018, beverage sales increased by 3,000% in Southeast Asia, with Indonesia in first place.<sup>4</sup> One of the contemporary beverage brands in Purwokerto is Milkmax. Based on sales data in 2016, there was an increase in sales in each branch reaching  $\geq 100$  glasses/month.

Although contemporary drinks are currently popular with consumers in Indonesia, many contemporary drinks do not have halal certification. The brands Xiboba, Gulu-Gulu, Ban Ban Tea, and so on are examples of brands that do not have halal certification in Indonesia. In the development of contemporary beverage types, there are ingredients whose halalness needs to be monitored, namely the use of gelatin, rum, milk, sugar, and so on. Gelatin is one of the ingredients whose halalness is doubted by Muslim consumers because the ingredients used come from the bones or skin of livestock such as buffalo, goats, fish, and pigs. If the gelatin used comes from animals, it must be ensured that it comes from halal

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<sup>1</sup> Dewi, N. S. A. A. (2020) 'Kajian Kesadaran Konsumsi Pangan Halal Pada Pelajar SLTP', *Indonesia Journal of Halal*, 3(1), pp. 69–73.

<sup>2</sup> Syahputra, A. and Hamoraon, H. D. (2014) 'Pengaruh Labelisasi Halal terhadap Keputusan Masyarakat Kecamatan Perbaungan dalam Pembelian Produk Makanan dalam Kemasan', *Jurnal Ekonomi dan Keuangan*, 2(8), p. 14806.

<sup>3</sup> Khoerunnisa, T. and Puspaningrum, A. (2016) 'Pengaruh Kepercayaan Agama, Logo Halal, Pemaparan, dan Alasan Kesehatan Terhadap Kesadaran Merek dan Keputusan Pembelian Makanan Halal Pada Penduduk Kota Malang', *Ekonomi Bisnis*, 21(1), pp. 36–45.

<sup>4</sup> Hamdan, H. and Raharja, I. (2020) 'Peran Product Knowledge Terhadap Persepsi Risiko Minuman Kekinian', *Jurnal Ilmu Manajemen Terapan*, 2(1), pp. 128–141.

animals and is slaughtered according to Islamic law. Almost all gelatin products are imported so it is necessary to pay attention to the certainty of the halalness of the product with halal certification.<sup>1</sup>

Student behavior in choosing types of food and drinks is influenced by several factors such as cultural, social, personal, and psychological.<sup>5</sup> Culture is the factor that has the most influence on student consumption patterns. This is due to the development of knowledge and information about the types of food and drinks presented through social media.<sup>1</sup>

Students are one of the consumers with quite high purchasing power. This group likes practical and attractive products.<sup>6</sup> The results of a study conducted by Veronika and Ilmi regarding contemporary drinks among students in Depok and Jakarta found that 483 respondents (89.4%) stated that they liked to consume contemporary drinks.<sup>1</sup>

The results of a study by Widiyanti and Harti stated that consumers who buy at contemporary coffee shops in Surabaya are predominantly aged 19-30 years with a percentage of 79.1%. This generation currently enjoys hanging out and enjoying coffee at contemporary shops.<sup>7</sup> These results are also in line with the research of A'ini and Alfy where students prefer contemporary drinks because they are easier to get and can be taken anywhere. The most popular drinks are contemporary tea and coffee.<sup>1</sup>

Based on previous studies, many factors influence students' consumption of contemporary drinks. Therefore, the author is interested in studying the relationship between perceptions of halal certification and purchasing decisions for contemporary drinks among students of Jenderal Soedirman University.

This research is a type of explanatory research, namely research that explains the relationship between halal certification perceptions and purchasing decisions for contemporary drinks including thai tea, boba, milkshake, tea, cheese tea, and coffee or coffee milk among students at Jenderal Soedirman University. The research design uses a cross-sectional approach. In cross-sectional research, the dependent and independent variables that occur in the research object are measured and collected at the same time.<sup>8</sup>

The population and sample in this study were students at Jenderal Soedirman University. The sample used in this study was determined using purposive sampling, a technique in which samples are selected by deliberately adjusting the research objectives.<sup>1</sup> The samples that are in this study and fall into the inclusion category are 106 students.

Meanwhile, in data analysis using SPSS version 16.0 focuses on univariate and bivariate analysis. Univariate analysis is intended for respondent characteristic data and each variable. In contrast to bivariate analysis, it explains the relationship between halal

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<sup>5</sup> Astuti, T. P. (2018) '*Analisis Faktor-Faktor Yang Mempengaruhi Pola Konsumsi Mahasiswa (Studi Kasus: Mahasiswa Pendidikan IPS FITK UIN Jakarta)*'. Skripsi. Jakarta: FITK UIN Syarif Hidayatullah Jakarta.

<sup>6</sup> Carolina, Y., Wangi, M. P. and Siaputra, H. (2020) 'Faktor Minat Beli Produk Minuman di Vending Machine (Studi Kasus Mahasiswa UK Petra)', *Jurnal Hospitality dan Manajemen Jasa*, 8(1).

<sup>7</sup> Widiyanti, D. and Harti, H. (2021) 'Pengaruh Self-Actualization dan Gaya Hidup Hangout Terhadap Keputusan Pembelian di Kedai Kopi Kekinian Pada Generasi Milenial Surabaya', *Jurnal Manajemen Pemasaran*, 15(1), pp. 50–60.

<sup>8</sup> Notoatmodjo, S. (2010) *Metodologi Penelitian Kesehatan*. Jakarta: Rineka Cipta.

certification perceptions and contemporary purchasing decisions. The data were analyzed using the Spearman rank statistical test to see the significance of the relationship between halal certification perceptions and purchasing decisions for contemporary beverages. If a significance value of  $<0.05$  is obtained, it means that there is a significant relationship between the independent variable and the dependent variable. The level of strength of the relationship and the direction of the relationship can be seen in the correlation coefficient value. The correlation coefficient is positive, meaning the relationship between the two variables is in the same direction and vice versa.

## **B. Perception of Halal Certification**

Perception is the reception of information and understanding of the environment to form conclusions and interpretations based on the experience of the five senses. Perception is related to how individuals understand the information obtained. This will later affect the behaviour of each individual who receives the information. Each individual can perceive differently even though the object is the same.<sup>9</sup>

Meanwhile, halal certification acknowledges the halalness of a product issued by BPJPH based on a written fatwa issued by the MUI. Halal itself can be interpreted as permissible, not bound or free. This means that something that is said to be halal is something that is permitted by religion because it is free from the bonds of danger, both worldly and hereafter dangers.<sup>1</sup> In addition, the MUI also states that the halalness of a product must be in accordance with Islamic law and have obtained halal certification. This halal certification is a requirement to obtain permission to include the halal label on a product.<sup>10</sup> The purpose of implementing halal certification is to provide comfort, security, safety, and certainty of the availability of halal products for the community when consuming and using products. In addition, it increases the added value for business actors when producing and selling their products. So, every Muslim needs to know halal labels to distinguish food or drinks that are safe to buy.<sup>11</sup>

Halal certification on food products indicates that the product does not contain elements or materials that are haram or prohibited for consumption by Muslims, from providing materials, processing, storage, packaging, distribution, and sales to presenting products to consumers. In addition, the use of food raw materials, food additives, auxiliary materials, and other auxiliary materials is managed in accordance with the provisions of Islamic religious law.<sup>1</sup> Halal certification is currently one of the points for competitiveness in international trade. However, the core of halal certification is the guarantee of halal safety

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<sup>9</sup> Agrosamdhyo, R. (2020) *Objektivitas Mahasiswa dalam Berwirausaha*. Bandung: Media Sains Indonesia.

<sup>10</sup> Qisti Lativa Wardani, Munasib M., Atikah Proverawati, (2023), The difference between knowledge and attitude of Jenderal Soedirman University students in consuming halal food, *AIP Conf. Proc.* 2586, 050012 (2023) <https://doi.org/10.1063/5.0111096>

<sup>11</sup> Tsaniyah, N. S., Nuraeni, I., Munasib, Atikah Proverawati, & Wahyurin, I. S. (2024). Hubungan Pengetahuan Label Halal dan Kesadaran Kesehatan dengan Keputusan pembelian Makanan Kemasan Halal pada Santri Pondok Pesantren Al-amin Pabuwaran, Purwokerto: The Relationship Between Halal Label Knowledge and Health Awareness with Halal Food Purchasing Decisions on Santri Pesantren Al-Quran Al-amin Pabuwaran, Purwokerto. *JURNAL GIZI DAN KESEHATAN*, 16(1), 11–22. <https://doi.org/10.35473/jgk.v16i1.478>

that has gone through a series of detailed inspection processes to obtain halal legality and become a parameter for guaranteeing product safety for consumption by Muslims.<sup>12</sup>

From the several terms above, the perception of halal certification is a form of receiving information and understanding about products that have been recognized as halal by BPJPH based on the MUI fatwa.

### C. Purchase Decision of Contemporary Drinks

Purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviours and choose one of them. Consumer decisions are a problem-solving approach to human activities to buy goods or services to fulfill their desires and needs.<sup>1</sup>

Meanwhile, contemporary drinks are a term used for innovative and popular drinks. Contemporary drinks include boba, cheese tea, brown sugar coffee milk, Thai tea, regal drinks, and milkshakes. In general, contemporary drinks contain high levels of sugar and calories and are part of the group of sweetened drinks or sugar-sweetened beverages. The process of making contemporary drinks is the processing and mixing various ingredients. The main ingredients used are milk, coffee, and tea. In addition, it also uses several other food additives.<sup>13</sup>

From the two definitions above, it can be concluded that the decision to purchase contemporary drinks is an integration process that combines knowledge to evaluate two or more alternative behaviours and choose one of the innovative and popular types of drinks.

### D. Respondent Characteristics

From the results of the instruments used, the respondents involved in this study have the characteristics in the following table.

Table 1. Respondent Characteristics

No	Characteristic	Frequency	
		N	%
1.	<b>Age (Year)</b>		
	18	1	0.9%
	19	7	6.6%
	20	23	21.7%
	21	40	37.7%
	22	28	26.4%
	23	5	4.7%
	24	1	0.9%
25	1	0.9%	
2.	<b>Gender</b>		
	Male	36	34%
	Female	70	66%

<sup>12</sup> Charity, M. L. (2017) 'Jaminan produk halal di Indonesia (Halal products guarantee in Indonesia)', *Jurnal Legislasi Indonesia*, 14(1), pp. 99–107.

<sup>13</sup> Hamdan, H. and Raharja, I. (2020) 'Peran Product Knowledge Terhadap Persepsi Risiko Minuman Kekinian', *Jurnal Ilmu Manajemen Terapan*, 2(1), pp. 128–141.

Table 1 shows that the gender of the respondents in this study was female, 70 people (66%). The results of this study showed that 40 respondents (37.7%) were 21 years old.

The results of this study indicate that respondents are in the age range of 18-25 years with the majority being 21 years old, 40 respondents (37.7%). According to Handayani, students are included in the age range of 18-25 years and can be classified as late adolescence to early adulthood. When viewed in terms of development at that age, students are in the process of establishing their life stance so that their development makes an individual experience changes, one of which is in the choice of food and drinks.<sup>1</sup>

In this study, there were more female respondents than male respondents, namely 70 female respondents (66%) and 36 male respondents (34%). According to the results of Yustika's research, women are more active in using and utilizing social media than men. Men tend to use smartphones for other purposes and are more interested in games than social media. This is one of the reasons why women dominated respondents who filled out the research questionnaire.<sup>14</sup>

### E. Overview of Contemporary Drink Consumption Among Students of Jenderal Soedirman University

Table 2 illustrates the overview of contemporary drink consumption among Jenderal Soedirman University students obtained from the research data. It shows that most respondents, 48 students of Jenderal Soedirman University (45.3%), most often consume coffee or coffee milk. This study shows the frequency of consumption of contemporary drinks in 46 respondents (43.4%), which is 1-2x/week.

Table 2. Overview of Contemporary Drink Consumption Among Students of Jenderal Soedirman University

No	Overview of Contemporary Drink Consumption	Frequency	
		N	%
<b>1.</b>	<b>Type of Drink</b>		
	Coffee/Milk Coffee	48	45.3%
	Thai tea	19	17.9%
	Boba	18	17%
	Milkshake	11	10.4%
	Tea	9	8.5%
	Cheese tea	1	0.9%
<b>2.</b>	<b>Frequency of Consumption of Contemporary Drinks</b>		
	>1x/day	-	-
	1x/day	4	3.8%
	3-6x/week	17	16%
	1-2x/week	46	43.4%
	1-3x/month	39	36.8%

The table above also shows the types of contemporary drinks respondents consume, such as coffee or coffee milk, thai tea, boba, milkshake, tea, and cheese tea. Based on this study's results, 48 respondents (45.3%) liked to consume the type of contemporary drinks, namely coffee or coffee milk. This figure shows that coffee or coffee milk is the type of

<sup>14</sup> Yustika, I. B. (2020) *Gambaran Pola Konsumsi Minuman Waralaba di Kalangan Mahasiswa Universitas Jenderal Soedirman*. Skripsi. Univeristas Jenderal Soedirman.

drink most in demand by respondents.

According to research conducted by Nurikhsan, Indriane dan Safitri, the increasing level of coffee consumption is also inseparable from the style of urban society that likes to gather. Teenagers also make drinking coffee a lifestyle and follow the current trend. They will feel something is missing when the motivation that drives their satisfaction is not achieved, namely when they do not drink coffee.<sup>1</sup>

The frequency of contemporary drinks among students at Jenderal Soedirman University is included in the category of sometimes, namely 1-2x/week, with as many as 46 respondents (43.4%). One of the supporting factors for students to consume contemporary drinks is practicality, easy access, and affordable prices. Easy access to the availability of drinks in the surrounding environment and affordable prices will influence a person's consumption behaviour.<sup>15</sup>

In addition, food preferences can be formed from the environment. This makes a habit of consuming certain drinks a lifestyle in students because, at this age level, there is a consolidation of life's stance, so there are changes in behaviour and lifestyle and no exception to the choice of food and drinks to be consumed.<sup>1</sup>

#### **F. Relationship between Perception of Halal Certification and Purchase Decision of Contemporary Drinks among Students of Jenderal Soedirman University**

The following table presents the results of the analysis of the relationship between the perception of halal certification and the purchase decision of contemporary drinks among Jenderal Soedirman University students.

Table 3. Relationship between Perception of Halal Certification and Purchase Decisions of Contemporary Drinks among Students of Jenderal Soedirman University

<b>Variable</b>	<b>Correlation Coefficient</b>	<b>Sig. (2-tailed)</b>
<b>Perception of Halal Certification</b>		
<b>Purchasing Decisions for Contemporary Drinks</b>	0.583	0.000

Table 3 shows the analysis test results using Spearman rank obtained a sig. (2-tailed) value of  $p = 0.000$  or  $p < 0.05$  which means  $H_0$  is rejected, meaning there is a significant relationship between the perception of halal certification and the decision to purchase contemporary drinks in students of Jenderal Soedirman University with a correlation coefficient value of 0.583 which means the level of strength of the relationship between the halal certification perception variable and the decision to purchase contemporary drinks in students of Jenderal Soedirman University is quite strong and positive.

Perception of halal certification is a process of assessment, understanding, and response related to halal certification or recognition of the halalness of a product issued by BPJPH based on a written fatwa issued by the MUI. Each individual's level of perception of

<sup>15</sup> Smolin, L. and Grosvenor, M. . (2010) 'Healthy Eating a Guide to Nutrition: Nutrition and Weight Management, Diet, Nutrition and The Prevention of Excess Weight Gain and Obesity', *Public Health Nutrition*, 7(1A), pp. 123–146.

halal certification will vary depending on how the individual understands and processes the information obtained so that it can influence their attitudes and behavior. The perception that forms this attitude and behaviour will affect the purchasing decision activities carried out by a person.

Based on the results of statistical tests using the Spearman rank test, a sig value (2-tailed)  $p = 0.000$  or  $p < 0.05$  was obtained, which means that there is a significant relationship between the perception of halal certification and the decision to purchase contemporary drinks in students of Jenderal Soedirman University with a correlation coefficient value of 0.583, which means that the level of strength of the relationship between the halal certification perception variable and the decision to purchase contemporary drinks is quite strong and in the same direction, namely that the higher the level of halal certification perception, the decision to purchase contemporary drinks will also increase.

Several things, including culture and environment, influence perception. Religion is an element of belief and culture in a person's life that can influence a person's perception and purchasing decision. Religion regulates what can be done and what is prohibited, including consuming food and drink. Schiffman and Kanuk also noted that the decision to buy is influenced by religious identity. A Muslim chooses and buys goods by considering the needs needed and, most importantly, how they can be maximally beneficial.<sup>1</sup>

Consumers will view a product based on what is in their perception. The perception of halal certification embedded in the minds of consumers will create consumer trust in halal safety. This perception will be displayed through consumer attitudes and purchasing behaviour. William McGuire's Information Processing Theory explains that consumer reactions to stimuli depend on how the stimulus in question is processed, and this will greatly shape attitudes and behaviour. A person's reaction to information regarding whether a product is halal will depend on how the information is processed. Then, the information process can shape attitudes and behaviour towards the product. Attitudes and behaviour are factors that influence a person's purchasing decision.

The results of this study align with research conducted by Nanda and Ikawati that there is a relationship between the perception of the MUI halal label and purchasing an interest in students of the Faculty of Health Sciences, the Muhammadiyah University of Surakarta.<sup>16</sup> Other research conducted by Sandi dan Rahmawanto (2011) shows a relationship between the perception of the halal label and purchasing decisions.

The halal label or halal certification on a product is one of the factors that can influence consumer purchasing decisions. According to research conducted by Desmayonda and Terengganu, the halal label is a form of promotion to attract consumers, both Muslims and non-Muslims.<sup>1</sup> Research by Al Umar, states that the halal label positively and significantly influences consumer purchasing decisions.<sup>17</sup> This is in line with Ambali and Bakar's research, which states that religious beliefs are one factor that can influence consumer

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<sup>16</sup> Nanda, K. F. and Ikawati, R. (2020) 'Hubungan Persepsi Label Halal Mui Terhadap Minat Beli Produk Makanan Pada Mahasiswa Fakultas Ilmu Kesehatan Universitas Muhammadiyah Surakarta', *Journal of Food and Culinary*, 3(1), pp. 1–9.

<sup>17</sup> Al Umar, A. U. A. et al. (2021) 'Pengaruh Label Halal dan Tanggal Kadaluarsa Terhadap Keputusan Pembelian Produk Sidomuncul', *Jesya (Jurnal Ekonomi Dan Ekonomi Syariah)*, 4(1), pp. 641–647.

purchasing decisions. According to research by Desmayonda and Terengganu, halal food influences consumers' decision to buy and consume halal food.<sup>1</sup>

Another study conducted by Aliman and Othman stated that, in general, Muslim consumers will have a positive attitude towards products that use a halal approach in their marketing process.<sup>18</sup> Consumers tend to choose products that have been declared halal by authorized institutions. This is because halal products are safer and free from hazardous substances.<sup>1</sup>

Including a halal label on a product will directly influence consumers who use the product. The emergence of a sense of security and comfort in consuming the product will increase trust and purchasing interest.<sup>19</sup>

## G. Conclusion

The sig value was obtained based on the results of the statistical analysis test using the Spearman rank. (2-tailed)  $p = 0.000$  or  $p < 0.05$ . Therefore, it can be concluded that there is a significant relationship between the perception of halal certification and the decision to purchase contemporary drinks among students of Jenderal Soedirman University, with a correlation coefficient value of 0.583. This means that the relationship between the halal certification perception variable and the decision to purchase contemporary drinks among students of Jenderal Soedirman University is quite strong. In the same direction, the higher the level of halal certification perception, the higher the buyer's decision will be.

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<sup>18</sup> Aliman, N. K. and Othman, M. N. (2007) 'Purchasing local and foreign brands: What product attributes matter', in *Proceedings of the 13th Asia Pacific Management Conference*, Melbourne, Australia.

<sup>19</sup> Wibowo, D. E. and Madusari, B. D. (2018) 'Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Oleh Konsumen Muslim Terhadap Produk Makanan di Kota Pekalongan', *Indonesia Journal of Halal*, 1(1), pp. 73–80.

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